

# **Triennial Highway Safety Plan FY2024-2026**



## **Wyoming Department of Transportation**

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## **Highway Safety Behavioral Grants Program**



**Mark Gordon, Governor**

**Matthew D. Carlson, P.E.**  
**State Highway Safety Engineer**  
**Governor's Representative for Highway Safety**

**Karson James**  
**Highway Safety Behavioral Grants Manager**

## Table of Contents

Overview.....	1-7
Highway Safety Planning Process.....	8
List of Information, Data Sources and Processes.....	8
Process Participants .....	9
Description of Highway Safety Problems (Problem Identification) .....	9-16
Methods for Project Selection .....	17-18
Public Participation and Engagement.....	18-22
Traffic Safety Enforcement Program (TSEP) .....	23-24
Strategies/Countermeasures That Work .....	24
Sustained High Visibility Enforcement.....	24-25
Support for Law Enforcement to Enforce Wyoming Traffic Laws .....	26-27
Multidisciplinary Drug and Alcohol Detection and Analysis	
Training/Education .....	27-28
Traffic Safety Outreach and Education .....	28-29
Mass Media Campaigns.....	29-31
Public Traffic Safety Awareness Campaigns for Motorcyclists .....	31-32
Court Monitoring .....	32-33
Surveys.....	33
Coalition and Task Forces .....	33-34
Youth Programs .....	34-35
Child Passenger Safety Technician Training and Inspection Stations ....	35-36
Traffic Records Projects .....	36
Wyoming Strategic Highway Safety Plan and Highway Safety Improvement Program Coordination .....	36-38
Performance Report .....	38-43
Performance Plan.....	43-45
Addendum 1: Additional information for Public Participation and Engagement..	46

## Overview



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

Mark Gordon grew up on the family ranch in Wyoming where he learned the values of hard work and integrity and the importance of working together. As Governor, he brings those values to the table, maintaining his commitment to a Wyoming where its citizens can pursue their dreams while the state retains its unique character. He is a strong believer that Wyoming must chart its own course, and a steadfast defender of its interests to do so.

As a conservative, Governor Gordon has worked tirelessly to set Wyoming on a sustainable fiscal path. He is committed to making government more transparent, accessible, productive and efficient. He believes government is best when it is closest to the people, and is committed to giving local communities the tools they need to thrive. He is a staunch advocate of quality education for all children from bottom to top, K-12 through all forms of post-secondary education, private and public.

Governor Gordon served as Wyoming State Treasurer from October 2012 until January 2019 when he was sworn in as Governor. He was ranked 57th among the Sovereign Wealth Fund institute's "most significant and impactful public investor executives" in 2013. During his time in office, he transformed and modernized the management of the state's financial portfolio. In 2016, Wyoming earned the No. 1 ranking in the United States and No. 3 in the world for "transparency and accountability" among all sovereign funds by the Peterson Institute.

Elected Governor in 2018, he has successfully led Wyoming through two of its most significant challenges in decades: the COVID-19 crisis and the most significant decline in mineral revenue in the state's history. He has spearheaded efforts to diversify all sectors of Wyoming's economy, including technology, finance, agriculture, energy, including carbon capture and sequestration, research, education and tourism. He is dedicated to continuing to make the state a darn good place to raise kids.

Governor Gordon and his wife Jennie have four grown children – Anne, Aaron, Bea with husband Austen and son Crawford; and Spencer with wife Sarah, their son Everett, and twin daughters Violet and Eloise.

## 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 1,800 employees dispersed throughout the State. Employees are responsible for overseeing approximately 7,000 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 providing a safe and effective transportation system through the "Five E's" - engineering, education, enforcement, emergency medical services (EMS), and everything else. WYDOT also supports the Safe Systems Approach principles:

1. Death and Serious Injuries are Unacceptable. While no crashes are desirable, the Safe System Approach prioritizes the elimination of crashes that result in death and serious injuries since no one should experience either when using the transportation system.
2. Humans Make Mistakes. People will inevitably make mistakes and decisions that can lead or contribute to crashes, but the transportation system can be designed and operated to accommodate certain types and levels of human mistakes, and avoid death and serious injuries when a crash occurs.
3. Humans Are Vulnerable. People have physical limits for tolerating crash forces before death or serious injury occurs; therefore, it is critical to design and operate a transportation system that is human-centric and accommodates physical human vulnerabilities.
4. Responsibility is Shared. All stakeholders - including government at all levels, industry, nonprofit/advocacy, researchers, and the public - are vital to preventing fatalities and serious injuries on our roadways.
5. Safety is Proactive. Proactive tools should be used to identify and address safety issues in the transportation system, rather than waiting for crashes to occur and reacting afterwards.
6. Redundancy is Crucial. Reducing risks requires that all parts of the transportation system be strengthened, so that if one part fails, the other parts still protect people.



## WYDOT Purpose, Vision, Mission, Values and Goals

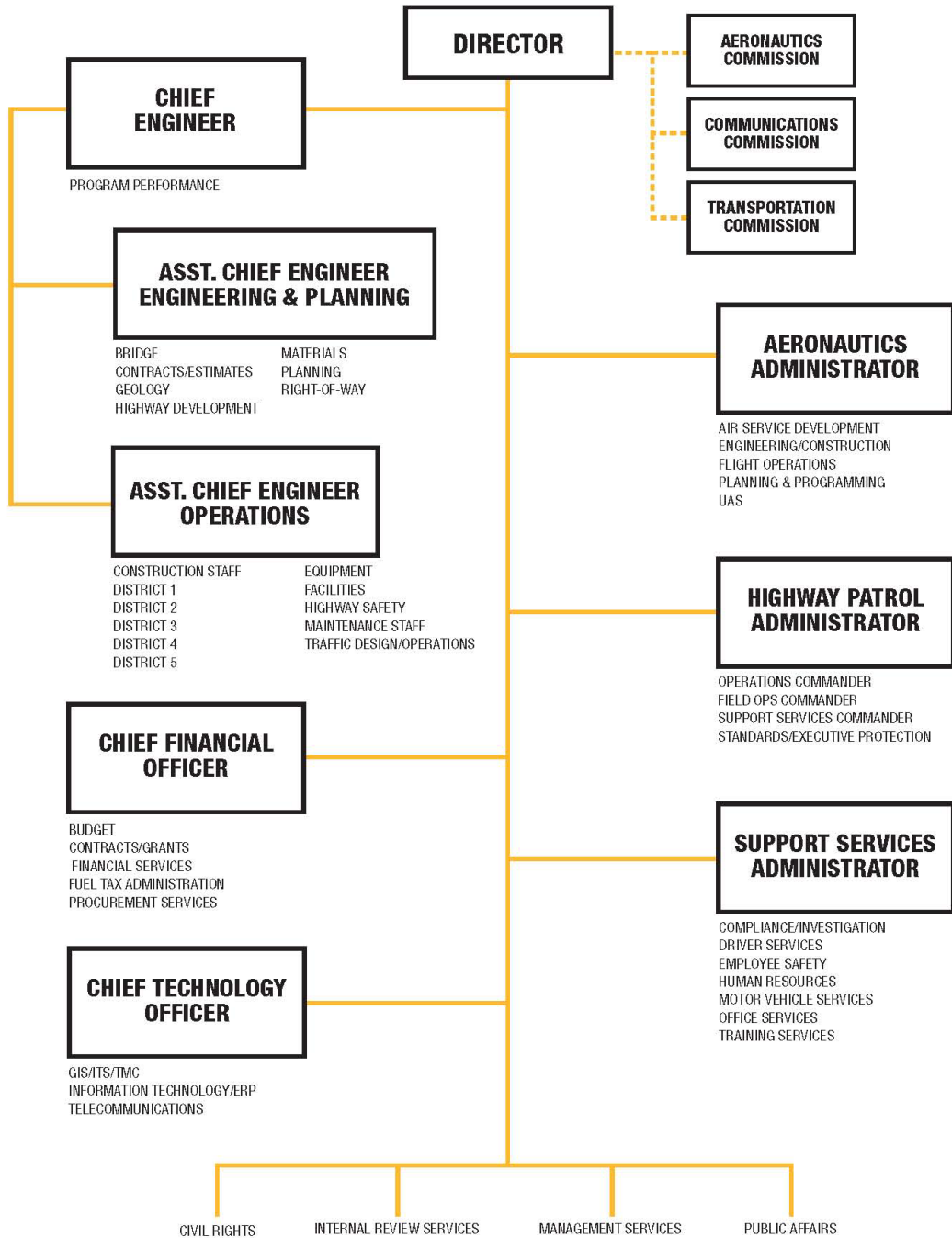
**Purpose:**

Support Wyoming’s economy while safely connecting communities and improving the quality of life.

<p><b>Vision Statement</b></p> <p>Excellence in Transportation</p>	<p><b>Mission</b></p> <p>Provide a safe and effective transportation system.</p>
<p><b>Goals</b></p> <ul style="list-style-type: none"> <li>▪ Ensure a vibrant, safe and competent workforce.</li> <li>▪ Acquire and responsibly manage resources.</li> <li>▪ Provide safe, reliable and effective transportation systems</li> <li>▪ Provide essential public safety services and effective communication systems.</li> <li>▪ Create and enhance partnerships with transportation stakeholders.</li> <li>▪ Encourage and support innovation.</li> <li>▪ Preserve our history and heritage.</li> </ul>	<p><b>Values (RIDES)</b></p> <p><b>Respect:</b> respectfully considering the opinions of other, selflessly serving the citizens of Wyoming, and acting with humility.</p> <p><b>Integrity:</b> Being honest and trustworthy in all our dealings with each other and the public. Having the courage to hold ourselves and each other accountable for doing the right thing, even when no one is looking.</p> <p><b>Dedication:</b> Commitment to achieving our mission and serving the people of Wyoming. Loyalty to mission and agency is important, and is both given and earned.</p> <p><b>Excellence:</b> Striving for excellence in everything we do, always giving the very best of ourselves. Identifying problems, but focusing on solutions, toward which we are innovative, resourceful, and unrelenting.</p> <p><b>Safety:</b> Valuing people as our greatest resource, and as such everyone in the workplace should be safe while performing their job duties and in their physical surroundings as well as free from the mental and emotional harm of harassment, discrimination, or intimidation. Additionally, valuing the safety of those we serve as a top priority.</p>



# WYOMING DEPARTMENT OF TRANSPORTATION

January 2021



## Highway Safety Program

### **Office Structure**

The Wyoming Department of Transportation Highway Safety Program houses the Safety Management System, Highway Safety Behavioral Grants, Crash Records, Motorcycle Safety, and Highway Safety Improvement 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

**Melissa Gribble**

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...

**Jamie Schwaiger**

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 'Towards Zero Deaths' on Wyoming roadways.

## Wyoming Legislative Update



**Governor:**

Mark Gordon

**U.S. Congressional Delegation**

**Senators:**

John Barrasso, MD (R)

Cynthia Lummis (R)

**Representative:**

Harriet Hageman 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 is applying for the following FY2024 National Priority Safety Program and Racial Profiling Data Collection Grants:

- **1300.21 Occupant Protection Grants - Yes**
- **1300.22 State Traffic Safety Information System Improvements Grants – Yes**
- **1300.23 Impaired driving countermeasures grants – Yes**
- **1300.24 Distracted Driving Grants - Yes**
- **1300.25 Motorcyclist Safety Grants – Yes**
- 1300.26 Nonmotorized Safety Grants - No
- **1300.27 Preventing Roadside Deaths Grants - Yes**
- 1300.28 Driver and officer safety education grants - No
- 1300.29 Racial Profiling Data Collection Grants – No



## Triennial Highway Safety Plan

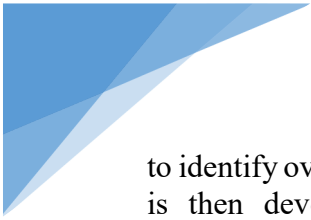
**Highway Safety Planning Process.** The Triennial Highway Safety Plan (HSP) is part of the application for federal funding to address specific behavioral traffic safety issues: Impaired Driving, Occupant Protection, Distracted Driving, Traffic Records, Young Drivers, Vulnerable Road Users, Motorcycle Safety, Preventing Roadside Deaths, and other traffic safety related projects supported by data. This document details the process to implement, monitor, and adjust proven countermeasure strategies that will guide us ‘Towards Zero Deaths’ on Wyoming roadways. It will provide a roadmap of how Wyoming is incorporating the Safe System Approach’s Strategic Plan of ‘Changing Mindset’, ‘Changing Scale’, and ‘Changing Practice’ acknowledging that death and serious injuries are unacceptable, humans will make mistakes, humans are vulnerable, shared responsibility is key to success, and being prudent in management of the funds received.

It will also 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 analyzing the most current traffic safety data available to implement proven strategies. The data and strategies include, but is not limited to the following resources:

- Wyoming Electronic Crash Data (WECRS)
- Fatality Analysis Reporting System (FARS)
- Corona Insight Driver Survey
- WYDOT Driver Services driver registrations and DUI arrests
- WYDOT Motor Vehicle Services vehicle registrations
- Wyoming Association of Sheriffs and Chiefs of Police (WASCOP): Alcohol and Crime in Wyoming Arrest Data
- Wyoming Survey of Seat Belt Use
- Governor’s Council on Impaired Driving Strategic Plan
- Fremont County Coroner
- Census Bureau
- Center for Disease Control (CDC)
- Insurance Institute for Highway Safety (IIHS)
- The Community Guide

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 a statewide report on traffic crashes as well as ad hoc reports in all requested program areas that provides the first look at who, where, when, and why traffic crashes are occurring. Supplemental crash data is requested, when warranted, to provide clarification in problematic or high-risk areas of the State with special attention afforded to critical crashes (fatal and serious injuries combined). Other pertinent data sources are analyzed independently from crash data and then by supplementing with the crash data



to identify over or under representation of certain demographics, location or time. This information is then developed into the State’s statewide problem identification. The High Visibility Enforcement funding formula was reviewed for FY2024 to ensure federal funds are effectively and prudently utilized in the locations throughout the State.


The HSO collaborates with various organizations such as the Wyoming Trucking Association, Wyoming Association of General Contractors, Wyoming Department of Health, and Department of Work Force Services who not only promote traffic safety through internal policies, publishing reports documenting occupational injuries and fatalities but also support initiatives developed through the Governor’s Council on Impaired Driving (GCID) and the Wyoming Seat Belt Coalition (WYSBC).

**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, needs, and the grant review process. Partners include but are not limited to:

- 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
- Governor’s Council on Impaired Driving
- Wyoming Seat Belt Coalition
- Wyoming Traffic Records Coordinating Committee
- Wyoming Department of Health – EMS
- Wyoming Courts
- Wyoming Prevention Action Alliance

**Description of Wyoming Problems.** Wyoming fits the definition of a frontier state as defined by the National Rural Health Association “sparsely populated areas that are geographically isolated from population centers and services”. Wyoming has a land area of 97,903 square miles, 30,034 miles of public roads, and the Census Bureau 2021\* estimates a population of 578,803 which equates to six (6) persons per square mile. To better understand Wyoming’s landscape consider the following demographic information gathered from the Census Bureau, WYDOT Driver and Motor Vehicle Services:

- Race, percent\*
  - White alone (not Hispanic) 83.3%
  - Hispanic or Latino 10.6%
  - American Indian/Alaska Native 2.8%
  - Black or African American 1.2%
  - Asian alone 1.1%



➤ Gender, percent*	
○ Male	51.2%
○ Female	48.8%
➤ Age*	
○ Persons under 5 years	5.6%
○ Persons under 18 years	22.9%
○ Persons 18 to 64 years	53.6%
○ Persons 65 years and over	17.9%
➤ State Poverty, percent*	11.4%
○ Fremont County	14.8%
○ National Average	11.6%
➤ WYDOT Driver Services 2022 - Licensed Drivers (480,383)	
○ 14-20	39,002 ( 8.1%)
○ 21-34	107,744 (22.4%)
○ 35-44	80,443 (16.8%)
○ 45-54	67,596 (14.1%)
○ 55-64	74,232 (15.5%)
○ 65+	111,366 (23.1%)
➤ WYDOT Motor Vehicle Services 2022 - Registered Vehicles (960,385)	
○ Passenger Vehicle	380,681
○ Trucks	269,175
○ Motorcycles	27,074
➤ Median household income (in 2021 dollars)*	\$68,002
○ National Average	\$70,784

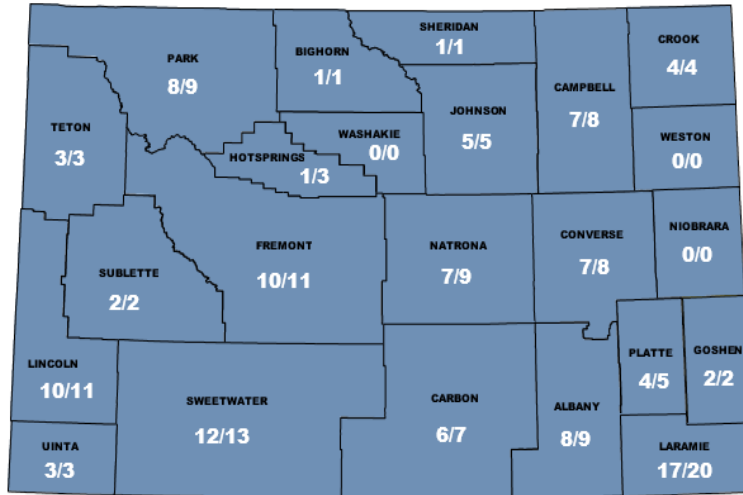
Being a frontier state poses unique challenges for the HSO to affect change in driving behaviors statewide. Every year Wyoming has a needless number of deaths and serious injuries on our roadways that could be prevented or reduced through the proper use of occupant restraints, attentive driving, reduced speeds, choosing not to be an impaired driver, or awareness of motorcyclists and vulnerable road users. For purposes of this report, critical crashes will be defined as any crash that involves a fatality or serious injury and average crashes cited are for the years 2018 through 2022.

Wyoming is comprised of twenty-three (23) counties and one hundred (100) city/towns. For purposes of this report, the HSO follows the Wyoming Crash Data Management Section definition of rural as any crash that occurs outside a community. In Community is defined as whether or not a crash occurred in the corporate/urban limits of a city/town. This means that urban crashes can be represented in towns with populations less than 100.

The Fatal Crash map for 2022 provides a visual representation of where fatalities are occurring. Twenty (20) of the twenty-three (23) counties had a fatality. To give perspective on the size of Wyoming consider that Interstate 80 runs east/west through the counties of Uinta, Sweetwater, Carbon, Albany, and Laramie. Interstate 80 is approximately 402 miles in length. Interstate 25 runs 300 miles north and south through the counties of Laramie, Platte, Converse, Natrona, and Johnson while Interstate 90 runs 208 miles in length through the counties of Sheridan, Campbell, and Crook.



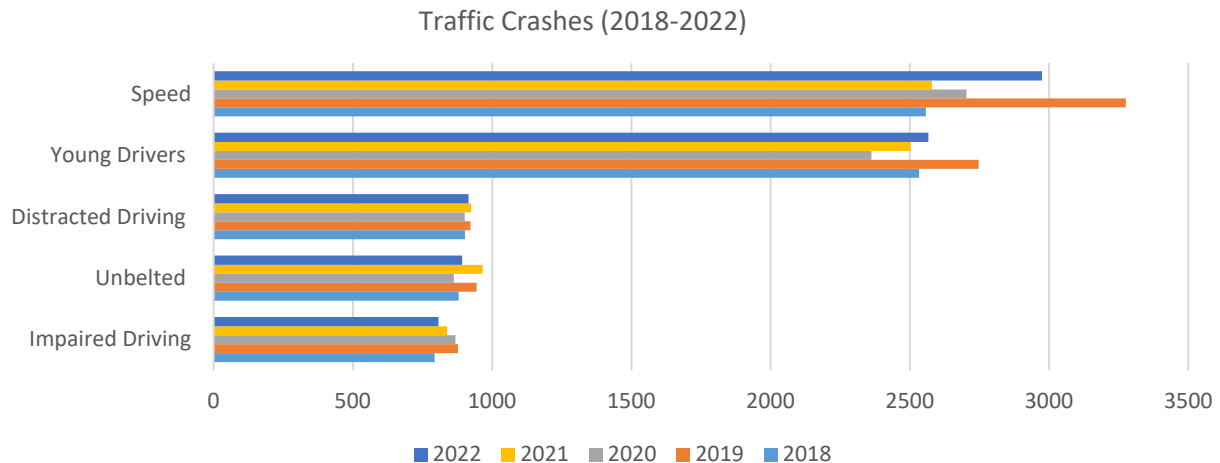
## 2022 Fatal Crash Counts by County



Number of Fatal Crashes / Number of Fatalities

The HSO works to reach areas of the state that do not have the resources or infrastructure in place to provide traffic safety education and/or high visibility overtime enforcement. Additionally, resources in those areas have the desire to work with the HSO on traffic safety education and enforcement but are over tasked with other duties and inadequate staffing.

Wyoming averages 13,873 traffic crashes per year on public roads many of which can be attributed to bad driving habits: impaired driving, lack of seat belt use or protective gear, inexperience, distraction, or speeding. The chart below demonstrates the traffic crash trends by focus area:



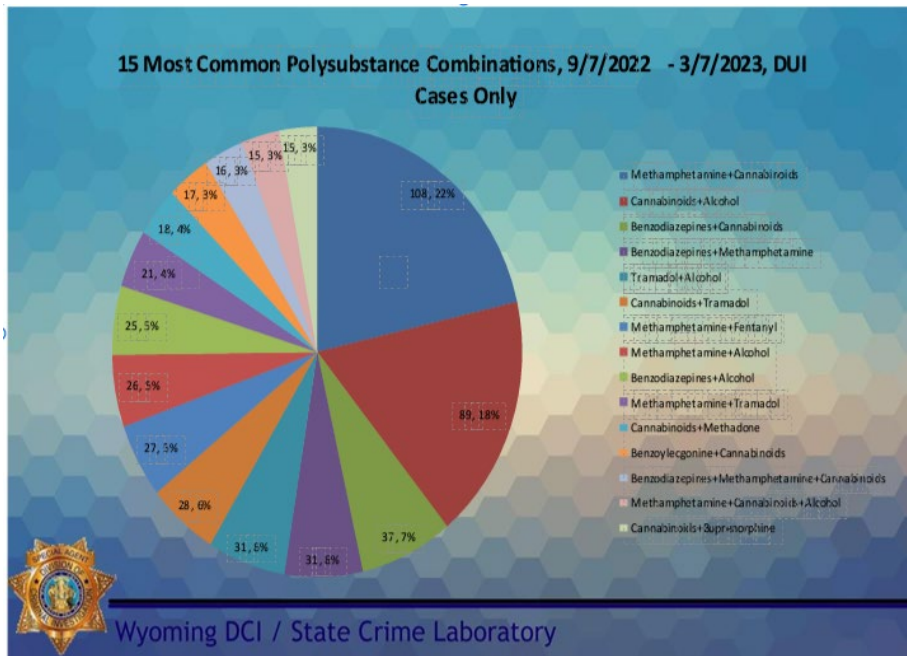
Average motorcycle crashes: 230  
 Average pedestrian crashes: 78  
 Average bicycle crashes: 51

The average urban crash accounts for 52.8% of traffic crashes and rural traffic crashes accounted for 47.1% which is considerably different than the 81.9% for rural fatal crashes. In 2022, the top five populous counties (Albany, Campbell, Laramie, Natrona, and Sweetwater) represent 53% of the population and 54.7% of the traffic crashes. On average male drivers tend to be over represented in traffic crashes 60.7% compared to females at 35.2%.

Driving while impaired includes anyone who drives a vehicle while being impaired by alcohol, drugs, prescription medications or any combination of those substances. The Governor’s Council on Impaired Driving Strategic Plan states:

“Despite impressive efforts to reduce traffic-related fatalities and serious injuries in Wyoming over the past several years, the number of alcohol-involved crashes, fatalities, and injuries continues to be a challenge. As alcohol related crashes significantly decline, alcohol related fatalities have not.

With neighboring states legalization [of marijuana], increased access to drugs has affected Wyoming. Drug impaired fatalities continue to rise. Poly drug use, the use of two or more substances at the same time, has increased significantly. Recently, the combination of methamphetamine/marijuana became more common than marijuana/alcohol in impaired driving blood tests”



The average impaired driving crash contributed to 41.5% (31.9% alcohol only) of the fatal crashes and 12.9% (11.0% alcohol only) of the injury crashes. Impaired driving crashes average 53 fatalities a year - WECRS.

WYDOT Driver Services Program reports an increase of DUI convictions of 16% from 2021 to 2022 which can be attributed to an increase in impaired driving, sustained high visibility



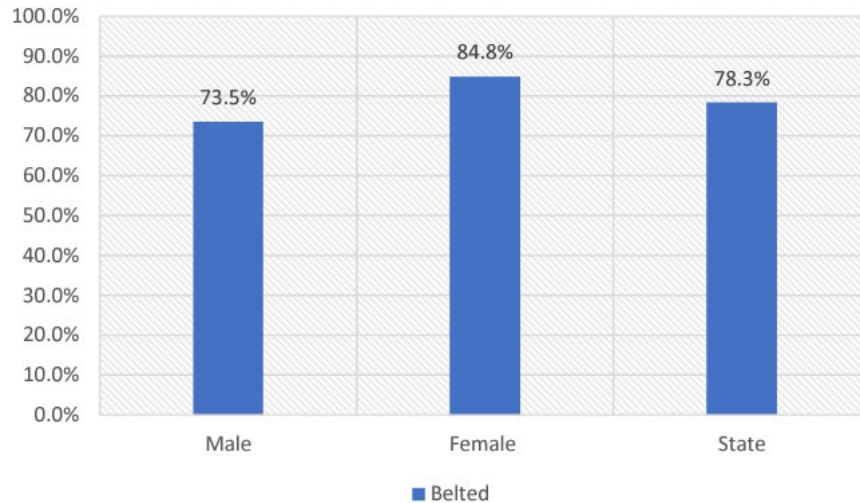
enforcement, and combined efforts of the Governor's Council on Impaired Driving, Impaired Driving Program and Traffic Safety Resource Prosecutor.

The latest information from Alcohol and Crime in Wyoming 2021 shows that impaired driving remains a problem for law enforcement with DUI arrests accounting for 32.36% of all arrests. The results from those arrests include:

- The average reported blood alcohol content for the 2,315 persons arrested for a DUI statewide was 0.1639.
- 51% of persons arrested for DUI had a reported BAC level above 0.16 and 13% had a BAC of 0.24 or greater.
- 18.32% of persons arrested for DUI involved drugs.
- 22.61% of traffic crashes resulting in custodial arrests involved drugs.
- The average reported BAC for 314 persons who were arrested for DUI after being involved in a traffic crash was 0.1749.
- 74.3% of all arrests are men while women are at 25.7%.

Wyoming's 2022 Observed Seat Belt Usage Rate is at 78.3%. Following required procedures a new sampling was conducted for the 2022 data collection period. This study is a new baseline survey, which means that no comparisons with prior surveys are directly comparable with the 2022 estimates of seat belt use. As noted in the report, highpoints of the survey include:

- Seat belt use for vehicle occupants is 81.2% in rural areas and 74.6% in urban areas.
- Seat Belt use for drivers is 76.9% of the vehicle occupants were drivers and 83.2% for passengers.
- Eight counties have seat belt use rates above the state average of 78.3%, and seven counties have rates below the state average. Among those seven counties below the state average, four have rates under 70.0%: Campbell, Natrona, Park, and Sweetwater.
- 57.6% of the vehicle occupants were observed in vehicles registered in Wyoming; 41.4% were in out-of-state vehicles. 74.4% of occupants in Wyoming vehicles wore seat belts, below the state average of 78.3%. The rate for those in out-of-state vehicles was 88.1%, a difference of 13.7 points higher in out-of-state vehicles.
- The highest seat belt use rates are on the last three days of the week: Thursday, Friday, and Saturday. The lowest rates are on Sunday and Tuesday.
- Females have a higher seat belt use rate: 84.8% for females and 73.5% for males, a difference of 11.3%.



- Occupants in automobiles and SUVs have rates slightly above the statewide average. The highest seat belt use rates are for occupants in vans was 85.3% compared to those in pickup trucks at 71.5%.
- Males are most likely to be in SUVs and pickup trucks, females in vans and automobiles. Females have higher rates of seat belt use in every type of vehicle. Males dominate pickup trucks and account for pickups' lowest seat belt use rate.

Vehicle Type	Occupant Belt Use			Unweighted Count	Percent of Sample
	Belted	Not Belted	Unsure		
<b>Auto</b>	78.7%	21.0%	0.3%	5,027	21.5%
<b>Van</b>	85.3%	14.0%	0.7%	8,105	34.7%
<b>SUV</b>	79.1%	20.9%	0.0%	1,428	6.1%
<b>PU Truck</b>	71.5%	28.0%	0.4%	8,827	37.7%
<b>State</b>	78.3%	21.2%	0.5%	23,387	100.0%

Analysis of Wyoming’s 2022 unbelted traffic crashes demonstrates the problems and effected demographics:

- 892 crashes with unbelted vehicle occupants
- 434 unbelted injuries with 152 critical injuries
- 250 critical unbelted crash injuries by age group:
  - 0-13 represent – 2 (0.8%)
  - 14-20 represent – 53 (21.2%)
  - 21-34 represent – 77 (30.8%)
  - 35-44 represent – 40 (16.0%)
  - 45-54 represent – 24 (9.6%)
  - 55-64 represent – 26 (10.4%)
  - 65+ represent – 25 (10.0%)
  - Unknown – 3 (1.2%)



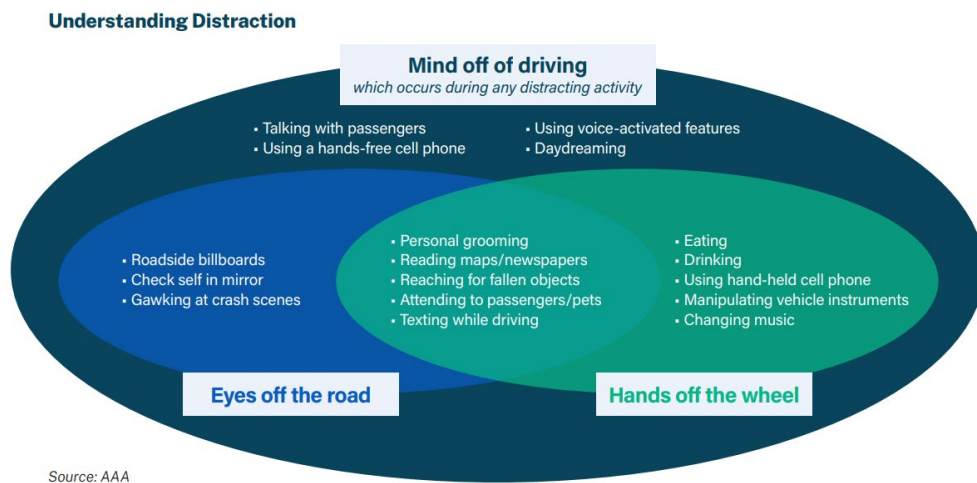
- Fremont (125), Laramie (123), Carbon (110), Sweetwater (107), Natrona (92), and Campbell (86) are the six highest counties with unbelted vehicle occupants in critical crashes.

Speed related traffic crashes can be exceeding the post speed limit or driving too fast for road conditions. On average, speed is a factor in 42.4% of fatalities. During the last five years there have been a total of 267 fatalities, 4,593 injuries, and 10,622 property damage only crashes. The average number of speed related fatalities each year is 53. Speed is a contributing factor in 82% of rural fatalities each year.


Children are our most vulnerable roadway users. NHTSA has estimated that child safety seats reduce the risk of fatal injury by 71% for infants (younger than 1 year old) and by 54% for toddlers (1 to 4 years old) in passenger cars. For infants and toddlers in light trucks, the corresponding reductions are 58% and 59%, respectively (Kahane, 2015).

The Wyoming 2022 Child Passenger Safety Technician (CPS) recertification rate is 57.1% compared to national rate of 52%. The CPS Technicians reported a misuse rate of 57.65% for child restraints. The WHP certifies all new recruits as CPS Technicians, however, the recertification rate can be improved.

Distracted driving is a risky behavior that includes anything that takes your attention away from driving, is extremely difficult to quantify and is often underreported due to difficulty documenting the behavior. Research shows that distracted driving is under reported in every state because it is difficult to quantify for obvious reasons such as no witnesses, lack of accountability by the driver, and no physical evidence. Competing priority focus areas are also factors for law enforcement to contend.



In 2022, distracted driving was a contributing factor in 915 traffic crashes, 52 critical injuries and 307 less serious injuries. Trend data shows over the last five years distracted driving averaged 656 yearly crashes with 39 critical injuries each year.



According to the Insurance Institute for Highway Safety “teen drivers are about 3 times as likely as drivers 20 and older to die in a crash. Drivers age and inexperience make for a high-risk combination.” Drivers age 14-20 account for 8.1% (39,002) of the 480,383 Wyoming drivers of which 5,592 hold a graduated driver’s license (GDL). WECRS reports young drivers represent 13.2% (2,567) of drivers involved in traffic crashes in which there were 13 were fatalities; 43 were critical injuries; 16 were involved in fatal crashes; 520 were involved in injury crashes; and 2,031 were in property damage only crashes. In addition, 52 young drivers were impaired drivers (BAC result greater than .00 or a positive drug test indication).


Vulnerable roadway users are defined as pedestrian and bicyclists due to their high risk of injury if struck by a vehicle. Wyoming averages 78 pedestrian and 51 bicycle injuries each year. During the last five years there have been 402 pedestrian injuries (42 fatalities) and 259 injured bicyclists (2 fatalities). Treatments are difficult to deploy due to Wyoming’s vast geographic area.

Wyoming is a minimally funded state and receives approximately \$38,000 annually to address awareness of increased motorcycle traffic during the short riding season. Wyoming has 61,808 licensed motorcycle drivers and 27,704 registered motorcycles. The WECRS 2022 data shows that there were 245 motorcycle crashes with 20 fatalities and 214 injuries where 119 were unhelmeted motorcycle injuries (12 fatalities and 38 serious injuries). Laramie County (36 crashes) and Natrona County (41 crashes) are Wyoming’s most populous counties representing the counties with the most motorcycle crashes. Campbell County is close behind with 24 motorcycle crashes.

Winter driving is also a major problem every year as it causes dangerous driving conditions. Driving in Wyoming means that dealing with snow, ice, high winds, and poor visibility can be every day occurrences between the months of October through April. Approximately 24% of the yearly crashes occur during this time frame. Dangerous driving behaviors contribute to weather related traffic crashes and resulting injuries such as speeds too fast for conditions, impaired driving, lack of seat belt, distracted driving, and following too close to other vehicles.

Emergency Medical Service (EMS) personnel provide a critical public benefit in a rural and frontier state such as Wyoming but have significant challenges to sustainability. EMS and trauma systems are the life net when engineering, enforcement, and education fail. In Wyoming, there is currently no state statute designating EMS as an essential service. Therefore, emergency medical services are not required by law to be provided. No government entity is required to provide sustainable funding for EMS. The lack of sustainable funding has impacted training and the professional growth and development of EMS providers. Additionally, the level of trauma care and the EMS response vary throughout the state. There are many challenges rural trauma facilities and EMS services face including geography, variations in regional population bases, and availability of EMS services and providers. Strategies to this challenge include:

- Improve EMS Personnel on-scene safety through outreach and training.
- Improve responder and motorist safety through Traffic Incident Management training and technology deployment
- Improve the availability and quality of national EMS data.
- Improve the delivery of EMS throughout the nation



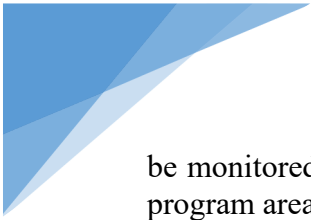
As noted above there are many statewide traffic safety concerns and challenges but no community gives more pause to traffic safety in Wyoming than Fremont County in which the Northern Arapahoe and Eastern Shoshoni Tribes reside. In 2022, Fremont County represented 6.8% of the State's population but represents 7.51% of DUI convictions, 11.6% of impaired driving critical crashes, average BAC for driver's involved in traffic crashes was 0.21, and 10% of unbelted critical injuries. It also has the highest poverty rate in the state.

**Methods for Project Selection.** The HSO began planning for the FY2024 year with a solicitation for grant applications that began on February 1<sup>st</sup> and ran through March 31<sup>st</sup>. The solicitation of grant applications was publicized through the WYDOT website, emails directly to various governmental agencies, non-profit organizations, foundations, current sub-recipients, traffic safety partners, and requests to share information to other interested parties.

The HSO staff and invited traffic safety professionals familiar with grant processes conducted an evidenced based project selection review of grant applications to determine the ability of the proposed projects to impact Wyoming's Core Performance Measures. As Wyoming's nickname states "Equality State", a fair and thorough evaluation of the projects included the following considerations:

- Is the project data driven?
- Is the project implementation ready?
- Is the project potentially sustainable with or without grant funds?
- Does the project have the ability to be self-sufficient?
- Does the project have program income?
- Is the applicant registered with the State?
- Is the applicant not on the national debarment list?
- 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?
- Does the project impact Wyoming's Core Performance Measures?
- How many years project has been funded?
- Are the project activities and associated costs reasonable?
- 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 criteria above, 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 monitored for appropriateness, modified when necessary, and the HSO will redirect funds to program areas not meeting goals or that are experiencing little to no change. As a general rule, the HSO makes exceptions for late grant applications based on a case by case basis.

The HSO declined funding for the Fremont County Multi-Jurisdictional Traffic Enforcement Team. However, a pilot project of Statewide Multi-Jurisdictional Traffic Enforcement Teams is being developed after receiving numerous requests from agencies around the state for cross agency partnerships to reallocate officers in areas known to high levels of DUI incidents.

**Public Participation and Engagement.** The HSO actively works to pursue avenues of engagement, partnerships, and support with our safety partners but also with the public to find solutions toward the state and national goal of “Towards Zero Deaths”. Wyoming is a large rural state with a small population which poses a unique challenge to engaging the public in all four corners and everywhere in between.

The HSO has made efforts in FY2023 to engage the public through numerous outreach efforts and keeps an eye out for other opportunities not yet identified within our current Highway Safety Plan. Based on these public engagements, the HSO develops countermeasure strategies leading to projects that work towards meeting Wyoming’s Performance Goals to reduce fatalities and injuries on our roadways.

The goal for these various engagement efforts is to provide insight into Wyomingite views, ideas, opinions, facts, and opportunities. The results of the public engagement efforts and a robust problem identification assists in shaping the Triennial Highway Safety Plan, traffic safety efforts, adjustments in messaging, and pinpoints projects to fund locally and statewide. The Governor’s Council on Impaired Driving and Wyoming Seat Belt Coalition actively recruit community members and groups to bring forth the needs of their community, to participate in the decision making process and solutions.

The HSO is proactive throughout the fiscal year by improving processes, input from the community, monitoring projects, and reviewing all results of community engagement to ensure resources are allocated appropriately.

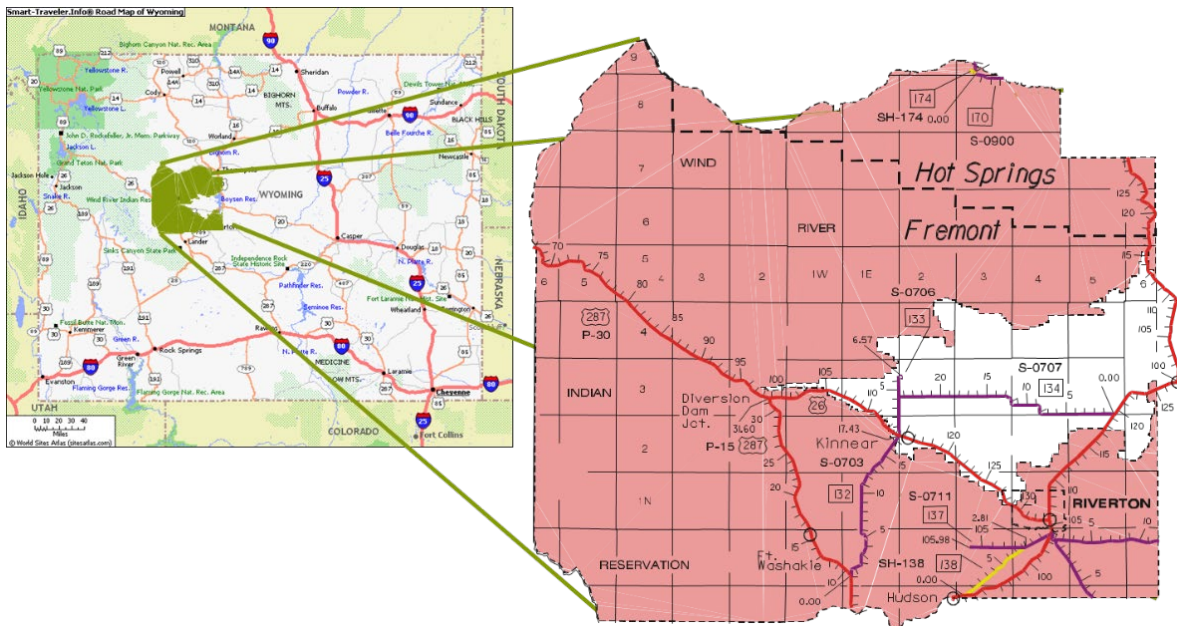
Consistency is key to success with engaging the public, encouraging participation, and investing in their communities to keep traffic safety as a priority.

Wyoming utilized the following methods to identify opportunities and challenges while developing the Triennial Highway Safety Plan:

- WYDOT Involvement with Northern Arapahoe and Eastern Shoshoni Tribes
- Corona Insights Driver Survey
- Listening Sessions
- Local Law Enforcement Collaboration
- Wyoming Education Trade Fair – Casper WY
- Letter to Non-profit Organizations
- WYDOT Strategic Highway Safety Plan

Data from these engagements, collaborations, listening sessions, and partnerships were shared with the Governor’s Council on Impaired Driving, Wyoming Seat Belt Coalition, sub-recipients, and other traffic safety advocates to understand the depth of the traffic safety problems and implement solutions for reaching our overall goal of “Towards Zero Deaths.”

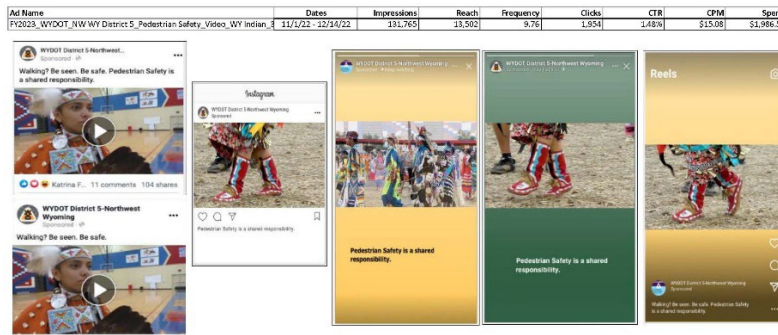
During development of Wyoming’s problem identification, Fremont County stood out amongst the data as a high-risk community for all driving behaviors. Wyoming is home to the **Northern Arapahoe and Eastern Shoshone Tribes**. Native Americans account for nearly 3% of Wyoming’s population and 22.1% of Fremont County as such are part of the overrepresentation of traffic fatalities. The Wind River Reservation is located within Fremont County which is one of the poorest counties in the State. Fremont County stands at 14.8% poverty rate compared to the State average at 11.4% and national 11.6% average per the Census Bureau.



In 2022, Fremont County represented 6.8% of the State’s population but represents 7.51% of DUI convictions, 11.6% of impaired driving critical crashes, average BAC for driver’s involved in traffic crashes was 0.21, and 10% of unbelted critical injuries. It also has the highest poverty rate in the state. According to the Fremont Coroner’s Office “There have been 17 motor vehicle deaths in 2022 (one more than that in 2021). Twelve, or 70.5% of the total involved alcohol and/or drugs. This is over 3 times the national average for our population.” A study by Gerber Injury Law - Analysis of Fatal Alcohol-Related Crashes in the United States 2000 – 2019 found that “Wyoming’s Fremont County had the most drunk driving fatal crashes” for the entire nation between the years 2000 to 2019 per population.

Meaningful engagement with the tribes is extremely difficult for anyone outside their community. Cody Beers, WYDOT’s Public Involvement Specialist in District 5 and the HSO have worked with the tribes for decade building relationships and trust. Cody actively engages both tribes year round to participate in traffic safety campaigns and traffic safety events (some funded by the HSO)

that will resonate with their beliefs and empowerment of their community. Cody Beers serves as the liaison between Heinrich Marketing and the tribes to develop culturally relevant campaigns. Both tribes directly participate in the development of media campaigns providing guidance on proper use of icons, language, customs, roles, values, etc., that focus on the importance of their culture. For example, the campaign to educate residents on how to stay visible as a pedestrian:



Another example is basketball as a vital aspect of reservation life in Wind River. Leveraging the community’s love of the sport worked for a campaign that featured players and coaches from the basketball teams at Wyoming Indian High School and St. Stephen’s Indian School, as well as the leaders from the tribal business councils.

Working with the tribes requires building trust, commitment, consistency, and constant work preserving the relationships.

The HSO and consultants analyzed data from the WECRS, Wyoming Survey of Seat Belt Use, Alcohol and Crime in Wyoming to identify demographics that exhibit risky driving behaviors. A **Corona Insights Driver Survey** engaged Wyoming drivers with special emphasis given to young male drivers who have historically been more likely to engage in high risk driving behaviors. The survey provided valuable research to help inform future marketing and other efforts to improve traffic safety. The survey gathered information on drivers’ knowledge, attitudes, and driving behaviors. The questions targeted risk perceptions, awareness of campaign messaging, and attitudes. The survey was conducted in Spring of 2022 and received 1,061 responses online and through the mail:

- 52% of the respondents were male.
- 45% of the respondents were ages 35-64; 35% were ages 18-34.
- Special emphasis was placed on gathering input from young male drivers (historically more likely to engage in high risk driving behaviors).

The driver survey concluded that the impact of HSO efforts on messaging was reaching drivers. The HSO will use these findings to develop future campaigns that will resonate and affect change for the general public and most importantly, this high risk demographic.

Key findings and recommendations from the survey that will be incorporated into FY2024 countermeasure strategies include:

- Men and drivers with lower levels of education are most likely to recall seeing safety messages.
- Use messaging to increase perceptions of the risk of being ticketed for driving without a seat belt.
- Use messaging to encourage asking loved ones to buckle up while in the car.
- Target alcohol-related messaging to higher income drivers and those drinking away from home.
- Use messaging to increase perceptions of the risk of distracted driving.

## Demographics

CORONA INSIGHTS


	Total	Northwest	Northeast	Central	Southwest	Southeast
Total Respondents	1061	195	168	202	126	363
<b>Age</b>						
18 to 34	31%	76%	23%	29%	28%	35%
35 to 64	48%	19%	51%	47%	52%	45%
65+	20%	24%	20%	20%	19%	20%
<b>Gender</b>						
A man	50%	50%	49%	47%	53%	52%
A woman	49%	50%	51%	50%	47%	48%
Prefer to self-describe	0%	0%	0%	0%	0%	0%
<b>Marital Status</b>						
Single	18%	11%	24%	22%	11%	18%
Married or civil union or living with partner	65%	81%	62%	60%	81%	71%
Separated	1%	1%	1%	1%	0%	1%
Divorced	7%	4%	7%	11%	3%	5%
Widowed	4%	3%	5%	3%	4%	4%
<b>Race/Ethnicity</b>						
American Indian, Alaska Native, or Native American	2%	1%	3%	2%	2%	1%
Hispanic, Latino, or Spanish origin	7%	5%	5%	9%	5%	9%
Asian	2%	2%	5%	0%	1%	1%
Native Hawaiian or Other Pacific Islander	0%	0%	0%	0%	0%	0%
Black or African American	1%	0%	0%	1%	1%	0%
White or European American	92%	94%	93%	95%	93%	89%
Some other race	1%	1%	0%	0%	2%	3%

	Total	Northwest	Northeast	Central	Southwest	Southeast
Total Respondents	1061	195	168	202	126	363
<b>Education</b>						
Some high school, no diploma/GED	2%	2%	2%	2%	2%	1%
High school diploma/GED	24%	16%	26%	29%	25%	22%
Some college/no college degree	28%	28%	27%	22%	33%	31%
Associate degree	18%	14%	20%	20%	19%	16%
Bachelor's degree	14%	25%	12%	12%	12%	15%
Graduate or professional degree	10%	12%	9%	7%	7%	12%
<b>Household Income</b>						
\$0 to \$14,999	5%	1%	10%	7%	3%	2%
\$15,000 to \$29,999	8%	5%	4%	7%	8%	12%
\$30,000 to \$49,999	14%	15%	15%	19%	17%	14%
\$50,000 to \$99,999	35%	40%	47%	39%	24%	33%
\$100,000 to \$149,999	17%	16%	13%	13%	28%	20%
\$150,000 to \$199,999	7%	4%	8%	5%	7%	7%
\$200,000 or more	6%	12%	3%	8%	7%	4%

WYDOT Driver Survey 2022 | 24 |

The HSO contracted with Heinrich Marketing to conduct five (5) **Listening Sessions** throughout the State (Rock Springs, Casper, Cheyenne, Cody, and Gillette) and one (1) online. Based on data men and women ages 21+ who are pickup drivers with some college were pursued for this effort. The listening sessions provided an insight to the thought processes for this demographic which will allow the HSO to direct messaging towards this demographic. Key takeaways include:

- Most participants perceive that being caught not wearing a seat belt is both low-cost and low-consequence with very little fear of seat belt enforcement.
- Wyomingites do not want to be told what to do including driving behaviors. Authoritarian messaging may be ineffective or even backfire.
- Older generation tend to think not wearing a seat belt is not particularly risk.
- The “pinging” in vehicle systems has caused some longtime non-users to start wearing seat belts.
- Pickup drivers tend to feel safe due to the size and height of their vehicles especially at low speeds.
- There is an awareness of randomness as a factor in crashes.
- Self-reliance is important to Wyomingites. In most cases, that means having a job, so losing one’s job as a result of an impaired driving arrest is a major issue with far reaching impacts.



It leads to a loss of self-worth, the creation of innocent victims (family whose lifestyle is put at risk), and a loss of prestige in the community.

- Wyomingites view their standing in the community as an important part of their identity. However, as long as no one gets hurt, a DUI is often not viewed as a source of shame. Loss of standing only occurs after an innocent person is hurt.
- While there is a culture of tolerance around impaired driving, Wyomingites do not necessarily accept the behavior.

**Law enforcement** participation is key to safer roads. Wyoming has approximately eighty (80) local law enforcement agencies of which thirty-eight (38) agencies currently participate in high visibility overtime grants. Large, medium, and small agencies were queried on needs of their community focusing on traffic safety. The HSO and Law Enforcement Liaison traveled the State welcoming newly elected Sheriff's to discuss traffic safety and partnership. The discussions with law enforcement also focused on the minimum amount of funding required to accomplish goals of the HSO, size of agency, task force events, trainings, collaborations, funding guidelines, etc. Additionally, local law enforcement agencies participate in various assessments providing their perspectives on community traffic safety challenges and possible solutions. Law Enforcement are members of the Governor's Council on Impaired Driving and the Wyoming Seat Belt Coalition. They also attend the annual Rocky Mountain and Traffic Safety Summit Conference where they are provided training, opportunities to voice their perspectives on traffic safety, and networking.


In FY2022, grant funded high visibility overtime enforcement has yielded 1,367 seat belt citations, 144 child restraint citations, and 423 DUI arrests all of which are opportunities to engage, converse, and educate the public.

The HSO attended the **Wyoming Education Trade Fair** in Casper, Wyoming. The HSO interacted with education professionals and discussed our traffic safety goals, needs within their community, and possible partnering opportunities to promote traffic safety. Contact information was collected to continue the dialogue and provide grant funded opportunities. It is a goal of the HSO to find public events to which we can listen to community needs, gather information, follow up with opportunities to partner, grow, and be a presence in all communities around the state to educate on the dangers of risky driving behaviors and promote safe alternatives.

WYDOT and the Wyoming Seat Belt Coalition sent a **letter to non-profit** organizations to discuss possible partnership opportunities to increase seat belt usage. The letter stated that working together we could "drive our state towards zero traffic deaths". This call for action was an overwhelming success. To date, there have been inquiries from over 35 organizations such as hospitals, schools, senior centers, student organizations, libraries for co-branding messaging opportunities, WYSBC banners, and WHP attendance at educational events to which the HSO is working to fulfill all requests. This poses an opportunity for the HSO to open a dialogue to understand and learn from each community what their concerns are, ideas, challenges, and the ability to work towards zero traffic deaths.

Lastly, the **Wyoming Strategic Highway Safety (SHSP)** works to reduce critical crashes in Wyoming (suspected serious injury or fatality). The SHSP is the guiding document in Wyoming's effort to achieve the national goal of "Towards Zero Deaths" and to ensure that motorists,





pedestrians, and bicyclists using roadways in the state are safe and arrive at their destination. The purpose of the SHSP is to identify Wyoming’s key safety needs and guide investment decisions toward choosing the most effective strategies and countermeasures focused on saving lives and preventing injuries. The plan was written to actively guide the strategies the state will take to achieve the goal of zero traffic fatalities.

The HSO leverages all our partners to gather feedback from the community by reviewing data, opinions and different perspectives in the development of the Triennial Highway Safety Plan.

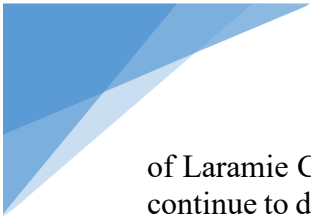
**Traffic Safety Enforcement Program (TSEP).** Traffic safety is a problem for law enforcement across the board whether it is dealing with impaired driving, seat belt usage, speeding, distracted driving, or other traffic infractions. Law enforcement has a unique advantage to affect driver’s behavior in these focus areas. The Insurance Institute for Highway Safety states, “Research has shown that the perceived likelihood of apprehension is more important in deterring offenders than the severity of punishment. The key to creating this perception is sustained and well publicized enforcement.”

In 2022, there were 13,569 traffic crashes on Wyoming roadways with 134 fatalities and 3,137 injuries. Urban crashes account for 54.2% and rural crashes accounted for 45.8% (75.3% of fatal crashes). Wyoming’s 2022 Observed Seat Belt Usage Rate is at 78.3% and impaired driving crashes are averaging 837 crashes per year.

The Wyoming TSEP remains strong with the WHP and local law enforcement agencies continuing to enforce Wyoming traffic laws. In FY2023, 38 local law enforcement agencies participating in the high visibility enforcement program represent 81% of the population with the WHP covering the entire State. 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) 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. If an agency is unable to participate in the mandatory event, the HSO reviews, documents and works towards a solution to ensure the extraordinary circumstances are addressed. Staffing challenges continue to be an issue

The HSO has managed the high-visibility enforcement grants in-house and developed a funding formula 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 statewide. A minimum funding of \$2,000 for Occupant Protection and \$2,500 for Impaired Driving. The high-visibility overtime enforcement agency productivity and documentation have warranted the increase to the local law enforcement agencies participating in the grants.

The Cheyenne Police Department DUI Mobile Command Vehicle continues participation in DUI Task Force and educational events within Laramie County and statewide by request. The Cheyenne Police Department, when logistically possible, has made DUI Mobile Command Vehicle available to all local law enforcement for educational or DUI Task Force Events outside



of Laramie County. The Cheyenne PD continues to be flexible and work with local agencies that continue to deal with staffing shortages. The Cheyenne Police Department has a large social media following which regularly promotes traffic safety on their platforms and engages the public.

The Law Enforcement Liaison (LEL) conducts a visit to at least 90% of law enforcement agencies across the state throughout the fiscal year. The LEL assists agencies 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.

The WHP administers the Impaired Driving Program providing the Standardized Field Sobriety Test (SFST), SFST Refresher, Advanced Roadside Impaired Driving Enforcement, Drug Recognition Expert, and Instructor training to ensure law enforcement has the skills to detect and arrest impaired drivers through up-to-date training.

The HSO continually monitors the TSEP reviewing strengths and weaknesses throughout the year and at the time of the grant application period for effectiveness and makes adjustments when warranted. The review focuses on lessons learned during the years managing the enforcement grants, feedback from local law enforcement, development of best practices, assessments, management reviews, on-site monitoring and desk reviews.

The Traffic Safety Enforcement Program is comprised of the following projects:

- ❖ 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 Cameras
- ❖ Equipment – Radars

**Strategies and Countermeasure Strategies That Work.** The HSO reviewed data, public engagement results, coalition activities, and goals to develop strategies educating the public on unsafe driving behaviors, training traffic safety professionals in detection and prosecution of impaired driving and the enforcement of all Wyoming traffic laws. 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, speeding, distracted driving, young drivers, and motorcycle awareness.

- Sustained High Visibility Enforcement
- Support for Law Enforcement to Enforce Wyoming Traffic Laws
- Multidisciplinary Drug and Alcohol Detection and Analysis Training/Education

- Traffic Safety Outreach and Education (Deterrence & Prevention)
- Mass Media Campaigns
- Public Traffic Safety Awareness Campaigns for Motorcyclists
- Court Monitoring
- Surveys
- Coalition and Task Forces
- Youth Programs
- Child Passenger Safety Technician Training and Inspection Stations
- Traffic Records Projects

**Strategy.** Sustained High Visibility Enforcement

**Link to Strategy.** This strategy will focus on participation by law enforcement agencies in NHTSA's national impaired driving and occupant protection high visibility 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 for the motoring public.

Wyoming’s 2022 observed seat belt usage rate is 78.3% which is considerably lower than the national rate at 91.6% and the 2,900 DUI convictions recorded by WYDOT Driver Services. WECRS 2022 data reported 65 of unbelted fatalities and 62 impaired driving fatalities demonstrating the need for sustained high visibility enforcement which is a proven countermeasure strategy.

The Highway Safety Program Uniform Guideline Impaired Driving No. 8, Highway Safety Program Uniform Guideline Occupant Protection No. 20, Highway Safety Program Uniform Guideline Speed Management No. 19, and Highway Safety Program Uniform Guideline Traffic Enforcement No.15 were referenced in the strategic planning, data driven analysis, and use of task forces in the development of sustained high visibility enforcement countermeasure strategies.

**Countermeasure Strategies.**

1. Deterrence Enforcement: 2.2 High-Visibility Saturation Patrols – CTW 4 stars (\*\*\*\*)
2. Deterrence Enforcement: 2.5 Integrated Enforcement – CTW 3 stars (\*\*\*)
3. Drug Impaired Driving: 7.1 Enforcement of Drug-Impaired Driving – CTW 3 stars (\*\*\*)
4. Seat Belt Enforcement: 2.1 Short Term, High-Visibility Seat Belt Law Enforcement – CTW 5 stars (\*\*\*\*\*)
5. Seat Belt Enforcement: 2.3 Seat Belt Law Enforcement – Sustained Enforcement – CTW 3 stars (\*\*\*)
6. Child Restraint/Booster Seat Law Enforcement: 5.1 Child Restraint/Booster Seat Law Enforcement – Short-Term High-Visibility Child Restraint/Booster Seat Law Enforcement – CTW 5 stars (\*\*\*\*\*)
7. Speeding: Enforcement – 2.2 High Visibility Enforcement – CTW 2 stars (\*\*)
8. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming – Environmental Factors (page 22).

**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
4. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
5. C-6 Number of speeding-related fatalities (FARS)

**Estimated 3-year funding allocation**

- \$1,700,000.00 NHTSA (402)
- \$500,000.00 NHTSA (405b)
- \$1,100,000.00 (405d)

**Strategy to project considerations.** High visibility enforcement will effectively deploy law enforcement resources utilizing a data driven funding approach to reduce fatalities and serious injuries. The funding formula was developed to distribute resources and funding in communities based on DUI convictions, impaired driving traffic crashes, total traffic crashes and unbelted traffic crashes involving injuries and fatalities. This ensures those most affected by lack of seat belt use and impaired driving are represented by high visibility enforcement efforts and other countermeasure strategies based on data.

WYDOT Driver Services Program reports an increase of 16% from 2021 to 2022 in DUI convictions. This number includes arrests by law enforcement working grant funded high visibility enforcement overtime.


**Strategy.** Support for Law Enforcement to Enforce Wyoming Traffic Laws

**Link to Strategy.** This strategy will work in conjunction with and support high visibility enforcement campaigns during times and locations in which data shows risky driving behaviors to be more prevalent within communities. These strategies were informed by the Highway Safety Program Uniform Guideline Impaired Driving No. 8, Highway Safety Program Uniform Guideline Occupant Protection No. 20, and Highway Safety Program Uniform Guideline Speed Management No. 19 as a comprehensive approach to enforcement of Wyoming traffic laws.

The statewide average BAC is .16 which is well above the legal limit of .08 and seat belt use rate for Wyoming is 78.3% which well below the national average at 91.6%. Speeding can be a precursor to other bad driving behaviors and will be used as a trigger offense to support Wyoming traffic laws.

**Countermeasure Strategies.**

1. Drug Impaired Driving - 7.1 Enforcement of Drug-Impaired Driving – CMW 3 stars (\*\*\*)
2. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming – Education & Prevention (page 21). As noted in Countermeasures that Work deterrence, prevention, and



communications and outreach are basic strategies to deter individuals from driving impaired.

3. Radar and Video Camera Equipment serve as tools to assist law enforcement efforts in upholding Wyoming's Impaired Driving and Occupant Protection Laws. Wyoming as a secondary belt law in which radars can serve as a trigger offense to educate the drivers and passengers on consequences of unbelted injuries, whereas, video cameras aide in the prosecution of impaired drivers.

#### **Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

#### **Estimated 3-year funding allocation.**

- \$1,500,000.00 (402)
- \$1,100,000.00 (405d)

**Strategy to project consideration.** This strategy serves as a multi-faceted approach to combat risky driving behaviors through collaborating with law enforcement, purchasing radar and video camera equipment to assist with enforcing traffic laws, a one-stop shop for processing impaired drivers, and educating the public on the dangers of impaired driving. This comprehensive and coordinated effort to promote and enforce Wyoming traffic laws will reduce the number of fatalities and injuries due to traffic crashes. This strategy affects all Wyomingites and out-of-state visitors traveling through our State.


As noted in the Uniform Guidelines general deterrence seeks to increase the public perception that impaired drivers will face severe consequences, discouraging individuals from driving impaired.

**Strategy.** Multidisciplinary Drug and Alcohol Detection and Analysis Training/Education.

**Link to Strategy.** This strategy will focus on a multidisciplinary approach in training and education of professionals in detection and analyzing alcohol and drugs by impaired drivers as referenced in the Highway Safety Program Uniform Guideline Judicial and Court System No. 07, Highway Safety Program Uniform Guideline Impaired Driving No. 8 and Highway Safety Program Uniform Guideline Prosecutor Training No. 12. This training will ensure increased knowledge and competency required for DUI arrests, testing methods/development, and prosecution of impaired drivers.

#### **Countermeasure Strategies.**

1. Wyoming GCID Strategic Plan – 2020 - Drug Evaluation and Classification Program, Devise Strategy to Reduce Drug Impaired Driving.
2. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming –Practitioner Education & Training (page 19-21)
3. State of Wyoming Impaired Driving Assessment 2008 – Criminal Justice System: Prosecution (page 61)

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4. Deterrence: DWI Offender Treatment, Monitoring, and Control - 4.5 Lower BAC Limits for Repeat Offenders – CTW 4 star (\*\*\*\*)
  5. CDC: Drug Involved Driving – Promising Strategies to Help Address Drug-Impaired Driving

**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
4. S-2 Drug Involved Fatal & Serious Injuries (State)

**Estimated 3-year funding allocation.**

- \$360,000.00 (402)
- \$90,000.00 (405d)

**Strategy to project considerations.** In 2021, DUI's accounted for 32.36% of all statewide arrests with an average blood alcohol content (BAC) of 0.16. Drivers with multiple drug in their system has become more prevalent in recent years or testing has improved thus providing improved reporting of impaired driving issues. The Wyoming State Crime Laboratory alone processed 2,075 toxicology requests from impaired drivers. This data can assist in data driven approaches to resource allocation. This strategy will train traffic safety professionals in their quest to identify impaired driving challenges and improve the current system in place. Resources are prioritized and distributed to counties with high risk demographics such as the Wind River Indian Reservation which is home to the Northern Arapahoe and Eastern Shoshone Tribes.

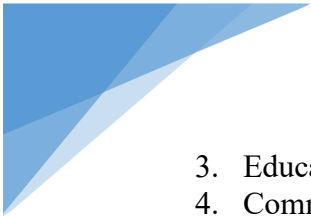
**Strategy.** Traffic Safety Outreach and Education

**Link to Strategy.** Traffic safety outreach and education is part of the multi-faceted approach to reducing traffic fatalities and injuries as referenced in the Highway Safety Program Uniform Guideline Impaired Driving No. 8, Highway Safety Program Uniform Guideline Pedestrian and Bike Safety No. 14, and Highway Safety Program Uniform Guideline Occupant Protection No. 20.

Outreach and education provides an opportunity for traffic safety professionals to interact and educate the public utilizing demonstration tools, first-hand experiences, and data to show the consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. Awareness, knowledge, and consequences are the first steps in changing risky driving behaviors thus reducing fatalities and injuries. In 2022 alone there were 134 fatalities and 3,137 injuries on Wyoming roadways.

**Countermeasure Strategies.**

1. Seat Belts and Child Restraints Communications and Outreach – 3.1 Supporting Enforcement – 5 stars (\*\*\*\*\*)
2. Seat Belts and Child Restraints Communications and Outreach – 3.2. Strategies for Low-Belt Use Groups - 4 stars (\*\*\*\*)

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3. Education and Prevention: DWI Dashboard Report: Wyoming – TIRF (page 21)
  4. Communication: WY Occupant Protection Assessment FY2023 (page 27)
  5. Outreach Program: WY Occupant Protection Assessment FY2023 (page 33)
  6. GHSA. (2019b, September). Distracted driving.
  7. Distracted Driving: Communications and Outreach – 2.1 Communications and Outreach on Distracted Driving – CTW 1 star (\*)
  8. The Community Guide: Task Force Recommendations – Save Lives Among American Indians and Alaska Natives
  9. CDC: Restraint Use Fact Sheets Wyoming – Buckle Up: Restraint Use Wyoming
  10. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming – Education & Prevention (page 21).
  11. State of Wyoming Impaired Driving Assessment 2008: Community-Based Programs (page 38)

### **Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
4. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
5. C-6 Number of speeding-related fatalities (FARS)
6. S-1 Distracted Driving (State)

### **Estimated 3-year funding allocation.**

- \$1,500,000.00 (402)
- \$90,000.00 (405h)
- \$150,000.00 (405e)

**Strategy to project considerations.** This strategy is part of a multi-component effort that will include partnering with law enforcement agencies, schools, government officials, health and medical providers, businesses, media, community leaders, and others interested in educating the public on the dangers of improper driving behaviors. The Insurance Institute for Highway Safety states, “Research has shown that the perceived likelihood of apprehension is more important in deterring offenders than the severity of punishment. The key to creating this perception is sustained and well publicized enforcement.” and as noted in Countermeasures That Work “deterrence, prevention, and communications and outreach are basic strategies to deter individuals from driving impaired”. This strategy complements and supports local and statewide traffic safety goals.

**Strategy.** Mass Media Campaigns

### **Link to Strategy.**

Communication programs are referenced throughout the uniform guidelines in most focus areas. Media campaigns are a proven strategy that influences positive behavior change. Media campaigns provide education on risky traffic safety behaviors and when coupled with support of traffic safety outreach efforts and high visibility enforcement can reduce fatalities and serious injuries. The HSO



problem identification process identifies key groups with focused multi-media communication outreach utilizing social media, TV, radio, billboards, newspapers, and other print media.

The FY2022 WYDOT Driver Survey is a key data source that assists in identifying public opinions, misperceptions, lack of knowledge, and dangerous driving behaviors. Awareness and education will work to increase Wyoming's Observed Seat Belt use rate of 78.3% and reduce instances fatalities and injuries due impaired driving as experienced in 2022 with 134 fatalities and 3,137 injuries on Wyoming roads.

Communication and Outreach is an evidence-based countermeasure strategy and will leverage coverage by utilizing social media and streaming services as a cost effective way to reach targeted demographics.

### **Countermeasure Strategies.**

1. Alcohol and Drug Impaired Driving: Prevention, Intervention, Communications and Outreach – 5.2 Mass Media Campaigns - CTW 3 stars (\*\*\*)
2. Seat Belts and Child Restraints: Communications and Outreach – 3.1 Supporting Enforcement - CTW 5 stars (\*\*\*\*\*)
3. Seat Belts and Child Restraints: Communications and Outreach – 3.2 Strategies for Low-Belt Use Groups - CTW 4 stars (\*\*\*\*)
4. Distracted Driving: Communications and Outreach – 2.1 Communications and Outreach on Distracted Driving – CTW 1 star (\*)
5. The Community Guide: What works - Motor Vehicle Injury Evidence Based Interventions for Your Community (Mass Media Campaigns)
6. Corona Insights: WYDOT 2022 Driver Survey – Recommendations (pages 5-6)

### **Targets.**

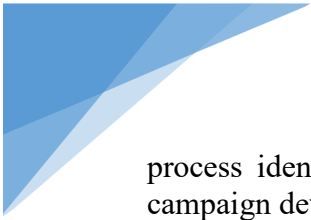
1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
4. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
5. S-1 Distracted Driving (State)
6. S-2 Drug Involved Fatal & Serious Injuries (State)

### **Estimated 3-year funding allocation.**

- \$2,400,000.00 (402)
- \$2,100,000.00 (405d)
- \$15,000 (154AL)

**Strategy to project considerations.** The Insurance Institute for Highway Safety states, “Research has shown that the perceived likelihood of apprehension is more important in deterring offenders than the severity of punishment. The key to creating this perception is sustained and well publicized enforcement.” A multi-faceted approach is supported by the problem identification





process identifying key groups along with by the Corona Insights Survey assist the HSO in campaign development. Some key points include:

- Safety messages are reaching drivers. In unaided recall, 70% of drivers recall seeing a message about seat belts, and 85% recall seeing a message about drunk driving in the past 6 months of the survey. In aided recall, 77% recall seeing the *Buckle Up, Wyoming* message in the past 6 months.
- One in six drivers disagreed that distracted driving is as bad as drunk driving, and only half of drivers strongly agreed that distracted driving is as bad as drunk driving.
- Those who have seen *Buckle Up, Wyoming* and other safety messages are more likely to understand that drivers can be arrested for DWI if they are impaired by medications or drugs, and they are more likely to believe that seat belts save lives.

This media strategy will support high visibility enforcement campaigns, traffic safety events, high risk demographic outreach, and the general public pursuing safe driving behaviors. In addition the HSO will continue to partner with the Northern Arapahoe and Eastern Shoshone Tribes developing culturally relevant campaigns.

**Strategy.** Public traffic safety awareness campaigns for motorcyclists.

#### **Link to Strategy.**

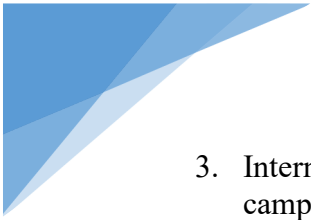
Highway Safety Program Uniform Guideline Motorcycle No.3 emphasizes motorcycle rider conspicuity and motorist awareness programs as a strategy to reduce motorcycle fatalities and injuries.

Motorcycles are a popular mode of transportation during Wyoming's short riding season. In 2022, Wyoming had 61,808 licensed motorcycle drivers and 53,781 registered motorcycles. WECRS data shows that there were 245 motorcycle crashes with 20 fatalities and 194 injuries of which 12 were unhelmeted motorcycle fatalities. Laramie (36) and Natrona (41), which are Wyoming's most populous counties, represent the counties with the most motorcycle crashes. All Wyoming counties experienced motorcycle crashes.

The WYDOT Motorcycle Safety Program 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 safe riding behaviors via social media.

#### **Countermeasure Strategies.**

1. Motorcycle Safety: 4.2 Communication and Outreach: Motorist Awareness of Motorcyclists - CTW 2 stars (\*\*)
2. Motorist Awareness of Motorcyclists Media. Riderscan – Delhaye, A., Marot, L. (2015), Awareness Campaigns RIDERSCAN. Media campaigns are more effective in conjunction with other interventions. Support will be provided by WYDOT's Motorcycle Program which conducts activities to assist in motorcycle safety and WYDOT's dynamic messaging signs.

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3. International Association of Traffic Safety and Sciences - Road Safety Campaigns. Media campaigns are more effective in conjunction with other interventions. Support will be provided by WYDOT's Motorcycle Program which conducts activities to assist in motorcycle safety and WYDOT's dynamic messaging signs.

**Targets.**

1. C-7 Number of motorcyclist fatalities (FARS)
2. C-8 Number of unhelmeted motorcyclist fatalities (FARS)

**Estimated 3-year funding allocation.**

- \$115,200.00 (405f)

**Strategy to project considerations.** Awareness campaigns will assist in reducing motorcycle fatalities and serious injuries by reminding and educating the public of increased motorcycle presence during the peak riding season. Media educating the public is the most prudent and effective use of funding due to the fact Wyoming is a minimally funded state.

**Strategy.** Court Monitoring

**Link to Strategy.**

This strategy is a comprehensive effort from the diverse 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. Understanding all the challenges facing, judges, prosecutors, and the offender is key to informed decision making when sentencing and follow through with the DUI offender. The Highway Safety Program Uniform Guidance Judicial and Court System No 7 informed these efforts.

**Countermeasure Strategies.**


1. Alcohol and Drug Impaired Driving: Deterrence Prosecution and Adjudication – 3.3 Court Monitoring – CTW 3 stars (\*\*\*)
2. Pan American Health Organization Drink and Driving Countermeasures: Why do they matter? PAHO/NMH/MH/22-0038
3. CDC Alcohol Use Disorder Assessment and Treatment Programs

**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
4. S-2 Drug Involved Fatal & Serious Injuries (State)

**Estimated 3-year funding allocation.**

- \$110,000.00 (402)
- \$120,800.00 (405d247)



**Strategy to project considerations.** The HSO considers this strategy as to improve public safety through reduced incidents of crime, alcohol and drug-related traffic crashes and for cost effectiveness. Enforcement alone will not eliminate impaired driving but coupled with consequences, supervision, and education together provide a solid foundation for working with DUI offenders to reduce or eliminate recidivism.

**Strategy.** Surveys

**Link to Strategy.**

This strategy was informed by uniform guidance and will be used for problem identification, to assess projects and guide the HSO on decisions towards future projects that have the propensity for success.

**Countermeasure Strategies.**

1. Annual Statewide seat belt use survey in accordance with 23 CFR part 1340 for the measurement of State seat belt use rates;

**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
4. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

**Estimated 3-year funding allocation.**

- \$360,000.00 (405b)

**Strategy to project considerations.** The results of this project will be used to identify strengths and weaknesses within program areas related to occupant protection: Program Management, Legislation & Policy, Enforcement, Communications, Child Passenger Safety, Outreach, and Data. Targeted enforcement, outreach, awareness, and education will assist in increasing Wyoming's Observed Seat Belt use rate, decreasing unbelted fatalities and injuries.

**Strategy.** Coalitions and Task Forces

**Link to Strategy.**

This strategy will work to facilitate the Governor's initiatives focusing on identifying, coordinating, and prioritizing issues with proven prevention strategies related to traffic safety reducing injuries and fatalities. Highway Safety Program Uniform Guidance was referenced in developing this strategy.

**Countermeasure Strategies.**

1. Program Management: Occupant Protection Assessment FY2023 (page 18)
2. State of Wyoming Impaired Driving Assessment 2008: Program Management and Strategic Planning (page 19)

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3. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming – Leadership (page 17).
  4. CDC Multi-Component Strategies

### **Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
4. C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

### **Estimated 3-year funding allocation.**

- \$1,500,000.00 (402)

**Strategy to project considerations.** Coalitions and task forces are low cost, multi-discipline partnerships between law enforcement, prosecutors, judges, toxicologists, academics, safety advocates, and industry leaders that work to bring about public safety from all sides of the problem. This strategy coordinates state efforts with local initiatives to ensure efforts compliment and reinforce each other by the expertise of traffic safety partners and resources such as funding and infrastructure. The HSO strives to bring with tribal partners and any underserved demographic to the table in the decision making process working towards solutions for fewer traffic deaths and injuries.

### **Strategy. Youth Programs**


#### **Link to Strategy.**

Youth Programs will be conducted through comprehensive projects at both state and local levels impacting teen drivers. Education, teen leadership training, and peer to peer education will bring to the forefront the dangers teens experience every time they drive or ride in a vehicle. The consequences of driving impaired, lack of seat belt use, distracted driving, speeding, etc. are all behaviors documented to be a threat to teens. Youth programs work to change driving behaviors through awareness, knowledge and consequences which are the first steps in reducing fatalities and injuries for this demographic. WYDOT works with tribal schools utilizing students in media messaging and sporting events.

In 2022 WECRS reports young drivers represent 13.2% (2,567) of drivers involved in traffic crashes. Highway Safety Program Uniform Guidance was referenced in developing this strategy.

#### **Countermeasure Strategies.**

1. Seat Belts and Child Restraints: Communication and Outreach - 6.1 Strategies for Older Children – CTW 3 star (\*\*\*)
2. Seat Belts and Child Restraints: Other Strategies – 7.1 School-Based Programs – CTW 3 star (\*\*\*)
3. Traffic Injury Research Foundation - DWI Dashboard Report Wyoming – Education & Prevention (page 21).

- 
4. State of Wyoming Impaired Driving Assessment 2008: Community-Based Programs (page 38)
  5. CDC – What Works: Strategies to Reduce or Prevent Impaired Driving – School Based Instructional Programs

**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-9 Number of drivers age 20 or younger involved in fatal crashes (FARS)

**Estimated 3-year funding allocation.**

- \$300,000.00 (402)

**Strategy to project considerations.** 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.

**Strategy.** Child Passenger Safety Technician Training and Inspection Stations

**Link to Strategy.**

The Highway Safety Program Uniform Guidance Occupant Protection No. 20 was referenced in developing strategies to increase occupant protection for children. This strategy will work to increase the number of CPS technicians statewide to reduce child 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. Wyoming’s 2022 child restraint misuse rate was 57.65%.

**Countermeasure Strategies.**

1. Seat Belts and Child Restraints: Other Strategies - 7.2 Inspection Stations – CTW 3 star (\*\*\*)
2. Occupant Protection for Children: WY Occupant Protection Assessment FY2023 (page 33)


**Targets.**

1. C-1 Number of traffic fatalities (FARS)
2. C-2 Number of serious injuries in traffic crashes (State crash data files)
3. C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

**Estimated 3-year funding allocation.**

- \$150,000.00 (405b)

**Strategy to project considerations.** 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 an 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 57.1% which is above the national rate of 52%.

This project will satisfy BIL 405b NHTSA requirements for grant funding.

### **Strategy.** Traffic Records Projects

#### **Link to Strategy.**

The Highway Safety Program Uniform Guideline Traffic Records No. 10 was referenced developing this strategy. 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.

#### **Countermeasure Strategies.**

1. Wyoming Traffic Records Assessment 2019: Data Use and Integration Recommendations

#### **Targets.**

1. Wyoming Electronic Crash Reporting System (WECRS) Database - Replace WECRS database software by 2026.

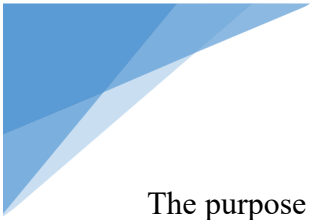
#### **Estimated 3-year funding allocation.**

- \$1,100,000.00 (405c)

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

**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 this SHSP is to steer the state of Wyoming “Towards Zero Deaths”. All travelers in the state of Wyoming, whether they drive, ride, walk, or bike should safely arrive at their destination. 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 partners and non-profit organizations, corporations, residents, and visitors to the state of Wyoming all benefit from a safe and efficient roadway system. 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, distracted driving, vulnerable road users, and teen drivers. The HSP is not 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. There are four main processes forming a cycle related to the SHSP: Coordination, Implementation, Evaluation, and Revision. The process is vital to the success of reducing critical crashes in Wyoming:

- Coordination - Meeting the goal of reducing all crashes, especially critical crashes, is a shared responsibility. To help achieve this goal, WYDOT has created strategic partnerships with safety partners throughout the state. Cooperation and communication between key local, state, and federal agencies, as well as our safety advocates and safety organizations, is paramount to facilitate the implementation and deployment of the strategies with the highest pay-off in terms of reducing critical crashes.
- Implementation - The SHSP is a collective effort of transportation agencies, highway safety advocates, and safety partners throughout the state. The SMS committee supports the SHSP and encourages safety partners to focus their safety activities and programs in a way that supports the safety goals in the most efficient manner possible.
- Evaluation - The effectiveness of the strategies developed from the guidance in the SHSP is evaluated through performance measures and program review activities. The success of the SHSP is judged based on key performance measure of reducing the number of annual critical crashes.

- 
- Revision - Upon evaluation and review, the SHSP guidance is revised as necessary to meet the evolving challenges presented by an ever-changing transportation system in the state of Wyoming.

**Performance report.** The FY2023 performance targets were created by the Safety Management System (SMS) Committee by analyzing the crash data five (5) and ten (10) year running averages while taking into consideration current trend data. In effort to determine if HSO is on course to meet the Core Performance Measures, the HSO took into consideration the 2022 Wyoming State crash data with final crash counts not available until Spring 2024.

The HSO will continue to fund projects in FY2023 and FY2024 that have a propensity to make an impact on Wyoming's Core and State Performance Measures. The HSO is not on course to meet eight (8) of the Core Performance Measures, one (1) State Performance Measure, and the Observed Seat Belt Use.

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

On Track: No

Wyoming had 134 fatalities in 2022 per WECRS and as of May 31, 2023, there have been approximately 55 fatalities per the Wyoming Highway Patrol (WHP) records. Wyoming is not on course to meet the goal of a five (5) year running average of less than 128 fatalities for FY2023.

State and local programs support projects and activities that target the primary focus areas: occupant protection and impaired driving as well as an emphasis on distracted driving, speeding, motorcycle safety, traffic record improvements, and vulnerable roadway users. To make an impact on reducing fatalities and serious injuries, the HSO has engaged the public's help through surveys, listening sessions, and direct outreach to groups that are over represented in traffic crashes such as tribal engagement. These strategies were geared towards understanding the perspective of high-risk groups identified by data to target projects that will resonate and be impactful in changing dangerous driving behaviors.

The HSO uses a data driven analysis focusing efforts and resources on projects such as high visibility overtime enforcement of Wyoming traffic laws, coordinated multi-county/state DUI Task Force Events, prosecutor outreach and training, traffic safety educational events, strategic media placement, strengthen traffic safety laws, and technical trainings for law enforcement, prosecutor, and child passenger safety programs.


A pilot project was started in FY2023 by the Sheridan Police Department. Officers teach traffic safety classes to court ordered traffic offenders and this includes young drivers.

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

On Track: No

Wyoming had 481 serious injuries in 2022 per WECRS. Wyoming is on not course to meet the goal of a five (5) year running average of less than 450 serious injuries for FY2023.





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

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

On Track: No

Based on current FARS available data, the 2021 FARS Fatalities/VMT is at .99, however, State data indicates that the 2022 fatality rate is at 1.43. Wyoming is not on course to meet the goal of a five (5) year running average of less than 1.35 fatalities/MVT in FY2023.

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

On Track: No

Wyoming had 61 unrestrained fatalities in 2022 per WECRS. Wyoming is not on course to meet the goal of a five (5) year running average of less than 55 unrestrained fatalities for FY2023.

The HSO takes a comprehensive approach to traffic safety in reducing unbelted fatalities and injuries in projects selected in FY23 to include high visibility overtime enforcement of Wyoming Seat Belt law's, public education through the Wyoming Seat Belt Coalition, Injury Prevention Resources Traffic Safety Events, WHP Safety Education, Students Against Destructive Decisions, and Sheridan Police Department's traffic safety education class.

The WHP continues to be the only law enforcement agency in the State to provide CPS training to all new recruits coming out the Academy and the HSO has implemented newly developed hybrid CPS classes to increase CPS technicians in all areas of the State thus providing more child passenger safety check up events.

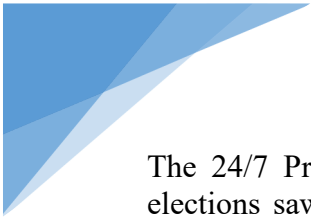
Targeted print, radio, and social media have also been utilized to reach the masses as well as the high-risk demographics as identified by data.

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

On Track: No

Wyoming had 48 alcohol-impaired driving fatalities in 2022 per WECRS. Wyoming is not course to meet the goal of a five (5) year running average of less than 42 fatalities involving a driver or motorcycle operator with a BAC of .08 and above for FY2023.

State and local law enforcement participated in FY2022 and FY2023 high visibility overtime grants in both NHTSA required impaired driving enforcement campaigns and localized events which resulted in 423 DUI arrests. Support for these campaigns are provided by the WYDOT Public Affairs Office, Governor's Council on Impaired Driving (GCID), Injury Prevention Resources, Traffic Safety Resource Prosecutor, and Law Enforcement Liaison. DUI Task Force events are conducted throughout the State where drinking is prevalent at events and supported with local traffic safety events and safety education classes.



The 24/7 Program is active in Campbell, Fremont, Sheridan, and Teton counties. The state elections saw eight (8) new Sheriffs with two in talks to start the program in their respective counties. GCID supports the 24/7 Program and is working on new initiatives to include judicial training, website refresh, and conducting outreach/education at various statewide conferences. GCID and WYDOT PAO produced a video to promote the Program.

The WHP Impaired Driving Program provides up-to-date DRE/ARIDE/SFST training and recertification for law enforcement officers to improve impaired driving arrests. Every attempt is made to provide training as close to an agency's location to lessen the amount of time an officer is away from patrol duties as well as travel time and costs. A Rocky Mountain Prevention and Traffic Safety Summit is conducted yearly targeting all aspects of traffic safety with an emphasis on impaired driving and prosecution.

The Traffic Safety Resource Prosecutor assists with educating law enforcement officers with the prosecution aspect of impaired driving arrests as well as assisting prosecutors with successful prosecutorial trainings and strategies combatting defense tactics. MADD is piloting a court monitoring project in Wyoming to document sentencing challenges of impaired drivers.

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

On Track: No

Wyoming had 54 speeding related fatalities in 2022 per WECRS. Wyoming is not on course to meet the goal of a five (5) year running average of less than 42 if the current trend remains in FY2023.

Speed is a commonly used trigger offense to enforce Wyoming's secondary seat belt law. In FY2022, law enforcement garnered 5,137 speeding citations issued on grant funded overtime enforcement. In addition, the topic of dangerous driving behaviors are covered in traffic safety education classes and events.


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

On Track: No

Wyoming had 20 motorcyclist fatalities in 2022 per WECRS. Wyoming is not on course to meet the goal of a five (5) year running average of less than 19 motorcyclist fatalities for FY2023.

The HSO continues to work towards lowering crashes, particularly fatal and serious injury 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 motorcyclist 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)**

On Track: Yes

Wyoming had 12 unhelmeted motorcyclist fatalities in 2022 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 13 unhelmeted motorcyclist fatalities for FY2023.

Same as noted above for C-7 Number of motorcyclist fatalities (FARS)

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

On Track: No

Wyoming had 16 driver's age 20 or younger involved in fatal crashes in 2022 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than 15 drivers age 20 or younger involved in fatal crashes for FY2023.

The HSO is partnering and funding work with the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, and Students Against Destructive Decisions (SADD) to reach youthful drivers on safe driving behaviors. SADD has implemented a new portal MySADD which allows advisors and chapters to register, access trainings, and other relevant materials. Injury Prevent Resources continues to be physically present in schools promoting traffic safety to high risk demographics and the WHP continues their traffic safety education through public outreach and distracted driving classes.

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

On Track: Yes

Wyoming had 8 pedestrian fatalities in 2022 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of less than ten (10) pedestrian fatalities for FY2023.

As part of the Strategic Highway Safety Plan, WYDOT integrates 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.

The Native American Outreach Project has developed and is continuing a vulnerable roadway user campaign to educate pedestrians and bicyclists on how to be seen in their rural community.

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

On Track: Yes



Wyoming had 1 bicycle fatality in 2022 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of one (1) for FY2022.

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

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

On Track: Yes

Wyoming had 11 distracted driving fatalities in 2022 per WECRS. Wyoming is on course to meet the goal of a five (5) year running average of (12 or less for FY2023).

Crashes caused by human error are tackled 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 on the dangers of distracted driving.

### **S-2) Drug Involved Fatal & Serious Injuries (State)**

On Track: No

Wyoming had 81 drug involved fatal and serious injuries in 2022. Wyoming is not on course to meet the goal of a five (5) year running average of 80 or less for FY2023

The WHP Impaired Driving Program conducts statewide trainings for SFST, ARIDE, and DRE's. The Drug Involved Arrests include field information collected at the time of the arrest, which includes Drug Recognition Expert evaluations and if drugs were on board. In addition to the Impaired Driving High Visibility Overtime grants, DUI task force events are conducted throughout the State within communities demonstrated to be high-risk or where alcohol will be prevalent at public events. The LEL provides support to agencies impaired driving HVE efforts sharing training opportunities, media support, guidance, etc.

### **S-3) Roadway/Completeness – Wyoming LRS Coverage (State)**


On Track: Yes

Wyoming is on course to meet the goal of FY2023 completed project. Wyoming is adapting to the various LRS compliant data sets to the new Wyoming LRS, to continue to improve the ability to integrate location-based data.

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

On Track: No

In 2022, the overall estimate for all vehicle occupants based on the Wyoming's Survey of Seat Belt Use was 78.3%. Wyoming is not on course to meet the FY2023 goal of a five (5) year running average of 82.4%. However, the survey states “The 2022 survey of seat belt use in Wyoming is the first year with a new sample of counties and sites. Because of the changes in the sample, the results for this year are not directly comparable with results from prior surveys.”



The HSO is working with law enforcement and traffic safety advocates through enforcement and education on the consequences of not wearing a seat belt. Countermeasure strategies implemented throughout the state include high visibility overtime enforcement, Injury Prevention Resources Road Warrior events, SADD, and continued work to strengthen Wyoming seat belt laws.

**FY2022 Grant Program Activity Reporting.**

- A1 – Number of seat belt citations issued during grant-funded enforcement activities  
Results: The number of seat belt and child restraint citations issued during FY2022 was 1,511.
- Note: one thousand three hundred sixty-seven (1,367) seat belt and 144 child restraints.
- A2 – Number of impaired driving arrests made during grant-funded enforcement activities  
Results: The number of DUI arrests during the FY2022 grant-funded overtime enforcement 423.
- A3 – Number of speeding citations issued during grant-funded enforcement activities  
Results: The number of speed citations issued during FY2022 was 5,137.

Note: speeding is used as a trigger offense to educate and cite/warn individuals not wearing their seat belts.

**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 provide the highway safety community uniform measures of progress.

The SMS Committee (SMS) is the coordinating body for the Strategic Highway Safety Plan. The purpose of the SHSP is to identify Wyoming's key safety needs and guide investment decisions toward choosing the most effective strategies and countermeasures focused on saving lives and preventing injuries. The SMS Committee analyzes the five (5) and ten (10) year running averages, 2018-2022 and 2013-2022 respectively, along with recent trends to determine the new performance targets. This process is applied to all performance targets.

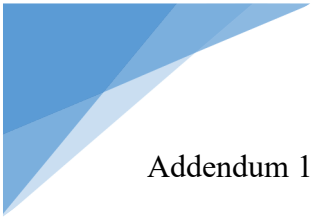
To determine targets for the remaining Core Performance Measures, WYDOT evaluates the crash history and trends over the last 10 years. The target for the Observed Seat Belt Use is based on the five (5) year running average. Counter-measure strategies and activities are tied directly to the performance targets.



FY2024-2026 Highway Safety Performance Plan			BASE YEARS				
			FARS 2018	FARS 2019	FARS 2020	FARS 2021	State 2022
C-1	Traffic Fatalities	State/FARS	111	147	127	110	134
	Maintain total fatalities at 134 or less by 2026	5-Year Avg.	128	128	124	124	126
C-2	Serious Injuries in Traffic Crashes	State/FARS	314	410	440	479	481
	Maintain serious traffic injuries at 481 or less by 2026	5-Year Avg.	404	391	387	405	425
C-3	Fatalities/100M VMT	State/FARS	1.06	1.44	1.30	0.99	1.46
	Maintain fatalities/100 MVMT at 1.46 or less by 2026.	5-Year Avg.	1.33	1.30	1.25	1.26	1.29
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	State/FARS	37	47	44	43	61
	Maintain unrestrained passenger vehicle occupant fatalities at 61 or less by 2026.	5-Year Avg.	57	53	46	46	46
C-5	Alcohol-Impaired Driving Fatalities	State/FARS	36	33	44	38	48
	Maintain alcohol impaired driving fatalities at 48 or less by 2026.	5-Year Avg.	44	41	39	39	40
C-6	Speeding-Related Fatalities	State/FARS	38	49	42	45	54
	Maintain speeding-related at 54 or less by 2026.	5-Year Avg.	39	40	39	43	46
C-7	Motorcyclist Fatalities	State/FARS	15	15	19	17	20
	Maintain motorcyclist fatalities at 20 or less by 2026.	5-Year Avg.	19	19	18	17	17
C-8	Unhelmeted Motorcyclist Fatalities	State/FARS	9	8	10	8	12
	Maintain unhelmeted, motorcyclist fatalities at 12 or less by 2026.	5-Year Avg.	13	13	11	10	9



FY2024-2026 Highway Safety Performance Plan			BASE YEARS				
			FARS 2018	FARS 2019	FARS 2020	FARS 2021	State 2022
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	State/FARS	14	14	13	15	16
	Maintain drivers age 20 and younger involved in fatal crashes at 16 or less by 2026.	5-Year Avg.	13	13	13	13	14
C-10	Pedestrian Fatalities	State/FARS	6	11	6	11	8
	Maintain pedestrian fatalities at 8 or less by 2026.	5-Year Avg.	5	6	7	8	8
C-11	Bicyclist Fatalities	State/FARS	0	0	1	0	1
	Maintain bicyclist fatalities at 1 or less by 2026.	5-Year Avg.	1	0	0	0	0
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	86.3%	78.3%	82.5%	80.2%	78.3%
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants to 81.1% (2020 – 2024 average) by 2026.	5 – Year Avg.	82.1%	81.9%	82.5%	82.4%	81.1%
S-1	Number of Fatalities in Distracted Driving	State	9	12	17	7	11
	Maintain distracted driving fatalities at 11 or less by 2026	5-Year Avg.	9	10	11	11	11
S-2	Number of Drug Involved Fatal & Serious Injuries	State	35	87	80	53	81
	Maintain drug involved fatal & serious injuries at 81 or less by 2026	5-Year Avg.	63	66	66	63	68
S-3	Wyoming Electronic Crash Reporting System (WECRS) Database Update	State	n/a	n/a	n/a	n/a	n/a
	Replace WECRS database software by 2026						
S-4	Number of emergency response roadside crashes	State	148	149	118	130	118
	Maintain emergency response roadside crashes at 118 or less by 2026	5-Year Avg.	n/a	n/a	n/a	n/a	133



## Addendum 1: Additional Information for Public Participation and Engagement

As the most frontier state in the nation, the HSO employed engagement opportunities with the public by exploring out-of-the-box ideas (creative ways) to reach the Wyomingites that are disproportionately impacted in traffic crashes:

1. Rural Truck Drivers
2. Fremont County with an emphasis on Native Americans
3. Youthful drivers

The HSO designed various outreach efforts such as on-line surveys, letters to non-profits, listening sessions after normal business hours and through web conferencing, and in-person meetings/conferences statewide as required by 23 CFR 1300.11(b)(2)(i)(B) to make engagement opportunities more accessible. The HSO developed new sub-recipients, contacts, and partnerships resulting in activities and projects being implemented with retirement communities, day care providers, youth groups, and law enforcement agencies. The HSO provided an opportunity to create conversation around rural areas of the state in person and online and receive feedback through listening sessions. The listening sessions were designed to reach men and women pick-up truck drivers in rural communities. The HSO discussed with men and women (over the age of 21) in rural communities traffic safety issues around occupant restraint usage and impaired driving to learn more about why these communities engage in risky driving behaviors and how to better mitigate driving behavior choices through traffic safety messaging for rural communities. Immediate impacts include adapting the FY2023 traffic safety campaign messaging immediately and then planning the FY2024 traffic safety messaging for both impaired driving and seat belt use based on results of data gathered from listening sessions that were attended by 37 participants, development of the statewide Multi-Jurisdictional Traffic Enforcement Team projects, being deployed in FY2024, after receiving numerous requests from agencies around the state for cross agency partnerships to reallocate officers in areas known to high levels of DUI incidents, and letters to non-profits received approximately 37 requests to partner with the HSO on traffic safety messaging and activities. These are examples of community input and adapting planning strategies that the HSO has implemented as a result of public engagement.

On-going efforts in Fremont County, specifically with the Native American community, is beginning to be business as usual. COVID had a major impact on the Native Americans as they have only recently began opening up the reservation to tribal meetings and outsiders. This community is the sole source for culturally relevant media campaigns, they are part of the creative process and are the faces of those campaigns as described in the section ‘WYDOT Involvement with Northern Arapahoe and Eastern Shoshoni Tribes’.