

# **Wyoming Highway Safety Behavioral Grants Program FY2022 Highway Safety Plan**



**Mark Gordon, Governor**

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## Overview



Mark Gordon was elected Wyoming's 33rd Governor, on Nov. 6, 2018 and was sworn into office on January 7, 2019.

Growing up on the family ranch in Johnson County, Governor Gordon learned the values of hard work and integrity and the importance of working together. As Governor, he brings those values to the table in pursuing his commitment that Wyoming continues to be a place where its citizens can pursue their dreams while retaining its unique character. He is a strong believer in Wyoming's ability to chart its own course and a staunch defender of its interests to do so.

In his first year in office, Governor Gordon has focused his efforts on setting Wyoming on a sustainable fiscal path and making government more accessible, productive and efficient. As part of those efforts, the Governor seeks to refocus government to better assist local communities with the tools and resources needed to thrive and set their own direction. He is also dedicated to ensuring that citizens have access to quality education, including safer schools, advanced degrees, and career and technical education opportunities.

Governor Gordon served as Wyoming State Treasurer from October 2012 until January 2019 when he was sworn in as Governor. As State Treasurer, he led a transformation of the office resulting in improved returns on state investments, better protection of state savings, and increased transparency and access to state financial data for the public. His efforts to improve transparency surrounding the state's financial portfolio resulted in Wyoming being ranked number one in the United States for transparency and third in the world among all sovereign funds.

Governor Gordon and his wife Jennie have four grown children— Anne, Aaron with wife Megan, Bea with fiancé Austen, and Spencer with wife Sarah and their son Everett.

## WYDOT

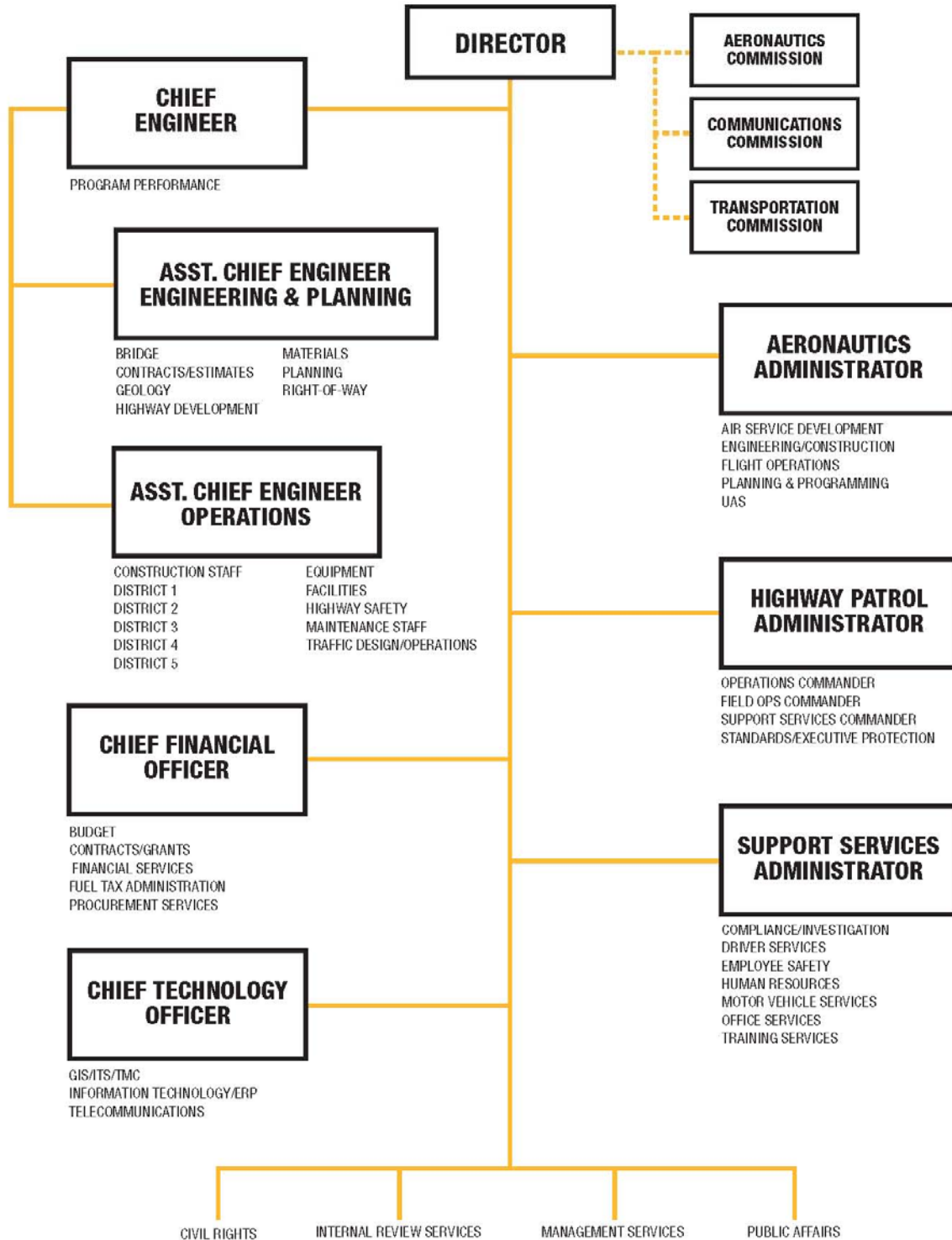
The Wyoming Department of Transportation (WYDOT) Mission is to provide a safe and effective transportation system. WYDOT is one of the largest state agencies with approximately 2,000 employees dispersed throughout the State. Employees are responsible for overseeing approximately 7,600 miles of federal-aid roadways, which includes city and county roads, and more than 900 miles of interstate highways. Engineering, finance, technology, aeronautics, construction, maintenance, and law enforcement are a few agencies that make WYDOT a thriving department. The transportation system serves the citizens of Wyoming in addition to facilitating interstate commerce and travel.

WYDOT is dedicated to promoting safe use of Wyoming roads with the continuing goal of reducing fatalities, injuries, and property damage crashes by means of the "Four E's" - engineering, education, enforcement, and emergency medical services (EMS) - along with the promotion of various training programs.

Ultimately, driver education and awareness is the key to preventing crashes. Drivers and passengers should always buckle up, observe posted speed limits and other traffic laws, and never drive when impaired.



# WYOMING DEPARTMENT OF TRANSPORTATION

## **Highway Safety Program**

### **Office Structure**

The Wyoming Department of Transportation Highway Safety Program houses the Highway Safety Behavioral Grants, Crash Records, and Motorcycle Safety Programs. The Highway Safety Behavioral Grants Program consists of four staff members who report to the Governor's Representative. The staff, listed below, are focused managing all aspects of the federal and state grant application processes, agreements, and project management:

#### **Governor's Representative for Highway Safety:**

**Matthew D. Carlson, P.E.**

Governor's Representative for Highway Safety  
State Highway Safety Engineer

#### **Highway Safety Behavioral Grants Program Office Staff:**

**Karson James**

Highway Safety Behavioral Grants Program Manager

**Alex Toalson**

Senior Financial Analyst

Focus Areas: Program Financials, Grants Tracking System (GTS), PeopleSoft, Governor's Council on Impaired Driving, Wyoming Seat Belt Coalition, Engineering Services, etc...

**Stephanie Lucero**

Senior Grants Manager

Focus Areas: Highway Safety Plan, Law Enforcement, Impaired Driving, Occupant Protection, Data Analysis, Traffic Records, WYTRCC, etc...

**Ariel Villa**

Grants Manager

Focus Areas: Annual Report, Community Outreach and Education, Impaired Driving, Occupant Protection, Teen Drivers, Motorcycle Safety, Distractive Driving, Media, etc...

Each employee works well beyond the parameters noted above to improve the efforts of the office and is deeply committed to the goal of reducing the number of persons killed or injured on Wyoming roadways.

## Wyoming Legislative Update

**Governor:** Mark Gordon

### U.S. Congressional Delegation

**Senators:** John Barrasso, MD (R)  
Cynthia Lummis (R)

**Representative:** Liz Cheney (R)

<b>Seat Belt</b>	
Safety Belt Law	Yes, secondary enforcement
Child Safety Seat Law	Yes
Booster Seat Law	Yes (Until 9 <sup>th</sup> birthday)
<b>GDL</b>	
Graduated licensing (GDL)	Yes
<b>Impaired Driving</b>	
0.08 BAC <i>per se</i> law (Section 163)	Yes
Zero tolerance for drivers < age 21	Yes (0.02)
Open Container (Section 154)	Yes (Note: Not compliant with Section 154)
Repeat Intoxicated Driver Laws (Section 164)	Partial (Note: Not compliant with Section 164)
24/7	Yes (Note: Legislative Update FY2019)
Ignition Interlock	Yes (Note: Legislative Update FY2019)
Administrative license revocation	Yes
<b>Texting</b>	
Texting While Driving	Yes
<b>Cell Phone</b>	
Cell Phone Use While Driving	Partial (Note: No statewide ban but select municipalities have enacted law)
<b>Move Over Law</b>	
Move Over Requirement	Yes
<b>Construction Zones</b>	
Increased fines through construction zones	Yes

## Highway Safety Plan

Wyoming has applied for the following National Priority Safety Program Incentive Grants:

- S. 405(b) Occupant Protection: Yes – Low Use State
- S. 405(c) State Traffic Safety Information System Improvements: Yes
- S. 405(d) Impaired Driving Countermeasures: Yes – Mid Range State
- S. 405(d) Alcohol-Ignition Interlock Law: No
- S. 405(d) 24-7 Sobriety Programs: Yes
- S. 405(e) Distracted Driving: No
- S. 405(f) Motorcyclist Safety Grants: Yes
- S. 405(g) State Graduated Driver Licensing Incentive: No
- S. 405(h) Nonmotorized Safety: No
- S. 1906 Racial Profiling Data Collection: No



# Highway Safety Plan

## **Highway Safety Planning Process**

The Highway Safety Plan (HSP) is an application for federal funding to address specific behavioral traffic safety issues: Impaired Driving, Occupant Protection, Distracted Driving, Traffic Records, Youthful Drivers, Pedestrian, Motorcycle Safety, and other traffic safety related projects supported by data. This document details the process to implement, monitor, and adjust proven countermeasure strategies that will reduce the number of fatalities and serious injuries on Wyoming roadways. It will provide qualitative and quantitative measurements to determine goals, safety impacts, rationale for funding decisions, and present descriptions of all proposed activities.

## **List of Information, Data Sources, and Processes**

The Highway Safety Behavioral Grants Office (HSO) conducts a data driven problem identification by collecting the most current traffic safety data available. These data include, but are not limited to the following resources, Wyoming Electronic Crash Data (WECRS), Fatality Analysis Reporting System (FARS), Alcohol and Crime in Wyoming arrest data, Survey of Seat Belt Use, driver registrations, vehicle registrations, Department of Revenue Liquor Division, Census Bureau, and Center for Disease Control.

The HSO begins the process of problem identification by meeting with the WYDOT Crash Data Management Office to discuss specific crash data necessary to identify Wyoming's traffic safety problems. The Crash Data Management Office provides ad hoc reports in all requested program areas that provides the first look at who, where, when, and why traffic crashes are occurring. Additional crash data is requested, when warranted, to provide clarification in problematic areas of the State with special attention afforded to critical crashes (fatal and serious injuries combined). Other data sources are then analyzed independently of crash data and then by supplementing with the crash data to identify over or under representation of certain demographics, locations or time. This information is then developed into the State's problem identification statewide and then by program area. The High Visibility Enforcement funding formula was updated in FY2021 and reviewed for FY2022 to ensure federal funds are effectively utilized in the locations throughout the State in most need.

## **Processes Participants**

The HSO is an office of four who manage all aspects of the federal funding from the grant application process, program development, report writing, fiscal administration, to program management. The HSO works closely with stakeholders and traffic safety partners in the data collection and the grant review process to include, but not limited to, the WYDOT Crash Data Management Section, WYDOT Budget & Financial Services, WYDOT Internal Review, WYDOT Planning Department, WYDOT Driver Services, WYDOT Motor Vehicle Services, Wyoming Highway Patrol, Wyoming Attorney General, State of Wyoming Department of Revenue-Liquor Division, Governor's Council on Impaired Driving, Wyoming Seat Belt Coalition, and Wyoming Traffic Records Coordinating Committee.

## **Description of Highway Safety Problems**

Every year Wyoming has a large number of deaths and serious injuries on our roadways that could be prevented or reduced through the proper use of occupant restraints, attentive driving, reduced speeds, and choosing not to be an impaired driver. Wyoming is a large rural state with a land area of 97,903 square miles and 30,034 miles of public roads which poses unique challenges for the Highway Safety Office to affect change in driving behaviors statewide.

According to the Wyoming Department of Health “Wyoming has 17 (of 23) counties with fewer than six people per square mile; and the overall state averages 5.17 people per square mile. Forty-seven percent (47%) of Wyoming’s residents live in frontier areas of the state. With the exception of people living in Cheyenne and Casper, the remaining population lives in rural areas.” The Wyoming Crash Data Management Section categorizes crash data into ‘In Community’ versus ‘Rural’. In Community is defined as whether or not a crash occurred in the corporate/urban limits of a city/town and all others as rural.

Both definitions prove a challenge for the HSO to reach areas of the state that do not have the infrastructure in place providing traffic safety education and/or high visibility overtime traffic safety enforcement. Additionally, resources in those areas have the desire to work with the HSO on traffic safety education but are over tasked with other duties. One example is the Wyoming Department of Health Public Health Nurse Programs statewide.

The Census Bureau estimated Wyoming’s 2020 population at 577,719 persons with the demographic composition as follows: White 92.6%; Hispanic 10.1%; American Indian 2.7%; Black/African Americans 1.3%; and Asian 1.1%. The top five counties (Albany, Campbell, Laramie, Natrona, and Sweetwater) represent 53% of the population and 52% of the traffic crashes. WYDOT Driver Services 2020 data indicates Wyoming has 470,800 licensed drivers (6,996 drivers with an instructional permit and 5,086 drivers with a graduated driver’s license). WYDOT Motor Vehicle Services 2020 data indicates Wyoming has 944,402 licensed vehicles compared to 930,829 licensed vehicles in 2019 with passenger vehicles representing 39.5% of vehicles, pickup trucks at 28% and motorcycles at 2.7%.

During the problem identification process, the HSO reviews all traffic crashes and in some instances categorize traffic crashes as critical crashes/injuries which means only fatal and serious injuries are included due to the small data sets. This allows the HSO to identify the various contributing factors with a primary focus on critical crashes in Wyoming.

Wyoming observed seat belt use continues to be well below the national average while driving under the influence (DUI) arrests accounted for a third of all arrests statewide. The WECRS shows there were 25,806 individuals involved in the 13,161 traffic crashes in 2020 which is a decrease of 12% over 2019 crash data. Urban crashes represented 52% of all crashes while rural crashes represented 48% (fatal rural crashes represented 70% versus 30% for urban).

Low seat belt usage, impaired driving, and speed were main contributing factors to the 127 fatalities with 46 unbelted fatalities, 48 speed related fatalities, and 51 impaired driving fatalities (13 involved drugs). Other factors in the fatal crashes include 19 motorcycle fatalities, 17 distracted driving fatalities, and 13 young drivers were involved in fatal crashes of which 6 were fatalities).

Seat belt usage is the single most effective and easiest way to protect yourself in a traffic crash and is key to reducing injuries and fatalities. Analysis of Wyoming’s 2020 unbelted traffic crashes demonstrates the problems and affected demographics:

- 861 crashes with unbelted vehicle occupants
- 450 unbelted injuries with 152 critical injuries
- 230 critical unbelted crash injuries by age group:
  - 0-13 represent – 13 (5%)
  - 14-20 represent – 48 (21%)
  - 21-34 represent – 84 (37%)
  - 35-44 represent – 36 (16%)
  - 45-54 represent – 26 (11%)
  - 55-64 represent – 14 (6%)
  - 65+ represent – 9 (4%)
- Sweetwater, Laramie, Fremont, and Campbell are the four highest counties with unbelted vehicle occupants in 2020 in critical crashes.

Wyoming’s Observed Seat Belt use for 2020 was calculated at 82.5% which is a 4.2% increase from 2019 however it is still significantly below the 2020 national observed seat belt use rate at 90.2%. The survey provided some key findings:

- In every county, the seat belt use rate is greater for passengers than for drivers.
- Women buckle up more often at 89% compared to men at 78.3%.
- Belt use results by population density show higher rates for vehicle occupants in rural sites than vehicle occupants in urban sites.
- Drivers of pickup trucks only buckle up 79.1% compared to other vehicle types with the majority of drivers being male.
- The occupant rate in vehicles registered in Wyoming is 80.5% belted and 91.1% in out-of-state vehicles.

Children are our most vulnerable roadway users. Census data reports that the age group 0-9 represents 13% of Wyoming’s population. The FY2020 Child Passenger Safety Program showed a 48% misuse rate for child restraints as reported by the 239 technicians statewide. Technician trainings and recertification opportunities are designed to address this challenge and maintain or increase the technician re-certification rate of 66.7% which continues to be above the national rate of 43.8%.

Impaired driving remains a major problem in Wyoming with a major increase in liquor sales during the 2020 pandemic. Alcohol and Crime in Wyoming 2020 Report asserts:

“In Wyoming, alcohol consumption also showed an increase even though state and local health orders closed or restricted occupancy and hours of operation for liquor establishments for much of the year. Although these restrictions resulted in fewer liquor establishments operating (from a high of 1,279 to a low of 670) the Liquor Division of the Wyoming Department of Revenue reported an increase in liquor sales of \$11,728,940 in 2020 from the previous year.”

The data collected also identified that DUI’s accounted for 33.35% of all statewide arrests with an average blood alcohol content (BAC) of 0.16. Fifty-two percent (52%) of persons arrested for DUI had a reported BAC level above 0.16 and 13% had a BAC of 0.24 or greater. The age group with the highest percentage of DUI arrests were ages 26-30, followed by ages 21-25 and 31-35. An emerging trend in impaired driving are DUI’s involving drugs. Fifteen and a half percent (15.5%) of persons arrested for DUI’s involved drugs. Another troubling statistic is that 34% of persons arrested for DUI had been arrested for DUI previously.

Fatality Analysis Reporting System (FARS) indicates Wyoming's 2019 alcohol-impaired driving fatality rate at 0.36 which is significantly higher than the national rate at 0.31. The 2020 WECRS reports that impaired driving crashes (alcohol and/or drug) contributed to 40% of fatal crashes (30% alcohol only) and 13% of injury crashes (10% drugs only). The age groups with the highest percentage of DUI arrests were ages 26-30 (15%), followed by ages 21-25 (14%) and 31-35 (13%).

Young drivers are at a high risk for traffic crashes due to their inexperience and risky behaviors. The Center for Disease Control states per mile driven, teen drivers ages 16-19 are nearly three times more likely than drivers ages 20 and older to be in a fatal crash. Wyoming's 14-20 year old drivers represent 9.3% of licensed drivers (50% male and 50% female) and 14% of drivers involved in traffic crashes. The 2020 Wyoming Electronic Crash Report System data indicates there were 2,359 young drivers involved in traffic crashes: 6 fatalities; 13 were involved in fatal crashes; 471 were involved in injury crashes; and 1,875 were in property damage only crashes. In addition, 60 young drivers were impaired drivers (alcohol and/or drugs).

Distracted driving is anything that takes your attention away from driving which is a risky behavior and was a contributing factor in 900 traffic crashes in 2020. This behavior contributed to the 17 documented fatalities and 335 injuries (42 serious injuries). Distracted driving continues to be a problem, trend data shows over the last five years distracted driving averaged 908 yearly crashes causing 44 fatalities/serious injuries each year.

Lastly, Wyoming is a minimally funded state and receives approximately \$35,000 annually to address awareness of increased motorcycle traffic during our short riding season. Wyoming has 61,434 licensed motorcycle drivers and 25,534 registered motorcycles. The Wyoming Electronic Crash Report System 2020 data shows that there were 236 motorcycle crashes with 19 fatalities and 201 injuries of which 117 were unhelmeted motorcycle injuries (12 fatalities and 45 serious injuries). Laramie (34) and Natrona (39) which are Wyoming's most populous counties, represent the counties with the most motorcycle crashes.

### **Methods for Project Selection**

A solicitation for the FFY2021 grant applications was opened on February 2, 2021 through March 31, 2021. Solicitation of grant applications was advertised through the WYDOT website and a call for proposals directly to: various governmental agencies, non-profit organizations, foundations, and to traffic safety partners for projects that have an ability to impact Wyoming's Core and State Performance Measures. The HSO makes exception for late grant applications based on a case by case basis.

The Highway Safety Program staff conducted an evidenced based project selection to review grant applications and determine the ability of the proposed projects to impact Wyoming's Core Performance Measures. The in-depth review of the projects include, but were not limited to:

- Is the project data driven?
- Does the project impact Wyoming's Core Performance Measures?
- Is the project evidence-based (Countermeasures that Work or provides documentation to show effectiveness)? If not, is the project innovative, data driven and does it have a strong evaluation?
- How many years project has been funded?
- Are the project activities and associated costs reasonable?
- Does the project have the ability to be self-sufficient?
- Does the project have program income?
- Does grant application contain any local match for the project?
- Was the grant application complete with all required information?
- Is the project evaluation data driven and sufficient to determine success?
- Are the projects over or under represented for the focus area and demographic?
- If a continuing project, past grant performance and report timeliness are considered.
- Allocation of funding.

In addition to the above mentioned criteria, the HSO conducts a risk assessment for each grant application utilizing the WYDOT risk assessment form. A score was assigned to each grant application based on the selected criteria. The resources are aligned with the proposed project activity based on the significance of the problem, the availability of funding, and a three year average of prior grant expenditures with increased consideration given to projects that show a propensity for success and innovative ideas. Funds for existing over/under performing projects will continue to be reviewed for appropriateness, modified when necessary, and the HSO will redirect funds to program areas not meeting goals set or that are experiencing little to no change.

All activities will fall into one of the following proven countermeasure strategies that will be implemented to reduce the occurrence of traffic crashes due to impaired driving, unbelted vehicle occupants, distracted driving, young drivers, and motorcycle awareness.

- High Visibility Enforcement
- Observed Seat Belt Survey
- Law Enforcement Training
- Law Enforcement Liaison
- Post DUI Interventions
- Child Restraint System Inspection Station(s)
- Communication and Outreach
- Mass Media and Outreach
- Coalitions
- Data and Outreach
- Comprehensive Traffic Records Projects
- Youth Programs

Some projects may appear in multiple focus areas due to some projects having multi-focused activities.

## **Traffic Safety Enforcement Program (TSEP)**

Traffic safety is a problem for law enforcement across the board whether it is dealing with impaired driving, seat belt usage, speeding, distracted driving, or other traffic infractions. Law enforcement has a unique advantage to affecting driver's behavior in these focus areas.

During 2020, COVID-19 had a major impact on all law enforcement activities with many agencies reviewing their operating policies dealing with the public and updating strategies for policing their communities. In April 2021, the Governor for the State of Wyoming lifted all mandates on social gatherings due to the pandemic thus allowing the State to slowly return to a pre-pandemic world.

In 2020, there were 13,161 traffic crashes on Wyoming roadways of which urban crashes account for 52% and rural crashes accounted for 48% (70% of fatal crashes).

Alcohol and Crime in Wyoming 2020 Report shows that impaired driving remains a problem for law enforcement with DUI arrests accounting for 33.35% of all arrests. The results from those arrests include:

- The average reported blood alcohol content for DUI arrests statewide was 0.16.
- 52% of persons arrested for DUI had a reported BAC level above 0.16 and 13% had a BAC of 0.24 or greater.
- 15.53% of persons arrested for DUI involved drugs.
- The average reported BAC for 279 persons who were arrested for DUI after being involved in a traffic crash was 0.17.
- The age groups with the highest percentage of DUI arrests were ages 26-30 (15%), followed by age 21-25 (14%) and 31-35 (13%).

Wyoming's 2020 Observed Seat Belt Usage Rate is at 82.5%. This is an increase of 4.2% from 2019. A review of the data also includes:

- Urban populations observed seat belt usage is at 79.9% compared to the rural population at 88.2%.
- Women buckle up more than men at 89% compared to 78.3%.
- Pickup drivers buckle up 79.1% compared to the statewide average of 82.5%. Male pickup drivers buckle up at 75.8% compared to female pickup drivers at 93.4%.

The foundation of the Traffic Safety Enforcement Program remains strong with the Wyoming Highway Patrol and local law enforcement agencies continuing to enforce Wyoming traffic laws. The Wyoming Highway Patrol and local law enforcement agencies are required to participate in the three NHTSA national campaigns (Holiday, May Mobilization, and National August Crackdown Campaigns) as a condition for receiving federal grant funds. These high visibility overtime enforcement campaigns for Click It or Ticket, Drive Sober or Get Pulled Over and Buzzed Driving is Drunk Driving include saturation patrols by state, county, and municipal law enforcement agencies targeting data driven enforcement efforts in high volume traffic areas.

In FY2021, the HSO brought the local law enforcement high visibility enforcement grants in-house mid-year. An updated funding formula was developed based on the agencies data driven problem identification ensuring funding was distributed to make the most impact on the occupant protection and

impaired driving problems in Wyoming. A minimum funding of \$500 (increased to \$1,000 in FY2022) to agencies was set to ensure statewide sustained enforcement of Wyoming impaired driving and occupant protection laws. Three Q&A sessions were conducted with any interested agency to discuss the “in’s and out’s” of the revamped High Visibility Enforcement Program. Historically, there were on average 55 local law enforcement agencies that participated in high visibility enforcement activities in addition to the WHP. In mid FY2021, there were 32 local agencies that participated with several new agencies choosing to participate for the first time ever. The local agencies participate in national campaigns and year-long sustained enforcement versus event based activities. The national and state media programs support these campaigns throughout the fiscal year. The following are agencies participating in the High Visibility Overtime Enforcement Program:

Afton Police Department	Moorcroft Police Department
Albany County Sheriff’s Office	Natrona County Sheriff’s Office
Casper Police Department	Pine Bluffs Police Department
Cheyenne Police Department	Platte County Sheriff’s Office
Converse County Sheriff’s Office	Powell Police Department
Douglas Police Department	Rawlins Police Department
Fremont County Sheriff’s Office	Riverton Police Department
Gillette Police Department	Rock Springs Police Department
Glenrock Police Department	Saratoga Police Department
Goshen County Sheriff’s Office	Sheridan Police Department
Hot Springs County Sheriff’s Office	Shoshoni Police Department
Jackson Police Department	Teton County Sheriff’s Office
Labarge Police Department	Torrington Police Department
Lander Police Department	Uinta County Sheriff’s Office
Laramie County Sheriff’s Office	Upton Police Department
Laramie Police Department	Wheatland Police Department
Lincoln County Sheriff’s Office	Weston County Sheriff’s Office
Manderson Police Department	

The Cheyenne Police Department DUI Mobile Command Vehicle continues participation in DUI Task Force and educational events within Laramie County and statewide by invitation. Agencies are still dealing with the effects of the pandemic, staffing challenges, and the revamped High Visibility Enforcement Program. The Cheyenne Police Department has made DUI Mobile Command Vehicle available to all local law enforcement for educational or DUI Task Force Events. The Cheyenne Police Department has a large following and support on their social media pages. Their advertising helps in providing awareness to reduce impaired driving and also supports the TSEP.

The Law Enforcement Liaison (LEL) project conducts a visit to at least 90% of law enforcement agencies across the state throughout the fiscal year. He supports agencies through assistance in organizing multi-agency task force events, multi-state task force events, media releases, Data Driven Analysis of Crime and Traffic Safety (DDACTS) training and other directives given by the Governor’s Representative for Highway Safety. The LEL assists in the continued program development of the high visibility overtime enforcement grants as well as assisting the HSO monitor grant activity for compliance with federal rules and regulations.

Expert, and Instructor training to ensure law enforcement has the skills to detect and arrest impaired drivers through up-to-date training.

The HSO continues to monitor all TSEP for effectiveness and will make adjustments when warranted through on-site and desk monitoring during the fiscal year. This includes a review of all expenditures, Police Activity Reports (PAR), annual assessment of the funding formula, and adjustments to the TSEP by reallocation of unexpended high visibility overtime funds to high risk locations based on a data.

A review of the strengths and weaknesses of Wyoming’s TSEP is ongoing as well as continued review of the projects with priority considerations. These include:

- Adjustments to the FY2022 High Visibility Overtime Enforcement Program designed mid-year in FY2021. The HSO is working on its second year managing all aspects of the Program whereas historically they were managed by a sub-contractor. The review includes lessons learned during the first year the HSO managed the high visibility overtime enforcement grants, feedback from local law enforcement, and development of best practices for the Program.
- In FY2021, the HSO managed the radar and video camera equipment grants in-house with stringent criteria for eligibility. A letter of invitation is sent to agencies that qualified for equipment and will continue into FY22 based on a review of the data and best practices.
- In FY2022, the high visibility overtime enforcement funding formula will be reviewed for focus areas: Impaired Driving and Occupant Protection and Equipment.

Projects that make up the Traffic Safety Enforcement Program are as follows:

<b>Activity</b>
WHP Impaired Driving Overtime
WHP Occupant Protection Overtime
Local Law Enforcement Driving HVE Overtime
Local Law Enforcement Occupant Protection HVE Overtime
DUI Mobile Command Vehicle
WHP Impaired Driving Program
Law Enforcement Liaison (LEL)
Equipment – Video Camera’s
Equipment – Radar’s



## **Description of Outcomes regarding the Wyoming Strategic Highway Safety Plan and Highway Safety Improvement Program Coordination**

The Strategic Highway Safety Plan (SHSP) is a major component and requirement of both the Highway Safety Improvement Program (HSIP) (23 U.S.C. § 148) and the Highway Safety Plan (HSP) submittal. It is a safety plan compiled by a statewide coordinated effort and provides a cohesive and comprehensive framework intended to reduce critical crashes on Wyoming roadways. The SHSP identifies Wyoming's key safety needs and guides investment decisions to choose the most effective strategies and countermeasures focused on saving lives and preventing injuries. The WYDOT SMS Committee (SMS) assumed the responsibility to be the coordinating body for the Wyoming Strategic Highway Safety Plan development. The purpose of the SHSP is to focus Wyoming's safety partners on reducing the number of fatal and serious injury crashes. The SHSP does not address every safety strategy currently being implemented or every strategy that may be implemented in the state, but primarily provides the guidance to the safety community to develop and implement the strategies with the greatest potential to reduce fatal and serious injury crashes. **The HSO evaluates grants to ensure they comply with the safety needs shown in the SHSP.**

Wyoming's primary safety emphasis areas include occupant protection and impaired driving, with attention afforded to speeding, motorcycles, and young drivers. The HSP is consistent with the SHSP for the Core Performance Measures C1 - Reduce the number of Traffic Fatalities (FARS), C2 - Reduce the number of Serious Injuries (State), C2a - Reduce the rate of Serious Injuries/VMT (State), and C3 - Reduce the rate of Fatalities/VMT (FARS).

The purpose of this SHSP is to steer the state of Wyoming "Towards Zero Deaths." All travelers in Wyoming, whether they drive, ride, walk, or ride a bike should safely arrive at their destinations. The Wyoming SHSP strives to work towards this goal. This plan is written to actively guide the strategies the state will take to achieve the goal of zero traffic fatalities. State and local agencies, counties, private-sector, and non-profit organizations, corporations, residents, and visitors to Wyoming all benefit from a safe and efficient roadway system. The SMS planning cycle has four key components:

- Coordination – Partnerships and shared responsibilities are necessary to achieve the State's crash reduction goals. Effective communications, coordination, and cooperation among key state, regional, and local agencies, safety organizations, and safety advocates are necessary to avoid redundancy and/or gaps in service and outreach.
- Implementation – The SHSP is recognized as the highway safety transportation planning document for the State of Wyoming. The many and diverse safety plans such as the Highway Safety Plan (HSP) and the Highway Safety Improvement Plan (HSIP) collegially operate under the umbrella of the SHSP. Projects approved for implementation are consistent with the program areas and performance measures identified in the SHSP.
- Evaluation – The effectiveness of the projects implemented is measured by a demonstrated reduction in death and injury within the 11 core performance measures. Revision – Program direction/program guidance will be revised to reflect current highway safety needs, interventions, and regulations.
- Revision – Upon evaluation and review the SHSP guidance will be revised as necessary to meet the challenges presented by an ever changing transportation system in the State of Wyoming.

## **Performance report**

The FY2021 performance targets were created by the Safety Management System (SMS) Committee by analyzing the crash data 5 and 10 year running averages while taking into consideration the current trends.

### **C-1) Number of traffic fatalities (FARS)**

Progress: In Progress

Wyoming experienced 127 fatalities in 2020 and as of June 15, 2021, there have been approximately 39 fatalities per the Wyoming Highway Patrol (WHP) and WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 128 fatalities for FY2021.

State and local programs supported projects and activities that targeted occupant protection and impaired driving issues such as law enforcement participation in NHTSA enforcement campaigns, traffic safety events (in person and virtual), media, legislation, and trainings.

The HSO and sub-recipients adapted to and continue to deal the challenges brought on by the pandemic. Normal activities were significantly impacted with strict restrictions of social gatherings. As of April 2021 the Governor for the State of Wyoming has removed all mandates to begin the process of getting back to “normal” activities. The HSO and its sub-recipients are still dealing with this uncertain future. People’s behaviors have been affected by the pandemic and to what extent remains unknown. The HSO will assist sub-recipients and their projects in adapting to the needs of their individual communities on a project by project basis.

Proactive countermeasure strategies are being created for traffic safety programs to focus on new and innovative ways of reaching the public such as Virtual Traffic Safety Sessions, social media related outreach, reduced class sizes, etc. Technical trainings for Child Passenger Safety and the Impaired Driving Program have been canceled, rescheduled, and/or modified the training sessions.

### **C-2) Number of serious injuries in traffic crashes (State crash data files)**

Progress: In Progress

Wyoming had 440 serious injuries in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 450 serious injuries for FY2021.

Same as noted above for C-1 Number of Traffic Fatalities (FARS)

### **C-3) Fatalities/VMT (FARS, FHWA)**

Progress: In Progress

FARS data indicates the 2019 Fatalities/VMT was 1.44. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 1.35 fatalities/MVT in FY2021.

WYDOT reports travel decreased on Wyoming roadways in 2020 by 6.5% due to the pandemic and fatalities are down 14%. Wyoming’s 2020 fatality rate is at 1.33 per State data. Final FARS numbers are not available at this date to determine the full extent of the impact of fatalities per VMT. The HSO is adapting to these new challenges working with our traffic safety partners and adjusting projects as necessary to meet this goal.

#### **C-4) Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)**

Progress: In Progress

Wyoming had 43 unrestrained fatalities in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 59 unrestrained fatalities for FY2021.

The HSO takes a comprehensive approach to traffic safety in reducing unbelted fatalities and injuries in projects selected in FY21 to include enforcement of Wyoming Seat Belt law, education through the WHP Safety Education, Wyoming Seat Belt Coalition, Injury Prevention Resources Traffic Safety Events, and Students Against Destructive Decision projects. Print, radio, and social media have also been utilized to reach the masses as well as the high risk demographics identified in the problem identification. The WHP has taken the unprecedented action of providing Child Passenger Safety training to all new recruits coming out the Academy.

#### **C-5) Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)**

Progress: In Progress

Wyoming had 38 alcohol-impaired driving fatalities in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 42 fatalities involving a driver or motorcycle operator with a BAC of .08 and above for FY2021.

State and local law enforcement participated in FY2020 high visibility overtime grants in both NHTSA required impaired driving enforcement campaigns and localized events which resulted in 331 DUI arrests. Thus far in FY2021, the HSO has begun administrating the high visibility grants and early indications are positive for impaired driving arrests. Support for these campaigns are provided by the WYDOT Public Affairs Office, Governor's Council on Impaired Driving (GCID), Safe Communities, Traffic Safety Resource Prosecutor, and Law Enforcement Liaison through media, local traffic safety events, and safety education classes.

The 24/7 Program is present in five counties with two counties halting the program temporarily due to COVID. One of the counties is expected to be back up and running by summer with two new counties expected to begin 24/7 by end of summer. The GCID has a new facilitator and is working new initiatives such as judicial training and website refresh.

The WHP Impaired Driving Program provides up-to-date DRE/ARIDE/SFST training and recertification for law enforcement officers to improve impaired driving arrest. The Traffic Safety Resource Prosecutor also assists with educating law enforcement officers with the prosecution aspect of arrests as well as assisting prosecutors with successful prosecution strategies and combatting defense tactics. Lastly, the Division of Criminal Investigation has added two new toxicologists and two new drug testing methodologies.

#### **C-6) Number of speeding-related fatalities (FARS)**

Progress: In Progress

Wyoming had 48 speeding related fatalities in 2020 per WECRS. Wyoming is not on course to meet the goal of a five (5) year rolling average of less than 44 if the current trend remains in FY2021.

Radar units were purchased and are being utilized as a proven tool to enforce Wyoming's seat belt and speed laws. In FY2020, law enforcement garnered 5,919 speeding citations issued on grant funded overtime enforcement.

### **C-7) Number of motorcyclist fatalities (FARS)**

Progress: In Progress

Wyoming had 19 motorcyclist fatalities in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 19 motorcyclist fatalities for FY2021.

The Highway Safety Office continued to work towards lowering crashes, particularly fatal crashes, through efforts focused on motorcyclist awareness for the traveling public along with the high visibility overtime enforcement focusing on impaired riding during high motorcycle traffic months. Additional efforts and activities that addressed motorcycle safety, awareness, and impaired riding included working directly with Wyoming's Motorcycle Safety Program Coordinator on projects that go beyond standard motorcycle training courses. **Activities include traffic safety education at motorcycle rallies such as Ham 'n Jam, working with the motorcycle industry to partner at events attended by motorcycle enthusiasts, as well as working to develop and implement an educational program during off season on motorcycle safety. The Motorcycle Safety Program also promotes and educates via social media.**

### **C-8) Number of unhelmeted motorcyclist fatalities (FARS)**

Progress: In Progress

Wyoming had 12 unhelmeted motorcyclist fatalities in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 13 unhelmeted motorcyclist fatalities for FY2021.

The Highway Safety Office continued to work towards lowering crashes, particularly fatal crashes, through efforts focused on motorcyclist awareness for the traveling public along with the high visibility overtime enforcement focusing on impaired riding during high motorcycle traffic months. Additional efforts and activities that addressed motorcycle safety, awareness, and impaired riding included working directly with Wyoming's Motorcycle Safety Program Coordinator on projects that go beyond standard motorcycle training courses. **Activities include traffic safety education at motorcycle rallies such as Ham 'n Jam, working with the motorcycle industry to partner at events attended by motorcycle enthusiasts, as well as working to develop and implement an educational program during off season on motorcycle safety. The Motorcycle Safety Program also promotes and educates via social media.**

### **C-9) Number of drivers age 20 or younger involved in fatal crashes (FARS)**

Progress: In Progress

Wyoming had 13 driver's age 20 or younger involved in fatal crashes in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of less than 14 drivers age 20 or younger involved in fatal crashes for FY2021.

Wyoming is working with the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, and Students Against Destructive Decisions (SADD) to reach young drivers through traffic safety education classes, SADD chapters within schools, educating law enforcement, parents and young drivers on Wyoming GDL laws. Projects have incorporated virtual education to reach students due to some remote learning.

### **C-10) Number of pedestrian fatalities (FARS)**

Progress: In Progress

Wyoming had 7 pedestrian fatalities in 2020 per WECRS. Wyoming is not on course to meet the goal of a five (5) year rolling average of less than 6 pedestrian fatalities for FY2021.

WYDOT intends to integrate consideration of the needs of pedestrians and bicyclists in its planning and project development processes to produce a transportation system with true modal choices. This plan will not propose specific improvement projects to better accommodate bicycling and walking in the Wyoming transportation system. Instead, it provides general principles and guidance for WYDOT to provide for and improve bicycle and pedestrian transportation. This plan also provides guidance for local governments in Wyoming for developing their own bicycle and pedestrian plans and facilities.

In addition, the Native American Outreach Project has developed a campaign to educate pedestrians and bicyclists on how to be seen in their rural community.

### **C-11) Number of bicycle fatalities (FARS)**

Progress: In Progress

Wyoming had one bicycle fatality in 2020 per WECRS. Wyoming is on course to meet the goal of a five (5) year rolling average of one (1) for FY2021.

Same as noted above for C-10) Number of pedestrian fatalities (FARS)

### **B-1) Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)**

Progress: In Progress

In 2020, the overall estimate for all vehicle occupants based on the Wyoming's Survey of Seat Belt Use was 82.5%. Wyoming is on course to meet the FY2021 goal of a five (5) year average of 81.9%.

The HSO is working with law enforcement and traffic safety advocates through enforcement, and education (hands on experience and information) on the consequences of not wearing a seat belt. Projects include high visibility overtime enforcement, Injury Prevention Resources Road Warrior events, SADD, and support of a primary seat belt law are countermeasure strategies being implemented throughout the state.

### **S-1) Distracted Driving (State)**

Progress: In Progress

Wyoming had 17 distracted driving fatalities in 2020 per WECRS. Wyoming is not on course to meet the goal of a five (5) year rolling average of ten (10) or less for FY2021.

Crashes caused by human error are being addressed through projects administered by the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, and SADD. Not only do these organizations work independently but also collaboratively as often as possible to bring knowledge and awareness to all Wyomingites. New and innovative projects are being developed to reach the public.

### **S-2) Older Driver Fatalities (State)**

Wyoming is not on course to meet the goal of 23 older driver fatalities for FY2021. The 2020 WECRS data indicates 25 older driver fatalities on Wyoming roads. The HSO is working with WHP and Injury Prevention Resources to target this demographic through virtual and in-person traffic safety events. The HSO is also working with the Wyoming Department of Health (DOH), but not as a subrecipient due staff turnover and diverted resources to deal with the pandemic. Although not a sub-recipient in FY2022, the HSO has been in contact and will continue to work with the DOH on traffic safety related issues whenever possible.

### **S-3 Drug Involved Driving Under the Influence Arrests (State)**

Wyoming is on course to meet the goal of 14.15% for FY2021 and is currently at 15.53% for 2021. The WHP Impaired Driving Program conducted statewide trainings for SFST, ARIDE and added 14 new DRE's with field certifications occurring in FY2021. Additionally, DUI task force events are conducted throughout the State. **Drug Involved Arrests include field information collected at the time of the arrest which includes Drug Recognition Expert evaluations and/or drugs on board.**

### **S-4) Crash Location Accuracy (State)**

Wyoming is on course to meet the goal of 96% for FY2021 and is currently at 97.03% for Crash Location Accuracy that can be entered with one or more of three methods: Route and milepost, latitude/longitude, or intersection (on street and at street). The methods for calculating the performance is a single query that combines all the different error detection methods.

### **S-5) Roadway Integration (Linkable MIRE Features) (State)**

Data entered for the FY2021 Performance Measure should have been 55 based on a 5 year average not the 29 reported. Wyoming is on course to meet the goal for FY2021. As of March 31, 2020 the FY2021 Traffic Records Performance Measures Report indicates there are 58 Linkable Mire Features. This performance measure counts the number (and completeness) of data sets that are available for safety analysis, and that are LRS compliant, enabling integration by location. The Data program had several improvements, linking crash data to driver registration data on behalf of Driver Services, linking DCI drug test results to crash data, and automating specific processing steps of the incoming crash reports. As well as the transition of the SMS (Safety Management System) to ITIS, where it has been enhanced and expanded. This progress has assisted the HSO to address the data driven needs for problem identification and project selection.

## **FY2020 Grant Program Activity Reporting**

A-1) Number of seat belt citations issued during grant-funded enforcement activities

Seat belt citations: 882

A-2) Number of impaired driving arrests made during grant-funded enforcement activities

Impaired driving arrests: 331

A-3) Number of speeding citations issued during grant-funded enforcement activities

Speeding citations: 5,919

## **Performance Plan**

The 2 CFR - Grants and Agreements Title 23 Part 1300 sets forth administration requirements for the Performance Plan in which highway safety problems are identified while performance measures and targets are established. NHTSA and FHWA collaborate to harmonize three (3) common performance measures (fatalities, fatality rate, and serious injuries) to ensure that the highway safety community is provided uniform measures of progress. The SMS Committee (SMS) is the coordinating body for the Strategic Highway Safety Plan. The SMS Committee analyzes the five (5) and ten (10) year running averages, **2016-2020 and 2011-2020 respectively**, along with recent trends to determine the new performance targets. This process is applied to all performance targets.

The Observed Seat Belt Use target is based on the five (5) year running average. Counter-measure strategies and activities are tied directly to the performance targets.

<b>Core Performance Measures (FARS Data Used when available unless marked as State Data)</b>		<b>2020 (State)</b>	<b>Target 2022</b>
C-1	Number of Traffic Fatalities (FARS)	127	128
C-2	Number of Serious Injuries in Traffic Crashes (State)	440	450
C-3	Fatalities / VMT (FARS, FHWA)	1.33	1.35
C-4	Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)	43	57
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above (FARS)	38	42
C-6	Number of Speeding Related Fatalities (FARS)	41	44
C-7	Number of Motorcycle Fatalities (FARS)	19	19
C-8	Number of Unhelmeted Motorcycle Fatalities (FARS)	12	13
C-9	Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)	13	14
C-10	Number of Pedestrian Fatalities (FARS)	7	8
C-11	Number of Bicycle Fatalities (FARS)	1	1
S-1	Number of fatalities in Distracted Driving Crashes (State)	17	12
S-2	Number of Drug Involved Fatal & Serious Injuries (State)	80	80
S-3	Crash Report Accuracy	96.74	97
S-4	State Roadway Integration (Linkable Non-MIRE Features)	58	59
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	82.5%	82.5%





Mark Gordon  
Governor

# WYOMING Department of Transportation

"Provide a safe and effective transportation system"

5300 Bishop Boulevard, Cheyenne, Wyoming 82009-3340



K. Luke Reiner  
Director

## AGREEMENT – SECTION 120(b)(2) OF TITLE 23 UNITED STATES CODE

This agreement between the State of Wyoming, acting by and through its Governor's Representative for Highway Safety, and the National Highway Traffic Safety Administration for the U.S. Department of Transportation, shall take effect on October 1, 2021 and extend through September 30, 2022, the end of the first full fiscal year of the State.

Whereas the State of Wyoming has elected to match Federal highway safety funds in accordance with paragraph (b) (2) of Section 120 (b) of Title 23, United States Code, as amended, and NHTSA Order 462-6C;

Therefore, the State of Wyoming hereby agrees to apply the difference between the State's share as provided in paragraph (b) (2) and what its share would be if it had elected to pay the share provided in paragraph (b) (1) of Section 120(b) of Title 23, U.S.C., solely for highway safety purpose other than paying its share of highway safety projects.

The State agrees to furnish to the National Highway Traffic Safety Administration annual expenditure reports annotated to show that the savings in the State's Federal aid matching share during the period have been applied solely to highway safety in fulfillment of the terms of this agreement.

Executed this 11th day of June 2021

  
\_\_\_\_\_  
Governor's Representative for  
Highway Safety

  
\_\_\_\_\_  
NHTSA Regional Administrator



**Planned Activity:** Planning & Administration  
**Planned Activity Number:** PA-2022-FA-PA-01  
**Subrecipient:** Highway Safety Office (HSO)  
**Funding Source:** Fast Act NHTSA 402 P&A

**Total Project:** \$83,250.00  
**Federal Share:** \$63,453.15

**Benefit to Local:** \$0.00  
**State Share:** \$19,796.85

The HSO administers highway safety program funding for the state of Wyoming. The HSO is committed to reducing deaths and injuries on Wyoming roadways through professional staff development, effective management of federal highway safety funds, data driven programs and funding, and partnerships with other traffic safety groups and organizations.

The Planning and Administration Program area provides funding for employee travel and training, invitational travel, vehicle, vehicle operation expenses, Highway Safety Office equipment and other elements contributing to the overall management of the HSO's Highway Safety Plan.

## **PROGRAM AREA: OCCUPANT PROTECTION**

### **Problem Identification**

The 2020 national observed seat belt use rate is at 90.2% compared to Wyoming's Observed Seat Belt use at 82.5% which is a 4.2% decline from 2019. In every county, the seat belt use rate is greater for passengers than for drivers. Seat belt usage is the single most effective and easiest way to protect yourself in a traffic crash and is key to reducing injuries and fatalities. Front seat passengers wearing a seat belt reduce the risk of fatal injury by 45% and moderate-to-critical injury by 50%.

Wyoming's Observed Seat Belt use is at 82.5% which is a 4.2% increase from 2019 however, it is still well below the 2020 national observed seat belt use rate of 90.2%. The survey provided some key findings:

- In every county, the seat belt use rate is greater for passengers than for drivers.
- Women buckle up more often at 89% compared to men at 78.3%.
- Belt use results, by population density, show higher rates for vehicle occupants in rural sites than vehicle occupants in urban sites. A difference of 8.3%.
- Drivers of pickup trucks only buckle up 79.1% compared to other vehicle types with the majority of drivers being male.
- The occupant rate in vehicles registered in Wyoming is 80.5% percent belted and 91.1% in out-of-state vehicles.

County	2019	2020	Change
Niobrara	97.8%	94.8%	-3.0%
Teton	91.6%	93.7%	2.1%
Crook	92.9%	92.6%	-0.3%
Carbon	67.6%	91.9%	24.3%
Laramie	74.9%	90.4%	15.5%
Albany	87.9%	89.7%	1.8%
Big Horn	86.4%	89.4%	3.0%
Lincoln	88.7%	87.0%	-1.7%
Johnson	87.8%	85.8%	-2.0%
Platte	85.3%	84.9%	-0.4%
Park	72.3%	83.6%	11.3%
Fremont	83.5%	83.3%	-0.2%
Sheridan	79.8%	83.1%	3.3%
Converse	73.1%	81.9%	8.8%
Natrona	78.4%	81.4%	3.0%
Campbell	67.5%	77.7%	10.2%
Sweetwater	63.5%	77.5%	14.0%
Total	78.3%	82.5%	4.2%

Wyoming's 2020 crash data showed there were 861 crashes with unbelted vehicle occupants with 450 unbelted injuries with 152 critical injuries. The following list demonstrates the age groups affected:

- Critical unbelted crash injuries by age group:
  - 0-13 represent 5%
  - 14-20 represent 21%
  - 21-34 represent 37%
  - 35-44 represent 16%
  - 45-54 represent 11%
  - 55-64 represent 6%
  - 65+ represent 4%
- Carbon, Laramie, Natrona, and Sweetwater counties have the most unbelted vehicle occupants in critical crashes. Strides have been made in Carbon and Laramie counties as

they have now risen above the statewide average as compared to 2019 but Natrona and Sweetwater counties still rank below the statewide average of observed seat belt use.

Census data reports that the age group 0-9 represents 13% of Wyoming’s population. The FY2020 Child Passenger Safety Program indicated a 48% misuse rate for child restraints as reported by the 239 technicians statewide. Technician trainings and recertification opportunities are designed to address this challenge and maintain or increase the technician re-certification rate of 66.7% which is above the national rate of 43.8%.

**Countermeasure Strategies**

To reduce the number of persons in unbelted traffic crashes the HSO will implement the following countermeasure strategies:

- Mass Media Campaigns
- Observed Seat Belt Survey
- Law Enforcement Liaison
- Sustained High Visibility Enforcement
- Communication and Outreach (Educational Activities)
- Child Restraint Inspection Station(s)
- Coalitions
- Safety and Prevention

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (FARS)
- C6 Number of Speeding Related Fatalities, (FARS)
- B1 Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C4, B1)	Paid Media Native American Media Outreach

**Project Safety Impacts**

This comprehensive countermeasure strategy will conduct media campaigns that are a tried and true strategy that influences positive behavior change. Media campaigns providing education on behavioral traffic safety challenges coupled with support of high visibility overtime enforcement will reduce fatalities and serious injuries.

**Linkage Between Program Area**

The countermeasure strategy will focus on multi-media communication outreach utilizing social media, TV, radio, billboards, newspapers, and other print media. Communication and outreach are important successful strategies providing education and outreach to high risk demographics and the general public, and to support high visibility enforcement campaigns.

Awareness and education will increase Wyoming’s Observed Seat Belt use rate of 82.5% thus reducing fatal and serious injuries.

**Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become a cost effective way to reach targeted demographics as evidenced by reported results.

**Planned Activity:** Paid Media

**Planned Activity Number:** PM-2022-FA-PM-01

**Subrecipient:** WYDOT Public Affairs Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$721,500.00

**Benefit to Local:** \$326,442.68

**Federal Share:** \$652,885.35

**State Share:** \$68,614.65

The WYDOT Public Affairs Office works to educate the public on highway safety issues related to occupant protection, impaired driving, distracted driving, bicycle safety and winter driving through multi-media communication and outreach. The project activities include developing, producing, and distributing traffic safety messaging that will modify the behaviors of targeted demographics.

**Planned Activity:** Native American Outreach

**Planned Activity Number:** PM-2022-FA-PM-02

**Subrecipient:** WYDOT District 5

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$111,000.00

**Benefit to Local:** \$100,443.90

**Federal Share:** \$100,443.90

**State Share:** \$10,556.10

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Observed Seat Belt Survey (C4)	Observed Seat Belt Survey

**Project Safety Impacts**

Analysis of data received from utilizing the observed seat belt survey NHTSA will assist Wyoming in understanding where to target countermeasure strategies throughout the State in underperforming areas thus effectively using federal funds and reducing fatalities and serious injuries.

**Linkage Between Program Area**

The observed seat belt survey will assist in data driven analysis of Wyoming’s Occupant Protection Program. Wyoming’s statewide observed seat belt use is significantly lower than the national rate.

**Rationale for Selection**

The Observational Seat Belt Survey is a requirement of federal funding and provides data to target activities to improve seat belt use.

**Planned Activity:** Observed Seat Belt Survey

**Planned Activity Number:** M2X-2022-FA-MX-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Observed Seat Belt Survey

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** \$169,830.00

**Benefit to Local:** \$0.00

**Federal Share:** \$153,679.17

**State Share:** \$16,150.83

The Highway Safety Office will retain the services of a consultant to conduct the annual seat belt observation survey. The consultant will conduct observer training, field monitoring training, software upgrades, and all administrative tasks necessary to successfully accomplish this project providing a final report utilizing NHTSA approved methodology.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Law Enforcement Liaison (C1, C2, C4)	Law Enforcement Liaison (LEL)

**Project Safety Impacts**

This countermeasure strategy fosters and strengthens relationships with local law enforcement for duties not necessarily a priority for agencies with limited staff and allowing law enforcement to focus on the targeted high visibility enforcement events thus reducing fatalities and serious injuries.

**Linkage Between Program Area**

The Law Enforcement Liaison (LEL) Program serves as a link between the Highway Safety Office and local law enforcement. The Wyoming LEL Program conducts on-site visits to approximately 90% of local law enforcement agencies on traffic safety initiatives, assists the HSO with program monitoring, provides technical assistance to local law enforcement participating in high visibility overtime enforcement campaigns ensuring coordinated successful high visibility enforcement events aimed at reducing fatalities and serious injuries.

**Rationale for Selection**

The Law Enforcement Liaison promotes initiatives directed by the Governor’s Representative for Highway Safety. This strategy encourages aggressive enforcement of Wyoming’s traffic laws during national, state, and local traffic safety campaigns and sustained enforcement throughout the year.

**Planned Activity:** Law Enforcement Liaison

**Planned Activity Number:** PT-2022-FA-PT-03

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Law Enforcement Liaison

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$221,914.53

**Benefit to Local:** \$0.00

**Federal Share:** \$200,810.46

**State Share:** \$21,104.07

The Law Enforcement Liaison Program will continue to foster relationships with state and local law enforcement agencies and provide on-site technical assistance and training in the areas of Impaired Driving and Occupant Protection Enforcement to include, but not limited to, assisting with generating local press involvement for mobilizations, task force events, and other traffic safety related directives given by the Governor’s Representative for Highway Safety.

The LEL will work with the HSO to monitor local law enforcement high visibility overtime enforcement for compliance with federal regulations. In addition, the LEL will attend meetings on behalf of the Highway Safety Behavioral Grants Program as requested by the Governor’s Representative for Highway Safety and will travel to traffic safety conferences to strengthen knowledge base and utilize networking opportunities as requested.

Countermeasure Strategy	Planned Activity
Sustained High Visibility Enforcement (C1, C2, C4, C6)	Occupant Protection High Visibility Overtime Enforcement WHP Occupant Protection High Visibility Overtime Enforcement Equipment – Radar’s

**Project Safety Impacts**

The law enforcement coordination and high visibility enforcement strategy will effectively deploy law enforcement resources using a data driven funding formula to reduce fatalities and serious injuries due to unbelted fatalities.

This strategy will target locations throughout the State that are high risk for fatalities and serious injuries. Sustained high visibility enforcement supported by mass media has shown to be effective in modifying traffic safety behaviors, reducing fatalities and serious injuries. Seventy percent (70%) of fatalities occur on rural roads. In addition Wyoming’s Observed Seat Belt use at 82.5% is well below the national average of 90.2%.

### Linkage Between Program Area

This strategy will focus on participation by law enforcement agencies in NHTSA's national impaired driving and occupant protection enforcement campaigns and localized events during which data has shown an increase in traffic crashes on the roadways. Sustained high visibility enforcement along with support programs have shown to be effective in modifying traffic safety behaviors, reducing fatalities and serious injuries.

### Rationale for Selection

Sustained high visibility enforcement supported by other law enforcement efforts has shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. High visibility enforcement is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2022-FA-HV-02

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** \$249,750.00

**Benefit to Local:** \$0.00

**Federal Share:** \$225,998.78

**State Share:** \$23,751.23

Local law enforcement will participate in sustained year-long high visibility overtime enforcement that will focus on NHTSA occupant protection enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law. The following agencies will participate in FY2022 and as time progresses agencies maybe added during this fiscal year:

Afton Police Department	Moorcroft Police Department
Albany County Sheriff's Office	Natrona County Sheriff's Office
Casper Police Department	Pine Bluffs Police Department
Cheyenne Police Department	Platte County Sheriff's Office
Converse County Sheriff's Office	Powell Police Department
Douglas Police Department	Rawlins Police Department
Fremont County Sheriff's Office	Riverton Police Department
Gillette Police Department	Rock Springs Police Department
Glenrock Police Department	Saratoga Police Department
Goshen County Sheriff's Office	Sheridan Police Department
Hot Springs County Sheriff's Office	Shoshoni Police Department
Jackson Police Department	Teton County Sheriff's Office
Labarge Police Department	Torrington Police Department
Lander Police Department	Uinta County Sheriff's Office
Laramie County Sheriff's Office	Upton Police Department
Laramie Police Department	Wheatland Police Department
Lincoln County Sheriff's Office	Weston County Sheriff's Office
Manderson Police Department	

**Planned Activity:** WHP Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2022-FA-HV-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** \$166,500.00

**Benefit to Local:** \$0.00

**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

The Wyoming Highway Patrol will conduct sustained year-long high visibility overtime enforcement that will focus on NHTSA's occupant protection high visibility enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes on the roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law.

**Planned Activity:** Equipment - Radar

**Planned Activity Number:** PT-2022-FA-PT-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$55,500.00

**Benefit to Local:** \$50,221.95

**Federal Share:** \$50,221.95

**State Share:** \$5,278.05

Radars will be purchased and used to enforce Wyoming's speed laws. Radars will also be utilized as a trigger offense in support of Wyoming's secondary seat belt law and work in conjunction with HSP Project: Local Law Enforcement Occupant Protection High Visibility Overtime Enforcement HSP Project #PT-2022-FA-HV-01.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with Occupant Protection High Visibility Overtime Enforcement Project. Radars will be considered for local law enforcement agencies that have not received equipment in the previous 3 grant cycles, the agency must be a city or county within the 2020 Top Counties for Total Crashes or 2020 Top 10 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY19 and FY20. , **and active in FY2022 High Visibility Overtime Grants. The following agency is eligible for radar equipment in FY2022: Natrona County Sheriff's Office, Casper Police Department.**

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach (C1, C2, C4)	IPR Traffic Safety Events WHP Safety Education SADD – Peer to Peer Program Comprehensive OP/DUI

### **Project Safety Impacts**

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the



general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

### **Linkage Between Program Area**

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing driving behaviors thus reducing fatalities and injuries. In 2020 alone there were 127 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities.

### **Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. The activities within this strategy are proven, evidence based, and will include partnerships of law enforcement agencies, schools, government officials, health and medical providers, businesses, media, community leaders, and others interested in educating the public.

**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2022-FA-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$223,878.16

**Benefit to Local:** \$202,587.35

**Federal Share:** \$202,587.35

**State Share:** \$21,290.81

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2022-FA-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$147,075.00

**Benefit to Local:** \$0.00

**Federal Share:** \$133,088.17

**State Share:** \$13,986.83

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving.

**Planned Activity:** Peer to Peer Program  
**Planned Activity Number:** TSP-2022-FA-TS-01  
**Subrecipient:** Students Against Destructive Decisions (SADD)  
**Primary Countermeasure Strategy:** Youth Programs  
**Funding Source:** FAST Act NHTSA 402

<b>Total Project:</b> \$95,754.36	<b>Benefit to Local:</b> \$86,648.12
<b>Federal Share:</b> \$86,648.12	<b>State Share:</b> \$9,106.24

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs such as Rock the Belt and Text Less-Live More, GDL education, media, and other activities that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving  
**Planned Activity Number:** RS-2022-FA-RS-02  
**Subrecipient:** Highway Safety Office  
**Primary Countermeasure Strategy:** Communication and Outreach  
**Funding Source:** Fast Act NHTSA 402

<b>Total Project:</b> \$33,300.00	<b>Benefit to Local:</b> \$0.00
<b>Federal Share:</b> \$30,133.17	<b>State Share:</b> \$3,166.83

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.

Countermeasure Strategy	Planned Activity
Coalitions (C4)	WYSBC Facilitator

**Project Safety Impacts**

This countermeasure strategy will work to identify, coordinate, and priorities issues with proven prevention strategies to reduce unbelted fatalities and injuries.

**Linkage Between Program Area**

Coalitions provide a multi-discipline platform to leverage legislation action, public education, law enforcement, health aspects and other tactics to reduce fatalities and serious injuries. This strategy will assist in reducing Wyoming’s traffic crashes as identified in the Occupant Protection Problem Identification.

**Rationale for Selection**

Coalitions are low cost and an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. This strategy coordinates state efforts with local initiatives, ensures the efforts compliment and reinforces each other where traffic safety partners bring resources such as expertise, funding, infrastructure.

**Planned Activity:** WYSBC Facilitator

**Planned Activity Number:** OP-2022-FA-OP-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Coalitions

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$244,200.00

**Benefit to Local:** \$0.00

**Federal Share:** \$220,976.58

**State Share:** \$23,223.42

This project will retain the services of a coordinator who is responsible for the functions of the Wyoming Task Force on Occupant Protection to include drafting of a state-wide Strategic Plan, facilitate presentations and discussions at meetings, provide a forum for research, discussion, and planning to reduce the incidence of unbelted vehicle occupants in Wyoming, identify priority issues and prevention strategies related to occupant protection and travel as required as facilitator of the WYSBC.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Child Restraint System Inspection Station(s) (C4)	Child Passenger Safety (CPS) Instructor Training & Education

**Project Safety Impacts**

This strategy will work to increase the number of CPS technicians statewide, to reduce youth fatalities and serious injuries with the proper use of child restraint systems. This strategy will directly impact children < 9 years old through proper child restraint usage.

**Linkage Between Program Area**

CPS inspection stations are critical to ensure the proper installation of child passenger seats to mitigate misuse of child restraint systems. Research has shown that correctly using an appropriate child restraint or seat belt is the single most effective way to save lives and reduce injuries in crashes. Technician trainings and recertification opportunities are designed to address this challenge and maintain or increase the technician re-certification rate of 66.7% which is above the national rate of 43.8%.

**Rationale for Selection**

This project will satisfy FAST Act 405b NHTSA requirements for grant funding. The Child Restraint System Inspection Station(s) is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Child Passenger Safety (CPS) Instructor Training & Education

**Planned Activity Number:** M2CPS-2022-FA-CP-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Child Restraint Inspection Station(s)

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** ~~\$75,000.00~~ **\$110,466.09**

**Benefit to Local:** \$0.00

**Federal Share:** ~~\$67,867.50~~ **\$99,960.76**

**State Share:** ~~\$7,132.50~~ **\$10,505.33**

The Highway Safety Office will retain the services of a consultant to implement Standardized Child Passenger Safety Technician Training Classes on a statewide basis; host an annual instructor meeting; collaborate on the progress of the program; implement regional renewal or refresher training; provide administrative, fiscal, technical, and material support to CPS Technicians, Instructor Candidates, and Instructors on conducting awareness classes; facilitate community-based child safety clinics; and travel in-state to trainings. Consultant will complete grant objectives as directed by the Highway Safety Behavioral Grants Manager.

## **PROGRAM AREA: TRAFFIC RECORDS**

### **Problem Identification**

The main sets of data within the Traffic Records system are Crash, Citation and Adjudication, Roadway Features, Driver, Vehicle, and Injury Surveillance. These diverse data sets provide the foundation for safety analyses that helps drive the actions identified in the Strategic Highway Safety Plan. The Wyoming Traffic Records Coordinating Committee (WYTRCC), by definition, is tasked with improving Wyoming’s Traffic Records Systems. It is the role of the committee to help with communication, coordination, and assistance among collectors, managers, and users of traffic records data in Wyoming and also to review and evaluate new technologies to streamline the highway safety data and keep traffic records systems up-to-date.

### **Countermeasure Strategies**

To improve coordination, linkage and quality assurance in traffic records data the following countermeasure strategy will be implemented:

- Comprehensive Traffic Records Projects

Countermeasure strategies and activities will address and impact the following Traffic Records Performance Measures:

- S3 Crash Report Accuracy
- S4 State Roadway Integration (Linkable Non-MIRE Features)

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Comprehensive Traffic Records Projects (S3, S4)	Law Enforcement Access to Apportioned Plates Traffic Records Project Manager Traffic Records Database Improvements

### **Project Safety Impacts**

This strategy will provide improved coordination, linkage and quality assurance to all traffic records data which will result in improved data analysis thus allowing the HSO to focus federal funds on projects that will reduce fatalities and serious injuries on Wyoming roads.

### **Linkage Between Program Area**

The Traffic Records Coordinating Committee (WYTRCC) identifies projects to ensure a robust, accessible and quality traffic records system. Considerations and recommendations outlined in the FY2019 Traffic Assessment included:

- Work to identify resolution of linkage challenges with driver and vehicle systems.
- Continue to integrate the crash data system with the emergency medical systems data. This will enhance injury data quality and support the crash system.
- Improve the data quality control program for the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.
- Improve the interfaces with the Crash data system to reflect best practices identified in the Traffic Records Program Assessment Advisory.

**Rationale for Selection**

This strategy addresses considerations and recommendations identified in the FY2019 Traffic Records Assessment working towards a high-quality traffic records system.

**Planned Activity:** MVS Law Enforcement Access to Apportioned Plates  
**Planned Activity Number:** M3DA-2022-FA-DA-02  
**Subrecipient:** WYDOT Motor Vehicle Services  
**Primary Countermeasure Strategy:** Comprehensive Traffic Records Projects  
**Funding Source:** Fast Act 405c Data Program  
**Total Project:** \$62,826.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$56,851.25                      **State Share:** \$5,974.75

This project will retain services of an IT professional to write computer code for Wyoming and other state's law enforcement, allowing access to the apportioned and temporary vehicle registration data through National Law Enforcement Telecommunications System (Nlets). Nlets is a private not for profit corporation that is the premiere interstate justice and public safety network data warehouse.

**Planned Activity:** Traffic Record Project Manager  
**Planned Activity Number:** M3DA-2022-FA-DA-04  
**Subrecipient:** WYDOT Highway Safety Office  
**Primary Countermeasure Strategy:** Comprehensive Traffic Records Projects  
**Funding Source:** Fast Act 405c Data Program  
**Total Project:** \$166,500.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$150,665.85                      **State Share:** \$15,834.15

This project will fund a subject matter expert for traffic records systems that will assist with on-going and future activities to ensure the success of traffic records projects in the WYTRCC Strategic Plan.

**Planned Activity:** Traffic Records Data Improvements  
**Planned Activity Number:** M3DA-2022-FA-DA-05  
**Subrecipient:** WYDOT Highway Safety Office  
**Primary Countermeasure Strategy:** Comprehensive Traffic Records Projects  
**Funding Source:** 405c Data Program  
**Total Project:** \$244,200.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$220,976.58                      **State Share:** \$23,223.42

This project will provide edits and enhancements to the software the Wyoming Attorney General's Office, Department of Criminal Investigation uses to transfer alcohol and drug results to WYDOT WECS and Highway Safety Portal for crashes. This project will also add enhancements and linkage to the State of Wyoming Safety Portal that will improve reports and the following databases: Crash, Citation or adjudication, Driver, Emergency medical services or injury surveillance system, Roadway, Vehicle.

## **PROGRAM AREA: IMPAIRED DRIVING**

### **Problem Identification**

The level of alcohol abuse in Wyoming, as well as the inordinate number of persons who drive impaired pose significant risks to public safety in Wyoming. Per the Wyoming Department of Revenue Liquor Division, there was an increase of \$11,729,940 in liquor sales despite fewer liquor establishments operating in 2020.

The 2020 WECRS reports that impaired driving crashes (alcohol and/or drug) accounted for 40% of fatal crashes (30% alcohol only) and 13% of injury crashes (10% drugs only). The age group with the highest percentage of DUI arrests was ages 26-30 (15%), followed by ages 21-25 (14%) and 31-35 (13%). There were 60 teen drivers with a BAC > .00 (77% were 18-20 years of age). Those closest individuals to the legal age of drinking seem to increasingly partake in risky behaviors.

DUI's accounted for 33.35% of all statewide arrests with an average blood alcohol content (BAC) of 0.16. Fifty-two percent (52%) of persons arrested for DUI had a reported BAC level above 0.16 and 13% had a BAC of 0.24 or greater. The age group with the highest percentage of DUI arrests were ages 26-30, followed by ages 21-25 and 31-35. An emerging trend in impaired driving are DUI's involving drugs. Fifteen and a half percent (15.5%) of persons arrested for DUI's involved drugs. Another troubling statistic is that 34% percent of persons arrested for DUI had been arrested for DUI previously.

### **Countermeasure Strategies**

To reduce the number of persons in impaired driving traffic crashes the HSO will implement the following countermeasure strategies:

- High Visibility Enforcement
- Post DUI Interventions
- Breath Test Devices
- Data and Outreach
- Mass Media
- Law Enforcement Training
- Coalitions
- Communication and Outreach

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

C1 Number of Traffic Fatalities (FARS)

C2 Number of Serious Injuries in Traffic Crashes (State)

C5 Number of fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

S2 Number of Fatalities and Serious Injuries Involving Drugs

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
High Visibility Enforcement (C1, C2, C5, S2)	WHP Impaired Driving High Visibility Overtime Enforcement Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement Equipment – Video Camera’s

**Project Safety Impacts**

The law enforcement coordination and high visibility enforcement strategy will effectively deploy law enforcement resources using a data driven funding formula to reduce fatalities and serious injuries.

**Linkage Between Program Area**

This strategy will focus on participation by law enforcement agencies in NHTSA's national impaired driving and occupant protection enforcement campaigns and localized events during which data has shown an increase in traffic crashes on the roadways. Sustained high visibility enforcement along with support programs have shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. This strategy will strategically target locations and times throughout the year and around the State that are high risk for fatalities and serious injuries. Equipment will provide support in DUI arrests and subsequent successful prosecutions.

**Rationale for Selection**

Law enforcement has a unique advantage to affect driver behavior. Sustained high visibility enforcement supported by other enforcement efforts has shown to be effective in modifying traffic safety behaviors reducing fatalities and serious injuries. High visibility enforcement is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Impaired Driving Overtime

**Planned Activity Number:** AL-2022-FA-AL-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$277,500.00

**Benefit to Local:** \$0.00

**Federal Share:** \$251,109.75

**State Share:** \$26,390.25

The Wyoming Highway Patrol will conduct year-long sustained high visibility overtime enforcement that will focus on NHTSA impaired driving enforcement campaigns, DUI task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways.



**Planned Activity:** Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement

**Planned Activity Number:** M5HVE-2022-FA-HV-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** High Visibility Enforcement

**Funding Source:** NHTSA Fast Act 405d

**Total Project:** \$439,560.00

**Benefit to Local:** \$0.00

**Federal Share:** \$397,757.84

**State Share:** 41,802.16

Local law enforcement will participate in year-long sustained high visibility overtime enforcement that will focus on NHTSA impaired driving enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. The following agencies will participate in FY2022:

Afton Police Department	Moorcroft Police Department
Albany County Sheriff's Office	Natrona County Sheriff's Office
Casper Police Department	Pine Bluffs Police Department
Cheyenne Police Department	Platte County Sheriff's Office
Converse County Sheriff's Office	Powell Police Department
Douglas Police Department	Rawlins Police Department
Fremont County Sheriff's Office	Riverton Police Department
Gillette Police Department	Rock Springs Police Department
Glenrock Police Department	Saratoga Police Department
Goshen County Sheriff's Office	Sheridan Police Department
Hot Springs County Sheriff's Office	Shoshoni Police Department
Jackson Police Department	Teton County Sheriff's Office
Labarge Police Department	Torrington Police Department
Lander Police Department	Uinta County Sheriff's Office
Laramie County Sheriff's Office	Upton Police Department
Laramie Police Department	Wheatland Police Department
Lincoln County Sheriff's Office	Weston County Sheriff's Office
Manderson Police Department	

As time progresses agencies may be added during this fiscal year.

**Planned Activity:** DUI Mobile Command Vehicle

**Planned Activity Number:** 154AL-2022-FA-AL-01

**Subrecipient:** Cheyenne Police Department

**Primary Countermeasure Strategy:** High Visibility Enforcement

**Funding Source:** 154AL

**Total Project:** \$55,500.00

**Benefit to Local:** \$55,500.00

**Federal Share:** \$55,500.00

**State Share:** \$0.00

This project will support high visibility enforcement of Wyoming DUI laws through participation in DUI Task Force and educational events locally and statewide in order to significantly reduce the percentage of alcohol-involved crashes in Wyoming in addition to providing educational opportunities to the traveling

public on the consequences of impaired driving. Expenditures include overtime salary for vehicle operation, travel expenses to DUI Task Force and Educational Events outside of Laramie County, and paid media.

**Planned Activity:** Equipment - Video Camera's  
**Planned Activity Number:** PT-2022-FA-PT-02  
**Subrecipient:** Highway Safety Office  
**Primary Countermeasure Strategy:** High Visibility Enforcement  
**Funding Source:** Fast Act NHTSA 402  
**Total Project:** \$55,500.00  
**Federal Share:** \$50,221.95

**Benefit to Local:** \$50,221.95  
**State Share:** \$5,278.05

This activity will purchase video cameras in support of the impaired driving high visibility overtime enforcement arrest and prosecution efforts based on updated and more stringent criteria.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with the Impaired Driving High Visibility Overtime Enforcement Project. Video camera's will be considered for local law enforcement agencies that have not received equipment in the previous 3 grant cycles, the agency must be a city or county within the 2020 Top Counties for Total Crashes or 2020 Top 10 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY19 and FY20, and active in FY2022 High Visibility Overtime Grants.

This project will support HSP Projects: Local Law Enforcement Impaired Driving High Visibility Overtime Enforcement HSP Project # M5HVE-2022-FA-HV-01. The following agencies are eligible for video camera equipment in FY2022: Gillette Police Department, Fremont County Sheriff's Office, and Lander Police Department.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Post DUI Interventions (C1, C2, C5, S2)	Traffic Safety Resource Prosecutor 24/7 Program Confirmatory Drug Analysis in Toxicology IPR DUI Monitoring

**Project Safety Impacts**

This countermeasure strategy is a comprehensive effort from the different traffic safety partners that are affected after an impaired driver is arrested. The combined efforts provides accountability for the DUI offender thus reducing recidivism and keeping Wyoming roadways safer from impaired drivers.

**Linkage Between Program Area**

This countermeasure strategy will target drivers convicted of a DUI by making them accountable and addressing their behaviors through testing, sentencing, and supervised probation. In 2020, DUI arrests accounted for 33.35% of all custodial arrests.

Post DUI interventions have success in improved testing and recidivism rates. The success rate for one 24/7 Program in Sheridan County was 99.87%. To continue improving upon the testing capabilities expansion of the drug confirmatory analysis to include the 15 drug panel for which only presumptive analysis is needed.

**Rationale for Selection**

Post DUI Interventions are an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Enforcement alone will not eliminate impaired driving. Consequences, supervision, and education together provide a solid foundation for working with DUI offenders.

**Planned Activity:** Traffic Safety Resource Prosecutor

**Planned Activity Number:** M5CS-2022-FA-CS-01

**Subrecipient:** City of Laramie

**Primary Countermeasure Strategy:** Post DUI Interventions

**Funding Source:** Fast Act NHTSA 405d

**Total Project:** \$199,800.00

**Benefit to Local:** \$0.00

**Federal Share:** \$180,799.02

**State Share:** \$19,000.98

The TSRP project will address the needs of stakeholders who contend with impaired driving problems in Wyoming. The TSRP program will provide local law enforcement and prosecutors with a veteran prosecutor specializing in traffic safety issues with an emphasis in impaired driving to support their efforts through training, education, legal research, and technical assistance. The TSRP program will develop strategies and tactics aimed at reducing impaired driving and to improve the quality of the investigations and prosecutions around the state.

**Planned Activity:** 24/7 Program

**Planned Activity Number:** F24SP-2022-FA-SP-01

**Subrecipient:** Attorney General of Wyoming

**Primary Countermeasure Strategy:** Post DUI Interventions

**Funding Source:** Fast Act NHTSA 405d

**Total Project:** \$33,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$30,133.17

**State Share:** \$3,166.83

The Attorney General, with assistance from the Governor's Council on Impaired Driving, continues expansion of a court-based management program designed for repeat DUI offenders statewide. The 24/7 Program sets the standard of no use of alcohol as a condition of continuing to drive while remaining in the community, rather than being incarcerated. The standard is enforced by intensive monitoring through law enforcement agencies with alcohol testing mandated for each participant. This combination of strict monitoring and a no-use standard with swift, certain, and meaningful, but usually not severe, consequences has been extremely successful. The project activities will purchase software and tests, provide training to county officials implementing the 24/7 Program, purchase computers, peripheral equipment, supplies and travel expenses as required to facilitate the startup of additional 24/7 Programs.

**Planned Activity:** Confirmatory Drug Analysis in Toxicology  
**Planned Activity Number:** FDMDATR-2022-FA-FD-01  
**Subrecipient:** Attorney General of Wyoming Division of Criminal Investigation  
**Primary Countermeasure Strategy:** Post DUI Interventions  
**Funding Source:** Fast Act NHTSA 405d  
**Total Project:** \$22,200.00 **Benefit to Local:** \$0.00  
**Federal Share:** \$20,088.78 **State Share:** \$2,111.22  
**Major Equipment:** \$7,500

Expand confirmatory analysis with a contractor to fast track the methods/validation, purchase supplies directly related to new confirmatory testing protocols and ensure the analysts in the unit are fully qualified through continued training. Training ensures qualified analysts are effective and knowledgeable as an expert witness during courtroom testimony resulting in prosecution and ultimately reduce impaired drivers. **Major equipment: one (1) Beckman Centrifuge Allegra X-30 IVD, 120V-Clinical Applications Pkg, Incl ventilated centrifuge, SX4400 rotor, 13/16mm adapters.**

**Planned Activity:** DUI Supervised Probation & DUI Monitoring  
**Planned Activity Number:** 154AL-2022-FA-AL-02  
**Subrecipient:** Injury Prevention Resources  
**Primary Countermeasure Strategy:** Post DUI Interventions  
**Funding Source:** 154 Alcohol  
**Total Project:** \$166,974.86 **Benefit to Local:** \$166,974.86  
**Federal Share:** \$166,974.86 **State Share:** \$0.00

DUI Supervised Probation manages individuals ordered via local courts that are convicted of a DUI to probation. This activity ensures clients are monitored and held accountable for consumption of alcohol, drug use, and legal vehicle operation while on probation.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Data and Outreach (C5, S2)	Alcohol Factors

**Project Safety Impacts**

This comprehensive countermeasure strategy will collect, analyze, and disseminate arrest data which will provide an important aspect to the impaired driving problem in Wyoming.

**Linkage Between Program Area**

Knowledge about the extent of impaired driving traffic crashes and high visibility enforcement support will assist in targeting the high risk demographic and implementing countermeasure strategies to reach impaired drivers.

**Rationale for Selection**

This project provides a data driven approach to target Wyoming’s impaired driving problem. Data is a critical component for identifying the who, what, when, and where of impaired driving arrests. Alcohol and Crime in Wyoming 2020 reported DUI’s accounted for 33.34% of all statewide arrests with an average blood alcohol content (BAC) of 0.16.

**Planned Activity:** Alcohol Factors

**Planned Activity Number:** 154AI-2022-FA-AL-03

**Subrecipient:** Wyoming Association of Sheriffs and Chiefs of Police

**Primary Countermeasure Strategy:** Data and Outreach

**Funding Source:** 154 Alcohol

**Total Project:** \$43,956.00

**Federal Share:** \$43,956.00

**Benefit to Local:** \$43,956.00

**State Share:** \$0.00

This project will collect and analyze the alcohol/drug-related data for all custodial arrests from January 1 through December 31, 2021. An Executive Summary and two year end reports of the alcohol-related arrest data will be produced and distributed to traffic safety advocates to provide education and enforcement to Wyoming's impaired driving population. **This project is dually funded by the Wyoming Department of Health and the Wyoming Department of Transportation HSO.**

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Breath Test Devices (C1, C2, C5)	Breath Alcohol Program Replacement Instruments

### **Project Safety Impacts**

Providing law enforcement with reliable equipment will assist in the arrest and prosecution of impaired drivers will impact Wyoming's impaired driving fatalities and injuries.

### **Linkage Between Program Area**

This countermeasure strategy will support the high visibility overtime enforcement efforts thus reducing impaired driving fatalities and serious injuries. Wyoming has approximately 30,000 miles of public roads where law enforcement must travel miles to perform breath testing. Approximately 2,700 DUI arrests require breath tests to be conducted every year. On average, 16% of instruments must be removed from service and/or repaired annually due to errors that occur during DUI arrest testing. The average age of the EC/IR II instruments maintained by the Department of Health Chemical Testing Program is 14 years. The EC/IR II's should be replaced every 7-10 years based on the manufacturer's guidelines.

### **Rationale for Selection**

Intoximeters provide a reliable form of evidence and assists in the prosecution of impaired drivers. Breath Test Devices are an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work.

**Planned Activity:** Breath Alcohol Program Replacement Instruments

**Planned Activity Number:** 154AL-2022-FA-AL-04

**Subrecipient:** Wyoming Department of Health

**Primary Countermeasure Strategy:** Breath Test Devices

**Funding Source:** 154 Alcohol

**Total Project:** \$70,215.27

**Federal Share:** \$70,215.27

**Benefit to Local:** \$70,215.27

**State Share:** \$0.00

**Major Equipment:** \$48,929.00 (5 @ \$9,595.00)

This project will purchase and replace five (5) **EC/IR II (F TBD) Wet/Dry EM with Printer** previously purchased with federal funds. Intoximeters are utilized by law enforcement officers in the field to help establish probable cause for a DUI arrest. The purchase of this equipment will follow all federal rules and regulations to include the Buy America Act and special permission from NHTSA for acquisition of capital equipment.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C5)	GCID Media Statewide Media – Alcohol Only Native American Media Outreach

**Project Safety Impacts**

This comprehensive countermeasure strategy will educate the general public about the importance of impaired driving, changing risky behaviors and providing support for the high visibility overtime enforcement and communication & outreach programs.

**Linkage Between Program Area**

Media campaigns are important to successful impaired driving strategies providing education and outreach to high risk demographics and the general public. Knowledge about the consequences of impaired driving and high visibility enforcement support will assist in improved driving behaviors thus reducing impaired driving fatalities and serious injuries.

**Rationale for Selection**

Mass media campaigns are an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Educating the public about roadway safety increases awareness and consequences of impaired driving.

**Planned Activity:** GCID Media

**Planned Activity Number:** M5PEM-2022-FA-PM-01

**Subrecipient:** WYDOT Highway Safety Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** Fast Act NHTSA 405d

**Total Project:** \$666,000.00

**Benefit to Local:** \$0.00

**Federal Share:** \$602,663.40

**State Share:** \$63,336.60

GCID is working to educate the public on highway safety issues related to impaired driving through multi-media communication and outreach. The project activities include retaining a consultant to use data to develop, produce, and distribute impaired driving media messaging that will modify the behaviors of targeted demographics.

**Planned Activity:** Statewide Media – Alcohol Only  
**Planned Activity Number:** 154PM-2022-FA-PM-01  
**Subrecipient:** WYDOT Public Affairs Office (PAO)  
**Primary Countermeasure Strategy:** Mass Media Campaigns  
**Funding Source:** Fast Act NHTSA 154AL  
**Total Project:** \$111,000.00      **Benefit to Local:** \$55,500.00  
**Federal Share:** \$111,000.00      **State Share:** \$0.00

PAO will develop, produce and distribute media educating the public on highway safety issues related to impaired driving. The project activities include purchasing media and supplies that will drive media messaging that will modify the behaviors of targeted demographics.

**Planned Activity:** Native American Outreach  
**Planned Activity Number:** PM-2022-FA-PM-02  
**Subrecipient:** WYDOT District 5  
**Primary Countermeasure Strategy:** Mass Media Campaigns  
**Funding Source:** Fast Act NHTSA 402  
**Total Project:** \$111,000.00      **Benefit to Local:** \$100,443.90  
**Federal Share:** \$100,443.90      **State Share:** \$10,556.10

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Law Enforcement Training (C1, C2, C5, S2)	Impaired Driving Program

### **Project Safety Impacts**

This countermeasure strategy will reduce the number of impaired drivers on Wyoming’s roadways by ensuring law enforcement officers are trained in alcohol and drug detection methods as well as court room testimony.

### **Linkage Between Program Area**

Removing impaired drivers from Wyoming roads requires the ability to detect drivers under the influence of alcohol, drugs and/or prescription medication. An emerging trend in impaired driving are DUI’s involving drugs. Twelve percent (12%) of persons arrested for DUI’s involved drugs.

### **Rationale for Selection**

Law enforcement training is an evidence-based countermeasure strategy as identified in NHTSA’s Countermeasures That Work.

**Planned Activity:** Impaired Driving Program

**Planned Activity Number:** M5TR-2022-FA-TR-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Law Enforcement Training

**Funding Source:** Fast Act NHTSA 405d

**Total Project:** \$277,500.00

**Benefit to Local:** \$0.00

**Federal Share:** \$251,109.75

**State Share:** \$26,390.25

This project will obtain the services of an Impaired Driving Program Manager to lead the efforts in training new and veteran peace officers, judicial officials and traffic safety advocates on the emerging trends of impaired driving on the road and in courtroom tactics.

The Impaired Driving Program Manager will attend conferences and meetings as needed and will conduct site visits with local law enforcement agencies.

Countermeasure Strategy	Planned Activity
Coalitions (C5)	GCID Facilitator

**Project Safety Impacts**

This countermeasure strategy will work to facilitate the Governor’s initiatives focusing on identifying, coordinating, and prioritizing issues with proven prevention strategies related to traffic safety to reduce injuries and fatalities.

**Linkage Between Program Area**

Coalitions provide a multi-discipline platform to leverage legislation action, public education, law enforcement, health aspects and other tactics to reduce fatalities and serious injuries.

**Rationale for Selection**

Coalitions are low cost and an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. This strategy coordinates state efforts with local initiatives ensures the efforts compliment and reinforce each other where traffic safety partners bring resources such as expertise, funding, infrastructure.

**Planned Activity:** GCID Facilitator

**Planned Activity Number:** AL-2022-FA-AL-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Coalitions

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$155,400.00

**Benefit to Local:** \$0.00

**Federal Share:** \$140,621.46

**State Share:** \$14,778.54

This planned activity will coordinate state efforts with local initiatives ensuring the impaired driving efforts compliment and reinforce each other. This position reports directly to the Governor’s Office, has the authority to effectively deliver the Governor’s policy directives on impaired driving and work closely on impaired driving countermeasures to leverage each State agency's budget more effectively.



Countermeasure Strategy	Planned Activity
Communication and Outreach (C1, C2, C5, S2)	IPR Traffic Safety Events WHP Safety Education SADD – Peer to Peer Program Comprehensive OP/DUI

**Project Safety Impacts**

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

**Linkage Between Program Area**

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing behaviors thus reducing fatalities and injuries. In 2020 alone there were 127 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities.

**Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. The activities within this strategy are proven, evidence based, and will include partnerships of law enforcement agencies, schools, government officials, health and medical providers, businesses, media, community leaders, and others interested in educating the public to reduce traffic crashes and fatalities.

**Planned Activity:** IPR Traffic Safety Events  
**Planned Activity Number:** CP-2022-FA-CP-01  
**Subrecipient:** Injury Prevention Resources  
**Primary Countermeasure Strategy:** Communication and Outreach  
**Funding Source:** Fast Act NHTSA 402

<b>Total Project:</b> \$223,878.16	<b>Benefit to Local:</b> \$202,587.35
<b>Federal Share:</b> \$202,587.35	<b>State Share:</b> \$21,290.81

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities’ data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education  
**Planned Activity Number:** RS-2022-FA-RS-01  
**Subrecipient:** Wyoming Highway Patrol  
**Primary Countermeasure Strategy:** Communication and Outreach  
**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$147,075.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$133,088.17                      **State Share:** \$13,986.83

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted and impaired driving.

**Planned Activity:** Peer to Peer Program  
**Planned Activity Number:** TSP-2022-FA-TS-01  
**Subrecipient:** Students Against Destructive Decisions (SADD)  
**Primary Countermeasure Strategy:** Youth Programs  
**Funding Source:** FAST Act NHTSA 402

**Total Project:** \$95,754.36                      **Benefit to Local:** \$86,648.12  
**Federal Share:** \$86,648.12                      **State Share:** \$9,106.24

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs such as Rock the Belt and Text Less-Live More, GDL education, media, and other activities that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving  
**Planned Activity Number:** RS-2022-FA-RS-02  
**Subrecipient:** Highway Safety Office  
**Primary Countermeasure Strategy:** Communication and Outreach  
**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$33,300.00                      **Benefit to Local:** \$0.00  
**Federal Share:** \$30,133.17                      **State Share:** \$3,166.83

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.

## **PROGRAM AREA: DISTRACTED DRIVING**

### **Problem Identification**

NHTSA defines distracted driving as “Anything that takes your attention away from driving can be a distraction. Sending a text message, talking on a cell phone, using a navigation system, and eating while driving are a few examples of distracted driving. Any of these distractions can endanger you, your passengers, and others on the road.

### **There are three main types of distraction:**

- **Visual:** taking your eyes off the road
- **Manual:** taking your hands off the wheel
- **Cognitive:** taking your mind off driving”

Distracted driving is a problem within all 23 Wyoming counties and was a contributing factor in 900 traffic crashes in 2020. This behavior resulted in 17 fatalities and 335 injuries (42 serious injuries). Distracted driving continues to be a problem, trend data shows over the last five years distracted driving averaged 908 yearly, causing 42 fatalities/serious injuries.

### **Countermeasure Strategies**

To reduce the number of persons in distracted driving crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- S1 Number of fatalities in Distracted Driving Crashes (State)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Countermeasure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach (C1, C2, S1)	IPR Traffic Safety Events WHP Safety Education SADD: Peer to Peer Program The Road Ahead Comprehensive OP/DUI

### **Project Safety Impacts**

The Traffic Safety Events will be conducted through comprehensive projects at both state and local levels impacting a wide array of Wyomingites to include teen drivers, male drivers, and the general public. This educational countermeasure strategy, when applicable, will be supported with other proven countermeasure strategies of media and/or high visibility enforcement reducing fatalities and serious injuries.

### **Linkage Between Program Area**

Traffic safety education provides first-hand experience to the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge and consequences are the first steps in changing behaviors thus reducing fatalities and injuries. In 2020 alone there were 127 fatalities and 3,119 injuries on Wyoming roadways. Project support is important to successful activities as communication and outreach programs are not as successful stand alone.

### **Rationale for Selection**

Communication and Outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become the way to reach targeted demographics as evidenced by reported results as well as being cost effective. The countermeasure strategy and projects will foster and develop partnerships with other traffic safety professionals making a greater impact on project results.

Projects selected can cross several program areas and may be listed in other countermeasure strategies.

**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2022-FA-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$223,878.16

**Benefit to Local:** \$202,587.35

**Federal Share:** \$202,587.35

**State Share:** \$21,290.81

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities' data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2022-FA-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$147,075.00

**Benefit to Local:** \$0.00

**Federal Share:** \$133,088.17

**State Share:** \$13,986.83

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted and impaired driving.

**Planned Activity:** Peer to Peer Program

**Planned Activity Number:** TSP-2022-FA-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$95,754.36

**Benefit to Local:** \$86,648.12

**Federal Share:** \$86,648.12

**State Share:** \$9,106.24

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs such as Rock the Belt and Text Less-Live More, GDL education, media, and other activities that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** The Road Ahead

**Planned Activity Number:** TSP-2022-FA-TS-02

**Subrecipient:** The Road Ahead, Inc.

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$64,380.00

**Benefit to Local:** \$58,257.46

**Federal Share:** \$58,257.46

**State Share:** \$6,122.54

This project will launch the Wyoming Reduce Teen Crashes program through conducting Teen Driving Rodeos, training events, identifying community outreach coordinators, registering youth organizations to support the Teen Crashes Program.

**Planned Activity:** Comprehensive Occupant Protection/Impaired Driving

**Planned Activity Number:** RS-2022-FA-RS-02

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$33,300.00

**Benefit to Local:** \$0.00

**Federal Share:** \$30,133.17

**State Share:** \$3,166.83

The Highway Safety Office will collaborate with many traffic safety advocates to reduce fatalities and injuries due to lack of seat belt use, impaired driving, distracted driving, speeding and other behavioral traffic safety issues. This project will augment planned traffic safety activities for local, state, and national events.

## **PROGRAM AREA: TEEN TRAFFIC SAFETY**

### **Problem Identification**

The Centers for Disease Control and Prevention states that the risk of motor vehicle crashes is higher among 16-19 year olds than among any other age group. Per mile driven, teen drivers ages 16-19 are nearly three times more likely than drivers ages 20 and older to be in a fatal crash. Wyoming has 37,526 young drivers (ages 14-20) of which 52% are male and 48% are female drivers. Young drivers 14-15 years old represent 12% of those drivers.

In 2020, the WECRS indicates there were 14 young drivers involved in fatal crashes, 642 in injury crashes, and 2,470 in property damage only crashes statewide. Forty-eight (48) young drivers were unbelted in critical crashes and 60 young drivers were impaired.

During the last five years this demographic averaged 344 injuries (13 fatalities and 29 serious injuries).

### **Countermeasure Strategies**

To reduce the number of persons in unbelted traffic crashes the HSO will implement the following countermeasure strategy:

- Youth Programs

Fast Act NHTSA 402 countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Youth Programs (C1, C2, C9)	SADD-Peer to Peer Program The Road Ahead

### **Project Safety Impacts**

This strategy will implement a comprehensive, data-driven approach to address teen traffic safety with a combination of peer-to-peer empowerment, engagement of parents, and mobilization of communities thus reducing traffic crashes and associated fatalities and injuries.

### **Linkage Between Program Area**

Youth organizations whose aim is to prevent traffic crashes from students taking potentially destructive decisions will assist in reducing teen crashes through sustained innovative activities aimed at improving driving behaviors through awareness and accountability. These activities will mitigate the risk of motor vehicle crashes among young drivers.

**Rationale for Selection**

Youth Programs are countermeasure strategies that work when partnered with evidence-based strategies as identified in NHTSA's Countermeasures That Work. This strategy will also work with numerous traffic safety advocates thus increasing the reach and the impact of the projects conducted.

**Planned Activity:** Peer to Peer Program

**Planned Activity Number:** TSP-2022-FA-TS-01

**Subrecipient:** Students Against Destructive Decisions (SADD)

**Primary Countermeasure Strategy:** Youth Programs

**Funding Source:** FAST Act NHTSA 402

**Total Project:** \$95,754.36

**Benefit to Local:** \$86,648.12

**Federal Share:** \$86,648.12

**State Share:** \$9,106.24

SADD will implement a comprehensive, data-driven response to address teen traffic safety through new programming efforts and activities that will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. SADD will conduct sustained year-long activities.

This project will retain the services of personnel and/or contractors, who will cover all aspects for all grant related activities to raise awareness of teen traffic safety through activities and programs such as Rock the Belt and Text Less-Live More, GDL education, media, and other activities that promote teen traffic safety. SADD will continue to build and strengthen relationships with school districts, law enforcement, and Safe Community partners. This project will also provide for travel expenses, conference expenses, and contractors to assist in traffic safety events.

**Planned Activity:** The Road Ahead

**Planned Activity Number:** TSP-2022-FA-TS-02

**Subrecipient:** The Road Ahead, Inc.

**Primary Countermeasure Strategy:** Youth Programs

**Funding Source:** FAST Act NHTSA 402

**Total Project:** \$64,380.00

**Benefit to Local:** \$58,257.46

**Federal Share:** \$58,257.46

**State Share:** \$6,122.54

This project will launch the Wyoming Reduce Teen Crashes program through conducting teen driving rodeos, training events, and identifying community outreach coordinators, to support the Wyoming Teen Crashes Program.

## **PROGRAM AREA: MOTORCYCLE SAFETY**

### **Problem Identification**

Wyoming has 61,434 licensed motorcycle drivers and 25,835 registered motorcycles. WECRS 2020 data shows that there were 236 motorcycle crashes with 19 fatalities and 201 injuries of which 12 were unhelmeted motorcycle fatalities. Laramie (34) and Natrona (39), which are Wyoming's most populous counties, represent the counties with the most motorcycle crashes. Thirty-two percent (32%) represented crashes involving another motor vehicle in transport. All but two Wyoming counties experienced motorcycle crashes.

To reduce the number of persons in motorcycle crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach: Motorist Awareness of Motorcyclists

Fast Act NHTSA 405f countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C7 Number of Motorcycle Fatalities (FARS)
- C8 Number of Unhelmeted Motorcycle Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach: Motorist Awareness of Motorcyclists (C7, C8)	Motorcycle Safety Media

### **Project Safety Impacts**

This media campaign will target the general public to provide public awareness of motorcyclists on Wyoming roadways thus reducing Wyoming's motorcycle fatalities and serious injuries.

### **Linkage Between Program Area**

Motorcycles are a popular mode of transportation during Wyoming's short riding season. Awareness campaigns will assist in reducing motorcycle fatalities and serious injuries by reminding and educating the public of increased motorcycle activity during the peak riding season. The five year average (2016-2020) of motorcycle crashes is 227 with 76 critical (fatal and serious) injuries. In 2020 alone there were 201 injuries including 93 critical injuries.

### **Rationale for Selection**

Communication and Outreach: Motorist Awareness of Motorcyclists is an evidence-based countermeasure as identified in NHTSA's Countermeasures That Work. This countermeasure strategy is the most effective use of funding due to the fact that Wyoming is a minimally funded state and WYDOT's Motorcycle Program conducts activities to assist in motorcycle safety.



This countermeasure strategy will support WYDOT’s Motorcycle Safety Program, which provides motorcyclist training as well as public education of Wyoming laws, to reduce motorcycle crashes. The WYDOT Motorcycle Safety Program also provides traffic safety education at motorcycle rallies such as Ham ‘n Jam, working with the motorcycle industry to partner at events attended by motorcycle enthusiasts, as well as working to develop and implement an educational program during off season on motorcycle safety. The Motorcycle Safety Program also promotes and educates via social media.

**Planned Activity:** Motorcycle Media

**Planned Activity Number:** M11MA-2022-FA-MX-01

**Subrecipient:** WYDOT Public Affairs

**Primary Countermeasure Strategy:** Communication and Outreach: Motorist Awareness of Motorcyclists

**Funding Source:** 405f

**Total Project:** \$44,400.00

**Benefit to Local:** \$0.00

**Federal Share:** \$40,177.56

**State Share:** \$4,222.44

The WYDOT Public Affairs Office will create and conduct a media campaign that heightens awareness of motorcycles on the roadway. In addition, WYDOT will supplement this campaign with DMS messaging statewide during high motorcycle activity with Sturgis Motorcycle Rally at the top of the list.

## **PROGRAM AREA: SPEED**

### **Problem Identification**

Speed can be defined as exceeding the posted speed limit or driving too fast for conditions. In 2020, Wyoming experienced 2,699 speed related crashes with speed being a main contributing factor for 48 fatalities, 914 injuries (166 of those being considered serious).

To reduce the number of persons in speed related crashes the HSO will implement the following countermeasure strategies:

- Communication and Outreach
- Sustained High Visibility Enforcement

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C6 Number of Speeding Related Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Communication and Outreach: (C1, C2, C6)	IPR Traffic Safety Events WHP Safety Education

### **Project Safety Impacts**

Traffic safety outreach is an essential part of successful traffic safety education programs. Reaching high risk demographics as well as the general public on the dangers of speed related crashes can reduce fatalities and serious injuries by changing driver behavior.

### **Linkage Between Program Area**

The countermeasure strategy will focus on outreach utilizing social media and traffic safety events strategically located to ensure the most impact. These planned activities will provide education and outreach to high risk demographics and to the general public.

### **Rationale for Selection**

Public outreach is an evidence-based countermeasure strategy as identified in NHTSA's Countermeasures That Work. Social media and streaming services have become a cost effective way to reach targeted demographics as evidenced by reported results as well as in person traffic safety events and education classes.

**Planned Activity:** IPR Traffic Safety Events

**Planned Activity Number:** CP-2022-FA-CP-01

**Subrecipient:** Injury Prevention Resources

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$223,878.16

**Benefit to Local:** \$202,587.35

**Federal Share:** \$202,587.35

**State Share:** \$21,290.81

This activity will focus on comprehensive, localized, targeted and data driven occupant protection, distracted driving, speed related and impaired driving educational events in communities’ data deems high risk. Activities include partnering with traffic safety advocates, providing personnel to man safety booths, media to support events, developing and producing educational materials, etc. Virtual traffic safety education will be developed and target the counties of Carbon, Fremont, Park, Natrona, and Sweetwater.

**Planned Activity:** WHP Safety Education

**Planned Activity Number:** RS-2022-FA-RS-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Communication and Outreach

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$147,075.00

**Benefit to Local:** \$0.00

**Federal Share:** \$133,088.17

**State Share:** \$13,986.83

The WHP Safety Education Program will educate the general public, teens, and adult drivers through a variety of classes, training, programs, and media to promote proper restraint usage, in addition to the dangers and consequences of speeding, distracted, and impaired driving.

Countermeasure Strategy	Planned Activity
Sustained High Visibility Enforcement (C1, C2, C6)	Occupant Protection High Visibility Overtime Enforcement WHP Occupant Protection High Visibility Overtime Enforcement Equipment – Radar’s

### Project Safety Impacts

There are many causal factors involved in traffic related crashes. Speed and a lack of seat belt usage in crashes are top traffic safety priorities in every county in Wyoming.

### Linkage Between Program Area

Radar units are a proven tool for law enforcement agencies to reduce crash injuries and fatalities through the enforcement of traffic safety laws.

### Rationale for Selection

Enforcement of Wyoming’s traffic safety laws through the use of high visibility enforcement and radar equipment can be used to reduce fatalities and serious injuries all the while being utilized as a trigger offense to enforce Wyoming’s Secondary Seat Belt law.

**Planned Activity:** Equipment - Radar

**Planned Activity Number:** PT-2022-FA-PT-01

**Subrecipient:** Highway Safety Office

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$55,500.00

**Benefit to Local:** \$50,221.95

**Federal Share:** \$50,221.95

**State Share:** \$5,278.05

Radars will be purchased and used to enforce Wyoming's speed laws. Radars will also be utilized as a trigger offense in support of Wyoming's secondary seat belt law and work in conjunction with HSP Project: Local Law Enforcement Occupant Protection High Visibility Overtime Enforcement HSP Project #PT-2022-FA-HV-01.

Only agencies with active law enforcement overtime grants are eligible for equipment. Equipment purchases for local law enforcement agencies are part of the Strategic Traffic Enforcement Program assisting with Occupant Protection High Visibility Overtime Enforcement Project. Radars will be considered for local law enforcement agencies that have not received equipment in the previous three grant cycles, the agency must be a city or county within the 2020 Top Counties for Total Crashes or 2020 Top 10 Counties for Fatal Crashes to qualify for equipment and the agency must have participated and completed all National Campaigns for FY19 and FY20 **and active in FY2022 High Visibility Overtime Grants. The following agency is eligible for radar equipment in FY2022: Natrona County Sheriff's Office, Casper Police Department.**

**Planned Activity:** Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2022-FA-HV-02

**Subrecipient:** Local Law Enforcement Agencies

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** \$249,750.00

**Benefit to Local:** \$0.00

**Federal Share:** \$225,998.78

**State Share:** \$23,751.23

Local law enforcement will participate in sustained year-long high visibility overtime enforcement that will focus on NHTSA occupant protection enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes and fatalities on the Wyoming roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law. The following agencies will participate in FY2022 and as time progresses agencies maybe added during this fiscal year:

Afton Police Department	Moorcroft Police Department
Albany County Sheriff's Office	Natrona County Sheriff's Office
Casper Police Department	Pine Bluffs Police Department
Cheyenne Police Department	Platte County Sheriff's Office
Converse County Sheriff's Office	Powell Police Department
Douglas Police Department	Rawlins Police Department
Fremont County Sheriff's Office	Riverton Police Department
Gillette Police Department	Rock Springs Police Department
Glenrock Police Department	Saratoga Police Department
Goshen County Sheriff's Office	Sheridan Police Department
Hot Springs County Sheriff's Office	Shoshoni Police Department
Jackson Police Department	Teton County Sheriff's Office
Labarge Police Department	Torrington Police Department
Lander Police Department	Uinta County Sheriff's Office
Laramie County Sheriff's Office	Upton Police Department
Laramie Police Department	Wheatland Police Department
Lincoln County Sheriff's Office	Weston County Sheriff's Office
Manderson Police Department	

**Planned Activity:** WHP Occupant Protection High Visibility Overtime Enforcement

**Planned Activity Number:** M2HVE-2022-FA-HV-01

**Subrecipient:** Wyoming Highway Patrol

**Primary Countermeasure Strategy:** Sustained High Visibility Enforcement

**Funding Source:** Fast Act NHTSA 405b

**Total Project:** \$166,500.00

**Benefit to Local:** \$0.00

**Federal Share:** \$150,665.85

**State Share:** \$15,834.15

The Wyoming Highway Patrol will conduct sustained year-long high visibility overtime enforcement that will focus on NHTSA's occupant protection high visibility enforcement campaigns, task forces and localized events during which data has shown an increase in traffic crashes on the roadways. Speed can be used as a trigger offense to enforce Wyoming's secondary seat belt law.

## **PROGRAM AREA: VULNERABLE ROAD USERS (Pedestrians/Bicyclists)**

### **Problem Identification**

In 2020, vulnerable road users accounted for 123 injuries on Wyoming roads of which 8 (6%) were fatalities. There were 86 injured pedestrians with 7 pedestrian fatalities and 37 bicycle injuries with 1 bicycle fatality. Males trend higher than females in both pedestrian and bicycle crashes:

Male pedestrian injuries accounted for 59% of all injuries

Male bicycle injuries accounted for 76% of all injuries

To reduce the number of pedestrian and bicycle fatalities and injuries, the HSO will implement the following countermeasure strategy:

- Mass Media Campaigns

WYDOT also intends to integrate consideration of the needs of pedestrians and bicyclists in its planning and project development processes to produce a transportation system with true modal choices. This plan will not propose specific improvement projects to better accommodate bicycling and walking in the Wyoming transportation system. Instead, it provides general principles and guidance for WYDOT to provide for and improve bicycle and pedestrian transportation. This plan also provides guidance for local governments in Wyoming for developing their own bicycle and pedestrian plans and facilities.

Countermeasure strategies and activities will address and impact the following Core Performance Measures:

- C1 Number of Traffic Fatalities (FARS)
- C2 Number of Serious Injuries in Traffic Crashes (State)
- C10 Number of Pedestrian Fatalities (FARS)
- C11 Number of Bicycle Fatalities (FARS)

Each Countermeasure Strategy will indicate the primary Core Performance Measure to be addressed. Projects may appear in multiple countermeasure strategies.

<b>Counter Measure Strategy</b>	<b>Planned Activity</b>
Mass Media Campaigns (C1, C2, C10, C11)	Native American Outreach Paid Media

### **Project Safety Impacts**

This countermeasure strategy has been proven to be effective through awareness and education targeting the vulnerable demographic. Public awareness and educating vulnerable road users on tactics to reduce the occurrence of motor vehicle versus pedestrians/bicyclists will reduce fatalities and injuries.

### Linkage Between Program Area

This countermeasure strategy directly impacts pedestrian and bicycle safety on Wyoming roads through a media campaign educating the traveling public and vulnerable road users on the dangers of motor vehicle versus pedestrian/bicycle crashes.

### Rationale for Selection

Communication and mass media strategies are a tried and true way in which to reach certain demographics. This project has developed a campaign to educate vulnerable road users on how to be seen in their rural community thus reducing fatalities and serious injuries through changed behaviors.

**Planned Activity:** Native American Outreach

**Planned Activity Number:** PM-2022-FA-PM-02

**Subrecipient:** WYDOT District 5

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$111,000.00

**Benefit to Local:** \$100,443.90

**Federal Share:** \$100,443.90

**State Share:** \$10,556.10

This project will retain services of a creative consultant for relevant campaign messaging that will focus on occupant protection, impaired driving, and vulnerable road users traffic safety messaging through radio, print, billboard, bus and social media for the high risk demographic located in District 5.

**Planned Activity:** Paid Media

**Planned Activity Number:** PM-2022-FA-PM-01

**Subrecipient:** WYDOT Public Affairs Office

**Primary Countermeasure Strategy:** Mass Media Campaigns

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$721,500.00

**Benefit to Local:** \$326,442.68

**Federal Share:** \$652,885.35

**State Share:** \$68,614.65

The WYDOT Public Affairs Office works to educate the public on highway safety issues related to occupant protection, impaired driving, distracted driving, bicycle safety and winter driving through multi-media communication and outreach. The project activities include developing, producing, and distributing traffic safety messaging that will modify the behaviors of targeted demographics.

Countermeasure Strategy	Planned Activity
Safety and Prevention (C1, C2, C10)	Traffic Incident Management (TIM)

### Project Safety Impacts

Effective Traffic Incident Management (TIM) improves the safety of emergency responders, crash victims, and motorists, and reduces the duration and impact of traffic incidents. TIM concepts apply to all roadways, both urban and rural, where traffic incidents occur. For the 14-year period from 2000 to 2013, roadway struck-by vehicle deaths averaged 4.3 firefighter deaths per year [Fahy 2014]. For the five-year period from 2014 to 2018, these deaths increased by 12% to an average of 4.8 firefighter deaths per year [Hales 2019]

**Linkage Between Program Area**

This strategy will assist in reducing Wyoming’s fatal and serious injuries by providing equipment and training to first responders thus reducing the inherent risk of additional injuries while at the scene of a traffic crash. In 2020, 70% of Wyoming fatalities were rural.

**Rationale for Selection**

Providing support and adequate resources to first responders reduces the chances of additional injuries while at the scene of a crash.

**Planned Activity:** Traffic Incident Management

**Planned Activity Number:** RS-2022-FA-RS-03

**Subrecipient:** Story Volunteer Fire Department

**Primary Countermeasure Strategy:** Safety and Prevention

**Funding Source:** Fast Act NHTSA 402

**Total Project:** \$2,607.06

**Benefit to Local:** \$2,359.13

**Federal Share:** \$2,359.13

**State Share:** \$247.93

This project will purchase 100% of MUTDC required traffic control safety equipment, complete 100% TIM training of department members, establish a Sheridan County Traffic Incident Management Committee to develop joint procedures/policies and training and identify TIM training and MUTDC equipment status for all Volunteer Fire Departments (VFD) within the state.