WYOMING
FY2025
ANNUAL REPORT

Wyoming Department of Transportation

Highway Safety Behavioral Grants Office

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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.

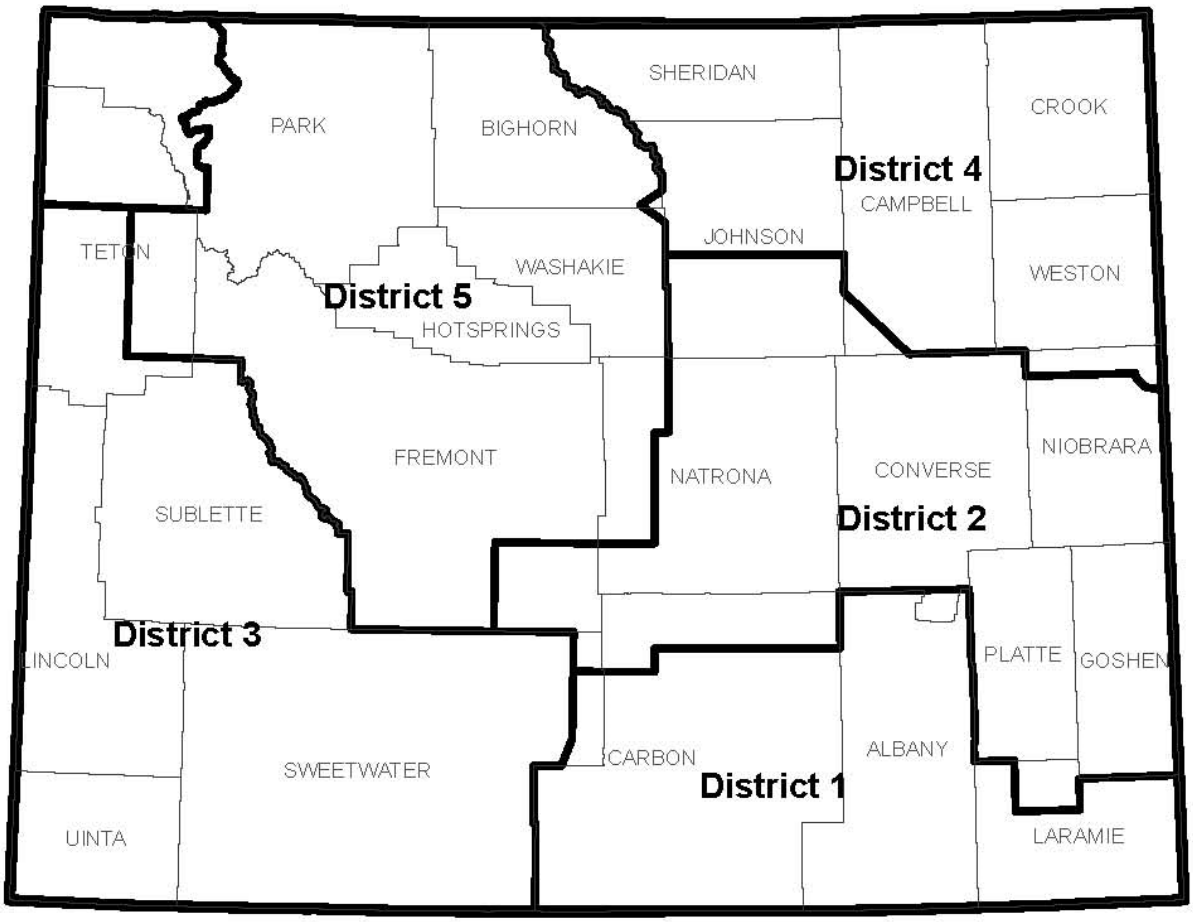
Governor Gordon served as Wyoming State Treasurer from October 2012 until January 2019, when he was sworn in as Governor. During his time in office, he was ranked in the top 100 “most significant and impactful public investor executives”. In addition, under his guidance, Wyoming’s sovereign funds earned 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



2024 Population – 584,057

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

2024 Population per square mile 6.0
2024 Miles of Roads in Wyoming 30,247
2024 Daily Vehicle Miles Traveled (DVMT) – 19,484,172
2024 Licensed Drivers – 484,957
2024 Total Vehicle Registrations – 990,577
2024 Impaired Driving Arrests – 29.18% of all statewide arrests (average BAC .1596)
2024 Observed Seat Belt Use Rate – 80.5%

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 is 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.

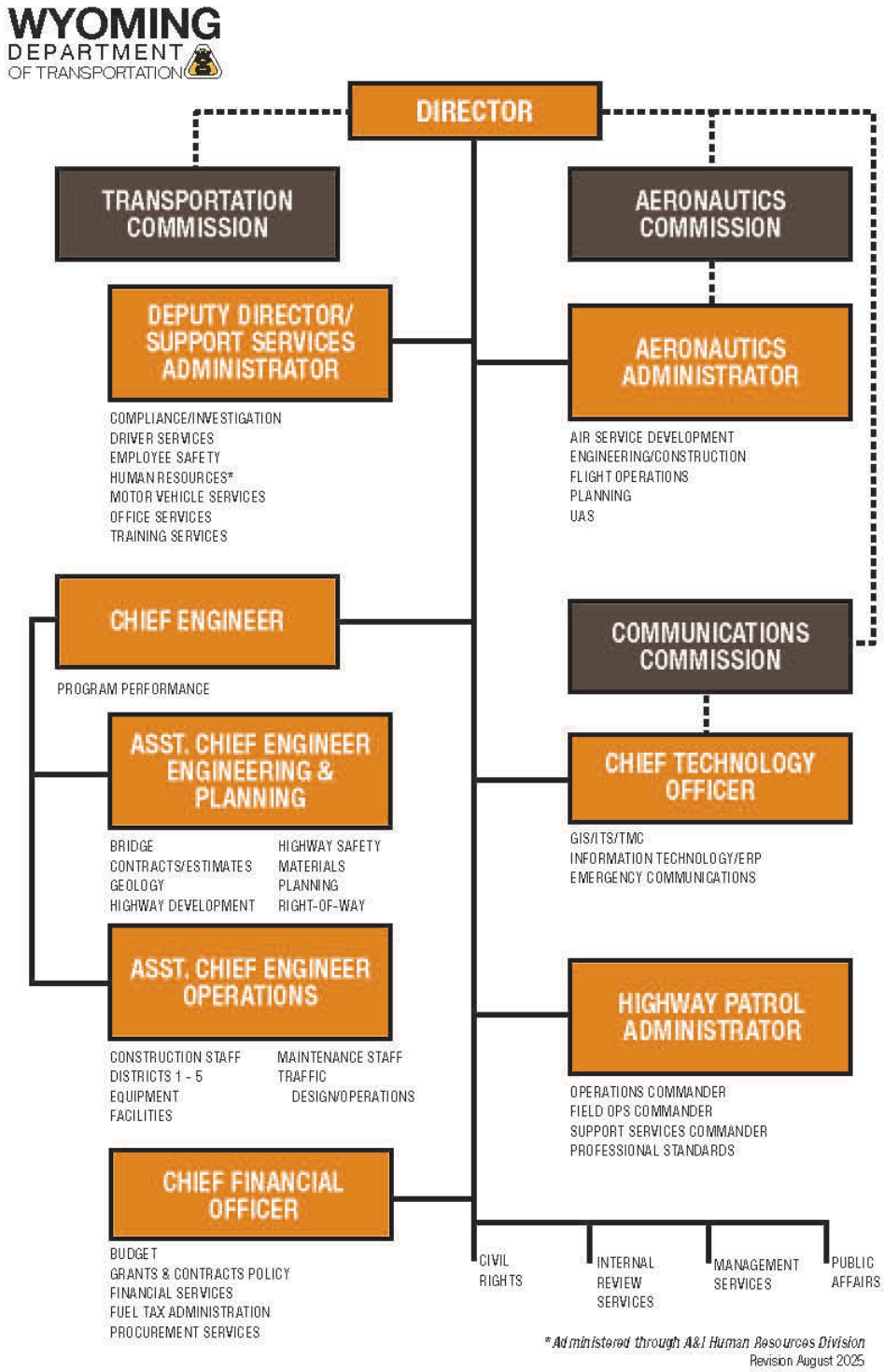
Excellence: Striving for excellence in everything we do, always giving the very best of ourselves. Identifying problems, but focusing on solutions, toward which we are innovative, resourceful, and unrelenting.

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 are the Governor's Representative and the members of the HSO:

Governor's Representative:
Keri Bohlmann, P.E.
Governor's Representative for Highway Safety
State Highway Safety Engineer

Highway Safety Behavioral Grants Program Office Staff:
Karson James
Highway Safety Behavioral Grants Program Manager

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…

Kaitamaria Pounds
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:	Keri Bohlmann, P.E. State Highway Safety Engineer 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 to 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 including 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, 2025 the total number of Impaired Driving Fatalities is twenty-seven (27) compared to the FY2024 total number of seventeen (17), which is an increase from the FY2024 total number of twenty-seven (27). 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 $5,819,589.95 in FY2025 federal grant funds in the areas of:

- 402 State and Community Highway Safety ($3,781,945.86)
- 405b Occupant Protection ($339,671.21)
- 405c Traffic Data ($205,678.69)
- 405d Impaired Driving ($1,418,159.70)
- 405d 24/7 ($39,316.94)
- 405f Motorcycle Safety ($34,817.55)
- 405h Preventing Roadside Deaths ($0.00)

FY2025 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 of this variety in engagement efforts is to provide insight into Wyomingite views, ideas, opinions, comments, facts, and identifying opportunities to connect with the 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 and future projects, location, partnerships, and proactively throughout the year looking for opportunities to improve the Program. Several 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 FY2026 Annual Grant Application:

- WYDOT Involvement with Northern Arapahoe and Eastern Shoshoni Tribes
- Corona Survey
- Listening sessions
- Local Law Enforcement Collaboration
- Wyoming Trade fair
- Letter to Non-profits
- WYDOT Strategic Highway Safety Plan

The HSO leveraged the community feedback and identified issues addressed in FY2025 projects as well as project selection for the FY2026 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 local law enforcement collaborations and expanding reach both focused on DUI enforcement and communication around the topic with the community.

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 promoting the Indian Relay Racing on the reservation and using it to create relevant safety messaging. This event has been an annual tradition for many years on the Wind River Reservation, spanning generations. The WYDOT Tribal Liaison took the opportunity to incorporate it into billboards along Hwy 789 between Riverton and Lander. Images were taken at the event to provide visuals for a sober driving campaign in partnership with both the Northern Arapahoe and Eastern Shoshoni tribes.

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. This in turn helps generate new media assets that appeal to this specific community. This year a new media asset featuring roadway workers from the Native American community encouraging safe driving behaviors received many views and high engagement on social media.

Banners were placed at Wyoming Indian High School leveraging the community's love of sports 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. Additionally, safety messaging was included in sports scheduling booklets featuring different sports teams and all their respective players.

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.

Previously Heinrich Marketing developed several concepts based on the findings of this survey and related listening sessions that were presented to the HSO, the Governor's Council on Impaired Driving (GCID), and Wyoming Seat Belt Coalition media sub-committees. These concepts were utilized again in FY2025 and applied with different media formats such as print, cable TV, and increased radio ads.

The "What's Riding on Your Sober Driving?" concept was applied to increased print ads in local newspapers across the state. This media reaches an older audience of mature drivers who are a part of the HSO's target demographic. Posters with this message were also available for law enforcement agencies at the annual WASCOP event at the GCID table.

Additionally, the "Buckle Up for Life, Wyoming." slogan was used for FY2025 since Wyomingites still perceive not wearing a seat belt as a low-risk and low-consequence behavior. This message is straight forward, encouraging, and easy for people to understand. It was applied in print, billboards, social media and radio. A new video asset was developed using this messaging aimed towards parents/caregivers with an emphasis on child passenger safety for children who are under the age of 13 and should be in appropriate car seats and booster seats.

New video assets were developed in FY2025 incorporating the above messages in a way that appealed to Wyomingites through reiterating the concept "We got a good thing going" referring to the majority of citizens who wear their seatbelts and do not drive while impaired. Since authoritarian messaging from people who are perceived as not from Wyoming does not appeal to Wyomingites and may be ineffective or backfire, this concept took real people from local areas to convey this in short 6, 15, and 30 second videos.

DUI Taskforce Collaboration for Community Events. The HSO made a grant monitoring trip to Lander and Riverton to talk with local police departments, Injury Prevention Resources (IPR), and SafeRide to discuss progress on grants as well as plans for Lander Brewfest, on June 13 and 14, 2025. This event draws people from within and outside the Lander and Riverton area with an estimated 2,000 attendees over the course of two days.

In previous years, SafeRide has promoted their services before the event to help reduce incidents of impaired driving. This year they were able to establish a new partnership with Rustler Radio for a weekly advertising slot, capturing a wider audience and reinforcing their message for the community to "Make the Call". They also relied on tried-and-true methods such as flyers and billboard advertising.

In setting up for the event, IPR had a booth with staff members as well as DUI Taskforce member Pete Abrahms (Law Enforcement Liaison) talking with attendees about the dangers of impaired driving, local crash data and DUI arrests. The location of the booth was right at one of the exits of the event, making it easy for them to recommend the services of SafeRide to anyone who may need them. Upon exiting, SafeRide had a transportation vehicle waiting, making it easy for people to use their services after leaving the event.

Lander and Riverton Police Departments also prepared for the event in communicating with one another about current staffing levels and scheduling adequate coverage for the event.

All agencies the HSO spoke with were passionate about the work they were doing. They all expressed that having a cohesive task force was paramount in keeping communities safe and reducing impaired driving during the event.

The event was a success in reaching more community members than in previous years. IPR reported interacting with 675 attendees, SafeRide provided 306 total rides (a 46% increase from 2024), there were 6 impaired driving arrests between law enforcement agencies, and no impaired driving fatalities.

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.

In FY2025, the Law Enforcement Liaison (LEL) conducted eighty-three (83) site visits with local agencies statewide listening to their engagement opportunities within their community, their internal challenges from staffing to training and partnerships. The LEL works with several taskforces and is working to apply their fundamental principles to establish new county taskforces beginning in FY26. Data-driven approaches to Crime and Traffic Safety (DDACTS) were administered by the LEL as numerous trainings with the Wyoming Highway Patrol. 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.

Reaching Out to Non-Profit Organizations.
The HSO continues to reap the benefits of previous outreach to include development of new partnerships such as Wyoming Pathways, Sheridan Area Search and Rescue (SASR), and Wyoming Food Bank. HSO worked with non-profit entities who had applied but did not receive grant funding from the office. This included the Wyoming Montana Safety Council and SASR where the HSO met with both to discuss opportunities and the application process for grants. These conversations highlighted the work the office does to change driving behaviors in a positive way and how that would apply to these two entities.

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 Training 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. The forty-one (41) 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 ten thousand two hundred forty-three (10,243) hours HVE OT worked. There were fourteen thousand seven hundred thirty-two (14,732) traffic stops conducted during grant time.

In FY2025, state and local high visibility enforcement overtime grants produced one thousand four hundred seventy-eight (1,478) seat belt citations, fifty-one (51) child restraint citations, three hundred three (303) DUI arrests, three thousand three hundred forty-eight (3,348) speeding citations, and two thousand six hundred sixty-two (2,662) other citations. During the mandatory NHTSA campaigns, law enforcement and media support garnered the following results:

May Mobilization (Occupant Protection) 175 seat belt citations, 3 child restraint citations

Holiday Campaign (Impaired Driving) 32 DUI arrests

August Crackdown (Impaired Driving) 53 DUI arrests

Multi-jurisdictional enforcement efforts are expanding throughout which is now comprised of eleven (11) agencies that meet regularly to strategically plan and execute targeted HVE operations.

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 eighty-three (83) agency 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 assisted 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) administers 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 seven (7) ARIDE courses, five (5) SFST

Refresher, and one (1) DRE School. 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 sixteen (16) DUI Task Force Events with forty-five (45) deployments and three (3) educational events statewide. Five (5) 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 providing judges with alternative sentencing option for traffic offenders. In the second full year, the Program conducted six (6) classes with thirty (30) attendees all passing the written exam.

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, multijurisdictional/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 four (4) In-Progress. The HSO is not on course to meet one (1) Core Performance Measure, 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 2025 Wyoming State crash data. The State crash data reported in the following table is approximate through October 31, 2025 with final crash counts not available until mid-2026.

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 25 listed in 3HSP	Data Source/ CY 25 Progress Results	On Track to Meet CY 25 Benchmark: YES/NO/In-Progress
C-1) Total Traffic Fatalities	Five-year	2022-2026	134	State 103	In-Progress
C-2) Serious Injuries in Traffic Crashes	Five-year	2022-2026	481	State 359	Yes
C-3) Fatalities/VMT	Five-year	2022-2026	1.46	State (2024) 1.094	In-Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Five-year	2022-2026	61	State 39	Yes
C-5) Alcohol-Impaired Driving Fatalities	Five-year	2022-2026	48	State 27	Yes
C-6) Speeding-Related Fatalities	Five-year	2022-2026	54	State 43	Yes
C-7) Motorcyclist Fatalities	Five-year	2022-2026	20	State 12	In-Progress
C-8) Unhelmeted Motorcyclist Fatalities	Five-year	2022-2026	12	State 7	In-Progress
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	Five-year	2022-2026	16	State 12	In-Progress
C-10) Pedestrian Fatalities	Five-year	2022-2026	8	State 8	In-Progress
C-11) Bicyclist Fatalities	Five-year	2022-2026	1	State 2	No
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 80.5%	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 42	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 89	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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at one hundred three (103) 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 most effective 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 SafeRide, expanded outreach to the growing Hispanic community, a commitment to developing both traditional and non-traditional partnerships, new data collection tools including reports from StreetVision, 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 proven results in making 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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at three hundred fifty-nine (359) 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 FY2025 Benchmark Value.

Progress Report: This goal is in progress. The FARS 2023 data indicates the fatality rate at 1.51 (FARS 2024 data is not yet available). In 2024, the State data indicates the fatality rate was 1.094. FY2025 data will not be available until mid-year 2026.

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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at thirty-nine (39) unrestrained fatalities.

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

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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at twenty-seven (27) alcohol impaired driving fatalities.

State and local law enforcement agencies participate in high visibility overtime grants in both NHTSA mandatory impaired driving enforcement campaigns and local events which resulted in six hundred fifty-two (652) DUI arrests in FY2025. 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 through social media, provide high visibility enforcement which serves as a deterrent to impaired driving, and offers support for agencies that are short staffed.

The 24/7 Program is currently active in Campbell, Fremont, Sheridan, Albany, Laramie, Weston and Teton counties with plans by the Governor's Council on Impaired Driving working to continue expanding into additional counties

DRE/ARIDE training and recertification, as well as SFST refresher 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 burden of cost and time away from respective agencies.

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 at DRE and ARIDE classes. 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 FY2025 Benchmark Value.

> **Progress Report:** Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at forty-three (43) speed related fatalities.
>
> Speed is a commonly used trigger offense to enforce Wyoming's secondary seat belt law. In FY2025, law enforcement garnered three thousand three hundred forty-eight (3,348) 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. New data collection tools including reports from StreetVision on excessive speeding can help law enforcement agencies assess areas of greatest risk to maximize high visibility enforcement, a proven countermeasure strategy that will continue.

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

Maintain Wyoming's motorcyclist fatalities of (20) twenty as the 3HSP FY2025 Benchmark Value.

> **Progress Report:** This goal is in progress. As of October 31, 2025, Wyoming is at twelve (12) 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 FY2025 Benchmark Value.

> **Progress Report:** This goal is in progress. As of October 31, 2025, Wyoming is at seven (7) 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 motorcycle focused 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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at twelve (12) 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 Driving (SADD)to continue to reach young 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.

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

Maintain pedestrian fatalities of eight (8) as the 3HSP FY2025 Benchmark Value.

Progress Report: Wyoming is in progress to meet this goal. As of October 31, 2025, Wyoming is at eight (8) 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 focused on a vulnerable roadway user campaign to educate pedestrians and bicyclists on how to be seen in rural communities. Cheyenne Regional Medical Center continued their partnership efforts with Safe Routes to School, and a new project with Wyoming Pathways that aimed to raise awareness of state statutes, responsibilities of all travelers, including both motorists and pedestrians.

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

Maintain bicyclist fatalities of one (1) as the 3HSP FY2025 Benchmark Value.

Progress Report: Wyoming is not on course to meet this goal. As of October 31, 2025, Wyoming has had two (2) bicycle fatalities.

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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, 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 other educational organizations to implement new ideas and strategies to combat distracted driving behaviors. 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. New software from a pilot program called StreetVision provided aggregate data on cellphone movement, tapping, and usage, which was then put into reports for law enforcement agencies and other entities to assist in meeting this goal.

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 FY2025 Benchmark Value.

Progress Report: Wyoming is on course to meet this goal. As of October 31, 2025, Wyoming is at forty-two (42) 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 now include multi-jurisdictional DUI task forces, community education, media campaigns, Governor's Council on Impaired Driving Coalition impaired driving, relevant 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 FY2025 Benchmark Value.

Progress Report: Wyoming is not on course to meet this goal. As of October 31, 2025, Wyoming is at eighty-nine (89)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, 2025

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 FY2025 was one thousand five hundred twenty-nine (1,529) of which one thousand four hundred seventy-eight (1,478) were seat belt and fifty-one (51) were child restraints.

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

Results: The number of DUI arrests made during the FY2025 grant-funded overtime enforcement activities was six hundred fifty-two (652).

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

Results: The number of speed citations issued during FY2025 was three thousand three hundred forty-eight (3,348).

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 FY2025 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 2025. 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 2025. The overall observed seat belt use for 2025 was 80.5 percent. This is a 7.1 percent increase from 2024.

Same countermeasure strategies as noted above for C-4 Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS).

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-2025-BI-PA-01
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 .08 and Above

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, subrecipient monitorings, etc.

Project Name: GCID Facilitator
Project Number: AL-2025-BI-AL-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 .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:

- Three (3) new 24/7 programs were launched in FY2025, for a total of seven (7)
- Assisted with the continued work of the Fremont County DUI task force
- Completed the NHTSA's Drug-Impaired Driving Assessment
- Collaboration with the Wyoming Law Enforcement Liaison in assisting the Wyoming Highway Patrol in continuing DDACTS for enforcement statewide.
- 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 and a new judicial liaison, law enforcement, treatment courts, etc.

Project Name: Roadway Safety Education & Virtual Roadway Safety Sessions
Project Number: CP-2025-BI-CP-01/CP-2025-SB-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-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: 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, Lincoln, 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 sixty-three (63) traffic safety education events in Carbon, Fremont, Natrona, Lincoln, 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:

- Eighteen (18) 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 nine thousand five hundred (9,500) attended events

- Forty-five (45) 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.

This year, thanks to consistent staffing and community engagement, IPR was able to present an increased number of events this year including the Virtual Roadway Safety Sessions (VRSS) with Central Wyoming Community College (CWC). IPR partnered with the CWC film department to create three out of the four VRSS videos that ran as paid media throughout five counties. This partnership featured students, teachers and community members to spread the message for safer behavior on Wyoming roads.

IPR collaborated with numerous schools, 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 9,487,075 Impressions and 60,379 Clicks/Engagements. Facebook Earned Media totaled 954,497 Impressions. Earned media through IPR's website totaled 78,524 Impressions and 43,430 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-2025-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-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
- S-2 Number of Drug Involved Fatal and Serious Injuries

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 six (6) traffic safety classes with a total of thirty (30) 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 frequently updated with local data to keep the classes relatable and relevant to attendees. 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 a written exam at the end of the course. 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-2025-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-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 gauge the understanding and knowledge gained by course participants.

Results: Sixty-six (66) classroom presentations and sixteen (16) driver education programs presentations were conducted throughout Wyoming. Two-thousand five hundred forty-one (2,541) 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. Additionally they distributed 70 bicycle helmets at the Safe Kids Day event.

The Wyoming Chapter of Think First was also the recipient of an award. Jeff Grant's work with the Think First program resulted in him being nominated for and winning chapter of the year. 2025 marks the second year that this chapter has been active, highlighting the fact that Jeff's work has been so remarkable in reaching young drivers and educating them on safe driving behaviors. He has exceeded his goals year over year with how many students he has reached, with more than a 20% increase from 2024.

Measurement of effectiveness of these presentations is measured in a pre and post presentation survey. A few of the survey answers demonstrating the knowledge gained from presentations are highlighted below:

- What is the distance you travel for each test message you send if you are driving 55mph?
  - Pre-test: 26.1% answered correctly
  - Post-test:74.2% answered correctly
- What is the Average time it takes to send a text message? (Correct Answer: 4.6 seconds)
  - Pre-test: 26.3% answered correctly
  - Post-test: 96.5% answered correctly

Project Name: Child Passenger Safety Education
Project Number: CR-2025-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-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-10 Number of Pedestrian Fatalities
- C-11 Number of Bicycle 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 thirty-four (234) 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 seventy-eight (178) 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 five (5) new technicians to Wyoming. Contacts were made for future classes with excitement for a potential instructor class.

The Sub-recipient hosted eight (8) events focused on child passenger safety and SRTS in Cheyenne, Pine Bluffs, and Torrington. They continue to look for new and innovative ways to bring information about SRTS to the community and partnered with Cheyenne MPO in FY2025.

Project Name: Local Law Enforcement Occupant Protection
High Visibility Enforcement Overtime
Project Number: OP-2025-BI-OP-02
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-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-6 Number of Speeding Related Fatalities

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 part of Wyoming's Traffic Safety Enforcement Program, local law enforcement agencies conducted high visibility overtime enforcement with a primary focus on occupant protection. In FY20 25, there were four thousand six hundred eleven (4,611) grant-funded overtime hours resulting in:

- One thousand three hundred fifty-eight (1,358) seat belt citations
- One hundred seventy-seventy (177) seat belt warnings
- Thirty-five (35) child restraint citations
- Fifteen (15) child restraint warning.
- One thousand nine hundred fifteen (1,915) speed citations.
- Three thousand nine (3,009) speed warnings
- Twenty-six (26) driving under the influence arrests.
- One-thousand three hundred ninety-one (1,391) Other arrests/citations

In total, forty (40) agencies applied for the HSO grant this year and completed agreements. Eight (8) agencies did not participate in the mandatory May Mobilization "Click It or Ticket" Campaign conducted May 19, 2025, to June 1, 2025. This campaign resulted in:

- One hundred seventy-five (175) seat belt citations and forty-eight (48) warnings
- Three (3) child restraint citations and two (2) warnings

Staffing for the overtime grants across the state remains a challenge and is the main reason for lack of participation. Another challenge is that officers 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.

Radars were purchased to support the high visibility enforcement project. Radar's assisted law enforcement for the initial traffic stop to educate the public and enforce seat belt usage. The following agencies purchased eleven (11) radars collectively: Albany County Sheriff two (2), Casper Police Department four (4), Lander PD three (3), and Lincoln County Sheriff two (2).

Project Name: Wyoming Seat Belt Coalition (WYSBC) Facilitator
Project Number: OP-2025-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-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:

- Coordinated a partnership with the Wyoming Department of Family Services to have bilingual child passenger safety messaging distributed in all Department of Family Services locations
- Two hundred two (202)total social media posts resulting in one hundred ninety two thousand nine hundred twenty-three (192,923) social media post impressions of the WYSBC Facebook page.
- Enhanced the partnership with Cheyenne Frontier Days to have media messaging present for ten (10) days on-site as well as a new video feature promoting seatbelt use that played at the rodeos
- Managed an OOH digital media campaign reminding residents of the importance of buckling up resulting in:
    - Total Impressions: 9,412,924

Media team negotiated a placement on Disney+ for a new :15 Child Passenger Safety video allowing greater reach to households in Wyoming

Project Name: Preventing Roadside Deaths
Project Number: RS-2025-BI-RS-04
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. A consultant was selected to provide Traffic Incident Management (TIM) trainings.

Results: Parson's Consulting was selected to provide TIM trainings in FY2025. Six (classes were held across the state in different locations including Afton, Cheyenne, and Green River. They worked closely with the LEL to help with communication and collaboration among incident responders who attended the training. Parsons also worked to create collation meetings, held after three of the training sessions. They focused on bringing together different agencies, incident responders and emergency medical responders to network, create better lines of communication, and understand the resources available for roadway incidents.

Project Name: Paid Media
Project Number: PM-2025-BI-PM-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 over two million (2,000,000) views with all digital advertising, receiving predominately positive engagement from the public.

While digital media is the leading platform, more traditional media is still important throughout the state to communicate safety messaging. The PAO placed over four thousand (4,000) TV ads, twenty-two thousand (22,000) radio ads, three hundred fifteen (315) print ads, and over one hundred (100) banner ads during the grant year.

Project Name: Native American Outreach
Project Number: PM-2025-BI-PM-02
Project Sub Recipient: WYDOT District 5

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 .08 and Above
- C-9 Number of Drivers Age Twenty (20) or Younger Involved in Fatal Crashes

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 drive sober. 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 must be changed through educating the public with PSA's utilizing videos, billboards, and social media.

Partnerships have been maintained with National Transportation Safety Board, In One Instant, and the Wind River Transportation Authority. These new partnerships have enhanced existing work 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. Thanks to these efforts, seatbelt use has increased to over 90% in Fremont County.

New advertising opportunities this year included working with the Wind River Reservation to create media that was related to the tribal horse racing events. In their work with Heinrich Marketing, they also created a video featuring workers on the Wind River Indian Reservation that received great feedback on social media.

Project Name: **Bicycle and Pedestrian Safety Education**
Project Number: **PS-2025-BI-PS-01**
Project Sub Recipient: **Wyoming Pathways**

Performance Measures Addressed:

- C-10 Number of Pedestrian Fatalities (FARS)
- C-11 Number of Bicycle Fatalities (FARS)
- S-1 Number of Non-Motorized Fatal & Serious Injuries (State)

Description: Wyoming Pathways provides pedestrian and bicycle training presentations to communities across Wyoming, gathering data on the effectiveness of the education through post-presentation surveys. Results are given to WYDOT to analyze.

Results: Three (3) presentations took place across Wyoming in Casper, Cheyenne, and Lander with surveys available to attendees up to 15 days after the training presentation. Topics covered included safety information, accessibility and local laws regarding cyclists, pedestrians, and areas of high traffic. In total, over eighty (80) members of the communities where the trainings were held. Partners such as the city of Lander, Cheyenne Regional Medical Center, and Natrona County were involved in the presentations to provide additional presentations and discuss pedestrian and cyclist safety.

Project name: Law Enforcement Liaison (LEL)
Project Number: PT-2025-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-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 eighty-three (83) official visits to seventy-three (73) active local law enforcement agencies in Wyoming. In addition, the LEL attended sixty-six (66) meetings and events. The LEL expanded agency outreach promoting traffic safety to agencies through monthly fatality reports, agency crash reports, traffic safety media,

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. The LEL drafted twenty-two (22) media releases to support the efforts of the Fremont County DUI task force. These efforts in FY2025 and previous years have led to a decrease of 70% in fatal crashes and a 75% reduction in impaired fatal crashes compared to a three year average.

Data Driven Approaches to Crime and Traffic Safety (DDACTS) and Traffic Incident Management (TIM) continue to be a priority, with a total of thirteen (13) training sessions and a total of two hundred and ninety-four (294) students completing the courses. In collaboration with IADLEST and the Wyoming Highway Patrol, DDACTS training was brought to patrol headquarters during FY2025 with a total of sixty-three (63) troopers of all ranks in attendance. Adoption and implementation on a monthly schedule of reviewing crashes and crimes in all patrol districts and divisions was a direct result of this training.

Project Name: WHP Safety Education
Project Number: RS-2025-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-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
- S-2 Number of Drug Involved Fatal and Serious Injuries

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.

Over sixteen hundred hours (1,600) were dedicated to 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 on traffic safety by sharing their experience working on Wyoming roadways and the real effects of crashes.

The various traffic safety events included the Kids Safety Roundup, National Night Out Event, Junior ROTC Programs, Car Seat Inspection Events, Fairs, and other local events. The WHP continues to use the seat belt convincer, roll over machines, driving simulators, crash cars and other tools are utilized to engage the public. They were also able to obtain a new seatbelt convincer machine to enhance safety demonstrations.

Project Name: Comprehensive Traffic Safety
Project Number: RS-2025-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:

- Travel

Project Name: Fremont County SafeRide
Project Number: AL-2025-BI-AL-01
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-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: 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 two thousand nine hundred eighty-seven (2,987) riders, an increase of almost 1,000% from FY24.

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. Presence at the 2025 Lander Brewfest resulted in the largest weekend ridership since the program's inception, with three hundred six (306) riders transported over a 19 hour period. Survey data collected from riders demonstrated high satisfaction and highlighted the riders using it for safe late-night transportation.

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 outreach to community members.

Project Name: Wyoming Highway Patrol (WHP) Task Force Support
Project Number: PT-2025-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-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
- S-2 Number of Drug Involved Fatal and Serious Injuries

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 University of Wyoming and Colorado State University Border War football game (one additional trooper deployed), the Sheridan WYO Rodeo (two additional troopers deployed), Laramie Jubilee Days (two additional troopers deployed), Cheyenne Frontier Days (five additional troopers deployed), and the annual Sturgis Ham-n-Jam motorcycle rally (three additional troopers deployed).

Project Name: Local Speed High Visibility Enforcement (HVE) Overtime
Project number: SE-2025-BI-ES-01
Project Subrecipient: Town of Evansville Town Hall

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities (Fatality Analysis Reporting System [FARS]).
- C-2 Number of Serious Injuries in Traffic Crashes (FARS).
- C-6 Number of Speeding Related Fatalities (FARS).

Description: To ensure that law enforcement is in a marked patrol vehicle and placed appropriately at locations and times most commonly associated with speeding in the town of Evansville.

Results: Over the course of the grant period, officers were able to increase police presence in Evansville. The enforcement time related to this grant resulted in 70 speed warnings and 5 speeding citations issued across the town. Per Sgt. Nelson of Evansville Police Department, a top success was “reduced speeding infractions”, with 52 warnings issued in the spring and 18 issued in the fall.

Project Name: Peer to Peer Prevention WY
Project Number: TSP-2025-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-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- 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 total of six (6) assemblies focusing on distracted driving and featuring the Hang Up & Drive Program were presented to Powell, Hot Springs County, Glenrock, and Burlington High Schools as well as Arvada-Clearmont Jr-Sr High School and Riverside Middle High School, reaching over eight hundred seventy (870) students. After each presentation students were given the opportunity to ask questions and share their personal stories.

SADD was able to reach three thousand six hundred forty-three (3,643) individuals through a combination of efforts during the grant cycle. Thirty-four (34) in person training sessions and eight (8) virtual trainings occurred with a focus on school-wide assemblies, classroom presentations, and scheduled events outside of school hours were the primary activities.

Project Name: Traffic Records Project Manager
Project Number: TR-2025-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 related 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 FY2025, the Traffic Records Project Manager (TRPM) prepared for the launch of the Wyoming Automated Crash Reporting System in collaboration with Tyler Tech, the consultant selected for the project. A list of useful queries were provided to WYDOT staff to run on data in the system. Work and updates were completed on the safety portal to insure that the inventory of intersections, roadway names, and mile markers were accurate and would meet the needs of users. The TRPM also worked on preparing the safety portal to adapt and pair correctly with the new crash reporting system. The TPRM has helped with keeping WYDOT staff in touch with Tyler Tech as they are planning to fully launch the system in early 2026.

Project Name: Local Law Enforcement Impaired Driving High Visibility Enforcement Overtime
Project Number: AL-2025-BI-AL-01/AL-2025-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. Agencies were provided with 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 five thousand six hundred thirty-two (5,632) grant-funded overtime hours resulting in:

- Two hundred twenty-nine (229) DUI arrests
- Mandatory events: Holiday Campaign – thirty-one (31) DUI's and the National Campaign – fifty-three (53) DUIs
- Six hundred fifty-five (655) speed citations
- One thousand two hundred seventy-one (1,271) Other arrests/citations
- Five thousand five hundred twenty-eight (5,528) warnings issued ranging from seat belt, speed, distracted driving, moving violations, to other motor vehicle violations.

There were forty (40) agencies that participated in grant funded high visibility enforcement overtime. One (1) agency did not participate in the mandatory Holiday Campaign that was conducted between December 13, 2024 and January 1, 2025 and seven (7) agencies did not participate in the mandatory National Campaign conducted between August 13, 2025 and September 1, 2025. 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 three (3) agencies across the state. Fremont County conducted twenty-one (21) DUI Task Force events in which they garnered twelve (12) DUI arrests resulting in zero (0) fatalities and only one (1) crash.

405b – Occupant Protection

Project Name: WHP Occupant Protection High Visibility Enforcement Overtime
Project Number: M2HVE-2025-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-4 Number of Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions
- C-6 Number of Speeding Related Fatalities

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 19, 2025 to June 1, 2025. To accompany the overtime efforts, press releases were sent to all Wyoming media outlets supporting national and local campaigns such as Super Bowl enforcement and Operation Spring Break. During the one thousand eighty-eight (1,088) grant-funded overtime hours the WHP wrote:

- One hundred fifty-four (154) seatbelt citations
- Thirty (30) child restraint citations
- Seven hundred seventy-eight (778) speed citations
- One thousand five hundred eighty-four (1,584) warnings

Project Name: Wyoming Seat Belt Survey
Project Number: M2OP-2025-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-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 2025 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. The survey observation period began on June 2, 2025 and concluded on June 8, 2025. There were observations for seventeen thousand four hundred eighty (17,480) drivers and five thousand five hundred thirty-six (5,536) passengers, totaling twenty-three thousand sixteen (23,016) vehicle occupants. Compared to the 2024 observations, this is an increase of over fourteen hundred (1,400) vehicle occupants.

Wyoming's 2025 Observed Seat Belt Usage rate was calculated at 80.5%, which is a 7.1% increase from the previous year. Notable findings include:

- Ten (10) counties have seat belt use rates above the statewide average, with five (5) exceeding 90% use. Goshen (70.1%), Campbell (72.1%), Uinta (64.4%), and Niobrara (71.9%) counties had the lowest observed use of seat belts, continuing to keep the state average below the national average.

- FY24 numbers with a decline in seat belt usage with the FY2025 rebound, indicate that the decline was an anomaly, partially influenced by extensive roadway construction.

- Occupants observed on Friday and Saturday had the highest seat belt usage rate at 84.6 and 83.6 % respectively. In contrast, occupants observed on Thursday and Sunday had the lowest seat belt usage rates at 76.7% and 78.5% respectively.

Project Name: Child Passenger Safety Technician Training
Project Number: B2CPS_US-2025-BI-CS-01/B2CPS_US-SB-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
- C-6 Number of Speeding Related Fatalities

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 two (2) full certification classes with nineteen (19) students, two (2) Hybrid Courses with fourteen (14) students, four (4) Update Courses with thirty-eight (38) 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 one hundred eighty-eight (188) certified technicians and fourteen (14) instructors.

405c – Traffic Records

Project Name: Traffic Records Data Improvements
Project Number: M3DA-2025-BI-DA-01/M3DA-2025-SB-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: The selected consultant, Tyler Tech, has been working diligently on improvements to the crash reporting system. Their best estimation is that the improvements and the updated system will be live in early 2026.

405d – Impaired Driving

Project Name: DCI Toxicology
Project Number: FDMDATR-2025-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)
- S-2 Number of Drug Involved Fatal and Serious Injuries

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. Two 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 Borkenstein Institute for Alcohol Analysis.

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

Project Name: Intensive DUI Supervised Probation and Intensive DUI Monitoring
Project Number: AL-2025-BI-AL-05
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-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 fifty-five (55) new offenders. Throughout the grant year, IDSP supervised a total of two hundred twenty-seven (227) offenders with a successful completion rate of 97.1%. IDSP Agents had three thousand three hundred thirteen (3,313) official contacts with offenders. Across all programs, IPR served a total of five hundred twenty-one (521) DUI offenders and people impacted by impaired driving.

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 appropriate education and impactful interactions with their staff. 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.

During this grant period, the Wind River Indian Reservation Tribal Court and Northern Arapahoe Department of Family services utilized the IDUIM program. This collaboration has led to IPR staff meeting regularly with treatment providers on the Wind River Indian Reservation to discuss progress for offenders and increase accountability.

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

Project Name: Wyoming Highway Patrol (WHP)
Impaired Driving High Visibility Enforcement Overtime
Project Number: M5HVE-2025-BI-HV-01/M5HVE-2025-SB-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-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 memos 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 twenty-one (221) DUI arrests
- Two thousand three hundred eighty (2,380) vehicles stopped
- One thousand seven hundred fourteen (1,714) 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: TC-2025-BI-TC-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-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 (State)

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 on impaired driving, to support their efforts through training, education, legal research, and any necessary 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 helping to solve some 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-eight (58) trainings educating two hundred seventy (270) prosecutors, seven hundred twenty-eight (728) law enforcement officers, and two hundred ninety-three (293) community attendees. The TSRP also completed one hundred ninety-two (192) technical assistance inquiries.

Project Name: Mobile DUI Command Vehicle
Project Number: M5HVE-2025-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-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: 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 twelve (12) DUI Task Force 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.

Ten (10) DUI arrests were processed through the vehicle this year, a slight decline from the previous year. Arrests were made and documented during deployments but were not processed through the DUI Command Vehicle for reasons such as people injured in a DUI crash and needing medical attention or being uncooperative and not a safe candidate for the DUI Command Vehicle. 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-five (45) times throughout Wyoming. The deployments included multi-agency task force events for the Sheridan WYO Rodeo, the Sweetwater County Fair, both of which yielded multiple processed arrests, and the Border War (which is a multi-state and multi-jurisdictional operation). A new partnership with the Freemont County DUI task force provided an opportunity for deployment and will hopefully continue.

Project Name: GCID Media
Project Number: B5PEM-2025-BI-PM-01
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 .08 and Above (FARS)

Description: Statewide Coalitions' strategies will impact impaired driving through data driven analysis of impaired drivers, any applicable legislation, education for the public, and other evidenced based activities. Impaired driving public education and awareness media campaigns are a consistently strong 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 services for messaging and marketing that was used for co-branding with multiple agencies including Wyoming Highway Patrol, Albany County Sheriff's Office, and the GCID social media pages. Many of the successful campaigns this year focused on events such as the Border War football game, Halloween, Super Bowl Sunday, and the holidays. These campaigns aimed to reach a target audience of those 21+ with a focus on men in the 31-45 age range.

In total the impaired driving media campaign had a total of fifteen million three hundred forty-six thousand six hundred one (15,346,601) impressions through video, radio, display, social media and out-of-home marketing. This is down from last year due to technical issues with social media platforms that hindered reach.

Great effort was made to collaborate with new entities including Laramie Jubilee Days, Lander Brewfest, the Buffalo Bulletin, and the Torrington police department. This yielded banners, print ads, and social media posts that encouraged designating a sober driver at events.

Project Name: Advanced Impaired Driving Detection Training & Coordination
Project Number: M5IDC-2025-BI-ID-01
Project Sub Recipient: Laramie County Sheriff's Office

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: 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: In FY2025 the Laramie County Sheriff's Office had Lt. Evan Storch as the state's DRE coordinator. Education and training for law enforcement in DUI detection methods was provided statewide including seven (7) ARIDE courses (104 participants), five (5) SFST Refresher courses, and one (1) DRE School that resulted in the certification of seven (7) DREs in Wyoming. No DITEP courses were held in FY2025

A total of seven (7) Wyoming DREs and DRE Instructors were able to travel to Chicago for the IACP Impaired Driving and Traffic Safety Conference in August. This allowed them to remain up to date on emerging traffic safety issues. Several of the attendees also lead a presentation at the conference, highlighting proactive leadership and public education around traffic enforcement in Wyoming.

As of September 30, 2024 there are forty-eight (48) certified Drug Recognition Experts in Wyoming. Six 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. With increases in DRE enforcement evaluations, (115 in 2024, 166 as of September 30, 2025) the program is on pace to continue with trainings and certifications of more DREs across the state.

Project Name: 24/7 Program
Project Number: F24SP-2025-BI-SP-01/F24SP-2025-SB-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. Seven (7) counties now participate in the 24/7 Program and have shown much success. The three newest counties participating are Albany, Laramie, and Weston counties. There were five hundred thirty-four (534) participants enrolled with an increased average of two hundred seventy-four (274) participants monthly with Campbell County averaging the most participants with one hundred forty-five (145). These counties report sixty-seven thousand, two hundred seventy-four (67,274) PBT tests performed with a success rate of 99.86% and a compliance rate of 99.4%. Total Program violations (no show or failure) increased from last year to three hundred ninety-one (391).

405f - Motorcycle Awareness

Project Name: Motorcycle Awareness Media Campaign
Project Number: M11MA-2025-BI-MA-01/M11MA-2025-SB-MA-01
Project Sub Recipient: WYDOT Public Affairs Office (PAO)

Performance Measures Addressed:

- C-1 Number of Traffic Fatalities
- 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 highlighted during the summer months of May through August 2024. During this time motorcycles were more likely to be on roads, with an extra focus on the weeks leading up to and during the Ham ‘n Jam and Sturgis Motorcycle Rally. The PAO increased print and radio ads significantly during this period as well. PAO reached 1.2 million people with social media, streaming audio exposure, newspaper and radio ads across the state. While social media is the leading platform, traditional media such as newspaper and radio still engages Wyoming citizens.

The PAO highlighted its commitment to partnering with local entities to engage local communities to highlight safe driving campaigns for those living in Wyoming as well as visiting motorcyclists.