WYOMING
FY2024
ANNUAL REPORT

Wyoming Department of Transportation

Highway Safety Behavioral Grants Office

Table of Contents

Introduction 2

Wyoming Department of Transportation 4

WYDOT Purpose, Vision, Mission, Values and Goals 5

Organization Chart 6

Highway Safety Program 7

Wyoming Legislative Update 8

Executive Summary 9

FY2024 Public Participation & Engagement (PP&E) Highlights 10

Traffic Safety Enforcement Program (TSEP) 15

Core and State Performance Measures 18

Activity & Behavior Performance Measures 27

Program Areas 29

402 State and Community Highway Safety 30

405b – Occupant Protection 53

405c – Traffic Records 56

405d – Impaired Driving 57

405f - Motorcycle Awareness 66

405h – Preventing Roadside Deaths 67

154 Alcohol Penalty Transfer Funds 68

Introduction

Mark Gordon was elected Wyoming's 33rd Governor, on Nov. 6, 2018. He was sworn into office on January 7, 2019, and re-elected on November 8, 2022.

Mark Gordon grew up on the family ranch in Kaycee, Wyoming, where he learned the values of hard work, integrity, and the importance of working together. As Governor, he brings those values to the table, maintaining his commitment to a Wyoming where her citizens can pursue their dreams while the State retains her unique character. He strongly believes 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 in all modes, public and private, and for all children.

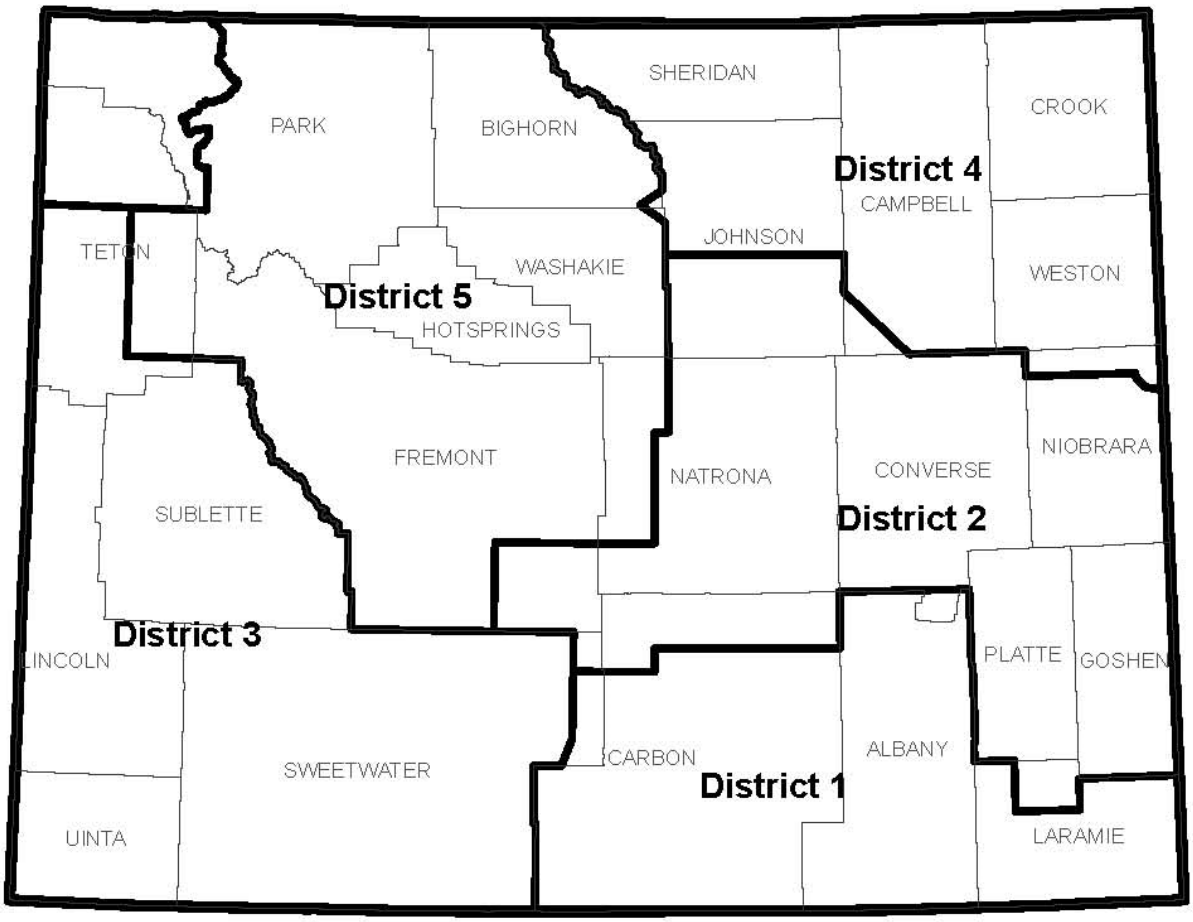
Governor Gordon served as Wyoming State Treasurer from October 2012 until January 2019, when he was sworn in as Governor. During his time in office, he was ranked in the top 100 “most significant and impactful public investor executives”. In addition, under his guidance, Wyoming’s sovereign funds earned a No. 1 ranking for the United States and No. 3 in the world for transparency by the Peterson Institute.

First elected Governor in 2018, he successfully led Wyoming through some historically difficult times. Consistently rated as one of the top ten governors in the country, he has spearheaded efforts to diversify a Wyoming’s economy from technology to finance to agriculture, energy, research, and tourism. He and his wife Jennie, are dedicated to making Wyoming the best place to a family.

Shortly after becoming First Lady, Jennie called on her upbringing and management acumen as a rancher and mother to establish the Wyoming Hunger Initiative, which has meant so much for many in Wyoming suffering from food insecurity.

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

Wyoming at a Quick Glance



2023 Population – 584,057

- Persons under 5 years – 5.3%
- Persons under 18 years – 22.2%
- Persons 65 years and Over – 19.2%

2023 Population per square mile 5.9
2023 Miles of Roads in Wyoming 30,247
2023 Daily Vehicle Miles Traveled (DVMT) – 18,783,745
2023 Licensed Drivers – 475,806
2023 Total Vehicle Registrations – 977,801
2023 Impaired Driving Arrests – 32.47% of all statewide arrests (average BAC .1616)
2024 Observed Seat Belt Use Rate – 73.4%

Wyoming Department of Transportation

Agency Overview

The Wyoming Department of Transportation (WYDOT) is one of the largest State agencies with approximately 1,800 employees dispersed throughout the State. Employees are responsible for overseeing approximately 7,600 miles of federal-aid roadways, which includes city and county roads, and more than 900 miles of national, interstate highways. Engineering, finance, technology, aeronautics, construction, maintenance, and law enforcement are a few programs that make WYDOT a thriving department. The transportation system serves the citizens of Wyoming in addition to facilitating interstate commerce and travel.

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

The Highway Safety Program is a program within WYDOT, which houses Highway Safety Data, Crash Data Management, Motorcycle Safety, and the Highway Safety Behavioral Grants Program (HSO) offices.

The HSO has been tasked with educating the public on the consequences of traffic crashes and supporting law enforcement in the enforcement of Wyoming traffic laws to the end of reducing fatalities and serious injuries on Wyoming roads. Driver education, awareness and promoting good driving behavior on the topics of seat belt use, impaired driving, speeding, distracted driving, and motorcycle safety are the keys to preventing traffic crashes.

WYDOT Purpose, Vision, Mission, Values and Goals

Purpose: Support Wyoming's economy while safely connecting communities and improving the quality of life.

Vision Statement	Mission
Excellence in Transportation	Provide a safe and effective transportation system.

Values (RIDES)

Respect: respectfully considering the opinions of other, selflessly serving the citizens of Wyoming, and acting with humility.

Integrity: 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.

Dedication: Commitment to achieving our mission and serving the people of Wyoming. Loyalty to mission and agency is important, and is both given and earned.

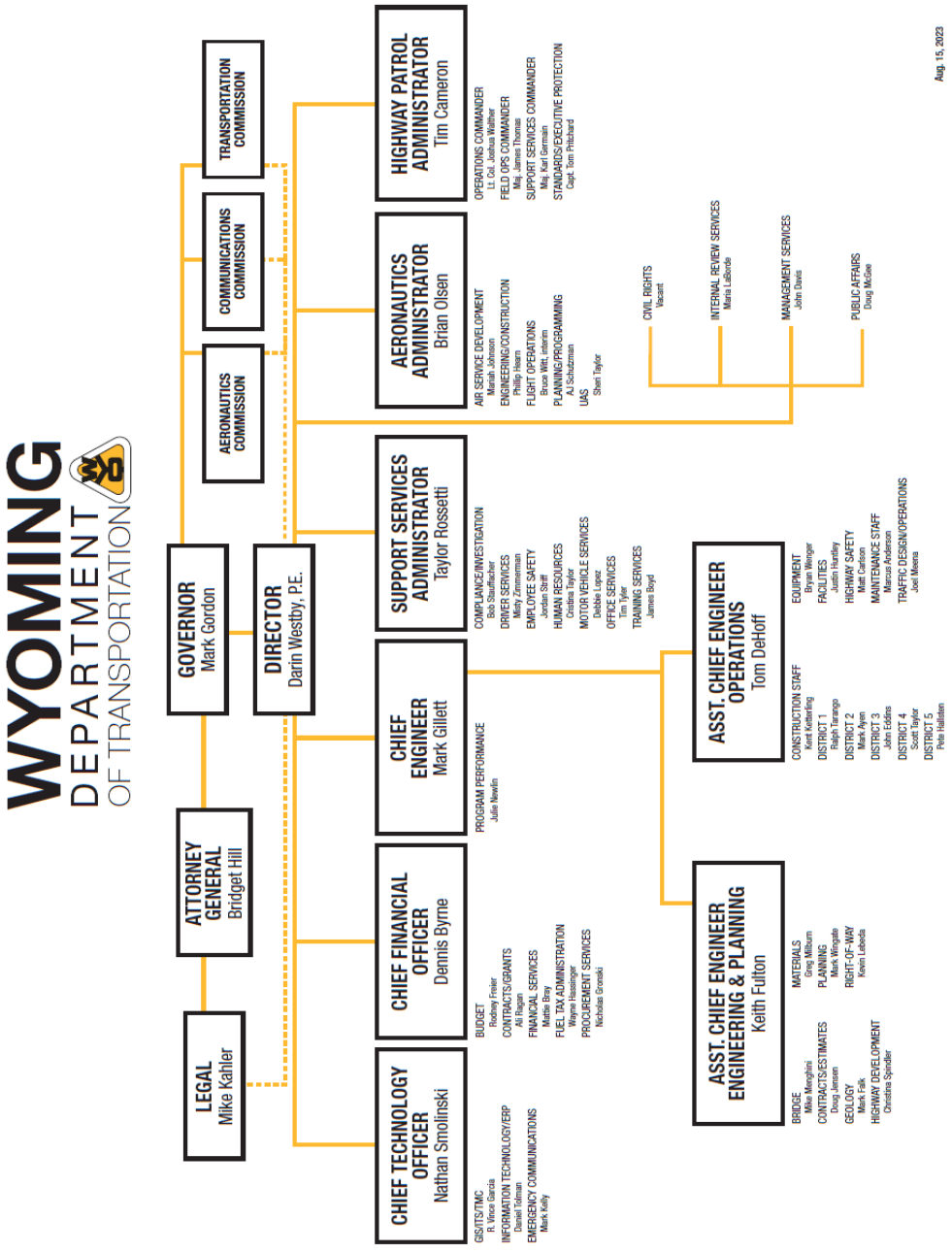
Excellence: Striving for excellence in everything we do, always giving the very best of ourselves. Identifying problems, but focusing on solutions, toward which we are innovative, resourceful, and unrelenting.

Safety: 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.

Goals

- Ensure a vibrant, safe and competent workforce.
- Acquire and responsibly manage resources.
- Provide safe, reliable and effective transportation systems
- Provide essential public safety services and effective communication systems.
- Create and enhance partnerships with transportation stakeholders.
- Encourage and support innovation.
- Preserve our history and heritage.

Organization Chart



Highway Safety Program

Office Structure

The Highway Safety Behavioral Grants Program (HSO), Wyoming Crash Records, and Motorcycle Safety are programs of the Highway Safety Program within the Wyoming Department of Transportation.

There are four staff members within the HSO who report to the Governor's Representative. Together, they are focused on problem identification, project expectations, evaluations, and the communication of each. Listed below is the Governor's Representative and the members of the HSO:

Governor's Representative:
Vacant
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

Jamie Schwaiger
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: Law Enforcement, Impaired Driving, Occupant Protection, Data Analysis, Traffic Records, Problem ID, WYTRCC, etc…

Vacant
Grants Manager
Focus Areas: Community Outreach and Education, Impaired Driving, Teen Drivers, Motorcycle Safety, Traffic Safety Resource Prosecutor, Distractive Driving, Media, etc…

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

Wyoming Legislative Update

Governor:	Mark Gordon (R)
U.S. Congressional Delegation	
Senators:	John Barrasso, M.D. (R) Cynthia Lummis (R)
Representative:	Harriet Hageman (R)
Governor's Representative:	Matthew D. Carlson, P.E. Highway Safety Program Department of Transportation
Highway Safety Behavioral Grants Manager:	Karson James Highway Safety Behavioral Grants Program Department of Transportation

Seat Belt	
Safety Belt Law	Yes, secondary enforcement
Child Safety Seat Law	Yes
Booster Seat Law	Yes (Until 9th birthday)
GDL	
Graduated licensing (GDL)	Yes
Impaired Driving	
0.08 BAC *per se* 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 FY2020)**
Ignition Interlock	**Yes (Note: Legislative Update FY2020)**
Administrative license revocation	Yes
Texting	
Texting While Driving	Yes
Cell Phone	
Cell Phone Use While Driving	Partial (Note: No statewide ban but select municipalities have enacted law)
Move Over Law	
Move Over Requirement	Yes (As of July 1, 2018)
Construction Zones	
Increased fines through construction zones	Yes (As of July 1, 2018)

Executive Summary

The HSO is dedicated in promoting safe roads in Wyoming. Our objective is to reduce the State's traffic crashes, fatalities, and injuries through outreach, education, and enforcement. Specifically, the HSO focuses on key program areas to include Impaired Driving, Occupant Protection, Motorcycle Safety, Teen Safety, Distracted Driving, and Traffic Records.

This Annual Report summarizes project accomplishments and challenges as submitted within the FY2024-2026 Triennial Highway Safety Plan (3HSP). The 3HSP identifies traffic safety behavioral problems through data driven analysis to fund projects that will assist Wyoming in meeting core performance and behavioral measures.

Substantial progress continues to be made in the category of impaired driving. As of October 31, 2024 the total number of Impaired Driving Fatalities is seventeen (17) compared to the FY2023 total number of twenty-seven (27), which is a second consecutive year of significant reduction from the FY2022 total number of forty-eight (48). New multi-jurisdictional impaired driving programs have been implemented with great success, in part due to the support multiple sub-recipients shared with these programs.

The HSO expended $4,601,646.26 in FY2024 federal grant funds in the areas of:

- 402 State and Community Highway Safety ($2,719,217.99)
- 405b Occupant Protection ($273,838.95)
- 405c Traffic Data ($18,412.12)
- 405d Impaired Driving ($1,422,877.62)
- 405d 24/7 ($30,168.93)
- 405f Motorcycle Safety ($60,078.64)
- 405h Preventing Roadside Deaths ($0.00)
- 154al Alcohol ($77,042.01)

FY2024 Public Participation & Engagement (PP&E) Highlights

Wyoming's PP&E efforts are an ongoing collaboration between the HSO, sub-recipients, stakeholders, and community members. The goal for these diverse engagement efforts is to provide insight into Wyomingite views, ideas, opinions, comments, facts, and opportunities to connect with the general public. The results of these efforts are evaluated and weighed heavily into the HSO project planning and selection process through consideration of ideas put forth, incorporation into current/future projects, infrastructure, location, partnerships, and proactively throughout the year looking for opportunities to improve the Program. Numerous projects have expanded their scope of work as a direct result of data gathered from Wyoming's PP&E efforts.

In the Triennial Highway Safety Plan FY2024-2026, the HSO identified the following engagement opportunities which guided HSO efforts in developing the FY2025 Annual Grant Application:

- 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

The HSO leveraged the community feedback and identified issues addressed in FY2024 projects as well as project selection for the FY2025 Annual Grant Application. The HSO worked collaboratively with sub-recipients and members of the community to incorporate their ideas and opinions statewide through campaign development, partnerships, and continued community engagement opportunities.

The HSO is maintaining the strategy currently employed as we are incorporating all data gathered to improve current projects, campaigns, and programming funds. In order for an effective campaign or project to be implemented it takes time, adjustments, and evaluation. The HSO is in the midst of this process, therefore, we will not be adjusting our processes for programming funds. Note that some engagement efforts overlap multiple projects, for example, the Corona Insights and Driver Survey and the Listening Sessions. Both provided similar feedback on family values as an important aspect to consider in project and campaign development.

The WYDOT Involvement with the Northern Arapahoe and Eastern Shoshoni Tribes. The Wyoming Department of Transportation (WYDOT) District 5 and the Wind River Intertribal Council seized an opportunity to engage with the community by conducting a contest "Introducing 'Plow Personalities: Name the Blizzard Brigade'—a fun and engaging local contest designed to fuse snow plow safety education with a dash of creativity. The vision was simple yet powerful: to reimagine the WYDOT snow plows as unique characters while reinforcing essential winter safety awareness. Community members were invited to coin names for each plow which fostered engagement and a sense of ownership.

The contest was promoted through a local media company County10.com as well as radio promos, social media, and follow up stories. Embedded within the contest was a vital snow plow traffic

safety education element with snow plow safety tips. Painting the winning snow plow names and matching scene was a collaboration with local artists and Fremont County schools. These names were painted on plows by schools in Riverton, Lander, Shoshoni, Dubois, Wyoming Indian, Wind River, Arapahoe, and St. Stephens. Additionally, the Tribal snowplows proudly bored the names in both English and Native American languages. County10 provided the community the opportunity to express how they came up with the idea and posted the winners. Clever names included: Polar Patroller, Clearapathra, Whitecloud Trailblazer, High Plains Drifter, Winter Knights, Rim Reaper, Snowbegone Kenobe, Plowasaurus Rex. **Hero Plow** was named by a community member because they stated that plow drivers are heroes. This community engagement reached 46,000 followers of County10 as well as 14,000+ WYDOT District 5 Facebook followers. The posts were shared hundreds of time.

The HSO continues its reliance on the Native American community in media outreach. They educate our media team as to their culture, language, family, and values.

Banners were placed at Wyoming Indian High School 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.

As noted by the WYDOT Tribal Liaison and Public Involvement Specialist "Law enforcement's work and citizen's life choice changes are being celebrated in these Fremont County billboards ... keeping it positive to start 2024... Marketing works when you combine it with effective law enforcement. Thanks to everyone!"

The WYDOT Tribal Liaison continually nurtures his relationship with the tribes through building trust, commitment, and consistency. The successful work done with the Wyoming Native American community has translated into requests to present at numerous national conferences sharing effective outreach and engagement techniques to other states and groups.

Corona Insights Listening Sessions and WYDOT Driver Survey. These outreach efforts gathered information on drivers' knowledge, risk perceptions, attitudes, campaign messaging effectiveness, and driving behaviors. Results of the survey recognized that intentional behavior is influenced by the values, beliefs, and attitudes shared among a group of people. Additionally, the focus group participants provided insight into their driving behavior perceptions of low-risk, low-

cost, low-consequence, and the authoritarian aspect being ineffective or even backfiring due to government control.

The HSO utilized these findings to educate the public on dangerous driving behaviors. The Corona Insights and Driver Survey were instrumental in the impaired driving and occupant protection campaign development based on a common theme of family values. The role of "duty" and "responsibility" related was the theme developed. When beliefs change > behaviors change > crash numbers change thus reducing traffic fatalities and injuries.

Heinrich Marketing developed several concepts for the HSO and Governor's Council on Impaired Driving (GCID) and Wyoming Seat Belt Coalition media sub-committees to consider included options based on listening session findings based on employment, family, communication and economic risks. The Coalitions weighed the pros and cons of each campaign concept that would provide the greatest impact, flexibility, partnership opportunities.

The concept of "***What's riding on your sober driving?***" was selected as the campaign slogan because it clearly references survey and listening session comments/opinions: "Whether you acknowledge it or not in the moment, there's a lot at risk when you choose to drive impaired. From losing money and freedom, to relationships, respect, your job, and so much more, it's time to ask yourself: what's riding on your sober driving?" This campaign tailored feedback for this demographic (male pickup drivers) why not to drive impaired which were key outcomes from this public engagement effort. The "What's riding on your sober driving?" campaign will again be utilized in FY2025 with more focus on cable TV and radio; less digital. This will impact an older audience that is still part of our targeted demographic.

The results from the survey and listening session also guided the occupant protection campaign development. The HSO and Wyoming Seat Belt Coalition approved the slogan "***Buckle Up for Life, Wyoming. 3 seconds is all it takes***" was developed. As 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 coupled with the fact that Wyomingites do not want to be told what to do including driving behaviors where authoritarian messaging may be ineffective or even backfire. A straight forward message was developed encouraging loved ones to buckle up while in the car which could include passengers asking drivers to buckle up, like children asking parents to buckle up.

These campaigns were strategically placed throughout Wyoming via out of home (OOH) digital media, video assets, billboards, social media, gas pump toppers, radio utilizing data gathered from the Observed Seat Belt Usage survey, crash data, survey results and the prudent usage of federal funds. This messaging was also be displayed at community events that are high attendance and traffic events. Mobile billboards were utilized with great success. This media strategy will carry into FY2025 to include parents/caregivers with children <13.

Law enforcement. 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 agency and community focusing on

traffic safety. Law Enforcement are members of the Governor's Council on Impaired Driving and the Wyoming Seat Belt Coalition providing their expertise and perspective on challenges, successes, and engagement opportunities with the community. Law enforcement from around the State attend the annual Rocky Mountain and Traffic Safety Summit Conference where they are provided training, networking opportunities with a diverse group of traffic safety professionals from around the state.

In FY2024, the Law Enforcement Liaison (LEL) conducted 74 site visits with local agencies statewide listening to their engagement opportunities within their community, their internal challenges from staffing to training, and partnerships. The FY2023 grant funded high visibility overtime enforcement grants yielded 1,886 seat beat/child restraint citations and 429 DUI arrests all of which were opportunities to engage, converse, and educate the public on traffic safety. The LEL also offered five (5) Traffic Incident Management (TIM) classes throughout the State which provided a valuable training opportunity for individuals from varied professions: Fire and Rescue, Emergency Medical Services, Transportation Public Safety Communications, Emergency Management, Towing and Recovery, Hazardous Materials Contractors, Traffic Information Media and Public Works. They not only received valuable training but they were able share their viewpoint, experience, and thoughts on traffic challenges and ways to improve safety in Wyoming and promote the training in their community. The Casper Police Department issues press releases notifying the community of their collaboration with the HSO for high visibility enforcement which increases the community's knowledge of the ongoing traffic safety efforts. They partner with SafeRide, DUI Task Forces, SafeKids, Public Health Initiatives, and Suicide Prevention Coalitions to the outcome of public engagement opportunities, increased intervention strategies, informed policy updates to ensure equitable enforcement, sharing of data to guide future program decisions.

The Laramie County Sheriff's Office began administering the law enforcement impaired driving training grant. Part of this effort includes the Drug Impaired Training for the Educational Professionals (DITEP) as a way to expand awareness, education, and collaboration with a group of professionals that have a direct impact on our youth. There has been one training in Laramie with six (6) teaching professionals with planned expansion reaching schools throughout the State in FY2025.

Wyoming Education Trade Fair. 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. As mentioned above the Laramie County Sheriff's Department received requests from around the State to teach DITEP classes to education professionals. As of today, no further engagement has occurred.

Letter to Non-Profit Organizations. During FY23, in partnership with the Wyoming Seat Belt Coalition (WYSBC), the HSO proactively implemented a non-profit community organization mailing to encourage diverse groups, state-wide, to express their interest in encouraging seat belt use within their respective constituent groups. One of the results from the letter campaign was an invitation from Relative Theatrics to take part in an evening of performances.

On May 16, 2024, the WYDOT Highway Safety Office (HSO) and the Wyoming Seat Belt Coalition (WYSBC) partnered with Relative Theatrics to deliver child passenger safety information to parents and caregivers of elementary school age children in Laramie. Over 250 members of the Laramie community gathered at the University of Wyoming Thrust Theater to enjoy 9 short plays, written by youth involved in the program. Based on earlier discussions with the Relative Theatrics team, the HSO identified ways in which proper seat belt use could be playfully integrated into the students' plays and during the course of the evening, Karson James (HSO) and Laura Sonderup (WYSBC facilitator) took the stage to engage the audience in a lively discussion about the critical importance of child passenger safety, while answering several frequently asked questions, including:

- How to choose the correct car seat or booster seat for your child
- Where to seek assistance with correctly installing a car seat
- The importance of knowing a seat's history when purchasing a seat secondhand
- The danger of airbags and children riding in the front seat of a vehicle

Wyoming Strategic Highway Safety Plan (SHSP). The SHSP goal remains the same 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 continues to utilize the approaches identified in the FY2024-26 Highway Safety Plan (3HSP) to develop engagement opportunities, partnerships, and projects. Solicitation of FY2025 grant applications began on February 1st for inclusion into the FY2025 Annual Grant Application.

Traffic Safety Enforcement Program.

The Traffic Safety Enforcement Program (TSEP) is comprised of High Visibility Overtime Enforcement (HVE), Multi-jurisdictional HVE, WHP Task Force Support, Law Enforcement Liaison (LEL), DUI Mobile Command Vehicle, Impaired Driving Program, Sheridan Police Department Traffic Safety Education Program, and Traffic Safety Resource Prosecutor (TSRP) projects all focusing on the enforcement of Wyoming traffic laws. Impaired driving and occupant protection are the primary focus areas.

Thirty-seven (37) state and local law enforcement agencies took to the streets to work grant-funded overtime to enforce Wyoming's traffic safety laws. There are several informed traffic safety policies to support enforcement efforts for instance all participating agencies have a seat belt policy, Memorandum of Understanding (MOUs) for multi-jurisdictional HVE efforts, Traffic Safety Enforcement Plans, and the WHP has a zero tolerance for unbelted vehicle occupants.

The law enforcement agencies participated in mandatory national campaigns, utilized data driven analysis to target local law enforcement efforts, and worked local events with higher volume of roadway traffic within their jurisdictions during the eleven thousand fifty-seven (11,057) hours HVE OT worked. There were eighteen thousand five hundred twelve (18,512) traffic stops conducted during grant time.

In FY2024, state and local high visibility enforcement overtime grants produced one thousand four hundred eighty-two (1,482) seat belt and child restraint citations, four hundred forty-one (441) DUI arrests, three thousand six hundred fifty (3,640) speeding citations, and three thousand one hundred eighty-nine (3,189) other citations. During the mandatory NHTSA campaigns, law enforcement and media support garnered the following results:

May Mobilization (Occupant Protection)	159 seat belt citations, 6 child restraint citations Earned Media Impressions 200,627 Social Media Impressions 21,221 Out-of-Home Campaign Impressions 1,663,851 Radio Spots 1,128
Holiday Campaign (Impaired Driving)	44 DUI arrests Social Media Impressions: 5,962 Earned Media Impressions: 444,022
August Crackdown (Impaired Driving	37 DUI arrests Earned Media: Impressions 11,400 Social Media: Impressions 747 Out-of-Home Campaign: Impressions 6,433,675

Multi-jurisdictional enforcement efforts are expanding throughout the State due in part to the success of the Fremont County DUI Task Force which is comprised of seven (7) agencies that meet regularly to strategically plan and execute targeted HVE operations. Sheriff Brian Kozak, Laramie County Sheriff's Office, received the national and prestigious IACP DRE Award for 2024. Sheriff Kozak spearheaded efforts to bring multi-jurisdictional enforcement to the south-

east corner of the State with six (6) local agencies participating including the Wyoming Highway Patrol. The HSO provides equipment grants based on strict criteria based on a data driven formula.

The LEL continued to foster relations with state and local law enforcement through sixty-nine (69) site visits to active law enforcement agencies statewide. In addition, the LEL offered Data Driven Approaches to Crime and Traffic Safety (DDACTS) and Traffic Incident Management (TIM) trainings throughout the State. The LEL assists with media releases for pre and post mobilizations/campaigns. The LEL is heavily involved in the successful multi-jurisdictional and multi-state enforcement efforts, Governor's Council on Impaired Driving, Wyoming Seat Belt Coalition, and the Fremont County DUI Task Force.

The Laramie County Sheriff's Office (LCSO) hired a full-time DRE Coordinator to run the Impaired Driving Program which is responsible for the statewide education and training of law enforcement in DUI detection methods. LCSO assisted in the planning and administration of five (5) ARIDE courses, one (1) SFST Refresher, one (1) DITEP, one (1) DRE Instructor Development Course, and one (1) DRE School. The Drug Impaired Training for Education Professions (DITEP) began at Laramie High School and the training will expand statewide in FY2025. The TSRP provided technical assistance and training in the legal aspects of detecting impaired drivers and prosecuting an impaired driver to sworn law enforcement personnel, prosecutors, and educators.

The DUI Mobile Command Vehicle conducted eighteen (18) DUI Task Force Events with forty-one (41) deployments and three (3) educational events statewide. Four of the DUI Task Force Events were conducted outside of Laramie County in Albany, Fremont, Sheridan and Sweetwater counties. The deployments are centered around times for which there is a nexus to impaired driving, such as the Wyoming Brewer's Festival, Oktoberfest, Cheyenne Frontier Days, and the annual Border WAR with Colorado.

The Sheridan Police Department developed a Program to work with the courts to provide a traffic safety education class as an alternative sentencing option for traffic offenders. In the second full year, the Program conducted 9 classes with 33 attendees.

The Highway Safety Office has developed a survey to be distributed to law enforcement administrators on their community collaboration efforts and how they incorporate the feedback into policies, traffic enforcement tactics, and actions. The HSO worked with the Chief Matt Johnson with the Torrington Police Department to provide input into the format and questions that would garner the best chances for a completed survey. The survey was designed to gather law enforcement's efforts to "support data collection and analysis to ensure transparency, identify disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities". The survey will provide the HSO baseline of efforts statewide and inform the HSO response providing guidance and best practices to agencies.

Currently, local law enforcement primary communication and collaboration efforts with the public seems to be through social media. Agency's endeavors are dependent on the size of their agency, staffing, community demographic, etc. Other ventures observed by the Highway Safety Office include participation in state, local or regional coalitions and/or communicating their mission through their website. Some agencies encourage officers, who have unallocated time, to engage in positive interactions with the public while several agencies participate in community events.

The HSO provides support with public outreach efforts year-round through PSA's developed by the WYDOT Public Affairs Office and Heinrich Marketing for mandatory HVE campaigns, multi-jurisdictional/state enforcement collaborations, and year round enforcement efforts. Support is also provided by the Wyoming LEL through developing agency specific media releases, radio appearances, collaborating and coordinating task force efforts.

Core and State Performance Measures

The HSO will continue to fund projects that have a propensity to make an impact on Wyoming's Core and State Performance Measures. The HSO is on course to meet all Core Performance Measures with three (3) In-Progress. The HSO is not on course to meet one (1) State Performance Measure and one (1) Behavioral Performance Measure. (Note: See Performance Measures with a grey background).

In effort to determine if HSO is on course to meet the Core Performance Measures, the HSO took into consideration the 2024 Wyoming State crash data. The State crash data reported in the following table is approximate through October 31, 2024 with final crash counts not available until mid-2025.

The Safety Management System (SMS) Committee analyzes the five (5) and ten (10) year running averages along with recent trends to determine the new performance targets. The SMS Committee is the coordinating body for the Strategic Highway Safety Plan. The Observed Seat Belt Use target is based on the five (5) year running average.

C1 – Number of Traffic Fatalities (State crash data files)
C2 – Number of Serious Injuries in Traffic Crashes (State crash data files)
C3 – Fatalities/ VMT (State crash data files)
C4 – Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State crash data files)
C5 – Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (State crash data files)
C6 – Number of Speeding-Related Fatalities (State crash data files)
C7 – Number of Motorcyclist Fatalities (State crash data files)
C8 – Number of Unhelmeted Motorcyclist Fatalities (State crash data files)
C9 – Number of Drivers Age 20 or Younger Involved in Fatal Crashes (State crash data files)
C10 – Number of Pedestrian Fatalities (State crash data files)
C11 – Number of Bicyclist Fatalities (State crash data files)
B1 – Observed Seat Belt Use for Passenger Vehicles (State Survey)
S1 – Number of Distracted Driving Fatalities (State)
S2 – Number of Drug Involved Fatal & Serious Injuries (State)
S3 – Wyoming Electronic Crash Reporting System Update (State)
S4 – Number of Emergency Response Roadside Crashes (State)

Performance Measure:	Target Period	Target Year(s)	Benchmark Value for CY 24 listed in 3HSP	Data Source/ CY 24 Progress Results	On Track to Meet CY 24 Benchmark: YES/NO/In-Progress
C-1) Total Traffic Fatalities	Five-year	2022-2026	134	State 88	Yes
C-2) Serious Injuries in Traffic Crashes	Five-year	2022-2026	481	State 349	Yes
C-3) Fatalities/VMT	Five-year	2022-2026	1.46	State (2023) 1.511	In-Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Five-year	2022-2026	61	State 27	Yes
C-5) Alcohol-Impaired Driving Fatalities	Five-year	2022-2026	48	State 17	Yes
C-6) Speeding-Related Fatalities	Five-year	2022-2026	54	State 28	Yes
C-7) Motorcyclist Fatalities	Five-year	2022-2026	20	State 23	In-Progress
C-8) Unhelmeted Motorcyclist Fatalities	Five-year	2022-2026	12	State 12	In-Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Five-year	2022-2026	16	State 8	Yes
C-10) Pedestrian Fatalities	Five-year	2022-2026	8	State 4	Yes
C-11) Bicyclist Fatalities	Five-year	2022-2026	1	State 1	Yes
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Five-year	2022-2026	81.1%	NHTSA Certified State Survey 73.4%	No
S1 – Number of Fatalities in Distracted Driving Crashes	Five-year	2022-2026	11	State 5	Yes
S2 – Number of Drug Involved Fatal & Serious Injuries	Five-year	2022-2026	81	State 34	Yes

S3 – Wyoming Electronic Crash Reporting System Database Update	Five-year	2022-2026	Completed by 2026	N/A	Yes
S4 – Number of Emergency Response Roadside Crashes	Five-year	2022-2026	118	State 120	In-Progress

Performance Report

C1 - Number of Traffic Fatalities (State crash data files).

Maintain the projected number of traffic fatalities of one hundred thirty-four (134) as the 3HSP FY24 Benchmark Value.

> **Progress Report:** Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at eighty-eight (88) total traffic fatalities.
>
> The HSO funds state and local projects and activities that target the primary focus areas of occupant protection and impaired driving. Additional emphasis is placed on distracted driving, speeding, motorcycle safety, and vulnerable roadway users.
>
> The HSO analyzes data to make informed decisions when approving projects that will be a catalyst in changing dangerous driving behaviors. A data driven approach was developed focusing traffic safety efforts and resources on education, enforcement, and providing diverse resources to communities statewide. Numerous projects assisted in the effort such as the Annual Rocky Mountain Traffic Safety Summit, SafeRide, expanded outreach to the growing Hispanic community, a commitment to developing both traditional and non-traditional partnerships, surveys to leverage the HSO's knowledge of opinions and ideas, etc. High visibility enforcement is a proven countermeasure strategy that will continue.
>
> The HSO will continue to fund the projects and activities that have a propensity to make an impact on all Wyoming's State and Core Performance Measures.

C2 – Number of Serious Injuries in Traffic Crashes (State crash data files).

Maintain the projected number of serious traffic injuries of four hundred eighty-one (481) as the 3HSP FY24 Benchmark Value.

> **Progress Report:** Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at three hundred forty-nine (349) serious injuries.
>
> Same as noted above for C-1 Number of Traffic Fatalities (FARS).

C3 – Fatalities/ VMT (State crash data files).

Maintain Wyoming's projected Fatality Rate (100 MVMT) of 1.46 as the 3HSP FY24 Benchmark Value.

> **Progress Report:** This goal is in progress. The FARS 2022 data indicates the fatality rate at 1.44 (FARS 2023 data is not yet available). In 2023, the State data indicates the fatality rate was 1.511. FY2024 data will not be available until mid-year 2025.
>
> Same as noted above for C-1 Number of Traffic Fatalities (FARS).

C4 – Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State crash data files).

Reduce Wyoming's passenger vehicle fatalities, in all seating positions, to sixty-one (61) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at twenty-seven (27) unrestrained fatalities.

The HSO will continue implementing the proven countermeasure strategies throughout the state that includes high visibility overtime enforcement, mass media, coalitions, traffic safety education and outreach, as well as Child Passenger Safety technician training and inspection stations, in both English and Spanish, to reduce unbelted fatalities and injuries.

C5 – Number of Alcohol-Impaired Driving Fatalities Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (State crash data files).

Reduce Wyoming's alcohol impaired driving fatalities to forty-eight (48) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at seventeen (17) alcohol impaired driving fatalities.

State and local law enforcement participate in high visibility overtime grants in both NHTSA mandatory impaired driving enforcement campaigns and localized events which resulted in four hundred forty-one (441) DUI arrests in FY2024. Multi-jurisdictional DUI Task Forces are expanding around the State with support of the Governor's Council on Impaired Driving and the Law Enforcement Liaison. These task forces are well publicized within the communities, provide high visibility enforcement which serves as a deterrence to impaired driving, and offers support for agencies that are short staffed.

The 24/7 Program is currently active in Campbell, Fremont, Sheridan, and Teton counties with plans by the Governor's Council on Impaired Driving working to expand to other counties.

DRE/ARIDE/SFST training and recertification classes are offered to law enforcement officers to improve detection of impaired driving. 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. The 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 prosecutors and law enforcement on strategies combatting defense tactics as well as current and ever changing drug trends. Other projects include a court monitoring project documenting sentencing challenges of impaired drivers and traffic safety education through public outreach.

C6 – Number of Speeding-Related Fatalities (State crash data files).

Reduce Wyoming's speed-related fatalities to fifty-four (54) as the 3HSP FY24 Benchmark Value.

> **Progress Report:** Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at twenty-eight (28) speed related fatalities.
>
> Speed is a commonly used trigger offense to enforce Wyoming's secondary seat belt law. In FY2024, law enforcement garnered three thousand six hundred fifty (3,650) speeding citations issued on grant funded overtime enforcement. In addition, this dangerous driving behavior is included in topics covered in traffic safety education classes and events statewide.

C7 – Number of Motorcyclist Fatalities (State crash data files).

Maintain Wyoming's motorcyclist fatalities of (20) twenty as the 3HSP FY24 Benchmark Value.

> **Progress Report:** This goal is in progress. As of October 31, 2024, Wyoming is at twenty-three (23) motorcyclist fatalities.
>
> 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 Wyoming's short motorcycle riding season.
>
> Additional efforts and activities that addressed motorcyclist awareness and impaired riding included partnering with Wyoming's Motorcycle Safety Program 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.

C8 – Number of Unhelmeted Motorcyclist Fatalities (State crash data files).

Maintain Wyoming's unhelmeted motorcyclist fatalities of twelve (12) as the 3HSP FY24 Benchmark Value.

> **Progress Report:** This goal is in progress. As of October 31, 2024, Wyoming is at twelve (12) unhelmeted motorcyclist fatalities. Education on the importance of motorcycle helmets will continue to be addressed during the statewide basic and advanced Motorcycle Safety Classes and through media campaigns with the WYDOT Public Affairs Office.
>
> Same as noted above for C-7 Number of motorcyclist fatalities (FARS).

C9 – Number of Drivers Age 20 or Younger Involved in Fatal Crashes (State crash data files).

Maintain Wyoming's young drivers, age 20 or younger involved in fatal crashes of twenty (20) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at eight (8) young drivers involved in fatal crashes.

The HSO funds projects with the Wyoming Highway Patrol Safety Education, Injury Prevention Resources, the Wyoming Department of Health Think First, and Students Against Destructive Decisions (SADD) to continue to reach youthful drivers on safe driving behaviors. These projects provide all aspects of traffic safety education in schools, community events, or driver education classes and they are making an impact on young driver crashes.

SADD has hired a new Project Coordinator who has set the program on fire. She has started 4 new chapters in schools that have been untouchable in years past. There has been work in Fremont County engage the youth such as the Youth Traffic Safety in Tribal Communities.

C10 – Number of pedestrian fatalities (State crash data files).

Maintain pedestrian fatalities of eight (8) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at four (4) pedestrian fatalities.

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 HSO funds projects that focus on vulnerable roadway users to include the Native American Outreach Project which has developed a vulnerable roadway user campaign to educate pedestrians and bicyclists on how to be seen in their rural community, Cheyenne Regional Medical Center continued partnership with Safe Routes to School, and a new project with Wyoming Pathways that will raise awareness of state statutes, rights and responsibilities of all travelers, and best practices for decreasing the likelihood of injury or fatalities.

C11 – Number of Bicycle Fatalities (State crash data files).

Maintain bicyclist fatalities of one (1) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming has had one (1) bicycle fatality.

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

S1 – Distracted Driving (State crash data files).

Maintain the number of distracted driving fatalities of eleven (11) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at five (5) distracted driving fatalities.

The HSO will continue to partner with the Wyoming Highway Patrol, the Wyoming Department of Health Think First, Injury Prevention Resources, and SADD to implement new ideas and strategies to combat distracted driving. 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.

S2 – Number of Drug Involved Fatal & Serious Injuries (State crash data files).

Maintain the number of drug involved fatal and serious injuries of eighty-one (81) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2024, Wyoming is at thirty-four (34) drug involved fatal and serious injuries.

The HSO funds projects that will continue to reduce drug involved traffic crashes. These projects include high visibility enforcement grants which have expanded to include multi-jurisdictional DUI task forces, community education, media, Governor's Council on Impaired Driving Coalition impaired driving training for law enforcement officers, prosecutors, and toxicologists.

S-3) Wyoming Electronic Crash Reporting System Database Update

Replace the Wyoming Electronic Crash Reporting System database software by 2026.

Progress Report: Wyoming is on course to meet this goal.

This project is on course to create, maintain, and implement changes to the traffic records databases to enhance performance and quality. This will ensure consistency and accuracy of data elements of the State's crash reports, by utilizing hired expertise to implement improvements and upgrades to the Crash Records and Safety Data System.

S-4) Number of Emergency Response Roadside Crashes

Maintain the projected number of emergency response roadside crashes at one hundred eighteen (118) as the 3HSP FY24 Benchmark Value.

Progress Report: Wyoming is not on course to meet this goal. As of October 31, 2024, Wyoming is at one hundred twenty (120) emergency response roadside crashes.

The HSO has selected a project to educate the public through public information campaigns to reduce roadside deaths and injuries. This pilot project will incentivize measures by working with traffic incident responders, including EMS, on holding and/or attending a Traffic Incident Management (TIM) class and implement a TIM forum where the exchange of information including current practices, data collection, programs and technologies will help in decreasing these types of deaths. The project start date is October 1, 2024.

Activity & Behavior Performance Measures

Activity Measures – High Visibility Overtime Enforcement

Law enforcement agencies participate in high visibility enforcement overtime grants to increase compliance with seat belt, speed and impaired driving laws in Wyoming.

A1 – Number of Seat Belt Citations Issued During Grant-Funded Enforcement Activities

Results: The number of seat belt and child restraint citations issued during FY2024 was one thousand four hundred eighty-two (1,482) of which one thousand four hundred forty-five (1,445) were seat belt and seventy-four (74) were child restraints.

A2 – Number of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities

Results: The number of DUI arrests made during the FY2024 grant-funded overtime enforcement activities was four hundred forty-one (441).

A3 – Number of Speeding Citations Issued During Grant-Funded Enforcement Activities

Results: The number of speed citations issued during FY2024 was three thousand six hundred fifty (3,650).

Note: speeding can also be used as a trigger offense to educate and cite individuals not wearing their seat belts.

Behavioral Measure - Observational Seat Belt Survey

B1 – Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)

Using the FY24 Benchmark Value of 81.1%, increase the projected observed seat belt use rate for passenger vehicles, front seat outboard occupants to 81.1% for the five (5) year average (2022-2026).

The Wyoming Seat Belt Survey was conducted in June 2024. The standards and protocols align with the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. The trained observers provided observations of seat belt use from two hundred eighty-five (285) sites within fifteen (15) counties.

Results: Wyoming did not meet the Observed Seat Belt Use for Passenger Vehicles performance measure for 2024. The overall observed seat belt use for 2024 was 73.4 percent. This is an 8.5 percent decrease from 2023.

Same countermeasure strategies as noted above for C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS). Note that Natrona is the second largest county with the highest seat belt observations with low traffic volumes due to

construction. Natrona County is weighted heavily in the calculations thus bringing down the statewide average. Site selections were chosen two years ago based on a data driven formula by NHTSA. It is worth noting that the Casper Police Department which is located in Natrona County has consistently issued the most citations and warnings statewide during HVE overtime grants out of all participating agencies.

Program Areas

402 - State and Community Highway Safety

402 Planning & Administration
402 Alcohol
402 Community Traffic Safety Project
402 Occupant Protection
402 Paid Advertising
402 Police Traffic Services
402 Roadway Safety
402 Teen Safety Program

405b - Occupant Protection

405b Low Community CPS Services
405b OP Low
405b Low High Visibility Enforcement

405c - State Traffic Safety Info-System

405c Data Program

405d - Impaired Driving

405d Mid Training
405d Mid Paid/Earned Media
405d High Visibility Enforcement
405d Mid Court Support
405d 24/7 Sobriety Program

405f - Motorcycle Safety

405f Motorcycle Awareness

405h – Preventing Roadside Deaths

405h Preventing Roadside Deaths

154al Transfer Funds

154 Paid Media

402 State and Community Highway Safety

Project Name: Planning & Administration
Project Number: PA-2024-BI-PA-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above
- C-6 Number of Speeding Related Fatalities
- C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes

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

Results: The HSO expended funds for operational expenses which included office supplies, continuing education travel, and HSO Project Site monitoring travel expenses. In addition, training was a critical component in educating staff. For example, the HSO personnel participated in the following meetings, trainings and conferences: NHTSA Regional Meetings, GHSA Annual Meeting, Lifesavers Conference, Rocky Mountain Traffic Safety Summit, subrecipient monitorings, etc.

Project Name: GCID Facilitator
Project Number: AL-2024-BI-AL-02
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above

Description: Conduct work to facilitate the Governor's initiatives that focus on identifying, coordinating, and prioritizing issues with proven prevention strategies related to traffic safety. This strategy will indirectly impact Wyomingites by work accomplished through the Governor's Council on Impaired Driving (GCID).

Results: The HSO contracted with Adriaens Consulting to facilitate the work of the GCID by conducting four (4) quarterly meetings providing GCID project updates, moving forward council initiatives, providing education and networking opportunities for the membership. Subcommittee meetings were also held to identify areas of improvement for established Council priorities (24/7 Program, DUI Supervision, and Judicial Training).

GCID also accomplished:

- Worked to expand the 24/7 Program into two additional counties.
- Assisted with the continued expansion of the Fremont County DUI Task force by participating in monthly meetings and subcommittee meetings.
- Completed the NHTSA's Drug-Impaired Driving Assessment
- Collaboration with the Wyoming Law Enforcement Liaison in assisting the Wyoming Highway Patrol in the establishment DDACTS for enforcement.
- Supported local task force expansion.
- Expanded partnerships with those that have a stake in the impaired driving problem to include: Wyoming Association of Chiefs of Police (WASCOP), judicial groups, law enforcement, treatment courts, SADD, and prevention groups.

Project Name: Roadway Safety Education & Virtual Roadway Safety Sessions
Project Number: CP-2024-BI-CP-01
Project Sub Recipient: Injury Prevention Resources (IPR)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above
- C-6 Number of Speeding Related Fatalities
- C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes

Description: IPR works in partnership with community leaders, schools, local businesses, local law enforcement, and other specialized groups to rally the community behind all forms of traffic safety education. IPR places emphasis on local and/or national high visibility enforcement operations, agency roadway safety policies, and the spread of information that challenges perceptions on one of the biggest threats facing most of our lives: roadway injuries and fatalities. In Fremont, Carbon, Natrona, Park and Sweetwater counties, IPR works through Virtual Traffic Safety Sessions and other Traffic Safety Education (TSE) Events to improve the number of unbelted and impaired driving related deaths and injuries identified as the primary target counties through recent data.

Results: IPR conducted fifty-four (54) traffic safety education events in Carbon, Fremont, Natrona, Park, and Sweetwater counties utilizing seat belt survivor cars, a seat belt convincer, rollover demonstration units encouraging event attendees to engage in the traffic safety education. Giveaways, donated by sponsors, also encourage program participation. Events included:

- Four (4) Adult Alcohol Education-Impaired Driving classes on the negative effects and dangers of drinking and driving. Nearly all course attendees were court-ordered and had been convicted of a DUI. Additionally, arrangements have been made with local youth treatment courts for their caseload offenders to attend classes and guests are always encouraged. Over the course of the fiscal year, the class had four hundred ninety-five (495) attendees.

- Fifteen (15) Child Passenger Safety Events provided education on the correct installation of car seats, seat belt use for all passengers on every occasion of travel, crash force dynamics, driver distraction, and the dangers of impaired driving. A CPS Training seat containing numerous types of seatbelt systems and CPS dolls of varying sizes are used to educate caregivers while opening the opportunity for education regarding all passengers in the vehicle. A total of six thousand four hundred sixteen (6,416) people attended the events.

- Thirty-five (35) other TSE Events conducted focused on seat belt use, impaired driving, and distracted driving throughout the five (5) counties. Emphasis was placed on attendees experiencing real world situations through the use of seat belt simulators, roll over simulators, crash car displays from local crashes, SIDNE vehicle, impaired vision goggles, guest speakers, and a desktop simulator that mimics impaired and distracted driving.

Virtual traffic safety sessions were provide to five (5) counties: Carbon, Fremont, Natrona, Park, and Sweetwater counties. Virtual traffic safety sessions focused on topics including Outlining Simple Steps To Avoid Crashes, Why Seatbelts Are Incredibly Important, An Explanation Of Crash Force Dynamics, and a Brief Overview of Child Passenger Safety.

IPR collaborated with numerous school, non-profit, city, county and state organizations as well as DUI crash offenders and DUI crash victims. IPR utilized paid media placement via Upslope Media to accomplish media outreach for the events in support of these activities. The Upslope Media reach totaled 9,109,708 Impressions and 44,670 Clicks/Engagements. Facebook Earned Media totaled 108,600 Impressions and 3,953 Clicks/Engagements. Earned media through IPR's website totaled 48,576 Impressions and 29,177 Unique Visits. IPR’s media reach improved substantially (nearly double for IPR’s website) across all platforms this year.

Project Name: Sheridan PD Traffic Safety Education
Project Number: CP-2024-BI-CP-02
Project Sub Recipient: Sheridan Police Department

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Facilities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and above
- C-6 Number of Speeding Related Fatalities

Description: To provide local courts with a sentencing option of education rather than monetary fines for traffic offenders, the Sheridan Police Department shall conduct traffic safety classes. Attendees' traffic safety knowledge will be measured with a written exam. A minimum exam score of seventy-five percent (75%) will be required for successful completion of the class.

Results: The Sheridan Police Department conducted nine (9) traffic safety classes with a total of thirty-three (33) attendees. The majority of attendees this year were juvenile drivers (aged 20 or younger). These classes provided education and awareness on Wyoming traffic laws and best driving practices for avoiding collisions. The material is routinely updated with local data to keep the classes relatable and relevant. The Sheridan Police Department continues to work with and encourage the circuit and municipal courts to provide this alternative sentencing option.

All attendees successfully completed the course. Based upon the number of inexperienced juvenile drivers in attendance this year, a partnership with Sheridan College for a driving simulator is being explored. New officers will be placed in the teaching rotation to assist with staffing and to interact with the public beyond patrol duties.

Project Name: Wyoming Think First: Driver Safety
Project Number: CP-2024-BI-CP-03
Project Sub Recipient: Wyoming Department of Health

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMTC-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes
- C-10 Number of Pedestrian Fatalities

Description: Programming efforts and activities will focus on current, relevant distracted driving data will be presented to new teen drivers. Presentations will educate Wyoming teens on motor vehicle crashes and the dangers of distracted driving. Questionnaires will be conducted before and after each presentation to gage the understanding and knowledge gained by course participants.

Results: Thirty (30) classroom presentations and twenty (20) driver education programs presentations were conducted throughout Wyoming. Two-thousand sixty-two (2,062) participants attended. Course attendees ranged in age from thirteen (13) to seventeen (17) years old. Partnerships and collaborations with the Wyoming Seatbelt Coalition, Students Against Destructive Decisions (SADD), and Safe Routes of Wyoming helped expand the number of presentations offered. A sampling of survey answers demonstrating the knowledge gained from the presentation is highlighted below:

- Which of the following is the leading cause of death for people ages 15-24? (Correct answer crashes)
    - Pre-test: 36.5% answered correctly
    - Post-test: 79% answered correctly (an increase of 42.5%)

- How many collisions are there in every car crash? (Correct answer three)
    - Pre-test: 24.5% answered correctly
    - Post-test: 81% answered correctly (an increase of 56.5%)

- What is the average time it takes to send a text message? (Correct answer 4.6 seconds)
    - Pre-test: 29% answered correctly
    - Post-test: 96% answered correctly (an increase of 67%)

- What is the distance traveled for an average text message if you are traveling 55mph? (Correct answer 100 yards)
    - Pre-test: 20% answered correctly
    - Post-test: 79% answered correctly (an increase of 59%)

Project Name: Child Passenger Safety Education
Project Number: CR-2024-BI-CR-01
Project Sub Recipient: Memorial Hospital of Laramie County

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-10 Number of Pedestrian Fatalities

Description: Programming efforts and activities will focus on both occupant and pedestrian interventions. The Sub-recipient will distribute education materials, host car seat events, and provide opportunities for child passenger safety (CPS) education and technician training within Laramie County. Through community partnerships, a pedestrian and bicycle curriculum will be developed as part of the Safe Routes to School (SRTS) program. A class for foster families will be presented in collaboration with the Wyoming Department of Family Services.

Results: A total of two hundred five (205) car seats were inspected during the grant period. This was accomplished through a weekly inspection station, child passenger safety events, and individual consultations. Education on the installation of car seats was provided to one hundred fifty-seven (157) families. In collaboration with the Department of Family Services, a hands on CPS class was successfully completed.

A CPS Technician Class hosted by the sub-recipient brought three (3) new technicians to Wyoming. Contacts were made for future classes with excitement for a potential instructor class.

The Sub-recipient presented both Bike and Pedestrian education programs to Laramie County School District #1 as they continue work on establishing a SRTS program. New and unexpected partners were brought to the SRTS table strengthening the knowledge and purpose of the program. Monthly Committee Meetings are held with the sub-recipient taking a leading role. Sixteen (16) community events were attended including bike rodeos and reading to daycares while discussing pedestrian, bike and child passenger safety topics.

Project Name: Local Law Enforcement Occupant Protection
High Visibility Enforcement Overtime
Project Number: OP-2024-BI-OP-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities (FARS, FHWA)
- C-2 Number of Serious Injuries in Traffic Crashes (FARS, FHWA)
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

Description: High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. HVE combines highly visible and proactive law enforcement targeting impaired driving. This project will provide yearlong sustained impaired driving overtime enforcement opportunities to local law enforcement agencies.

Results: As a component of Wyoming's Traffic Safety Enforcement Program, local law enforcement agencies conducted high visibility overtime enforcement with a primary focus on occupant protection. In FY2024, there were three thousand five hundred thirteen (3,513) grant-funded overtime hours resulting in:

- One thousand one hundred thirty (1,130) seat belt citations.
- Twenty-six (26) child restraint citations, one (1) child restraint warning.
- One thousand five hundred twenty-two (1,522) speeding citations.
- Eleven (11) driving under the influence arrests.
- Two thousand five hundred seventy-eight (2,578) other arrests/citations.

In total, thirty-seven (37) agencies applied for the HSO grant this year and completed agreements. Two (2) agencies did not participate in the mandatory May Mobilization "Click It or Ticket" Campaign conducted May 22, 2024 to June 4, 2024. Staffing for the overtime grants across the state remains a challenge and is the main reason for lack of participation. Another challenge is that officer's are not signing up for overtime. The Highway Safety Behavioral Grants Program is continually reviewing the enforcement program to ensure the project is assisting with meeting core performance measures, compliance with agreement requirements and modifications to enhance the program.

Project Name: Wyoming Seat Belt Coalition (WYSBC) Facilitator
Project Number: OP-2024-BI-OP-02
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of traffic fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions

Description: Retain the services of a consultant to oversee and perform the functions of a facilitator for the Wyoming Seat Belt Coalition.

Results: Heinrich Marketing was hired to serve as the facilitator for the WYSBC. Heinrich worked with the HSO to address occupant protection issues throughout the state while creating tactics for increasing public awareness of seat belt use. Heinrich assisted the WYSBC Chairman in four (4) quarterly WYSBC meetings and maintained the WYSBC public media presence via social media platforms. Results of these efforts included:

- Development and distribution of two thousand, five hundred (2,500) Child Passenger Safety pocket folders to eighty-three (83) locations, statewide, for CPS Technicians to distribute to parents and caregivers at community events.
- Development of Spanish language buckle up posters for the Cheyenne Police Department.
- Collaboration with Cheyenne Hispanics Improving, Strengthening, Powerful Alliances (CHISPA) to distribute posters at Hispanic-serving community organizations and through social media.
- Translated WYSBC logo into Spanish for use at community events.
- One hundred seventy-three (173) total social media posts resulting in two hundred twenty-four thousand, seventy-one (224,071) social media post impressions of the WYSBC Facebook page.
- Successfully coordinated a first-time partnership with Cheyenne Frontier Days to have media messaging present at four (4) Frontier Park parking lots as well as the I-25 Park & Ride lot.
- Managed an OOH digital media campaign, reminding residents of the importance of buckling up resulting in:
    - Total Impressions: 6,703,145.
- Placement of a 30-second radio spot and social media with Cowboy State News Network during National Child Passenger Safety Week resulting in:
    - Audience: Parents and caregivers in counties with historically low seat belt use.
    - Total Impressions: 1,016,800.

Heinrich supported the F.E. Warren AFB Fire Department, WYDOT District 5, Injury Prevention Resources (IPR), Safe-Kids Laramie County, Wyoming Highway Patrol, Cheyenne PD, Baggs PD, Sublette County Sheriff's Office, Wyoming State Museum and the Wyoming State Law Enforcement Liaison with content and creative.

Project Name: Paid Media
Project Number: PM-2024-BI-PM-01/UNATTD-2024-BI-UN-01
Project Sub Recipient: WYDOT Public Affairs Office (PAO)

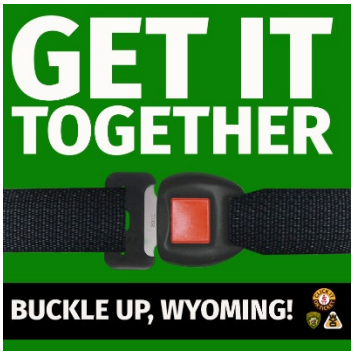
Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above

Description: PAO will identify high-risk target audiences through data driven measures and create demographic appropriate messaging and media on the topics of impaired driving, distracted driving, inclement weather (winter driving), and occupant protection.

Results: PAO media supported NHTSA's national mobilization campaigns and local events. PAO's focus for these events were impaired driving, seat belt usage, distracted driving, child passenger safety, bicycle safety, pedestrian safety, winter driving, unattended passengers, and move over law awareness. Videos, social media posts, website advertising, print ads, and radio spots were utilized to promote traffic safety messages throughout Wyoming. The PAO achieved nearly eight (8) million views of digital advertising (7,989,195 total views web/mobile/social media) with predominately positive engagement from the public. Unattended Passenger were specifically targeted through the twenty-six (26) printed newspaper publication around the State.

While digital media is the leading platform, traditional media is still important throughout the state.
The PAO placed four thousand, four hundred forty-three (4,443) TV ads, twenty thousand, two hundred twenty-seven (20,227) radio ads, three hundred twenty-one (321) print ads, and one hundred ten (110) banner ads during the grant year.



Project Name: Native American Outreach
Project Number: PM-2024-BI-PM-02
Project Sub Recipient: WYDOT District 5

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above
- C-10 Number of Pedestrian Fatalities

Description: WYDOT District 5 Public Information Officer shall design, produce, and conduct a comprehensive yearlong regional and audience relevant media/marketing campaign to address the top safety issues of impaired driving and occupant protection in WYDOT District 5 with an emphasis on the Wind River Indian Reservation (WRR). Work to focus increasing seat belt use in Fremont County and the Wind River Reservation. Use the idea of positive norming to encourage reservation residents with radio, newspaper, online and billboard advertising to promote seat belt use and designate a sober driver. Furthermore, conduct outreach on the reservation by use of earned media such as newspaper articles, radio programs, and educational programs in schools.

Results: WYDOT District 5 Public Information Officer works tirelessly in Fremont County to increase awareness of issues related to impaired driving, lack of seatbelt use, and pedestrian safety. Lack of proper safety restraints, as well as alcohol and abuse is so ingrained in the Fremont County culture that the social norms have to be changed through educating the public with PSA's utilizing videos, billboards, and social media.

New partnerships have been formed with National Transportation Safety Board, In One Instant, and the Wind River Transportation Authority. These new partnerships have enhanced existing partnerships with entities such as the Fremont County DUI Task Force and IPR and have garnered great results. Preliminary data indicates seat belt use has increased in Fremont County with the number of alcohol-related vehicle fatalities has decreasing as well.

The inaugural National Transportation Safety Board Youth Interactive Traffic Safety Lab was held at Wyoming Indian High School. This event aimed to teach young drivers about the dangers of impaired, distracted, and drowsy driving, as well as speeding and seat belt use. Nearly four hundred (400) students from Wind River Indian Reservation attended the lab. Nine interactive experiences including SIDNE cars, rollover simulators, seat belt convincers, a PSA studio, and a seat belt relay game were used to educate the students.

Project Name: Radar Equipment
Project Number: PT-2024-BI-PT-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Description: This project will support Law Enforcement High Visibility Enforcement Overtime projects. Radar(s) will be purchased which may be used as a trigger offense in support of Wyoming Occupant Protection laws. The following criteria was utilized in determining radar distribution:

- Agency has not received equipment in the previous three (3) WYDOT grant cycles.
- Agency must be a city or county within the 2023 Top Eight (8) Counties for Total Crashes or 2023 Top Eight (8) Counties for Fatal Crashes.
- Agency must have participated in and completed all required national campaigns for FY2022 and FY2023.
- Agency elects to actively participate in FY2024 High Visibility Overtime Grants.

Results: A total of five (5) radars were purchased with grant funds. The Dubois Police Department purchased three (3) radars and the Sheridan Police Department purchased two (2) radars.

Project Name: Video Camera Equipment
Project Number: PT-2024-BI-PT-02
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: This project will support Law Enforcement High Visibility Overtime projects and assist in the prosecution of impaired drivers by providing visual evidence of the traffic stop. New in-car video camera(s) and accessories will be purchased based on the following criteria:

- Agency has not received equipment in the previous three (3) WYDOT grant cycles.
- Agency was a top ten (10) city or county for 2023 Total or Fatal Crashes.
- Agency must have participated in and completed all required national campaigns for FY2022 and FY2023.
- Agency elects to participate in FY2024 High Visibility Overtime Grants.

Results: Two in-car video cameras were purchased this fiscal year. One (1) by the Casper Police Department and one (1) by the Wheatland Police Department. The Sheridan Police Department was eligible for video camera equipment, however, due to the HSO FY2024 non-major the equipment threshold of cost less than $5,000 the equipment was not able to be purchased. The video camera that the Sheridan Police Department utilizes would have been considered major equipment and prior NHTSA approval was not obtained while other eligible agencies decline this equipment because they utilize body cameras.

Project Name: Law Enforcement Liaison (LEL)
Project Number: PT-2024-BI-PT-03
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above

Description: The Law Enforcement Liaison (LEL) Program serves as a link between the HSO and local law enforcement. The Wyoming LEL Program communicates to the local law enforcement agencies that participate in high visibility enforcement overtime campaigns on behalf of the WYDOT.

Results: The LEL conducted sixty-nine (69) official visits to eighty (80) active local law enforcement agencies in Wyoming. In addition, the LEL attended fifty-three (53) meetings and events of which thirty-five (35) were in person and eighteen (18) virtually including the Casper Alcohol Task Force (Safe Ride), Natrona County Prevention Coalition, Mountain West Football and Basketball PSA's. The LEL expanded agency outreach promoting traffic safety to the eighty-two (82) agencies through monthly fatality reports, agency crash reports, traffic safety media, fact sheets, officer safety information, free POST certified training opportunities and outreach specific to high visibility enforcement overtime grants.

The LEL also facilitated and coordinated traffic safety enforcement operations in Fremont County. The Fremont County DUI Task Force operations included media campaigns using the resources of the WYDOT Public Information Officer and local partners to enhance traffic safety messaging which included live radio, PSA's, variable messaging signs, billboards, banners and social media. These efforts resulted in one thousand seven hundred sixty-seven (1,767) traffic stops with twenty-seven (27) DUI arrests, three hundred fifty (350) speeding citations, twenty-seven (27) seat belt citations, three (3) child restraint citations, one hundred ninety-one (191) other citations and one thousand, one hundred forty-five (1,145) warnings. There were no impaired driving fatalities reported during taskforce operations.

Data Driven Approaches to Crime and Traffic Safety (DDACTS) and Traffic Incident Management (TIM) continue to be a priority. Two (2) TIM classes were hosted during the grant period with sixty-nine (69) students in attendance. In collaboration with IADLEST and the Wyoming Highway Patrol, DDACTS training will be brought to patrol headquarters during FY25 with the of goal of agency wide implementation.

Project Name: WHP Safety Education
Project Number: RS-2024-BI-RS-01
Project Sub Recipient: Wyoming Highway Patrol

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above
- C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes

Description: The WHP shall educate the general public, teens, and adult drivers through a variety of classes, training programs, and media to promote safe driving habits through proper restraint usage, the dangers of impaired driving and consequences of distracted driving.

Results: The WHP partnered with numerous organizations to promote traffic safety. The WHP is represented at all Wyoming Seat Belt Coalition and Governor's Council on Impaired Driving meetings and participates in as many local events as possible to promote traffic safety.

One hundred twenty-nine (129) traffic safety education classes and presentations were conducted on the dangers of not buckling up, distracted driving, impaired driving, speeding, etc. on grant overtime. Certified law enforcement personnel provide a unique perspective to traffic safety by sharing their experience working on Wyoming roadways and the real effects of crashes.

Eighty-seven (87) defensive driving courses were presented throughout Wyoming. These courses focus on the importance of seat belt usage and the dangers of speeding.

The various traffic safety events included the Kids Safety Roundup, National Night Out Event, Junior ROTC Programs, Car Seat Inspection Events, Fairs, etc. The WHP ensures, when possible, the seat belt convincer, roll over machines, driving simulators, crash cars and other tools are utilized to engage the public. The WHP utilizes other funding sources to provide program enhancement materials at these events to attract more members of the public.

Project Name: Comprehensive Traffic Safety
Project Number: RS-2024-BI-RS-02
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The Highway Safety Behavioral Grants Program shall partner with the many traffic safety advocates to reduce death and injury due to impaired driving, occupant protection, or motorcycle riding. This project will augment planned highway safety activities at local, state, and national events.

Results: The Highway Safety Behavioral Grants Program provided supplemental funding for the following programs and activities:

- Interactive traffic safety youth engagement to High Schools located in Cheyenne
- Travel
- Media

Project Name: Court Monitoring
Project Number: TC-2024-BI-TC-01
Project Sub Recipient: Mothers Against Drunk Driving (MADD)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The project will survey Wyoming Courts to gather statewide DUI adjudication data in one (1) master report. Perform court monitoring in up to two (2) counties selected based upon data provided by the master report. Conduct observations for 40% of the DUI cases in each selected county. Recruit and train up to two (2) court monitoring volunteers per selected county.

Results: Wyoming's lack of standardized and electronic court records proved to be a barrier to obtaining data on DUI cases. Multiple requests to Court Clerks and additional judicial staff to obtain dockets with charges were unsuccessful. The data-gathering process relied heavily on any found local city/town Blotter Briefs, local news media outlets, select online newspapers, and ad hoc articles and studies found through search engines such as Google. A master report was complied with data provided by eight (8) counties. A presentation on the completion of the master report was presented to stakeholders.

MADD reviewed data on a total of three hundred eighty-four (384) cases for DUI charges. For a second year, not enough cases were observed to identify trends. Staffing challenges and lack of volunteers lead to the postponement of monitoring beyond Laramie County.

Project Name: Rocky Mountain Prevention and Traffic Safety Summit
Project Number: RS-2024-BI-RS-04
Project Sub Recipient: WYDOT Highway Safety Office

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities (FARS, FHWA)
- C-2 Number of Serious Injuries in Traffic Crashes (State)
- C-3 Number of Fatalities/VMT (FARS)

Description: The Sub-Recipient shall partner with traffic safety advocates to reduce death and injury due to impaired driving, occupant protection, or motorcycle riding for the Rocky Mountain Prevention and Traffic Safety Summit.

Results: The Rocky Mountain Prevention and Traffic Safety Summit (RMPTSS) was conducted through partnerships with the Laramie County Sheriff's Office Advanced Impaired Driving Detection Coordinator (DRE) and the Wyoming Traffic Safety Resource Prosecutor. Project funds were utilized to obtain a venue, lodging and speakers for the event. RMPTSS brought together approximately one hundred (100) traffic safety advocates from a variety of backgrounds including law enforcement, judicial, and health departments. Attendees received education on a variety of topics such as highway safety strategies, behaviors, data, and prevention efforts. The event ended with a fun, interactive traffic safety game and a good time was had by all.

Project Name: Fremont County SafeRide
Project Number: AL-2024-BI-AL-04
Project Sub Recipient: Fremont County Association of Governments

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The Sub-Recipient will educate teen/adult drivers and local liquor dealers about the dangers of impaired driving, accountability, responsibility and over serving patrons. The SafeRide Program will also be used as a part of the education on designating a driver as a first priority.

Results: Through a combination of service expansions, community engagement, and strategic partnerships, the program effectively contributed to the overall safety of Fremont County residents. Additional funding sources facilitated the expansion of service hours to include Friday and Saturday nights in Lander and Riverton. Throughout the grant year, sober rides home were provided to three hundred twenty-three (323) riders, an increase of 90% compared to FY23.

Ongoing community education and outreach are crucial to the success of the SafeRide Program. The slogan “Fremont Make the Call” was adopted and the website was updated to include Fremont County crash data. Vehicle wraps were purchased to deliver safety messaging with such slogans as “Be a Passenger, Not a Statistic – Choose WRTA! (37% of Wyoming Crashes involve alcohol)”.

The positive trend in ridership suggests the community has increasingly embraced the service while highlighting the importance of sustaining and expanding program efforts to reach more residents. Increased collaboration with local stakeholders, including schools, businesses, and law enforcement enhances the outreach.

Project Name: Wyoming Highway Patrol (WHP) Task Force Support
Project Number: PT-2024-BI-PT-04
Project Sub Recipient: Wyoming Highway Patrol

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: This project will provide travel expenses for sworn law enforcement personnel to conduct high visibility enforcement of Wyoming's impaired driving and occupant protection laws at local gatherings around the State. These local gatherings are high-traffic events that bring in thousands of drivers, causing an increase in congestion on the roadways.

Results: The WHP conducted five (5) HVE Task Force Support details focusing on major events throughout Wyoming that attract an influx of visitors to the area which cause a strain on local law enforcement. These events were the Sheridan WYO Rodeo, Laramie Jubilee Days, Cheyenne Frontier Days, Ham-n-Jam motorcycle Rally, and a University of Wyoming University football game. Anywhere between two (2) to thirteen (13) additional troopers were deployed during these events. The number of troopers deployed was dependent on the size of the event and eligible troopers available. No fatalities occurred during these details.

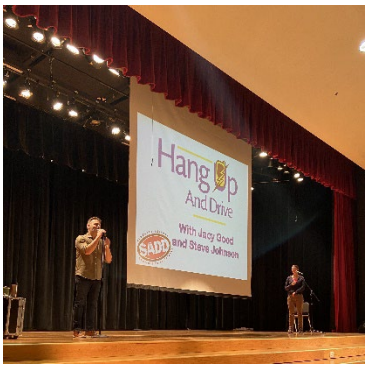
Project Name: Peer to Peer Prevention WY
Project Number: TSP-2024-BI-TS-01
Project Sub Recipient: Students Against Destruct Decisions (SADD)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes

Description: Programming efforts and activities will focus on the leading causes of teen crashes and fatalities in Wyoming - distractions, impairment, seat belt use, and speeding. To provide the most impact, SADD will focus on educational events in schools and around the communities with the highest teen crashes in Wyoming.

Results: A new Wyoming Community Engagement Specialist has strengthened programming and chapter development. SADD chapters have been maintained in five (5) schools with active student participation.



A total of six (6) assemblies focusing on distracted driving and featuring the Hang Up & Drive Program were presented to seven hundred ninety-five (795) students and community members across Wyoming. After each presentation students were given the opportunity to ask questions and share their personal stories. This engaging assembly sparked excitement for new chapters to begin as well as reinvigorated existing chapters.

SADD was able to reach nearly thirty-two thousand (32,000) individuals through a combination of efforts during the grant cycle. Thirty-two (32) training sessions were held reaching nearly five thousand (5,000) young people. Additional outreach was conducted via earned and social media. Wyoming was geotagged in twenty-six (26) social media posts across various platforms resulting in twenty-seven thousand, eight hundred eighty-five (27,885) impressions with seventy-two (72) click-throughs to teen traffic safety materials.

Exciting partnerships were formed with non-traditional partners including summer programs for students and the Goshen County District Attorney. Plans to host a roundtable discussion with the Goshen County DA and other community stakeholders have begun.

Project Name: Traffic Records Project Manager
Project Number: TR-2024-BI-TR-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- S-3 Wyoming Electronic Crash Reporting System Database Update

Description: This project provides funding for the WYTRCC Project Coordinator to assist in the coordination of on-going and future activities to ensure the success of the projects. The project coordinator will work with Traffic Records project directors to assist and coordinate activities reated to WYTRCC projects identified in the Highway Safety Plan. The project coordinator will provide progress reports on the traffic records project, activities performed, benchmarks reached, and milestones accomplished.

Results: During FY24, the Traffic Records Project Manager (TRPM) was involved in the selection of Wyoming's new crash reporting system. The TRPM was responsible for ensuring the new consultant agreement met all requirements of the RFP. In addition, the TRPM worked with members of the Traffic Records Communication Committee to begin drafting of a Traffic Records Strategic Plan to be finalized during FY25.

Project Name: Local Law Enforcement Impaired Driving
High Visibility Enforcement Overtime
Project Number: AL-2024-BI-AL-01/AL-2024-BI-AL-03
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities (FARS, FHWA)
- C-2 Number of Serious Injuries in Traffic Crashes (FARS, FHWA)
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

Description: High Visibility Enforcement (HVE) is a universal traffic safety approach designed to create deterrence and change unlawful traffic behaviors. HVE combines highly visible and proactive law enforcement targeting impaired driving. This project will provide yearlong sustained impaired driving overtime enforcement opportunities to local law enforcement agencies.

Results: As a component of Wyoming's Traffic Safety Enforcement Program, local law enforcement agencies conducted high visibility overtime enforcement with a primary focus on impaired driving. All agencies were provided data analytics to support targeted enforcement efforts, and some agencies utilized the Data Driven Approaches to Traffic Safety (DDACTS) approach.

Local law enforcement agencies worked four thousand two hundred fifty (4,250) grant-funded overtime hours resulting in:

- Two hundred two (202) DUI arrests (Holiday Campaign – 31 DUI's, National Campaign – 26 DUI's)
- Five hundred sixteen (516) Speed citations
- One thousand six hundred forty-nine (1,649) Other arrests/citations
- Five thousand two hundred nine (5,209) warnings issued ranging from seat belt, speed, distracted driving, moving violations, to other motor vehicle violations.

There were thirty-seven (37) agencies that participated in grant funded high visibility enforcement overtime. Two (2) agencies did not participate in the mandatory Holiday Campaign that was conducted between December 13, 2023 and January 1, 2024 and seven (7) agencies did not participate in the mandatory National Campaign conducted between August 21, 2024 and September 4, 2024. Staffing challenges remains the main reason for lack of participation.

Multi-jurisdictional HVE efforts grew around the State from six (6) agencies in Fremont County to an additional four (4) agencies in the southeast corner of the state. Fremont County conducted twenty-one (21) DUI Task Force events in which they garnered twenty-seven (27) DUI arrests resulting in zero (0) fatalities and only one (1) crash. There was a reduction in calls for service of sixty-two (62%) while the Task Force Team was deployed. Crashes in Fremont County decreased nine percent (9%) from 2022 to 2023.

405b – Occupant Protection

Project Name: WHP Occupant Protection High Visibility Enforcement Overtime
Project Number: M2HVE-2024-BI-HV-01
Project Sub Recipient: Wyoming Highway Patrol

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Description: The Wyoming Highway Patrol shall conduct high visibility overtime enforcement with emphasis on NHTSA national occupant protection campaigns.

Results: As a component of Wyoming's Traffic Safety Enforcement Program, the WHP utilized high visibility enforcement year-round supporting national and local occupant protection campaigns. The WHP takes a "Zero Tolerance" stance towards unbelted vehicle drivers and passengers.

The WHP participated in the mandatory May Mobilization "Click It or Ticket" Campaign that was conducted between May 22, 2024 to June 4, 2024. To accompany the overtime efforts, press releases were sent to all Wyoming media outlets supporting national and local campaigns. During the one thousand one hundred forty-eight (1,148) grant-funded overtime hours the WHP wrote:

- One hundred thirty-three (133) Seat Belt citations,
- Thirty-one (31) Child Restraint citations
- Eight hundred eighty-five (885) Speed citations
- One thousand six hundred one (1,601) warnings

Project Name: Wyoming Seat Belt Survey
Project Number: M2OP-2024-BI-OP-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Description: The Highway Safety Behavioral Grants Program will retain the services of a consultant to conduct the annual seat belt observation survey. This entails observer-training, field monitoring training, software upgrades, and all administrative tasks necessary to accomplish this survey providing a final report utilizing NHTSA approved methodology.

Results: For the 2024 survey observation period, data was collected for fifteen (15) counties. At each of the fifteen (15) selected counties, observers collected county data at nineteen (19) sites for a total of two hundred eighty-five (285) individual sites. The survey observation period began on June 3, 2024 and concluded on June 9, 2024. There were observations for sixteen thousand three hundred ninety-four (16,394) drivers and five thousand two hundred twenty-one (5,221) passengers, totaling twenty-one thousand six hundred fifteen (21,615) vehicle occupants. Compared to the 2023 observations, this is a decrease of over seventeen hundred (1,700) vehicle occupants.

Wyoming's 2024 Observed Seat Belt Usage rate was calculated at 73.4%, which is an 8.5% decrease from the previous year. Notable findings include:

- Eleven (11) counties have seat belt use rates above the statewide average, while only four (4) of the fifteen (15) counties have rates below the state average. Among those four (4) counties below the state average, only one (1) had a usage rate below 70.0 percent belted. Four (4) counties met or exceeded rates at or above 90.0% belted: Park, Carbon, Johnson, and Fremont.

- Rural occupants were more likely to buckle up than those in urban areas. The usage rate for all occupants observed in rural areas was 85.6%.

- Occupants observed on Saturday had the highest seat belt usage rate at 83.4 percent. In contrast, occupants observed on Tuesday and Friday had the lowest seat belt usage rates at 66.8% for Tuesday and 69.7% for Friday.

Project Name: Child Passenger Safety Technician Training
Project Number: M2TR-2024-BI-TR-01/B2CPS-US-2024-BI-CS-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions

Description: The CPS Instructor Program works through a partnership with Safe Kids Worldwide, law enforcement, and firefighters, to fund the training, certification, and maintenance of volunteer personnel in child safety seat checks. Volunteers work in their respective communities to decrease the misuse rate for child restraints and provide child safety restraint education.

Results: The Child Passenger Safety Instructor and Training Program conducted one (1) full certification classes with fifteen (15) students, one (1) Hybrid Course with four (4) students, three (3) Update Courses with twenty-five (25) students, and one (1) Renewal Courses with two (2) students. The HSO ensures a CPS training trailer is transported to the location of in-person classes. Currently, Wyoming has two hundred two (202) certified technicians and fifteen (15) instructors.

405c – Traffic Records

Project Name: Traffic Records Data Improvements
Project Number: M3DA-2024-BI-DA-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- S-3 Wyoming Electronic Crash Reporting System Database Update

Description: This project will ensure consistency and accuracy of data elements of the State's crash reports, by utilizing hired expertise to implement improvements and upgrades to the Crash Records and Safety Data System.

Results: A consultant was selected and an agreement put in place effective September 2024. Unexpected delays were encountered that delayed an earlier start in the grant cycle.

405d – Impaired Driving

Project Name: DCI Toxicology
Project Number: FDMDATR-2024-BI-FD-01
Project Sub Recipient: Office of the Wyoming Attorney General, Division of Criminal Investigation (DCI)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities (FARS, FHWA)
- C-2 Number of Serious Injuries in Traffic Crashes {FARS, FHWA)
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above (FARS)

Description: Division of Criminal Investigation (DCI) shall improve the knowledge base and scientific understanding of their staff by sending toxicology analysts to professional trainings for continued education.

Results: DCI continued to improve service through the expansion of confirmatory drug methods in the toxicology unit. Four toxicologists attended the Society of Forensic Toxicologists (SOFT) conference. The toxicologists attended sessions on a variety of topics including trends in synthetic drugs, pediatric toxicology, measurement uncertainty, laboratory efficiency, oral fluid testing, and many more. One toxicologist attended the International Association for Chemical Testing (IACT) conference with three training workshops. These training events improved the knowledge base and scientific understanding of the toxicology analysts.

DCI staff provided quarterly data and updates to the Wyoming Governor's Council on Impaired Driving (GCID).

Project Name: Enhanced Detection of Novel Psychoactive Substances
Project Number: B5BAC-2024-BI-BA-01
Project Sub Recipient: Wyoming Department of Health

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The Wyoming Department of Health, Chemical Testing Program (CTP) shall establish credible and effective instrument training courses by sending staff members to relevant training and conferences. The CTP will develop an enhanced Novel Psychoactive Substances (NPS) detection method and present training sessions to law enforcement, prosecuting and defense attorneys, and judicial partners.

Results: The CTP has developed the first NPS detection method for the State of Wyoming and is currently undergoing validation. Four staff members attended three professional development courses. Three senior scientists underwent additional internal and external courtroom testimony training increasing the number of courtroom trained personnel.

Many challenges were faced by the CTP including staffing limitations, refrigeration failure, and multiple instrument failures resulting in the loss of critical reagents and six months of productivity. Due to these failures, program resources were dedicated to instrument repair and training sessions on NPS were not developed.

Project Name: Intensive DUI Supervised Probation and Intensive DUI Monitoring
Project Number: FDMDATR-2024-BI-FD-02
Project Sub Recipient: Injury Prevention Resources (IPR)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above
- S-2 Number of Drug Involved Fatal and Serious Injuries

Description: DUI Supervised Probation (DSP) manages persons ordered via local courts that are convicted of DUI charges. DSP core components include two times the daily blood alcohol content testing, transdermal alcohol content monitoring, observance of ignition interlock, random drug & alcohol testing, regular meetings, referrals for services, and assuring court orders are followed.

Results: IPR's Intensive DUI Supervised Probation Program (IDSP) continues to be the gold standard of accountability and supervision of DUI Probationers as evident by the referral of one hundred twenty-five (125) new offenders. Throughout the grant year, IDSP supervised a total of two hundred twenty-two (222) offenders with a successful completion rate of 88.2% and a 5% recidivism rate. IDSP Agents had three thousand six hundred eighty (3,680) official contacts with offenders and spent one hundred seventy-nine (179) hours in court. IPR's Intensive DUI Monitoring Program (IDUIM) managed a caseload of eighty-one (81) offenders with a 90.5% Daily Compliance Rate, a 93.2% Successful Completion Rate, and a 4% recidivism rate.

IPR has increased their responsibility to the courts served by playing a larger role in offenders' probation orders. Due to first-time DUI offenders being placed on unsupervised probation, the need to adapt to the judges' order arose. IPR works diligently to ensure this group of DUI offenders receives education. Each person referred to IPR watches their booking/arrest video in the office and engages in conversation surrounding their DUI arrest. Those placed on unsupervised probation are also ordered to attend the Adult Alcohol Education Program as well as write the 10 year fatality list for Fremont County.

Due to IPR's positive results with convicted DUI offenders, Fremont County Judge Stebnar continues to seek IPR Agents feedback for assistance in determining when offenders should be released from the 24/7 Program, if the offender is on IDP/IDUIM and 24/7 concurrently.

IPR staff members consistently meet with Fremont County Judges to educate them regarding the IDSP/IDUIM programs, roadway safety issues, and to advocate for all first-time, high BAC offenders to be placed within the IDSP/IDUIM programs.

Project Name: Wyoming Highway Patrol (WHP)
Impaired Driving High Visibility Enforcement Overtime
Project Number: M5HVE-2024-BI-HV-01
Project Sub Recipient: Wyoming Highway Patrol

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The WHP shall conduct high visibility overtime enforcement with a focus on impaired driving.

Results: As part of Wyoming's Traffic Safety Enforcement Program, the WHP participated in year-round high visibility enforcement supporting national and local impaired driving campaigns. The WHP staff sent out memo's to all sworn WHP members to ensure the focus of the overtime was dedicated to impaired driving campaigns. To accompany the overtime efforts, press releases were sent to all Wyoming media outlets in support of national and local campaigns.

WHP worked a total of two thousand one hundred forty-six (2,146) grant-funded overtime high visibility enforcement hours to an outcome of:

- Two hundred six (206) DUI arrests
- Two thousand seven hundred sixty-two (2,762) vehicles stopped
- Two thousand one hundred eighty-three (2,183) warnings

The WHP participated in the NHTSA mandatory impaired driving campaigns and DUI Taskforce events throughout the year to include Cheyenne Frontier Days, Jubilee Days, Fremont County DUI Task Forces, and Border Wars. These events can be multi-state and multi-jurisdictional effort.

Project Name: Traffic Safety Resource Prosecutor
Project Number: M5CS-2024-BI-CS-01/B5CS-2024-BI-CS-01
Project Sub Recipient: City of Laramie

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The Traffic Safety Resource Prosecutor (TSRP) Program is designed to address the needs of stakeholders who contend with traffic safety problems in Wyoming. The TSRP provides local law enforcement and prosecutors with a veteran prosecutor, specializing in traffic safety issues with an emphasis in impaired driving, to support their efforts through training, education, legal research, and technical assistance. The goals of the TSRP are to develop strategies and tactics aimed at reducing impaired driving, and to improve the quality of the investigations and prosecutions around the state. The focus of this position is on solving the many problems associated with violation of Wyoming traffic laws.

Results: The TSRP continued to serve as a liaison between various agencies, prosecutors, courts, law enforcement and other traffic safety professionals to aid in the enforcement and prosecution of impaired driving cases. A highlight of these activities are listed below:

- Assisted with Peace Officer Basic DUI Detection and SFST courses
- Assisted the GCID Facilitator and the Wyoming LEL with identification and problem solving of traffic safety concerns
- Assisted the Wyoming Chemical Testing Program with Senior Operator EC/IR II courses and refresher courses for breath testing instruments
- Conducted community presentations on impaired driving issues such as drug tends and hemp derived psychoactive intoxicants
- Participated and presented in various regional and national trainings and conferences to include Impaired Driving Crash Course, the National TSRP Traffic Tuesday webinar series, and the national cross-examination project
- Consulted on a variety of traffic safety issues, including legislative measures

In total, the TSRP conducted fifty-nine (59) trainings educating six hundred fifty-one (651) prosecutors, five hundred seventy-one (571) law enforcement officers, and five hundred nine (509) community attendees. The TSRP also completed two hundred twenty-nine (229) technical assistance inquiries and forty-nine (49) case reviews.

Project Name: Mobile DUI Command Vehicle
Project Number: M5HVE-2024-BI-HV-02
Project Sub Recipient: Cheyenne Police Department

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The Cheyenne Police Department (CPD) will provide support to Law Enforcement Officers that are working to detect DUI drivers on Wyoming roads by providing a convenient, one stop facility to conduct impaired driving exams, arrest paperwork, reporting documents, and search warrant applications. The DUI Command Vehicle will provide a visible deterrent to impaired driving while deployed during a DUI Task Force Events.

The DUI Mobile Command Vehicle will also be utilized by conducting education events that will provide the thought process to have alternatives to drinking and driving, using information made available from the Wyoming Governor's Council on Impaired Driving and other pertinent sources.

Results: The DUI Mobile Command Vehicle was utilized for eighteen (18) DUI Task Force Events and three (3) educational events. Four (4) of the DUI Task Force Events were conducted outside of Laramie County in Albany, Fremont, Sheridan and Sweetwater Counties. The deployments centered around times for which there was a nexus to impaired driving, such as the Wyoming Brewer's Festival, Oktoberfest, and Cheyenne Frontier Days.

Fifteen (15) DUI arrests were processed through the vehicle this year. Arrests were made and documented during deployments but were not able to be processed through the DUI Command Vehicle for reasons such as the arrestee being combative or being involved in a crash. A large majority of deployments occur with the City of Cheyenne, the number of DUI's processed is specifically attributed to officers making traffic stops and arrests.

The DUI Mobile Command Vehicle was deployed forty-one (41) times throughout Wyoming. The deployments included multi-agency task force events for the Sheridan WYO Rodeo, the Sweetwater County Fair, and the Border War (which is a multi-state and multi-jurisdictional operation). These deployments also included the use of the vehicle as an educational piece with Laramie County Safe Kids Day, Neighborhood Night Out, and Cheyenne Super Day with each event having approximately one thousand (1,000) attendees. The DUI Command Vehicle was also include in the Cheyenne Christmas Parade during Thanksgiving weekend.

Project Name: GCID Media
Project Number: M5PEM-2023-BI-PM-01/B5PEM-2024-BI-PM-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of .08 and Above (FARS)

Description: Statewide Coalitions' strategies will affect impaired driving through data driven analysis of the impaired driver, legislation, education for the public, and other evidenced based activities. Impaired driving public education and awareness media campaigns are a tried and true strategy that influences positive behavior change when partnered with high visibility enforcement. The media campaign will focus on impaired driving through multi-media communication outreach utilizing social media, TV, radio, billboards, newspapers, and other print media.

Results: Heinrich Marketing provided design messaging and marketing that worked to modify the behaviours of targeted demographics primarily men ages 21-44 and women ages 21+. The FY24 campaign message "What's riding on it?" was developed based upon the learnings from six (6) state-wide impaired driving community listening sessions.

The impaired driving media campaign delivered fifty-two thousand, six hundred three, four hundred forty-nine (52,603,449) total impressions through video, radio, display, social media and out-of-home marketing. Heinrich opted to design and distribute impaired driving messages via paid media channels during the summer High Visibility Enforcement period of Memorial Day through Labor Day.

Collaboration with the Natrona County Coroner and WYDOT Public Affairs Office brought about a new 30 second DUI PSA. A new partnership was formed with Cheyenne Frontier Days CFD to remind attendees to plan ahead and designate a sober driver before attending rodeos and concerts via CFD/GCID co-branded email blasts with the following results:

- Total Email Recipients: 40,070
- Percentage of Emails Opened: 34%
- Click-through rate: 6.8% (industry average CTR is 1.9%)

Project Name: Advanced Impaired Driving Detection Training & Coordination
Project Number: M5IDC-2024-BI-ID-01
Project Sub Recipient: Laramie County Sheriff's Office

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: An Impaired Driving Coordinator shall lead the efforts for statewide-impaired driving trainings for Standardized Field Sobriety Testing (SFST), Advanced Roadside Impaired Driving Enforcement (ARIDE) and Drug Recognition Expert (DRE) training. Impaired driving education will be offered to judicial officials and traffic safety advocates working to combat impaired driving.

Results: FY24 saw the transition of management of the AIDDT grant (formerly known as the DRE grant) from the Wyoming Highway Patrol to the Laramie County Sheriff's Office. Education and training for law enforcement in DUI detection methods was provided statewide including five ARIDE courses, one SFST Refresher course, one DITEP course, one DRE Instructor Development course, and one DRE School. Four (4) DRE instructor candidates were trained at the instructor development course and seven (7) DRE candidates were trained at the DRE school. These eleven (11) personnel will complete their certifications in early FY25.

Laramie County Sheriff Brian Kozak was the recipient of the Karen Tarney-Bookstaff DRE of the Year Award at the IACP Impaired Driving and Traffic Safety Conference in Washington, DC for his efforts during the past 31 years. A total of five (5) DRE instructors from Wyoming were able to attend the conference and receive continuing education.

The Rocky Mountain Prevention and Traffic Safety Summit was held to provide necessary continuing education for DREs to stay certified. As part of the summit, a field trip to marijuana dispensaries/grows was organized to provide further education on marijuana products one may encounter during DUI/DRE enforcement operations. The training was well received with requests for similar trainings in the future.

As of September 30, 2024 there are forty-two (42) certified Drug Recognition Experts in Wyoming. Regional Coordinators have been designated to cover local DRE program maintenance in the following regions of the state – Cheyenne, Southeast, Southwest, Northwest, Northeast, and Central. In addition, an ARIDE Coordinator has been designated to assist with the planning and administration of ARIDE courses throughout the state.

Project Name: 24/7 Program
Project Number: F24SP-2024-BI-SP-01
Project Sub Recipient: Office of the Wyoming Attorney General

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: Facilitate all aspects of implementing new and current 24/7 Programs statewide as outlined in Wyo. Stat. §7-13-1702 through Wyo. Stat. §7-13-1711.

Results: The Governor's Council on Impaired Driving (GCID) is working to expand the 24/7 Program statewide through education, outreach, and training. The positive impacts continued to be reduced fiscal burden, reduced overall jail population, and the benefit of anyone not having to go to jail. Four (4) counties currently participate in the 24/7 Program and have shown overwhelming success. There were four hundred seventy-four (474) participants enrolled with an average of two hundred forty-four (244) participants monthly with Campbell County averaging the most participants with one hundred twenty-two (122). These counties report sixty-five thousand, one hundred seventy-two (65,172) PBT tests performed with a success rate of 99.90% and a compliance rate of 99.48%. Total Program violations (no show or failure) were three hundred thirty-eight (338).

The Attorney General's Office has worked tirelessly with Laramie County to ensure the necessary agreements are in place to begin implementing the 24/7 Program during FY2025. An opportunity for interested parties to observe the 24/7 Program in established counties is being developed to further increase expansion.

405f - Motorcycle Awareness

Project Name: Motorcycle Awareness Media Campaign
Project Number: M11MA-2024-BI-MA-01
Project Sub Recipient: WYDOT Public Affairs Office (PAO)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-3 Fatalities/VMT
- C-7 Number of Motorcycle Fatalities
- C-8 Number of Unhelmeted Motorcycle Fatalities

Description: The WYDOT Public Affairs Office shall support traditional and modern forms of mass marketing communication with traffic safety messages geared toward motorcyclist awareness. Media creative will go beyond the presentation of factual information to explore the significance of driver action and influence driver behavior. The WYDOT Public Affairs Office shall work collaboratively with traffic safety partners to educate drivers to watch for motorcycles.

Results: PAO served the entire State of Wyoming with motorcyclist awareness safety messages. The PAO created a thorough communications plan, which consisted of radio, social media spots, and WYDOT dynamic message signs focused around "Look twice, Save a Life" and "Share the Road" campaign messages. The bulk of the motorcycle messaging is dedicated during the summer months of May through August 2024. During this time period motorcycles were more likely to be present, with an extra focus on the weeks leading up to and during the Ham 'n Jam and Sturgis Motorcycle Rally. PAO reached 1.14 million people with social media, streaming audio exposure, newspaper and radio ads across the state.

The PAO continued to research new ways of reaching the public to include the consideration of expanding YouTube presence. At present, WYDOT dynamic message signs and social media are the most cost effective ways in distributing valuable messaging.

405h – Preventing Roadside Deaths

Project Name: Preventing Roadside Deaths
Project Number: M12BPE-2024-BI-PR-01
Project Sub Recipient: Highway Safety Behavioral Grants Program

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries in Traffic Crashes
- S-4 Number of Emergency Response Roadside Crashes

Description: The HSO selected a project to educate the public through public information campaigns to reduce roadside deaths and injuries. Unforeseen circumstances delayed the start of this project. A consultant has been selected to implement the project using 402 funds in FY2025.

154 Alcohol Penalty Transfer Funds

Project Name: Statewide Media – Alcohol Impaired Driving
Project Number: 154PM-2024-FA-AL-01
Project Sub Recipient: WYDOT Public Affairs Office

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- C-3 Fatalities/VMT
- C-5 Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 and Above

Description: The WYDOT Public Affairs Office shall support traditional and modern forms of mass marketing communication with traffic safety messages geared toward alcohol impaired driving awareness. Media creative will go beyond the presentation of factual information to explore the significance of driver action and influence driver behavior.

Results: The initial statewide impaired driving message was placed across various social media platforms with over 350,000 impressions and click through rates of 0.19%, double the national average. A Cheyenne Frontier Days digital media campaign produced click through rates of 0.56% with over 187,000 impressions across ten days. The combined summer impaired driving campaigns eclipsed a total of one million impressions with click through rates of 0.47%. Traditional radio and print ads were also used to round out the campaigns.