

ANNUAL REPORT 2020

Wyoming Department of Transportation

Highway Safety Behavioral Grants Office



Table of Contents

Introduction	1
Wyoming Department of Transportation	3
Agency Overview	3
WYDOT Purpose, Vision, Mission, Values and Goals	4
Organization Chart	5
Highway Safety Program	5
Wyoming Legislative Update	7
Executive Summary	8
FY2020 Program Highlights	9
Traffic Safety Enforcement Program.	12
Future Plans	13
Core and State Performance Measures	14
FY2020 Activity, Behavior & Core Performance Measures	19
402 Planning & Administration	21
402 Child Restraint	22
402 Community Traffic Safety Project	23
402 Occupant Protection	27
402 Paid Advertising	30
402 Police Traffic Services	32
402 Roadway Safety	36
402 Teen Safety Program	38
405b Low HVE	40
405c Data Program	42
405d Mid Court Support	47
405d Mid Paid/Earned Media	48
405d Mid Training	49
405d Mid 24/7 Sobriety Program	51
405f Motorcyclist Awareness	52
154 Paid Media (Penalty Transfer Funds)	53
154 Alcohol (Penalty Transfer Funds)	54



Introduction



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

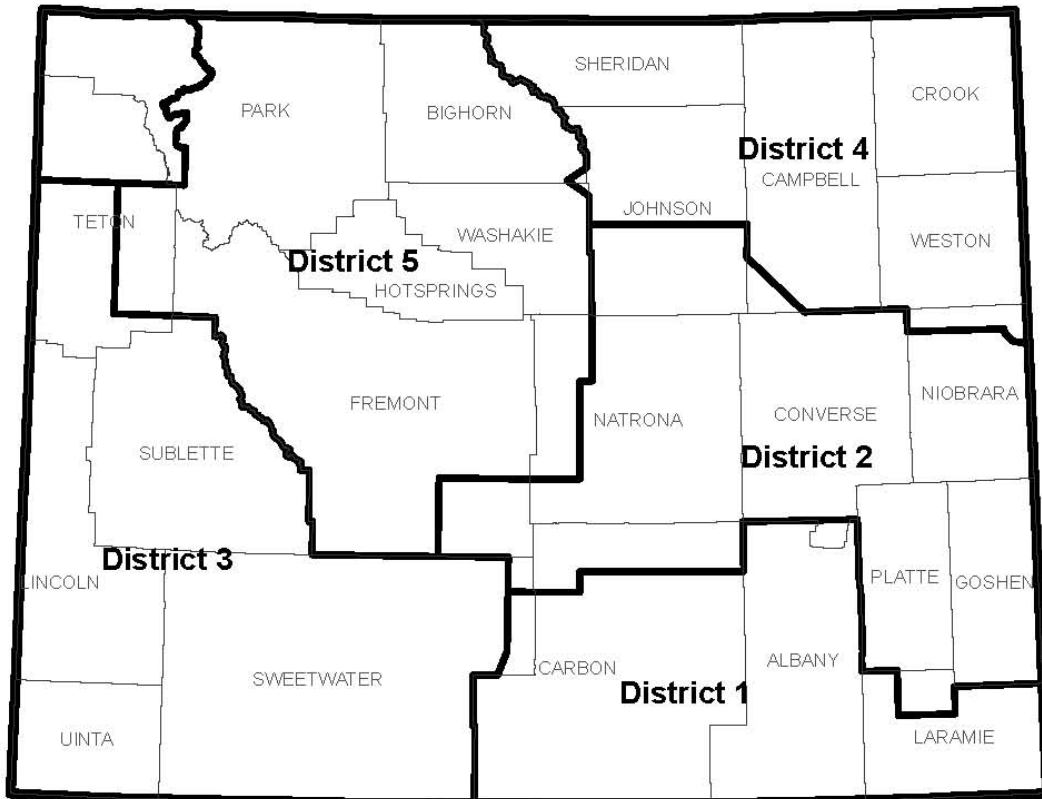
Growing up on the family ranch in Johnson County, Governor Gordon learned the values of hard work and integrity and the importance of working together. As Governor, he brings those values to the table in pursuing his commitment that Wyoming continues to be a place where its citizens can pursue their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

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

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

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

Wyoming at a Quick Glance



2019 Population – 578,759

- Persons under 5 years – 6%
- Persons under 18 years – 23.1%
- Persons 65 years and Over – 17.1%

2019 Square miles - 97,088.7

2019 Population per square mile 5.8

2019 Vehicle Miles Traveled per Capita – 18,065 (National Average 8,405)

2019 Annual Vehicle Miles of Travel – 10,436,850,556

2019 Licensed Drivers – 441,089

2019 Total Vehicle Registrations – 954,063

2019 Median Income: \$65,003

2019 Impaired Driving Arrests – 27.78% of all statewide arrests-(average BAC .1564)

2020 Observed Seat Belt Use Rate – 82.5%

Wyoming Department of Transportation Agency Overview

The Wyoming Department of Transportation (WYDOT) is one of the largest state agencies with approximately 1,900 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 "Four E's" - engineering, education, enforcement, and emergency medical services (EMS) - along with the promotion of various training programs.

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.

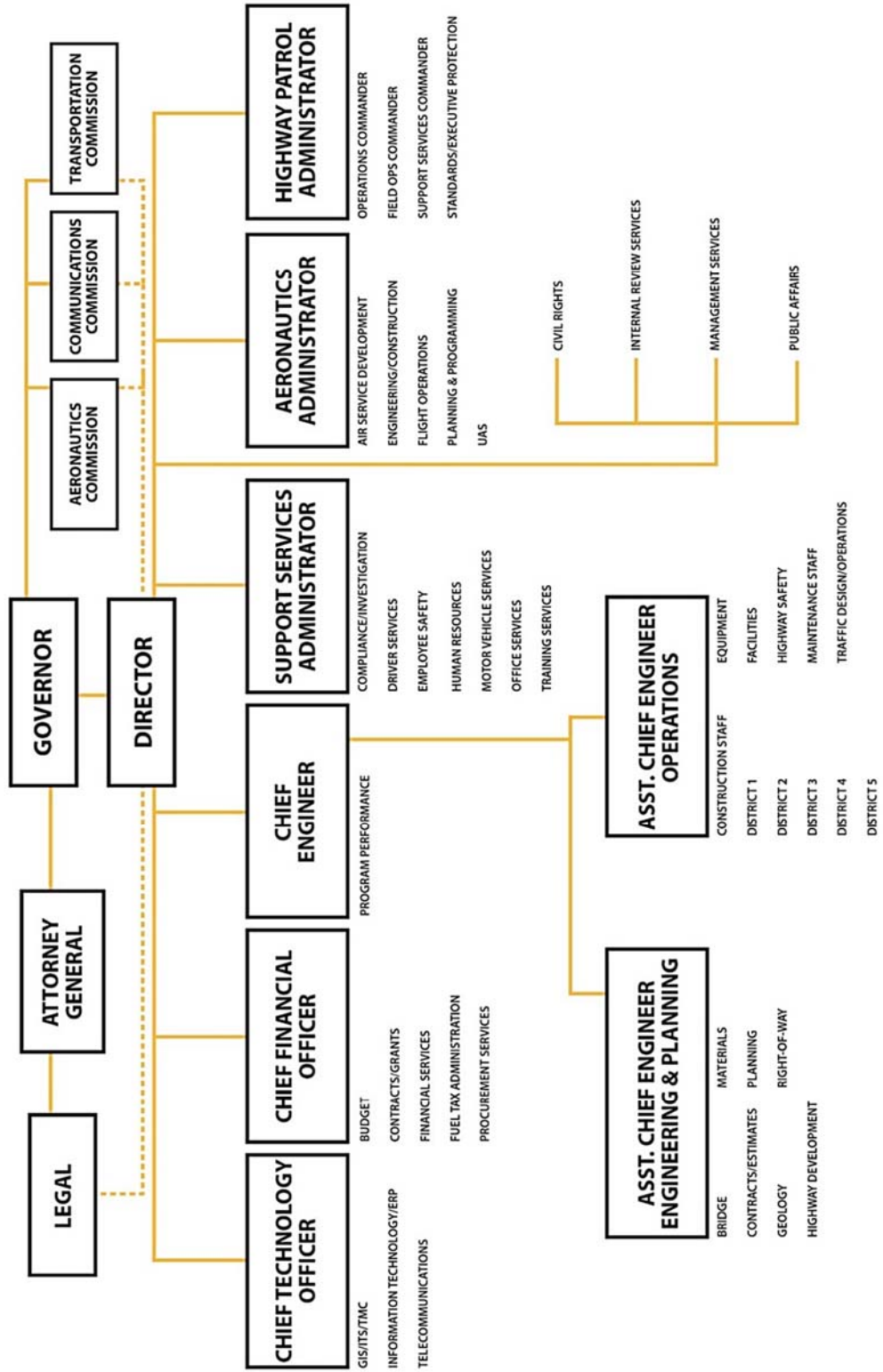


WYDOT Purpose, Vision, Mission, Values and Goals

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

<p>Vision Statement</p> <p>Excellence in Transportation</p>	<p>Mission</p> <p>Provide a safe and effective transportation system.</p>
<p>Values (RIDES)</p> <p>Respect: respectfully considering the opinions of other, selflessly serving the citizens of Wyoming, and acting with humility.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>	<p>Goals</p> <ul style="list-style-type: none"> ▪ Ensure a vibrant, safe and competent workforce. ▪ Acquire and responsibly manage resources. ▪ Provide safe, reliable and effective transportation systems ▪ Provide essential public safety services and effective communication systems. ▪ Create and enhance partnerships with transportation stakeholders. ▪ Encourage and support innovation. ▪ Preserve our history and heritage.

Organization Chart



Highway Safety Program

Office Structure

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

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

Governor's Representative:

Matthew D. Carlson, P.E.

Governor's Representative for Highway Safety
State Highway Safety Engineer

Highway Safety Behavioral Grants Program Office Staff:

Karson James

Highway Safety Behavioral Grants Program Manager

Alex Toalson

Senior Financial Analyst

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

Stephanie Lucero

Senior Grants Manager

Focus Areas: Law Enforcement, Impaired Driving, Occupant Protection, Data Analysis, Traffic Records, Problem ID, WYTRCC, etc...

Ariel Villa

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) Michael B. Enzi (R)
Representative:	Liz Cheney (R)
Governor's Representative:	Matthew D. Carlson, P.E.
	Highway Safety Program Department of Transportation
Highway Safety Behavioral Grants Manager:	Karson James Highway Safety Behavioral Grants Program Department of Transportation

Seat Belt	
Safety Belt Law	Yes, secondary enforcement
Child Safety Seat Law	Yes
Booster Seat Law	Yes (Until 9 th birthday)
GDL	
Graduated licensing (GDL)	Yes
Impaired Driving	
0.08 BAC <i>per se</i> law (Section 163)	Yes
Zero tolerance for drivers < age 21	Yes (0.02)
Open Container (Section 154)	Yes (Note: Not compliant with Section 154)
Repeat Intoxicated Driver Laws (Section 164)	Partial (Note: Not compliant with Section 164)
24/7	Yes (Note: Legislative Update FY2020)
Ignition Interlock	Yes (Note: Legislative Update FY2020)
Administrative license revocation	Yes
Texting	
Texting While Driving	Yes
Cell Phone	
Cell Phone Use While Driving	Partial (Note: No statewide ban but select municipalities have enacted law)
Move Over Law	
Move Over Requirement	Yes (As of July 1, 2018)
Construction Zones	
Increased fines through construction zones	Yes (As of July 1, 2018)

Executive Summary

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

This Annual Report summarizes project accomplishments and challenges as submitted within the FY2020 Highway Safety Plan (HSP). The HSP identifies traffic safety behavioral problems through data driven analysis to fund projects that will assist Wyoming in meeting core performance and behavioral measures.

The HSO will state the obvious up front, as not to keep referring to COVID-19 throughout this document. COVID-19 upended all aspects of life in Wyoming, the nation and the world. The impact upon transportation and public health guidelines left many sub-recipients scratching their heads on how to deal with the new reality that everyone is forced to navigate. Some objectives were not met, not from lack of effort or work, but from a new reality that impacted the work planned for the year. New policies were implemented dealing with public health that changed public behaviors. A few grants were suspended temporarily or completely redesigned in effort to figure out the best course of action to deal with the uncertainties of current realities and for when life will return to "normal". All sub-recipients worked with the Highway Safety Office to adapt project activities to ensure continuity of the programs and the prudent use of grant funds.

The Highway Safety Office expended \$3,996,864.94 in FY2020 federal grant funds in the areas of:

- 402 State and Community Highway Safety (\$1,679,445.04)
- 405b Occupant Protection (\$211,777.18)
- 405c Traffic Data (\$335,892.64)
- 405d Impaired Driving (\$909,718.51)
- 405d 24/7 (\$0.00)
- 405f Motorcycle Safety (\$16,927.94)
- 154al Alcohol (\$826,171.16)

The following projects did not expend funds in FY2020, however, the sub-recipients continued work toward their stated objectives with the exception of Cheyenne Regional Medical Center who did not sign their agreement. A detailed explanation is provided in the project write-ups:

- Cheyenne Regional Medical Center - Traffic Safety Education Program (CP-2020-FA-CP-01)
- Wyoming Medical Center – Injury Prevention & Traffic Safety (CP-2020-FA-CP-02)
- WYDOT Motor Vehicle Services - Apportioned Plates (M3DA-2020-FA-DA-03)
- Attorney General of Wyoming - 24/7 Program (F24SP-2020-FA-SP-01)

FY2020 Program Highlights

Despite FY2020 challenges due to COVID-19 that impacted all projects, progress was made through the dedication, resiliency and efforts of Wyoming traffic safety advocates, whether it be directly or indirectly, grant funded nor not. The major program areas addressed were: Impaired Driving, Occupant Protection, Distracted Driving, Teen Drivers, Motorcycle Safety, and Traffic Records

Sub-recipients implemented projects that included all aspects of traffic safety as well as targeted focus areas. They assisted the HSO in reaching the Core Performance Measure goals as described in the following Program highlights:

Support of Wyoming's traffic laws were addressed by law enforcement and the State LEL who coordinated thirty-four (34) combined traffic safety operations in six (6) counties which yielded eight thousand ninety-five (8,095) traffic stops, one thousand five hundred seventy-nine (1,579) speeding citations, one hundred seventy-seven (177) DUI arrests, one hundred seventy-nine (179) seat belt citations, fifty-five (55) child restraint citations, one thousand five hundred seventy-six (1,576) other citations and three thousand nine hundred eighty-five (3,985) warnings.

Injury Prevention Resources (IPR) traffic safety programs were adversely impacted by events of 2020. IPR began the year conducting in-person events at schools, sports, and community gatherings. Mid-year they were resilient and redesigned their traffic safety programs to adhere to public health guidelines by going virtual and on-line targeting their high risk demographic all the while planning to continue the boots on the ground, direct engagement with the public when it is safe to do so.

The WHP partnered with local agencies, schools, private organizations, and state traffic safety advocates educating the public on the dangers of impaired driving, distracted driving, and occupant protection. Driving simulators, rollover simulator, seat belt/little convincer, crash cars, pedal carts, and a golf cart were tools utilized in traffic safety presentations to demonstrate the impact of being involved in a traffic crash. The WHP also adapted mid-year, postponing then resuming traffic safety education classes/events following public health guidelines by implementing safety measures.

Media campaigns were conducted through radio, TV, social media, internet and print focusing on impaired driving, distracted driving, occupant protection, motorcycle safety. Statewide media projects covered all areas of traffic safety with a primary focus on the target audiences: men/women ages 21-45, Native Americans, and teens. Media was not hit as hard as other projects mid-year and was able to continue without interruption. The WYDOT District 5 Public Involvement Specialist provided relevant and impactful tribal outreach on the Wind River Indian Reservation for the Eastern Shoshone and Northern Arapahoe tribes focusing on occupant protections and impaired driving.

Occupant Protection. Wyoming's seat belt use rate for 2020 was 82.5 percent as compared to 2019 at 78.3 percent which is an increase of 4.2 percent.

The Wyoming Highway Patrol and fifty-four (54) local law enforcement agencies participated in high visibility overtime enforcement grants. The national and local occupant protection enforcement campaigns resulted in seven hundred ninety-one (791) seat belt citations and ninety-one (91) child restraint citations.

Heinrich Marketing serving as the Wyoming Seat Belt Coalition Facilitator, facilitated meetings and ensured partnerships with a wide range of traditional and non-traditional partners providing outreach and media assistance. Heinrich created PSA's in numerous formats: social, print, TV, etc., to reach the different demographics from the agriculture community, sports fans, Native Americans, to the general public. The main campaign was "What's Your Reason" (for buckling up) showcasing law enforcement, first responders, and the University of Wyoming Rodeo Team was strategically placed throughout the State. Additional efforts included a photo booth which provided direct engagement with the public at the University of Wyoming sports events with a "Buckle Up for Life Wyoming" branded image. Despite this year's challenges, social media has seen a steady increase in the number of people following the Coalition Facebook page and sharing the information with their friends and family.

The Child Passenger Safety Instructor and Training Program conducted two (2) full certification classes with forty-one (41) students, only two (2) in-person update classes with thirty (30) students were held due to COVID-19, however, virtual opportunities were sent to all Wyoming technicians with seven (7) technicians who took advantage of this opportunity, and two (2) renewal classes with four (4) students. Wyoming has two hundred thirty-nine (239) certified technicians with twelve (12) of those being instructors.

Impaired Driving. The Governor's Council on Impaired Driving (GCID) researched deficiencies in Wyoming's Ignition Interlock Program and initiated a series of initiatives to increase the Program's effectiveness. Members of the Council testified before the Joint Judiciary Committee in review of the DUI laws to convince legislators to enact legislation that will eliminate loopholes in the existing program and strengthen the 24/7 Program. The Council was instrumental in implementing the 24/7 Sobriety Program in Sheridan County and provided equipment and training to Teton County. In addition, the Council assisted Heinrich Marketing group in developing appropriate content for the Council's continued public education and awareness efforts.

Wyoming law enforcement agencies participated in high visibility impaired driving overtime enforcement grants supporting national campaigns and local events resulting in three hundred eighty-two (382) DUI arrests statewide. The State LEL's and WHP Impaired Driving Program Manager increased partnerships between multi-State and local jurisdictions for joint enforcement campaigns.

The WHP Impaired Driving Program Manager was able to conduct fifteen (15) technical trainings to law enforcement in addition to the five (5) DRE and nine (9) SFST Instructors trained. The TSRP provided technical assistance and training in the legal aspects of detecting impaired drivers and prosecuting an impaired driver.

The Traffic Safety Resource Prosecutor (TSRP) assisted the State's prosecution efforts of impaired drivers through technical assistance to prosecutors and training of law enforcement officers on the legal aspects of prosecution and strategies used by defense attorneys.

Distracted Driving. The WHP Safety Education, Injury Prevention Resources, SADD, and the Public Affairs Statewide Media projects all continued education efforts through in-person, virtual, and media projects. Wyoming is a large State with a small population which is why the WHP Safety Education proves so valuable. Sworn personnel can be deployed anywhere in the State to provide first hand education on Wyoming's law and the consequences of traffic crashes and assist other traffic safety partners.

Teen Safety Program. The Wyoming SADD partnered with ninety (90) different organizations to include several County Prevention Specialists around the state to raise awareness of teen traffic safety issues. As like other Programs, SADD switched mid-year implementing online and virtual programming. This allowed for new relationships to bring awareness to young people on traffic safety related issues. SADD was able to conduct twenty-four (24) training sessions about best practices in teen traffic safety, of which, nine (9) were in-person and fifteen (15) were web based as part of the Super Safe Summer campaign. Social media efforts reached 7,026 people.

Motorcycle Safety. The WYDOT Public Affairs Office delivered several campaigns designed to target motorcyclists such as Sturgis, Look Twice, Save a Life and Share the Road. Messaging was communicated through the WYDOT Report, social media, dynamic message signs, newspaper ads, and radio spots.

Data Program. The Data program had several improvements linking crash data to driver registration data, linking DCI drug test results to crash data, and automating specific processing steps of the incoming crash reports. The SMS (Safety Management System) transitioned to ITIS, where it has been enhanced and expanded, to better meet the needs for Department-wide collaboration on highway safety improvements to reduce crashes.

Traffic Safety Enforcement Program.

The Traffic Safety Enforcement Program (TSEP) is comprised of High Visibility Overtime Enforcement, Law Enforcement Liaisons (LEL), DUI Mobile Command Vehicle, Impaired Driving Training for law enforcement, and Traffic Safety Resource Prosecutor (TSRP) Projects focusing on the enforcement of Wyoming traffic laws. Impaired driving and occupant protection are the primary focus areas.

COVID-19 had a major impact on high visibility enforcement activity due to individual agency responses to the pandemic and public health guidelines, impaired driving trainings for law enforcement were postponed or cancelled, DUI Task Force Events were cancelled. Despite the challenges projects continued and modified as applicable. The Wyoming Highway Patrol and local agencies participated in mandatory national events (Holiday Campaign, May Mobilization, and August Crackdown) and during local events with higher volume of roadway traffic within their jurisdictions. There were fifty-four (54) state and local law enforcement agencies that participated in grant funded overtime. In total, high visibility overtime enforcement produced eight hundred eighty-two (882) seat belt citations, three hundred thirty-one (331) DUI arrests, five thousand nine hundred nineteen (5,919) speeding citations, and three thousand two hundred fifty-six (3,256) other citations.

The LEL continued to foster relations with state and local law enforcement through seventy-nine (79) site visits to sixty-nine (69) of the seventy-nine (79) law enforcement agencies statewide. Activity was suspended March through May due to COVID-19 with community outreach remaining severely limited for the remainder of the fiscal year. The LEL was able to provide the local law enforcement agencies customized traffic crash data specific to their community to assist in the high visibility overtime enforcement efforts through press releases and fact sheets. The LEL coordinated thirty-four (34) combined traffic safety operations in six (6) counties which yielded eight thousand ninety-five (8,095) traffic stops, one thousand five hundred seventy-nine (1,579) speeding citations, one hundred seventy-seven (177) DUI arrests, one hundred seventy-nine (179) seat belt citations, fifty-five (55) child restraint citations, one thousand five hundred seventy-six (1,576) other citations and three thousand nine hundred eight-five (3,985) warnings.

The WHP Impaired Driving Program Manager was able to conduct eight (8) SFST Basic and Refresher Classes, six (6) ARIDE classes and a DRE Certification Class with fourteen (14) students along with a combined DRE/SFST Instructor Class with five (5) DRE and nine (9) SFST Instructors trained. The TSRP provided technical assistance and training in the legal aspects of detecting impaired drivers and prosecuting an impaired driver to peace officers and prosecutors.

The DUI Mobile Command Vehicle participated in forty-six (46) DUI Task Force Events around the state with twenty (20) DUI's processed through the vehicle and conducted one (1) educational events in Laramie County with hundreds of attendees and seventy (70) individuals given tours. Numerous DUI Task Force and Educational Events were cancelled during the latter part of the fiscal year.

Future Plans

The HSO will continue to navigate the uncertainties COVID-19 has brought to the Highway Safety Office in FY2020 and FY2021 and possibly continuing into FY2022. The HSO is dedicated to dealing with these challenges head-on by proactively evaluating, addressing, adapting and working with each sub-recipient as necessary to ensure project success. Although projects vary by area of focus, activity, and personnel the HSO will implement the following strategies while learning as an Office:

- Verbiage included within agreements to ensure sub-recipients notify the HSO immediately if they are unable to meet their stated objectives, activities or budget.
- Continue to work with sub-recipients in adapting to challenges of implementing programs with ever changing health guidelines, statewide and county by county, at any given time.
- Working with sub-recipients on new and innovate ways to educate the public, such as Injury Prevention Resources quick adaptation to virtual education.
- Conduct a desk monitor of each Project monthly to ensure effectiveness.

In addition, other plans include:

- Continue to partner with safety advocates whose goals align with the HSO's.
- Revising law enforcement high visibility overtime grants with an updated funding formula.
- The HSO administering law enforcement equipment grants in-house as they are one-time charges, WASCOP formally administered these agreements.
- Explore new ways of reaching the differing demographics through different social media platforms

The HSO will continue to utilize a data driven approach to project selection to ensure that all Wyomingites are reached with a special emphasis on the high-risk demographics through education and enforcement. Projects include high visibility overtime enforcement, media outreach, traffic safety education projects, expansion of the 24/7 Program, and SADD's continued work throughout the State. These strategies will assist the HSO in the prudent allocation and distribution of resources.

Core and State Performance Measures

The Highway Safety Office will continue to fund projects in FY2021 and FY2022 that have a propensity to make an impact on Wyoming's Core and State Performance Measures. The HSO is on course to meet all but one (1) of the Core Performance Measures and all but one (1) State Performance Measure. (Note: See Performance Measures in bold 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 2020 Wyoming State crash data. The State crash data reported in the following table is approximately through September 2020 with final crash counts not available until mid-2021.

The Safety Management System (SMS) Committee analyzes the 5 and 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 5 year running average.

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)
- C6 – Number of speeding-related fatalities (FARS)
- C7 – Number of motorcyclist fatalities (FARS)
- C8 – Number of unhelmeted motorcyclist fatalities (FARS)
- C9 – Number of drivers age 20 or younger involved in fatal crashes (FARS)
- C10 – Number of pedestrian fatalities (FARS)**
- C11 – Number of bicyclist fatalities (FARS)**
- S1 – Number of distracted driving fatalities (State)**
- S2 – Crash Reports with no errors (State)
- S3 – Roadway Integration - Linkable Mires Features (State)

FY2020 Annual Report Core Performance Measure Target Char

Performance Measure	Assessment of Results in Achieving Performance Targets for FY20 and FY19									
	FY 2020					FY 2019				
	Target Period	Target Year(s)	FY20 HSP Target Value	FY20 Progress State Data ~ September 30, 2020	On Track to Meet FY20 Target	FY19 HSP Target Value	Target Year(s)	FY19 Final Result	Met FY19	
C-1) Total Traffic Fatalities	5 year	2016-2020	128	118.8	Y	130	2015-2019	2019 STATE 127.6	Y	
C-2) Serious Injuries in Traffic Crashes	5 year	2016-2020	462	370.8	Y	470	2015-2019	2019 STATE 390.8	Y	
C-3) Fatalities/VMT	5 year	2016-2020	1.35	1.2942	Y	1.40	2015-2019	2019 STATE 1.3	Y	
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 year	2016-2020	59	46	Y	57	2015-2019	2019 STATE 54.8	Y	
C-5) Alcohol-Impaired Driving Fatalities	5 year	2016-2020	39.8	36.8	Y	40	2015-2019	2019 STATE 42.4	N	
C-6) Speeding-Related Fatalities	5 year	2016-2020	43	37.8	Y	40	2015-2019	2019 STATE 40	Y	
C-7) Motorcyclist Fatalities (FARS)	5 year	2016-2020	18	16.8	Y	17	2015-2019	2019 STATE 19	N	
C-8) Unhelmeted Motorcyclist Fatalities	5 year	2016-2020	13	11	Y	12	2015-2019	2019 STATE 12.6	N	
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 year	2016-2020	14	13	Y	14	2017-2019	2019 STATE 13.4	Y	
C-10) Pedestrian Fatalities	5 year	2016-2020	5	6.2	N	5	2015-2019	2019 STATE 6.2	N	
C-11) Bicyclist Fatalities	5 year	2016-2020	1	0.2	Y	1	2015-2019	2019 STATE 0.2	Y	
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	5 year	2016-2020	81.1%	82.5%	Y	81%	2015-2019	State survey 78.3%	N	
S1 Distracted Driving	5 year	2016-2020	8	10.2	N	n/a	n/a	n/a	n/a	
S2 Crash Reports with No Errors	3 year	2018-2020	96%	96.74%	Y	93.7	2017-2019	96.74%	Y	
S3 Roadway Integration Linkable MIRE Features	3 year	2018-2020	60	59	Y	57	2017-2019	59	Y	

C1 - Number of traffic fatalities (FARS).

Maintain the projected number of traffic fatalities of the five (5) year average (2016-2020) of 128.0 by December 31, 2020.

***Progress Report:** Wyoming is on course to meet this goal. In 2019, there were one hundred forty-seven (147) fatalities and as of approximately September 30, 2020 Wyoming is at one hundred one (101) fatalities. The HSO will continue to work with each sub-recipient to adapt projects and activities to reach the targeted demographics applicable to their area of focus to ensure engagement, education, or enforcement. Strategies include going virtual, offering more classes, providing traffic safety equipment strategically located around the State, and evaluating projects regularly for effectiveness.*

C2 – Number of serious injuries in traffic crashes (State crash data files).

Maintain the projected number of serious traffic injuries (state data) of the five (5) year average (2016-2020) of 462 by December 31, 2020.

***Progress Report:** Wyoming is on course to meet this goal. In 2019, there were four hundred eleven (411) serious injuries in traffic crashes and as of November 30, 2020 Wyoming is at three hundred sixty (360) serious injuries.*

C3 – Fatalities/ VMT (FARS).

Maintain the projected Wyoming's Fatality Rate (100 MVMT) of the five (5) year average (2016-2020) of 1.35 by December 31, 2020.

***Progress Report:** Wyoming is a work in progress to meet this goal. The FARS 2019 and 2020 data is not yet available. In 2019, the State data indicates the fatality rate was 1.44. As noted in C1 – Number of traffic fatalities, the HSO will continue to work with each sub-recipient to monitor, evaluate, and adapt to project challenges.*

C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS).

Reduce Wyoming's passenger vehicle fatalities, in all seating positions, to the five (5) year average (2016-2020) of 59 by December 31, 2020.

***Progress Report:** Wyoming is on course to meet this goal. In 2019, there were forty-seven (47) unrestrained fatalities. As of September 30, 2020 Wyoming is at thirty-five (35) unrestrained fatalities.*

C5 – Number of alcohol-impaired driving fatalities involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Reduce Wyoming's alcohol impaired driving fatalities to the five (5) year average (2016-2020) of 39.8 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019, there were thirty-six (36) alcohol impaired driving fatalities. As of November 30, 2020 Wyoming is at twenty-six (26) alcohol impaired driving fatalities.

C6 – Number of speeding-related fatalities (FARS).

Reduce Wyoming’s speed-related fatalities to the five (5) year average (2016-2020) of 43.0 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019, there were forty-nine (49) speed related fatalities. As of September 30, 2020 Wyoming is at thirty-five (35) speed related fatalities. The HSO adjusted its local law enforcement agency radar equipment grants in FY21 to manage these grants directly through the HSO in addition to looking at new criteria for distribution of radar equipment.

C7 – Number of motorcyclist fatalities.

Maintain Wyoming’s motorcyclist fatalities from the 5 year average (2016-2020) of 18 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019, there were fifteen (15) motorcyclist fatalities. As of September 30, 2020 Wyoming is at thirteen (13) motorcyclist fatalities.

C8 – Number of unhelmeted motorcyclist fatalities (FARS).

Maintain Wyoming’s unhelmeted motorcyclist fatalities of the five (5) year average (2016-2020) of 13.0 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019, there were eight (8) unhelmeted motorcyclist fatalities. As of September 30 2020, Wyoming is at nine (9) unhelmeted motorcyclist fatalities.

C9 – Number of drivers age 20 or younger involved in fatal crashes.

Maintain Wyoming’s young drivers, age 20 or younger involved in fatal crashes of the five (5) year average (2014-2018) of 14.0 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019 there were fourteen (14) young drivers involved in fatal crashes. As of September 30 2020, Wyoming is at eleven (11) young drivers involved in fatal crashes.

C10 – Number of pedestrian fatalities (FARS).

Maintain pedestrian fatalities from the five (5) year average (2016-2020) of 5.0 by December 31, 2020.

Progress Report: Wyoming is not on course to meet this goal. In 2019 there were eleven (11) pedestrian fatalities. As of September 30, 2020 Wyoming is at five (5) pedestrian fatalities. WYDOT intends to integrate consideration of the needs of pedestrians and bicyclists in its planning and project development processes to produce a transportation system with true modal choices. 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.

C11 – Number of bicycle fatalities (FARS).

Maintain bicyclist fatalities of the five (5) year average (2016-2020) of 1.0 by December 31, 2020.

Progress Report: Wyoming is on course to meet this goal. In 2019 there was zero (0) bicycle fatalities. As of September 30, 2020 Wyoming is at zero (0) bicycle fatalities.

S1 – Distracted Driving

Maintain distracted driving fatalities of the five (5) year average (2016-2020) of 8.0 by December 31, 2020.

Progress Report: Wyoming is not on course to meet this goal. In 2019 there was twelve (12) distracted driving fatalities. As of September 30, 2020 Wyoming is at eleven (11) distracted driving fatalities. The HSO will continue to work with each sub-recipient to adapt projects and activities to reach to ensure engagement and distracted driving education. Strategies include going virtual, offering more classes, and evaluating projects regularly for effectiveness.

S2 - Crash Reports with No Errors (State):

Increase the number of crash reports with no errors to the three (3) year (2018 – 2020) average of 96 percent by December 31, 2020.

Progress Report: Wyoming is on course to meet the target with a total of 96.74 percent of accuracy in crash reports as of March 31, 2020.

S3 – Roadway Integration Linkable MIRE Features (State):

Increase the number of linkable MIRE features to the three (3) year (2018 – 2020) average of 60 features by December, 31, 2020.

Progress Report: Wyoming is on course to meet this target with 59 linkable MIRE features as of March 31, 2020 with the number expected to increase by the end of the year.

FY2020 Activity, Behavior & Core 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 FY2020 was eight hundred eighty-two (882) (seven hundred ninety-one (791) seat belt and ninety-one (91) child restraints).

A2 – Number of impaired driving arrests made during grant-funded enforcement activities

Results: The number of DUI arrests during the FY2020 grant-funded overtime enforcement activities was three hundred thirty-one (331).

A3 – Number of speeding citations issued during grant-funded enforcement activities

Results: The number of speed citations issued during FY2020 was five thousand nine hundred nineteen (5,919).

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 (survey)

Increase the projected observed seat belt use rate for passenger vehicles, front seat outboard occupants from the 5 year average (2016-2020) of 81.1% by December 31, 2020.

The Wyoming Seat Belt Survey was conducted August 2020. 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 289 sites within seventeen counties.

Results: Wyoming met the Observed Seat Belt Use for Passenger Vehicles performance measure for 2020. The overall observed seat belt use for 2020 was 82.5 percent which is an increase of 4.3 percent from the 2019 result of 78.3 percent. The HSO requested CARE Act postponement of this project with a final report due in FY21.

Fast Act Program Areas Funded

402 - State and Community Highway Safety

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

405b - Occupant Protection

405b Low High Visibility Enforcement

405c - State Traffic Safety Info-System

405c Data Program

405d - Impaired Driving

405d Mid Impaired Driving Coordinator	405d Mid Training
405d Mid Paid/Earned Media	405d 24/7 Sobriety Program
405d Mid Court Support	

405f - Motorcycle Safety

405f Motorcycle Awareness

154al Transfer Funds

154 Alcohol

154 Paid Media

402 Planning & Administration

Project Name: Planning & Administration
Project Number: PA-2020-FA-PA-01
Project Sub Recipient: Highway Safety Behavioral Program
Federal Funds Obligated: \$238,744.02
Federal Funds Expended: \$12,997.90

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: The Highway Safety Office administers highway safety funds for the state of Wyoming while committing to the efforts in reducing deaths and injuries on the roadways. This is accomplished through professional staff development, management of federal highway safety funds, data-driven programs, and building partnerships with other traffic safety groups and organizations.

Results: The Highway Safety Office expended funds for operational expenses which included office supplies, travel, and HSO Project Site fees. Education of staff is a critical component to stay current on up-to-date activities and trends. So, the highway safety office personnel participated in teleconferences, zoom meetings, and trainings. Travel was severely restricted due COVID-19 by the Governor, who limited travel to essential personnel only. In-state travel was allowed on an as needed basis.

402 Child Restraint

Project Name: Child Passenger Safety Instructor Training and Education
Project Number: CR-2020-FA-CR-01
Project Sub Recipient: SH Training, LLC
Federal Funds Obligated: \$116,614.36
Federal Funds Expended: \$101,387.27

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

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: Wyoming has two hundred thirty-nine (239) certified technicians of which twelve (12) are instructors. Two full standardized child passenger safety technician certification courses were conducted in person this fiscal year. The first course was held in Casper which had a record high of 28 students registered and 27 students graduating from the class. The second course was held in Sheridan and graduated 14 students. Only two (2) update and two (2) renewal courses were held during the contract period because of the in-person restrictions, due to public health guidelines. However, virtual opportunities were sent to all Wyoming technicians, in which seven (7) technicians took advantage of this opportunity.

The National Safety Council (NSC) reported a total of four hundred thirty-six (436) car seat checks compared to one hundred ninety-three (193) in FY2019 from around the State. Wyoming's current car seat misuse rate according to the NSC Checklist Report is at forty-eight (48) percent misuse. Wyoming is reducing the misuse rate through expanding the network of certified technicians and instructors to educate the public concerning proper use and installation of child safety seats.

402 Community Traffic Safety Project

Project Name: CRMC Traffic Safety Education Program - OP & DD
Project Number: CP-2020-FA-CP-01
Project Sub Recipient: Cheyenne Regional Medical Center
Federal Funds Obligated: \$59,903.05
Federal Funds Expended: \$ 0.00

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: CRMC's Traffic Safety Program is a partnership of law enforcement agencies, schools, government officials, engineers, service organizations, health and medical providers, businesses, media, community leaders, and others interested in improving seat belt usage, speed compliance, distracted driving, impaired driving, and other data driven traffic safety program areas. In all areas, CRMC will work through community events to improve the number of unbelted and impaired driving related deaths and injuries with Laramie and Albany Counties identified as the primary target counties through FY2018 data.

Results: CRMC did not sign their FY2020 Traffic Safety Education Agreement due to internal staffing and programmatic decisions.

Project Name: WMC Injury Prevention and Traffic Safety Program
Project Number: CP-2020-FA-CP-02
Project Sub Recipient: Wyoming Medical Center (WMC)
Federal Funds Obligated: \$9,165.51
Federal Funds Expended: \$ 0.00

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: WMC's Traffic Safety Program shall work through community events to improve the number of traffic safety related deaths and injuries through Child Passenger Safety Events in Natrona County identified as the primary target county through FY2018 data.

Results: WMC Safe Kids of Central Wyoming was unable to hold four (4) in-person car seat check-up events due to COVID-19. No funds were expended this fiscal year.

Project Name: IPR Traffic Safety Program
Project Number: CP-2020-FA-CP-03
Project Sub Recipient: Injury Prevention Resources
Federal Funds Obligated: \$132,460.36
Federal Funds Expended: \$196,055.22

Performance Measure Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: Injury Prevention Resources (IPR) operates in partnership with law enforcement agencies, schools, government officials, service organizations, businesses, community leaders, and others interested in improving seat belt use, reducing distracted driving, and eliminating impaired driving in the community. IPR traffic safety effort used data to target occupant protection, distracted driving, and impaired driving efforts.

Results: During the first half of the fiscal year, IPR was able to conduct nine (9) Road Warrior Events/Life R U Ready, seven (7) Traffic Safety Events, and five (5) Child Passenger Safety Events. The events utilized educational tools such as distracted driving simulators, crash car displays, impaired driving goggles, speakers and Power Point presentations to engage attendees and educate them on the importance of proper seat belt use, child restraints, impaired driving, and distracted driving. The success of these events was in part due to IPR’s partnerships with traffic safety advocates such as Eastern Shoshone & Northern Arapahoe Tribal Health, Fort Washakie Indian Health Services, Wyoming Highway Patrol, Child Development Services, and the Riverton Fire Department.

In March 2020, IPR scrambled to adjust their Program from in-person traffic safety events to virtual on-line learning, this was due to public health guidelines. IPR worked closely with the Highway Safety Office to develop Virtual Traffic Safety Sessions and Traffic Safety Perception Challenges to reach the targeted demographics. The Virtual Traffic Safety Sessions provided education on occupant protection, impaired driving, and distracted driving. The sessions were posted on IPR’s Facebook page, iprwyoming.com, and by online media partners. There were one thousand one hundred and ninety-three (1,193) surveys completed. The Traffic Safety Perception Challenge provided six thousand (6,000) educational flyers through traditional mailings to the targeted high risk demographic males aged 18-45 who are registered truck owners in five (5) counties: Carbon, Fremont, Natrona, Park, and Sweetwater.

Project Name: WDH- Injury Prevention Program
Project Number: CP-2020-FA-CP-04
Project Sub Recipient: Wyoming Department of Health Aging Division
Federal Funds Obligated: \$40,709.91
Federal Funds Expended: \$ 1,596.33

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The Wyoming Department of Health Aging Division provided targeted older adult traffic safety instruction covering one component of older adult driver safety per session and will allow for structured discussions at the conclusion of each instructional block. These learning opportunities shall also include a review of the National Highway Traffic Safety Administration (NHTSA) Clinician’s Guide to Assessing and Counseling Older Drivers, Educational content will directly target professionals who work with and engage Wyoming’s older adult population. This will be presented through an eight (8) session webinar series by the Aging Division, serving as the subject matter expert on older adult driving and the application of the Public Health Model to motor vehicle crash prevention. These courses will increase knowledge and awareness of current data on Wyoming injuries and deaths related to traffic crashes among Wyoming older adults, risk and protective factors associated with traffic crashes, and increase knowledge of behaviors that can reduce the risk of traffic crashes among older adults.

Results: Eight (8) webinars were organized and hosted by the Wyoming Department of Health Aging Division with one hundred seven (107) attendees. The WHP and AARP presented on various topics to include: We Need to Talk, Car Fit, Smart DriverTek, Smart Driver Course, Seat Belt Usage, and Impaired Driving. In addition the webinars provided family members of older adults’ information on how to have difficult conversations as it pertains to the potential to not driving anymore.

402 Occupant Protection

Project Name: Observed Seat Belt Survey
Project Number: OP-2020-FA-OP-01
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$120,532.68
Federal Funds Expended: \$105,999.23

Performance Measures Addressed:

- B1 – Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)

Description: The Highway Safety Office retained services of a consultant to oversee and perform the functions to produce the FY2020 Wyoming’s Observed Seat Belt Usage Survey. This involves observer training, field monitoring, software upgrades, and all administrative tasks for the final reporting.

Results: The Wyoming Annual Observed Seat Belt Usage Survey was not able to proceed as originally planned due to circumstances related to COVID-19. The CARES Act allowed flexibility to the states, and a waiver of the requirement for a Survey in Fiscal Year 2020. The Survey was conducted in FY2020 but the final report will be completed in FY2021. Preliminary indicates states the Observed Seat Belt Use Rate for 2020 was 82.5 percent which is a 4 percent increase from 2019.

Project Name: Wyoming Seat Belt Coalition Facilitator
Project Number: OP-2020-FA-OP-02
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$110,488.29
Federal Funds Expended: \$110,311.87

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Description: The Highway Safety Office retained the services of a consultant to oversee and perform the functions of a facilitator for the Wyoming Seat Belt Coalition (WYSBC), which includes drafting of the state-wide strategic plan, attend meetings, provide forum for research, and prevention strategies related to occupant protection.

Results: Heinrich Marketing was hired as the consultant 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 facilitated four (4) quarterly WYSBC meetings, provided creative material, and maintained the WYSBC public media presence via a website and other social media platforms.

The WYSBC increased their social media presence. The Facebook webpage increased followers to six hundred ninety-five (695) page "followers" an increase of forty-eight (48). There was a significant increase in impressions and responses to seat belt messages on social media:

- The "IIHS Unbelted Rear Passenger Crash video" post reached 31,600 people and received more than 100 reactions. This was the best-performing post this year.
- The "What's Your Reason?" - Wyoming Highway Patrol (Teton County) post was the second best-performing post. It reached 19,980 people and received 80 reactions.

Heinrich was able to facilitate a WYSBC photo booth at a University of Wyoming football game providing participants with a "Buckle Up for Life Wyoming" branded image for use on their social media feed; a photo shoot with members of law enforcement and other first responder agencies from Teton county for the "what's your reason?" (for buckling up) campaign; a photo shoot with members of the University of Wyoming rodeo team for the "What's Your Reason?" campaign; a partnership with Safe Kids Laramie County/Cheyenne Regional Medical Center created a series of five (5) social media posts for use during Child Passenger Safety Week on behalf of the WYSBC.

The pandemic hampered community partner interactions and messaging opportunities, however, the Law Enforcement Liaison was able to facilitate law enforcement outreach. Several departments participated in "buckle up" video messages for use on social media.

Project Name: Wyoming Highway Patrol Occupant Protection Overtime
Project Number: OP-2020-FA-OP-03
Project Sub Recipient: Wyoming Highway Patrol
Federal Funds Obligated: \$125,554.88
Federal Funds Expended: \$124,893.29

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Description: The WHP was granted funds to work high visibility occupant protection overtime enforcement with an emphasis on the NHTSA national campaigns.

Results: As a component of Wyoming’s Traffic Safety Enforcement Program, the WHP used 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 May 14 to June 1, 2020 which garnered fifty (50) seat belt citations and ten (10) child restraint citations during the two hundred seventy-seven (377) overtime hours. The Border to Border Operation with Colorado, Idaho, Nevada, and Arizona kicked off the May Mobilization in efforts to help change driver and passenger behavior so all vehicle occupants buckle up.

In FY2020, there were one hundred ninety (190) seat belt citations, thirty-six (36) child restraint citations, and one thousand seven hundred forty-two (1,742) speed citations issued during the one thousand five hundred four (1,504) grant funded overtime hours. To accompany the overtime efforts, press releases were sent to all Wyoming media outlets.

402 Paid Advertising

Project Name: Statewide Paid Media
Project Number: PM-2020-FA-PM-01
Project Sub Recipient: WYDOT- Public Affairs Office (PAO)
Federal Funds Obligated: \$552,441.45
Federal Funds Expended: \$444,570.59

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The PAO will reduce the number of traffic fatalities, reduce the number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol level of .08 or above, reduce the number of motorcycle fatalities, increase the seat belt usage for passenger vehicles and front seat occupants, and reduce distracted driving through the use of paid media.

Results: The PAO media supported NHTSA’s national mobilization campaigns including the Holiday Campaign, St. Patrick’s Day, May Mobilization, 4th of July, Sturgis Motorcycle Rally, August Crackdown, and NFL games. PAO’s focus for these events were impaired driving, seat belt usage, distracted driving, child passenger safety, winter driving, and move over law awareness. Videos, social media posts, website advertising, print ads, and radio spots were utilized to get traffic safety messages throughout Wyoming. In total, there were four thousand nine hundred twenty-one (4,921) TV ads, twenty eight thousand seven hundred five (28,705) radio ads, one hundred eighty-six (186) print ads, thirty-nine (39) web/mobile ads, and one hundred thirteen (113) billboard ads purchased during the grant year.

PAO has also engaged the school systems to educate about seat belt usage through peer-to-peer advertising along with partnering with the WYDOT Tribal Liaison to advertise on the Wind River Indian Reservation.

Project Name: Native American Outreach ID & OP
Project Number: PM-2020-FA-PM-02/154PM-2020-FA-AL-03
Project Sub Recipient: WYDOT District 5
Federal Funds Obligated: \$40,177.56
Federal Funds Expended: \$37,083.18

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).
- C-9 – Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Description: WYDOT District 5 will design, produce, and conduct a comprehensive year-long 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. The Sub-Recipient shall work to increase seat belt use in Fremont County and the Wind River Reservation and lower fatalities. Use the ideas of positive norming to encourage reservation residents with radio, newspaper, online and billboard advertising to promote seat belt use. Furthermore, conduct outreach on the reservation by use of earned media such as newspaper articles, radio programs, and educational programs in schools.

Results: The WYDOT District 5 Public Involvement Specialist (PIS) provided relevant and impactful tribal outreach on the Wind River Indian Reservation for the Shoshone and Arapahoe tribes focusing on occupant protections and impaired driving messaging through billboards, bus, radio, and online news outlets. When possible campaigns utilize local voices and are promoted at community events, safety fairs, and youth sports.

This project continues to have a positive impact on the Fremont County community which is improving the relationship between WYDOT District 5 and the two (2) Native American Indian Tribes through teamwork on traffic safety issues such as using local voices in media campaigns and participation in traffic safety events.

The PIS fosters the relationship with the Native American community and serves as a voice for the underrepresented community at state wide coalitions such as the Governor's Council on Impaired Driving and Wyoming Seat Belt Coalition. This relationship continues to "open doors" for dialogue between affected groups, tribal citizens, tribal governments, county, and state governments. The PIS salary is paid by the Wyoming Department of Transportation.

402 Police Traffic Services

Project Name: Law Enforcement Liaison (LEL)
Project Number: PT-2020-FA-PT-01
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$160,710.24
Federal Funds Expended: \$101,993.90

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Description: The HSO retained the services of a consultant to assist in communicating with the Wyoming law enforcement community, merging their expertise and knowledge while participating in traffic safety grant programs. The LEL encourage aggressive enforcement and education strategies that are effective during national, state, and local events.

Results: Agency visits began in January 2020 but were paused from March through May due to COVID-19 concerns. Seventy-nine (79) visits were completed with sixty-nine (69) agencies. Agency visits served to generate interest in traffic safety, present training opportunities, share current crash data and provide program updates. The LEL maintains a database of the ninety-two (92) law enforcement agencies in the state, of which eighty-four (84) are currently active and eighty-one (81) are included in the LEL email outreach list.

The LEL coordinated traffic safety operations in Fremont, Natrona, Sweetwater, Campbell, Sheridan and Goshen counties. Individual operations in these six (6) counties totaled thirty-four (34), all of which occurred during six (6) National events on the NHTSA communications calendar and included the Holiday Campaign, Super Bowl, St. Patrick's Day, May Mobilization, 4th of July, and August Crackdown. These traffic safety operations included comprehensive media campaigns using the additional resources of WYDOT PIO's and local partners to enhance traffic safety messaging through live radio, PSA's, dynamic messaging signs, billboards, banners, and social media. In person planning sessions to coordinate these traffic safety operations were hampered but seven (7) meetings were able to be held.

The LEL was scheduled to present and facilitate at two national conferences that were cancelled. All scheduled Below 100 and Traffic Incident Management classes were cancelled and have not been rescheduled.

Project Name: WASCOP Radars
Project Number: PT-2020-FA-PT-02
Project Sub Recipient: Wyoming Association of Sheriffs and Chiefs of Police
Federal Funds Obligated: \$99,755.86
Federal Funds Expended: \$79,757.21

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C6 – Number of speeding-related fatalities (FARS)

Description: Purchase video cameras for local law enforcement agencies based on data driven criteria specified below:

- A data driven criteria for local agencies receiving equipment was developed:
- Agency has not received equipment for the last 3 grant cycles.
- Agency must be a city or county within the 2019 top ten counties for total crashes or 2019 top ten counties for fatal crashes.
- Department must have participated and completed all National Campaigns for FY 18 and FY 19.

Results: Thirty-four (34) radars were purchased and used as one of the primary defenses to battle traffic fatalities and injuries caused by speeding and lack of seat belt use. There were two thousand six hundred eighty-two (2,688) speed citations, four hundred ninety-nine (499) seat belt citations, and thirty-six (36) child restraint citations issued on grant funded high visibility overtime enforcement.

Project Name: WASCOP Video Cameras
Project Number: PT-2020-FA-PT-03
Project Sub Recipient: Wyoming Association of Sheriffs and Chiefs of Police
Federal Funds Obligated: \$122,200.93
Federal Funds Expended: \$ 86,227.31

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: To purchase video cameras for local law enforcement agencies based on data driven criteria specified below:

- Agency has not received equipment for the last 3 grant cycles.
- Agency must be a city or county within the 2018 top ten counties for total crashes or 2019 top ten counties for fatal crashes.
- Department must have participated and completed all National Campaigns for FY 18 and FY 19.

Results: Seventeen (17) video cameras were purchased to assist law enforcement by providing a visual recap of the arrest for court testimony and successful prosecution of impaired drivers. There were two hundred thirty-seven (237) DUI arrests made during local law enforcement grant funded impaired driving high visibility overtime.

Project Name: WASCOP General Traffic Safety Overtime Enforcement
Project Number: PT-2020-FA-PT-05
Project Sub Recipient: Wyoming Association of Sheriffs and Chiefs of Police
Federal Funds Obligated: \$100,443.90
Federal Funds Expended: \$ 93,751.81

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)

Description: Law enforcement will conduct high visibility overtime enforcement with a focus on traffic safety to reduce traffic crashes and resulting injuries.

Results: Law enforcement conducted high visibility overtime enforcement with a focus on traffic safety to reduce crashes and resulting injuries.

402 Roadway Safety

Project Name: Comprehensive Impaired Driving and Occupant Protection
Project Number: RS-2020-FA-RS-01
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$352,554.68
Federal Funds Expended: \$ 50.21

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The Highway Safety Office partnered with traffic safety advocates to reduce death and injury due to unrestrained fatalities & impaired driving. This project augmented planned highway safety activities at local, state, and national events.

Results: The traffic safety activities that the HSO normally supplements were cancelled, postponed, or redesigned. Expenditures were limited to the purchase of a roadside safety kit for the Department of Health to assist in presentations at nursing homes and retirement centers.

Project Name: WHP- Highway Safety Education
Project Number: RS-2020-FA-RS-02
Project Sub Recipient: Wyoming Highway Patrol
Federal Funds Obligated: \$180,799.02
Federal Funds Expended: \$127,800.30

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).
- C9 – Number of drivers age 20 or younger involved in fatal crashes (FARS)

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

Results: During FY2020 the WHP partnered with local agencies, schools, private organizations, and state traffic safety advocates educating the public on the dangers of impaired driving, distracted driving, and occupant protection. Driving simulators, rollover simulator, seat belt/little convincer, crash cars, pedal cars, and golf carts were tools utilized in traffic safety presentations to demonstrate the impact of being involved in a traffic crash. Due to COVID-19 the WHP temporarily suspended programs that dealt directly with the public. After an internal review of the Safety Education Program, the WHP followed public health safety orders and resumed normal operations while implementing safety precautions (reduced attendance, social distancing, and health guidelines) to ensure safety for all participants.

Despite the challenges of 2020, the WHP was able to teach seventy-seven (77) traffic safety classes and over one hundred (100) traffic safety presentations at various schools, businesses, fairs, and safety-related events. The WHP also utilized print media and billboards that were strategically placed around Wyoming to promote traffic safety. Crash Car Trailers were purchased and placed in several WHP District’s with a goal to eventually have one in each District. Wyoming has over 33,000 miles of roads and transporting equipment to the various events statewide is a hardship. These trailers displayed crash vehicles, which were strategically placed around the State at traffic safety events to show the reality of traffic crashes. Another benefit, is that they were utilized as a mobile billboards.

The WHP participated in several Child Passenger Safety Checkup events and certified five (5) new Child Passenger Safety Technicians.

Partnering with traffic safety advocates to have a stronger impact within their communities and reach more individuals with less manpower remained a priority as well as incorporating new ideas and connecting with unconventional partners.

402 Teen Safety Program

Project Name: Students Against Destructive Decision (SADD)
Project Number: TSP-2020-FA-TS-01
Project Sub Recipient: SADD
Federal Funds Obligated: \$139,590.91
Federal Funds Expended: \$118,564.27

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C9 – Number of drivers age 20 or younger involved in fatal crashes (FARS)

Description: SADD will implement a comprehensive, data-driven response to address teen traffic safety. Programming efforts and activities shall focus on the leading causes of teen crashes and fatalities in Wyoming such as distractions, impairment, seat belt use, and speeding. To provide the most impact, SADD shall focus on conducting sustained, year-long activities in the ten counties with seat belt use rates below the state average of eighty-four percent.

Results: The impact of COVID-19 on SADD was major, as schools scrambled to adapt to on-line learning environment. Schools were not operating in full capacity for clubs, which impacted SADD's ability to directly engage the students in schools and community. SADD was unable to continue chapter development, which effected student leadership and council development. This resulted in a decrease in the number of chapters from twenty-three (23) to twenty-one (21).

SADD focused efforts on partnering with ninety (90) different organizations across the state, which included principals, school counselors, teachers, law enforcement agencies, and allied groups. SADD adapted to online and virtual programming for the second half of the year. SADD conducted twenty-four (24) trainings about best practices in teen traffic safety. Nine (9) trainings were in-person and fifteen (15) were web based as part of the Super Safe Summer campaign. Topics included: Wyoming GDL Laws, Being a good passenger, Rock the Belt, Power of Persuasion, Driving with Self Control, Code of Honor, The 4 D's of Deadly Driving, Underage alcohol use/Impaired Driving, Distracted Driving/Technology in Cars, Railroad Crossings Mountain/Rural Driving, Pedestrian/Motorcycles, Marijuana Use/Impaired Driving, Speeding - Speak up! Slow Down!, GDL Parents/Youth, Unique Driving Situation, Drowsy/Night Driving, Car Maintenance, Move Over Law, School Bus Safety, Teen Driving ROADeo, Occupant Protection, and Youth Drug Trends/Impaired Driving.

Despite the challenges during the second half of the fiscal year, SADD was able to garner some program highlights:

- Super Safe Summer – Fighting 100 Deadly Days Campaign – On Memorial Day, Wyoming SADD kicked off the Super Safe Summer (SSS) campaign. This campaign continued

throughout the summer, ending on Labor Day. Each week was dedicated to a different driving related issue. The campaign included social media posts with driving tips and information, seat belt challenges, informational webcasts, twitter polls, and other activities.

- Kemmerer Teen Driving ROADeo event took place on August 22, 2020. At this event there was thirty-four (34) students and twenty (20) parents that participated in nine (9) learning station about teen driving.
- Platte County Envision Event took place on September 30, 2020 in Wheatland, WY. This event included sixty-eight (68) students and over fifty (50) volunteers.

SADD developed social media accounts but again had challenges in directly engaging students. The annual social media results were seven thousand twenty-six (7,026) people reached.

405b Low HVE

Project Name: WASCOP Occupant Protection Overtime HVE & LEC
Project Number: M2HVE-2020-M2-HV-01
Project Sub Recipient: Wyoming Association of Sheriffs and Chiefs of Police
Federal Funds Obligated: \$415,150.26
Federal Funds Expended: \$211,777.18

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)

Description: As a component of Wyoming’s evidenced based enforcement program, WASCOP will coordinate local law enforcement agencies to provide high visibility occupant protection overtime enforcement of Wyoming’s seat belt laws, in addition to overseeing the administration of the Selective Traffic Enforcement Program grants. There are approximately 55 individual grant applications each year and the effective coordination of local grant funded enforcement activities is a critical component of the State’s Highway Safety Plan. This project supports the coordination of the enhanced occupant protection overtime initiatives and coordinates grant funded enforcement activities associated with national, state, local, and targeted events.

Results: The overtime enforcement activities conducted throughout the year provided the backbone for Wyoming’s strategy to increase occupant protection statewide. There were fifty-four (54) Wyoming law enforcement agencies that participated in grant-funded overtime occupant protection enforcement activities. Agencies participated in the required May Mobilization event, as well as other national and strategically selected local events which focused on occupant protection enforcement. All grant applications were processed in accordance with Highway Safety Office procedures and requirements and consistent with WASCOP’s Traffic Safety Committee directives.

In mid FY2020 COVID-19 reared its ugly head and local agencies had to adopt policies to ensure the safety of their officers while interacting with the public. Agencies reduced or postponed overtime enforcement. At around the same time a NHTSA Management Review was conducted in March 2020 and it was determined that additional documentation from the local agencies was needed to ensure occupant protection was the focus of the overtime hours. WASCOP worked diligently with the local agencies to provide clarity. Any Police Activity Report that did not meet this stringent criteria was moved to Federal 402 funding in the project General Traffic Safety Enforcement.

During FY2020, local law enforcement utilized four thousand one hundred seventy (4,170) total grant funded occupant protection overtime hours and garnered three hundred ninety-one (391) seat belt citations, fifteen (15) child restraint citations, and one thousand seven hundred ninety-seven

(1,797) speed citations. During the mandatory May Mobilization campaign, local law enforcement wrote sixty-five (65) seat belt citations and five (5) child restraint citations.

405c Data Program

Project Name: Traffic Records Project Manager
Project Number: M3DA-2020-FA-DA-01
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$133,200.00
Federal Funds Expended: \$119,240.64

Performance Measures Addressed:

- Crash Reports with no errors
- Linkable MIRE features.

Description: The project provided funding for the Wyoming Traffic Records Coordinating Committee (WYTRCC) Project Coordinator to assist in the planning of on-going and future activities to ensure the success of data improvement projects. The project coordinator worked with Traffic Records project directors to assist and coordinate activities related to WYTRCC projects identified in the HSP.

Results: WYDOT retained the services of JDI as the Traffic Records Project Manager for the State of Wyoming. JDI was tasked with improving Wyoming's traffic records system. JDI was able to assist in the following project successes:

- Linking crash data to driver registration data on behalf of Driver Services, linking DCI drug test results to crash data, and automating specific processing steps of the incoming crash reports.
- Facilitated the Safety Innovation Team meetings to address strategic initiatives related to traffic safety.
- Presented at the Traffic Records forum on behalf of WYDOT to showcase WYDOT's progress in Crash Data Quality and in the use of Crash Factors.
- Managed the transition of the SMS (Safety Management System) to ITIS, where it has been enhanced and expanded, to better meet the needs for Department-wide collaboration on highway safety improvements to reduce crashes. JDI drove the further enhancements to the HSM (Highway Safety Manual) predictive modelling at WYDOT.
- Managed enhancements to the Safety Portal, used for safety analysis by WYDOT users.
- Supported the use of crash data in making enforcement decisions, with focus on behaviour-related crashes. WHP adoption of tools to capture driver and vehicle data for both citations and crashes, reducing the time needed by officers to complete the related forms.

Project Name: Traffic Records Database Improvements
Project Number: M3DA-2020-FA-DA-02
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$317,885.49
Federal Funds Expended: \$236,652.00

Description:

Retain the services of a consultant to implement a Safety Portal that is configured and implement to WYDOT needs.

Results: WYDOT retained the services of ITIS to provide traffic records database improvements. ITIS was able to accomplish the following activities.

- Implemented an on-line dashboard for the SMS application to provide powerful and up-to-date status information to WYDOT executives. ITIS implemented the enhancements to the Admin Application, allowing WYDOT easier ways to manage the users of the Safety Portal and all the related applications.
- Provided a tool to connect to and test the Wyoming Incident Geo-Locating System (WIGLS) application using as an officer would when locating a crash, confirming the data with a report sent back to ReportBeam.
- Made final enhancements to the Safety Management System (SMS) transfer from WYDOT to ITIS. Made enhancements to the Safety Portal that adequately replaced functionality that was available in the old Desktop CARE program.
- Completed several steps of the migration from the old (ROUTE_VALIDATION) version of the LRS to the new (GROUND_TRUTH / PLANNING) version. This included the handling of the traffic circle implementations that were newly implemented by WYDOT, as well as the changes to the way the geometry parts were implemented.
- Implemented simple versions of applications to manage two datasets; the Roadway Names and the Facility Types.
- Implemented a web-based mechanism to run safety analysis reports based on selecting the county, the report type, and then generating the report.
- Modified and enhanced the intersection processing and the IIM (Intersection Inventory Management) application) to adapt them to the new (GROUND_TRUTH / PLANNING) version of the WYDOT ELRS.
- Productized HSM, Intersection tables, migrating facility types, Proximity, and Crash Type processing.

Project Name: MVS – Apportioned Plates Linkage
Project Number: M3DA-2020-M3-DA-03
Project Sub Recipient: WYDOT Motor Vehicle Services
Federal Funds Obligated: \$55,500.00
Federal Funds Expended: \$ 0.00

Performance Measures Addressed: Crash Reports with no errors.

Description: The project retained the services of a consultant to create, maintain, and implement changes to the Wyoming Electronic Crash Records System to enhance the database performance and quality.

Results: The WYDOT Motor Vehicle Services Program (MVS) did not expend funds on this project due to vendor unavailability despite multiple attempts by MVS to move forward with this project. The HSO Project Site provides documentation on the efforts made to complete this project.

405d Mid ID Coordinator

Project Name: GCID Facilitator
Project Number: M5DA-2020-FA-DA-03
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$124,320.00
Federal Funds Expended: \$ 66,119.67

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: Work will be conducted 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 through work accomplished through the Governor's Council on Impaired Driving.

Results: The facilitator scheduled and facilitated three (3) meetings of the Council Membership, in addition to facilitating meetings for the following sub-committees: Media Campaign, Policy Analyst Position, DUI Laws Review and 24/7 Sobriety Program. Members participated in Council and subcommittee meetings in-person and by conference call by an online link to the desktop. The GCID's public website continued to be updated.

The facilitator directed the Council's activities in accordance with the Council's Three-Year strategic plan and assisted the Council in identifying priority issues that needed to be addressed during the current year. The Council's Strategic Plan for the next three years was developed in accordance with NHTSA's guidelines and was approved by the Council on August 5, 2020.

The Council's direct involvement transferred the responsibility for drug testing in impaired driving cases to DCI's Crime Lab. Work continues to provide adequate resources for DCI to fulfil this responsibility.

After three years of continued effort, the Council was successful in getting legislation enacted that removes existing loopholes in the current legislation for Wyoming's Ignition Interlock Program and which strengthens Wyoming's 24/7 Sobriety Program. The Council is continuing to monitor the data to determine the impact of this legislative change.

The Council was successful in creating an Impaired Driving Task Force in Campbell County in the previous two years and the project manager is continuing to provide technical assistance and support for the Task Force's efforts. They have now become self-sufficient, self-directed and self-sustaining. The community is heavily involved in many of the Task Force's initiatives. The coordinator for this Task Force provides an update on all activities at each Council meeting.

The facilitator facilitated a series of meetings of the Media Campaign subcommittee to review the Council's year-long communication plan and assist Heinrich Marketing group in developing appropriate content for the Council's messaging efforts.

The Council voted and presented Saving Lives Awards to the following: The Wyoming Attorney General Peter Michael, Mike Blonigen (Co-chair of the GCID for eight years) and Injury Prevention Resources. These nominations were approved during the previous fiscal year and presented at the Council's December 9, 2019 meeting.

Project staff were instrumental in implementing the 24/7 Sobriety Program in Sheridan County and provided equipment and training to Teton County to implement the program. COVID – 19 has impacted the program. Currently Fremont and Sweetwater have suspended their 24/7 programs until administrators determine it is safe to start again. Currently, Campbell and Sheridan Counties are still in operation. The 24/7 Program Subcommittee met three (3) times to discuss issues and barriers that exist to having other counties implement the program. A detailed work plan will be developed by the subcommittee and will be implemented during the next fiscal year.

Governor Gordon has assigned a policy analyst to the Council who is working as a liaison on all Council issues. Another policy analyst will be assigned to participate in all council and subcommittee meetings if there is a schedule conflict.

405d Mid Court Support

Project Name: Traffic Safety Resource Prosecutor (TSRP)
Project Number: M5CS-2020-M5-CS-01
Project Sub Recipient: City of Laramie Attorney General's Office
Federal Funds Obligated: \$142,080.00
Federal Funds Expended: \$107,421.99

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The City of Laramie Attorney General's Office shall address the needs of stakeholders who contend with traffic safety problems in Wyoming. The Traffic Safety Resource Prosecutor (TSRP) provides local law enforcement and prosecutors with a veteran prosecutor, specializing in traffic safety issues with an emphasis in impaired driving, to support their efforts through training, education, legal research, and technical assistance. The goals of the TSRP are to develop strategies and tactics aimed at reducing impaired driving, and to improve the quality of the investigations and prosecutions around the state.

Results: The TSRP continued to serve as a liaison between various agencies, prosecutors, courts, law enforcement, and other traffic safety professionals providing information working on traffic safety issues. The TSRP attended various meetings to include, Governor's Council on Impaired Driving and related subcommittee meetings, Wyoming Legislative Committee, UW AWARE/A-Team, SafeRide Advisory, Prevention Action Alliance, CoPSA, and other meetings as appropriate.

The TSRP continued work on traffic safety reference materials, programs, and trainings to increase successful enforcement and prosecution of impaired driving cases to Wyoming law enforcement, prosecutors, judges, and other agencies to include:

- Drug Recognition Expert (DRE) training
- Advanced Roadside Impaired Driving Enforcement (ARIDE),
- Standardized Field Sobriety Test course (SFST), and refresher courses
- Prosecuting the Drug Impaired Driver Course
- Basic Operator and Senior Operator Courses for Breath Testing Instruments
- University of Wyoming Law School Trial Institute

The TSRP also participated and presented at various regional/national trainings and conferences to include the AAA DEC Courtroom Testimony Courses for DREs, the Oklahoma Highway Safety Summit, the National TSP Traffic Tuesday webinar series, the national cross-examination project, the Louisiana Professionals in Pretrial Service, the International Association of Chiefs of Police Drug, Alcohol, and Impaired Driving (DRE) Virtual Conference, as well as a few webinars.

405d Mid Paid/Earned Media

Project Name: GCID Media
Project Number: M5PEM-2020-M5-PM-03
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$853,338.62
Federal Funds Expended: \$448,163.06

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The HSO to furnish media services to make the public aware of traffic safety issues through multi-media communication and outreach with alcohol and drugged driving are the top traffic safety priorities to be addressed. 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 was retained as consultant to develop, produce and distribute impaired driving media campaigns for the Governor's Council on Impaired Driving. Heinrich was mindful of the behaviors of the targeted demographics (Primary: Male, 21-34 Secondary: Females, 21+). Heinrich worked closely with the GCID Media Advisory Committee and provided quarterly comprehensive media updates to the Council. Heinrich ensured that law enforcement, and other supporting organizations, had the materials needed to ensure strong, local outreach and messaging. The Impaired Driving campaigns delivered a combined 23,608,198 total impressions.

The FY2019 television and radio spots were refreshed and re-purposed and trafficked to stations state wide during high visibility enforcement periods in FY2020. Additionally, Heinrich developed new drugged driving messaging for use on social media and partnered with the Wyoming Highway Patrol (WHP) on a series of marijuana-specific Impairment messages. Heinrich produced a radio spot, featuring Colonel Haller, used during University of Wyoming 'Cowboy Classic' football game rebroadcasts.

Four (4) new social media videos were developed featuring diverse members of the community in Sheridan and Gillette. Socially, GCID has received a total of nine hundred seventy-four (974) "page likes" and one thousand nineteen (1,019) "page follows" which is an increase of fifty-seven (57) "page likes" and eighty-four (84) "page follows" over last year.

405d Mid Training

Project Name: DRE/ARIDE/SFST Program
Project Number: M5TR-2020-FA-TR-01
Project Sub Recipient: Wyoming Highway Patrol
Federal Funds Obligated: \$248,640.00
Federal Funds Expended: \$248,013.79

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The WHP administered this state-wide program involved training new law enforcement officers in DUI detection, advanced DUI detection methods, and general oversight and administration of the state-wide DRE, ARIDE, and SFST programs.

Results: FY2020 proved to be challenging and allowed the Impaired Driving Program Manager (IDPM) to showcase his resiliency, adaptability, education, and communication skills while navigating the COVID-19 pandemic and all the challenges it brought to Wyoming, the nation, and world. The IDPM attended conferences/trainings to remain up-to-date on current impaired driving issues and trends in order to provide the most effective training possible to the State. The IDPM was able to conduct approximately 30 on-site agency visits which translated into a multitude of trainings offered throughout the state to law enforcement from city, county, state and federal law enforcement agencies. The trainings included:

- DRE Certification Training with fourteen (14) students (field certifications scheduled to take place in December 2021). *One student utilized the training on his way home from class, arresting a drug-impaired driver from the skills he had just learned*
- Combined DRE/SFST Instructor Class with five (5) DRE and nine (9) SFST Instructors trained
- Several “Identifying Impairment” classes were held for Port of Entry Officers and public agencies
- Six (6) ARIDE Classes with 80 students officers trained
- Three (3) SFST Basic Courses were held at the Wyoming Law Enforcement Academy
- Five (5) SFST Refresher Classes with approximately sixty (60) officers trained. Note: Many agencies held in-house SFST refreshers but don't report those to the state coordinator.
- Conducted all but two (2) of the Regional Coordinator Trainings
- Impaired Driving Training to FE Warren Air Force base personnel which allowed the new instructors to go back and teach at a local level

In addition to the technical trainings the IDPM presented 'Utilizing DRE's with Commercial Vehicles' at the Oklahoma State Impaired Driving Summit and via webinar for the national TSRP organization, assisted the Wyoming Department of Health Breath Testing Section to develop new curriculum and assist training officers around the state on proper use of the breath instruments, and assisted the Traffic Safety Resource Prosecutor with the "Prosecuting the Drug Impaired Driver".

Mid FY2020 saw many challenges and multiple training events had to be cancelled or rescheduled which caused a compression of training time prior to the end of the fiscal year. The IDPM had to adapt to the new way of doing business such as teleworking, social distancing, following health safety guidelines. Challenges included:

- Assisting with more of WHP Safety and Training responsibilities due to quarantined staff.
- Contacting Administrators proved difficult as many were working from home.
- Increased training costs due to purchasing cleaning supplies, travel costs, and needing more instructors to assist.
- Planned DUI task force events were postponed or cancelled.
- Attendance for classes were low for certain areas of the State.
- The DRE School was conducted in FY2020, however, field certifications were scheduled in FY2021.
- Wyoming Law Enforcement Academy cut the number of students in half as a precaution.

The IDPM worked with DRE Regional Coordinators to provide evaluation opportunities for DRE's to meet minimum certification requirements. An ARIDE/SFST Coordinator was identified and was and continue to be responsible for scheduling trainings, more responsibilities were shifted to the DRE Regional Coordinators such as tracking certifications, DRE participation, DRE call outs, and holding recertification events. This assisted the IDPM more time to focus on administration, program development, and agency visits.

405d Mid 24/7 Sobriety Program

Project Name: 24/7 Program
Project Number: F24SP-2020-FA-SP-01
Project Sub Recipient: Attorney General of Wyoming
Federal Funds Obligated: \$35,099.96
Federal Funds Expended: \$ 0.00

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 - Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: The Attorney General of Wyoming is spearheading the implementation of the 24/7 program throughout Wyoming. This Program sets the standard of no use of alcohol as a condition of continuing to drive and remaining in the community, rather than being incarcerated. The standard is enforced by intensive monitoring by law enforcement agencies with alcohol testing mandated for each participant. The combination of strict monitoring and a no-use standard with swift, certain, and meaningful, but usually not severe consequences has been extremely successful.

Results: Grant funds were not expended this fiscal year due to a decline in 24/7 tests because of the COVID-19 pandemic. Sweetwater County and Fremont County suspended all 24/7 activities due to COVID in March of 2020 temporarily and Natrona County ceased the program due administrative barriers. However, the following counties are still administering the program: Campbell, Fremont, Sheridan, and Sweetwater Counties. Teton County has adopted the 24/7 Program and came on board in August 2020.

The Governor’s Council on Impaired Driving (GCID) has continued work to expand and assist the counties with the Program. The GCID Subcommittee meets regularly to discuss the barriers and solutions to expanding the Program to include, but not limited to judicial support, financial deficiencies, staffing, transportation challenges in the rural communities, indigency, or the flexibility in program rules.

405f Motorcyclist Awareness

Project Name: Motorcycle Awareness
Project Number: M9MA-2020-M9-MA-01 & M11MA-2020-FA-MA-02
Project Sub Recipient: WYDOT- Public Affairs Office (PAO)
Federal Funds Obligated: \$96,170.82
Federal Funds Expended: \$16,927.94

Performance Measures Addressed:

- C1- Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C7- Number of motorcyclist fatalities (FARS)
- C8- Number of unhelmeted motorcyclist fatalities (FARS)

Description: The PAO will 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 PAO shall work collaboratively with traffic safety partners to educate drivers to watch for motorcycles.

Results: The PAO served the entire state of Wyoming with motorcyclist awareness safety messages. The PAO created a comprehensive 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 as a way to reach the demographic of men and women between the ages 18 to 34. There were nine hundred sixty (960) radio ads ran May through September 2020 in addition to the KGAB website and Meadowlark Digital advertising.

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

154 Paid Media (Penalty Transfer Funds)

Project Name: Native American Outreach ID & OP
Project Number: PM-2020-FA-PM-02/154PM-2020-FA-AL-03
Project Sub Recipient: WYDOT District 5
Federal Funds Obligated: \$44,400.00
Federal Funds Expended: \$43,495.36

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C4 – Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).
- C-9 – Number of Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)

Description: WYDOT District 5 will design, produce and conduct a comprehensive, year-long, 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. The Sub-Recipient shall work to increase seat belt use in Fremont County and the Wind River Reservation and lower fatalities. Use the ideas of positive norming to encourage reservation residents with radio, newspaper, online and billboard advertising to promote seat belt use. Furthermore, conduct outreach on the reservation by use of earned media such as newspaper articles, radio programs, and educational programs in schools.

Results: The WYDOT District 5 Public Involvement Specialist (PIS) provided relevant and impactful tribal outreach on the Wind River Indian Reservation for the Shoshone and Arapahoe tribes focusing on occupant protections and impaired driving messaging through billboards, bus, radio, online news. When possible campaigns utilize local voices and are promoted at community events, safety fairs, and youth sports.

This project continues to have a positive impact on the Fremont County community which is improving the relationship between WYDOT District 5 and the two (2) Native American Indian Tribes through teamwork on traffic safety issues such as using local voices in media campaigns.

The PIS fosters the relationship with the Native American community and serves as a voice for the underrepresented community at state wide coalitions such as the Governor's Council on Impaired Driving and Wyoming Seat Belt Coalition. This relationship continues to "open doors" for dialogue between affected groups, tribal citizens, tribal governments, county and state governments. The PIS is salary is paid by the Wyoming Department of Transportation.

154 Alcohol (Penalty Transfer Funds)

Project Name: WASCOP Impaired Driving Overtime HVE & LEC
Project Number: 154AL-2020-FA-AL-04
Project Sub Recipient: Highway Safety Office
Federal Funds Obligated: \$892,643.49
Federal Funds Expended: \$354,309.89

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: As a component of Wyoming’s evidence based enforcement program, WASCOP will provide the administration and coordination of the high visibility overtime enforcement of Wyoming’s impaired driving laws. The consolidated approach will result in effective and coordinated grant funded enforcement activities associated with national, state, and local targeted events.

Results: WASCOP provided grant funded DUI overtime opportunities to all local law enforcement agencies within the state. A total of fifty-four (54) Wyoming law enforcement agencies participated in grant-funded impaired driving overtime enforcement activities.

All grant applications were processed in accordance with Highway Safety Office procedures and requirements and consistent with WASCOP’s Traffic Safety Committee directives. WASCOP’s monitoring process for local law enforcement agencies includes certification of payroll, seat belt policy, supplanting disclaimer, and documentation of selected high visibility overtime events. Desk monitoring was conducted with every reimbursement submitted for payment.

In mid FY2020 local agencies had to adapt to COVID-19 and public health guidelines. Agencies reacted by reduced or postponed overtime enforcement as well as review of policies for interacting with the public. At around the same time a NHTSA Management Review was conducted in March 2020 and it was determined that additional documentation from the local agencies was needed to ensure impaired driving was the focus of the overtime hours. WASCOP worked diligently with the local agencies to provide that clarity. Any Police Activity Report that did not meet this stringent criteria was moved to Federal 402 funding in the project General Traffic Safety Enforcement.

Agencies participated in the required Holiday Campaign resulting in thirty-three (33) DUI arrests and August Crackdown resulting in thirty-eight (38) DUI arrests, as well as other national and strategically selected local events which focused on impaired driving enforcement. During FY2020, local law enforcement utilized five thousand nine hundred fifty-four (5,954) impaired driving grant funded overtime hours and garnered one hundred eighty-four (184) DUI arrests, one thousand two hundred fifty-nine (1,259) other arrests/citations during the seven thousand two hundred ninety-nine (7,299) traffic stops.

Project Name: WASCOP Alcohol Factors
Project Number: 154AL-2020-TF-AL-05
Project Sub Recipient: Wyoming Association of Sheriffs and Chiefs of Police
Federal Funds Obligated: \$55,119.82
Federal Funds Expended: \$39,381.58

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: WASCOP will collect and analyze the alcohol/drug-related data for all custodial arrests from January 1st through December 31, 2019. An executive summary and two year end reports of the alcohol-related arrest data was produced and distributed to traffic safety advocates to provide education and enforcement to Wyoming’s impaired driving population.

Results: The Alcohol and Crime in Wyoming - 2019 Main Report, Supplemental Report, and Executive Summary were completed, printed, and distributed to law enforcement, traffic safety advocates, and community leaders state-wide. The data collected from the eleven thousand seven hundred eighty-eight (11,788) arrests statewide increased awareness about the impaired driving problem in Wyoming. Per the report DUI’s accounted for 27.78 percent of all arrests. The HSO, Policy Maker Forums, community prevention specialists, and law enforcement continue to utilize the reports to evaluate the problem, identify prevention efforts, and develop strategies to combat impaired driving.

Project Name: IPR DUI Monitoring and Probation
Project Number: 154AL-2020-FA-AL-06
Project Sub Recipient: Injury Prevention Resources
Federal Funds Obligated: \$172,365.32
Federal Funds Expended: \$163,020.85

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS).

Description: DUI Supervised Probation (DSP) manages persons convicted of DUI charges and makes them accountable for consumption of alcohol, drug use, and legal vehicle operation while on probation. Accountability was accomplished by implementing twice dialing BAC testing, transdermal alcohol content monitoring, observance of ignition interlock, random drug and alcohol testing, regular meetings, appropriate referrals for services and following court orders. Programs are directly responsible for reducing serious injuries and fatalities in Fremont County. DSP and DUI Monitoring programs are organized to provide services and maintain partnerships with similar local agencies, particularly those on the Wind River Indian Reservation.

Results: DSP supervised 147 clients with first time and subsequent DUI's. DSP Agents had 3,207 contacts with clients and spent 133 hours in court during the specified grant period. The hours spent in court and in-person testing were dramatically reduced due to the pandemic. IPR adjusted their program and made weekly phone contact with all clients regardless of their longevity in the program to ensure clients understood that all court requirements were still applicable.

The clients had a 93% compliance rate and a 96% successful completion rate. Compliance is determined as the percentage of people that the monitories do not have to request revocation of their probation. DSP had a 7% recidivism rate in regards to clients who complete successfully.

IPR's DSP and DUI Monitoring programs were tailored to reach offenders in Fremont County in addition to the Wind River Indian Reservation residing within the area. Overall 49 % percent of clients served were Native American, 42 % were Caucasian, and 11% were Hispanic.

In addition to serving Fremont County, IPR was able to provide education to the local Sheriff's Office, county attorneys, defence attorneys, Park County Drug Court, Hot Springs County, and Washakie County courts.

Project Name: Wyoming Highway Patrol Impaired Driving Overtime
Project Number: 154AL-2020-FA-AL-07
Project Sub Recipient: Wyoming Highway Patrol (WHP)
Federal Funds Obligated: \$199,800.00
Federal Funds Expended: \$179,628.56

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: As a component of Wyoming’s Traffic Safety Enforcement Program, the (WHP) worked year round in supporting impaired driving high visibility overtime enforcement to include focus on NHTSA impaired driving campaigns and localized events that brought increased traffic into Wyoming.

Results: The WHP participated in high visibility enforcement year round supporting national and local impaired driving campaigns. The WHP participated in the mandatory campaigns: Holiday Campaign from December 13, 2019 to January 1, 2020 with four (4) DUI arrests during sixty-nine (69) overtime hours and the August Crackdown from August 19 to September 7, 2020 garnered nine (9) DUI arrests in the two hundred twenty-four (224) overtime hours. A highlight of the FY2020 activity includes the multi-state, multi-agency law enforcement effort for the 111th annual Border War rivalry football game between the University of Wyoming and Colorado State University in which six (6) impaired drivers were arrested.

During FY2020, the WHP worked a total of one thousand eight hundred ninety-four (1,894) grant funded overtime high visibility enforcement hours to an outcome of seventy-nine (79) DUI arrests and numerous other citations/contacts. WHP staff regularly sent out memo’s to all sworn WHP members to ensure the focus of the overtime was dedicated to impaired driving. To accompany the overtime efforts, press releases were sent to all Wyoming media outlets.

Project Name: DUI Mobile Command Vehicle
Project Number: 154AL-2020-FA-AL-08
Project Sub Recipient: Cheyenne Police Department
Federal Funds Obligated: \$55,500.00
Federal Funds Expended: \$46,334.92

Performance Measures Addressed:

- C1 – Number of traffic fatalities (FARS)
- C2 – Number of serious injuries in traffic crashes (State crash data files)
- C3 – Fatalities/ VMT (FARS)
- C5 – Number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above (FARS)

Description: The Cheyenne Police Department 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, search warrant applications, and legal blood draws. The DUI Command Vehicle will provide a visible deterrent to impaired driving while deployed during a DUI Task Force Events.

Results: The DUI Command Vehicle was used for forty-six (46) DUI Task Force Deployments over twelve (12) events which were held within Laramie County, in addition to one event held in Albany County. There was a total of twenty (20) arrestees processed through the DUI Command Vehicle during these deployments. The DUI Command Vehicle was also used for one educational event in which it was presented to the public as a static display with hundreds of attendees. Approximately seventy-five (75) attendees were given tours of the DUI Command Vehicle and informed of the use of the Command Vehicle, DUI education, and grant goals.

Unfortunately, due to mass cancellations of many events locally and throughout the State because of COVID-19 pandemic precautions, the goals of the grant could not be met for events held outside of Laramie County (1 of 3 was conducted) and educational events (1 of 2 was conducted). The DUI Command Vehicle was offered to multiple agencies for use outside of Laramie County for their events; however, no agencies accepted these offers. Further, events in which the DUI Command Vehicle is normally used for educational events were cancelled and not rescheduled.

The DUI Command Vehicle has become a staple in the community and is easily recognizable. It has also become an attention piece and often times during deployments members of the community will stop by and ask about the unit. Social media was used prior to deployment of task force events to bring about awareness of the DUI Command Vehicle and the prevention of impaired driving. Social media produced by the Cheyenne Police Department reached more than one hundred twenty-five thousand (125,000) Facebook users. Further, the social media posts occasionally garnered traditional media attention, which ran stories about the use of the DUI Command Vehicle.

Training and maintenance of the Command Vehicle is of utmost importance. The previous year's issues of not having enough trained operators as well as maintenance issues, an annual certification program was implemented. This includes testing the operator's knowledge of the use and

implementation of the Command Vehicle and its equipment, as well as a “refresher” to ensure that operators have the knowledge to prevent and quickly identify issues if they do arise.

The most successful events during this grant period were the June Graduation Weekend DUI Task Force Event netted four arrests and the July Frontier Week DUI Task Force Event which also netted four arrests. Additionally, the educational event held during the annual Cheyenne Neighbourhood Night Out on July 7, 2020 provided community engagement and allowed many citizens to learn about the program. This event was very successful in providing proactive information with community members and helping drive the prevention side of the campaign associated with the grant objectives.