

**zero Fatalities<sup>®</sup>**

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# Zero Fatalities®

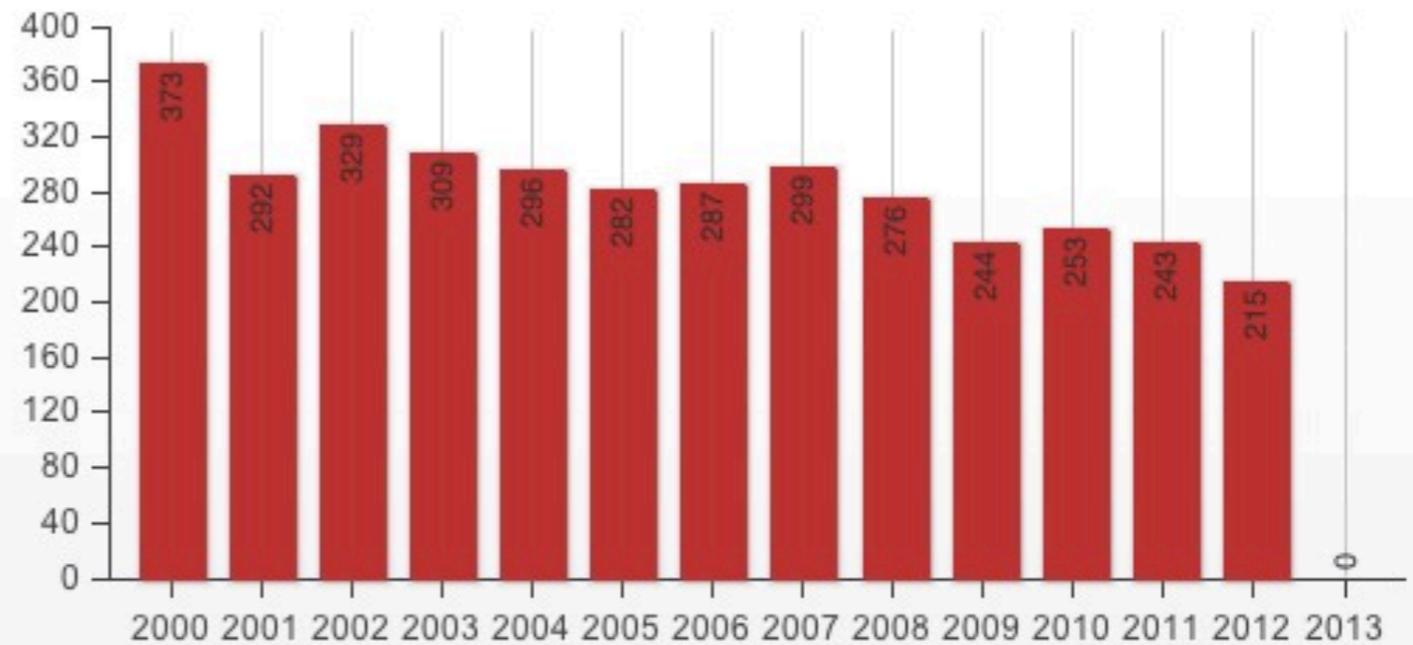
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## Fatality Report Card

<b>243</b>	<b>215</b>	<b>0</b>
2011 Fatalities Jan to Dec	2012 Fatalities Jan to Dec	2013 Fatalities as of Jan 1

### Previous Year Overview

- Traffic fatalities down 42% since 2000
- Lowest fatality rate since 1958
- 1 in 3 fatalities weren't buckled in 2012



\*Zero Fatalities program began in 2006.

## Serious Injury Report Card

<b>1,158</b>	<b>919</b>	<b>0</b>
2011 Serious Injuries Jan to Dec	2012 Serious Injuries Jan to Dec	2013 Serious Injuries as of Jan 1

\*2011 and 2012 datasets are highly preliminary.

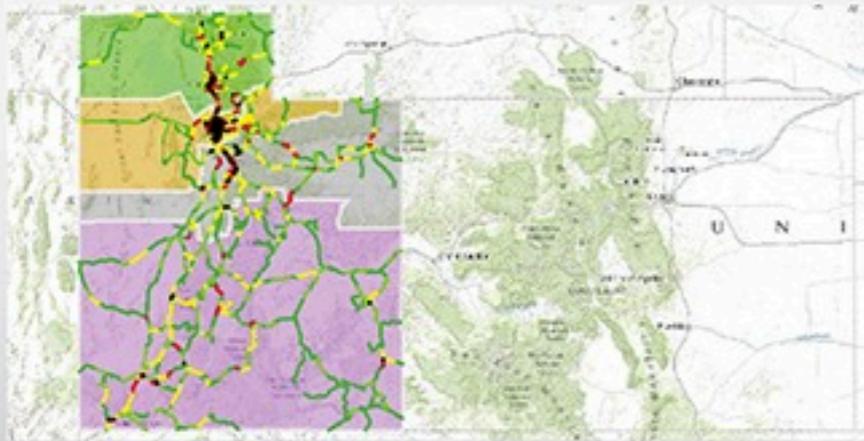


### Debbie and Clark Hill

This couple lost a 24 year old daughter, Chelsie, in a minor car crash because she was unbuckled. Since contacting us in April 2012, they have come to dozens of presentations and shared their story. They have organized a 5K for the past several years promoting seat belt use and donate all proceeds to Primary Children's Hospital.

[View Past Spotlights](#)

# Safety Programs



## UDOT Safety and Crash Analysis



HSIP Projects

SSIP Projects

Signal Projects

Lighting Projects

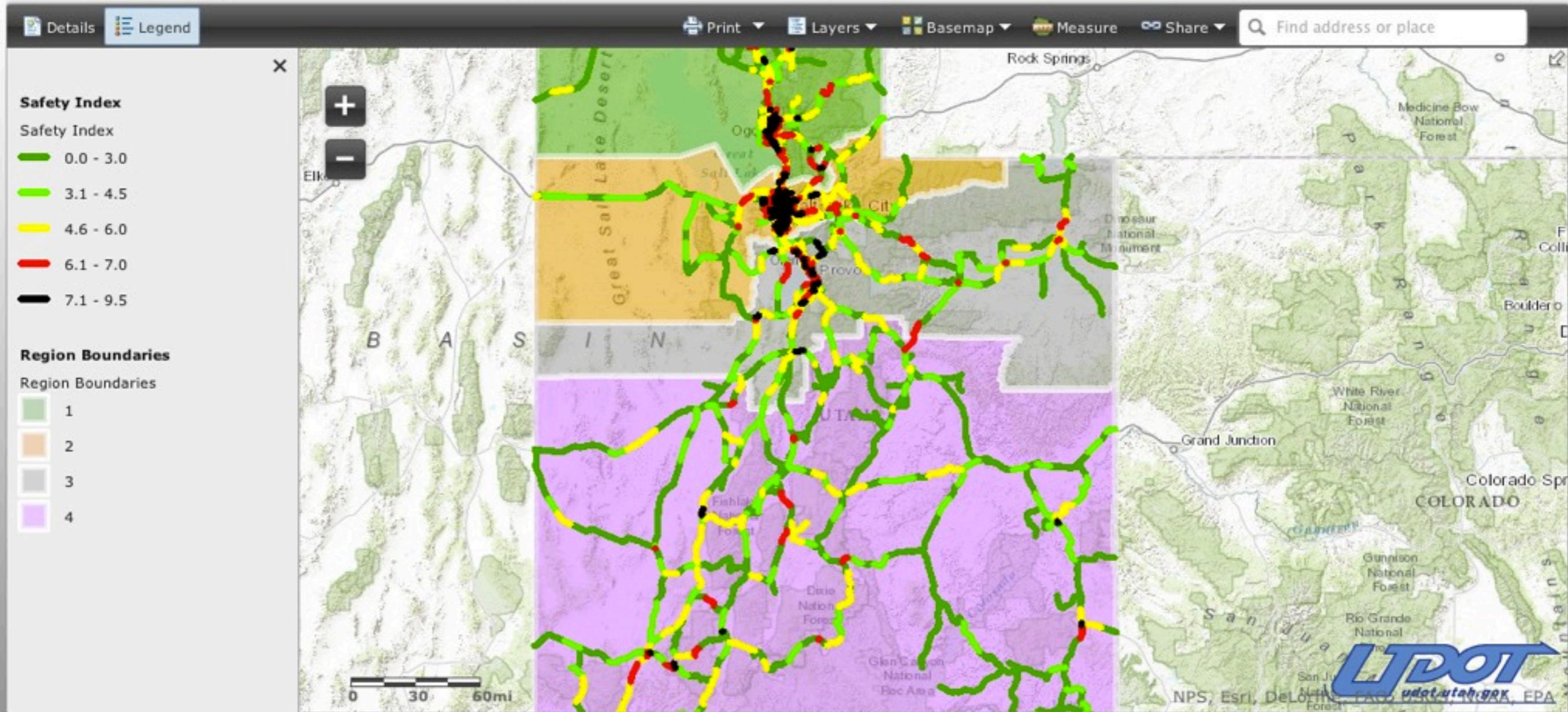
Signing Projects

Barrier Projects

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# Crash Maps - UPlan

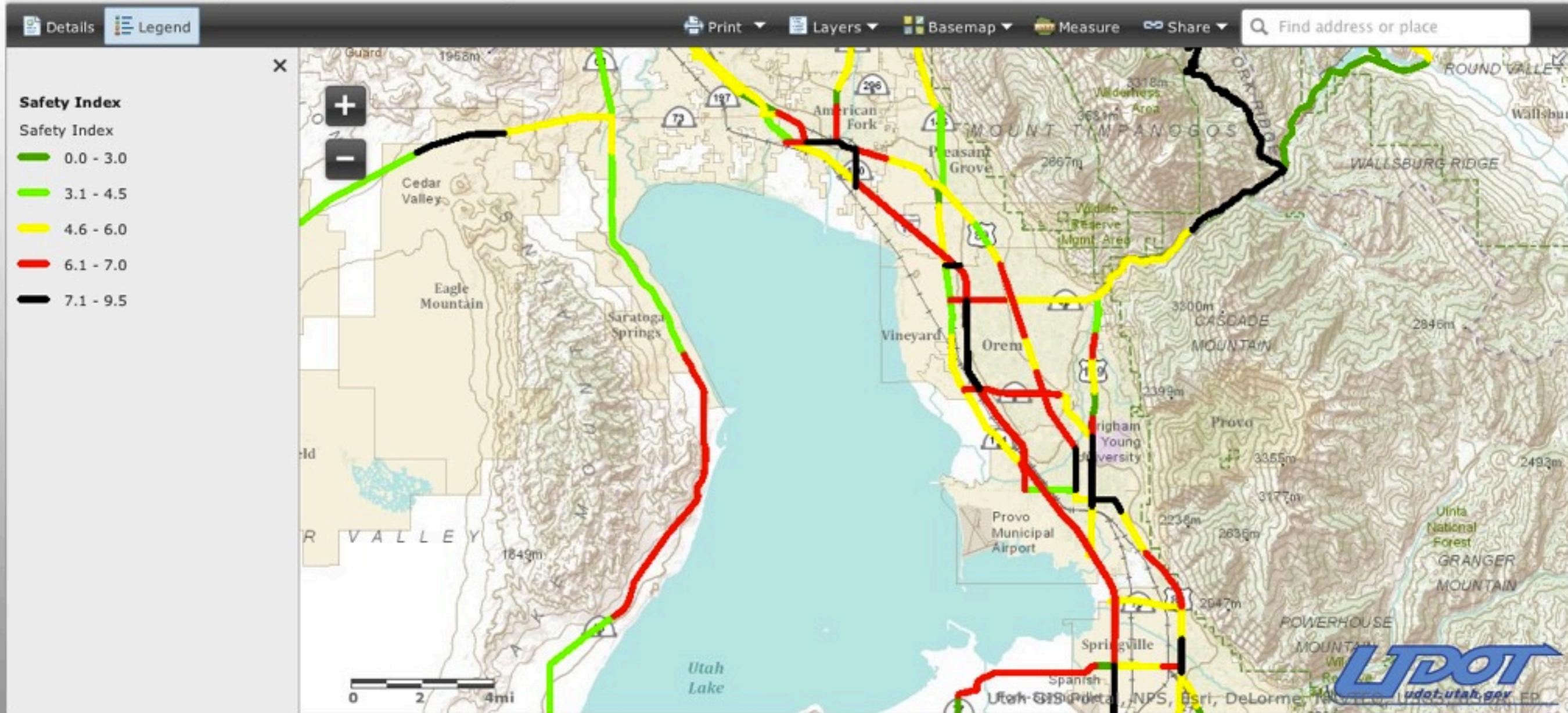
## UDOT Safety and Crash Analysis



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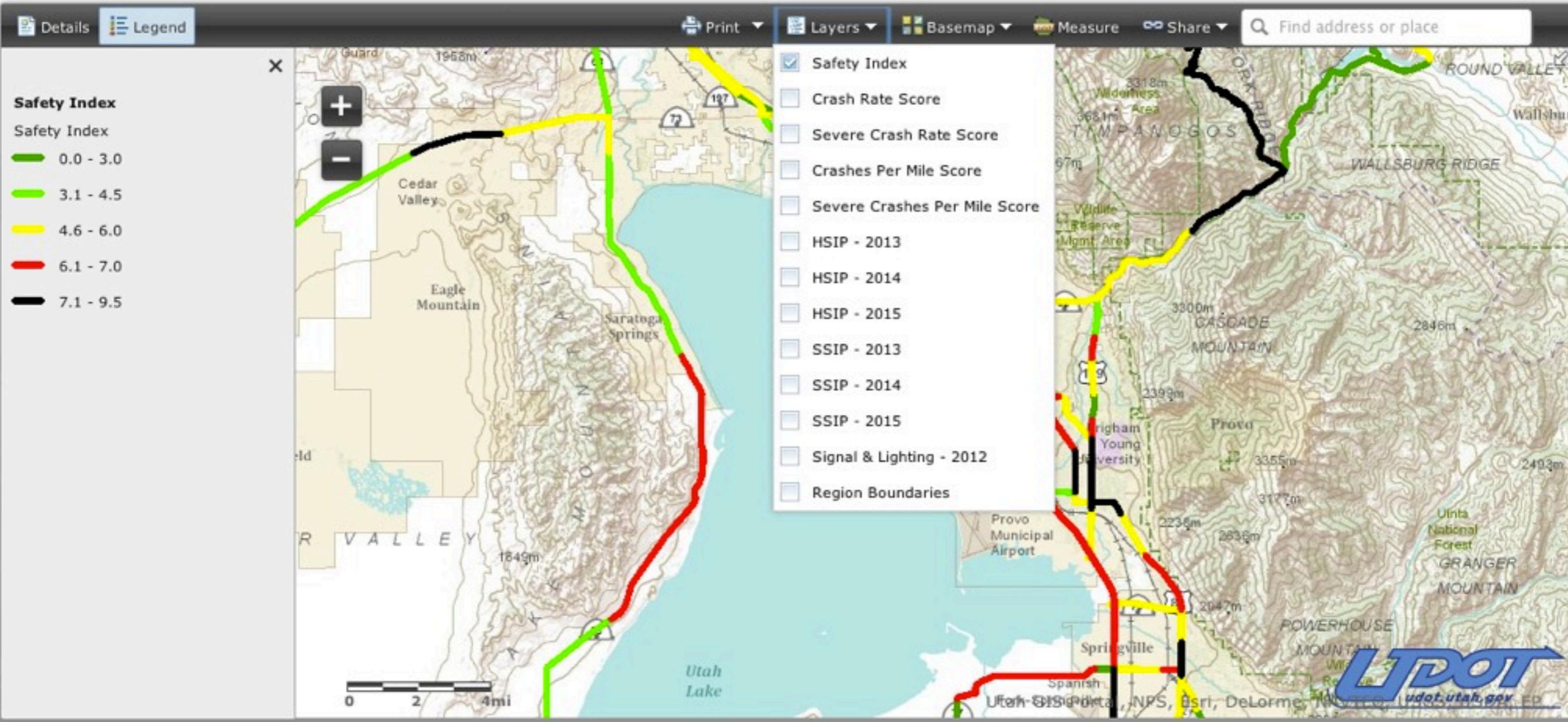
# Crash Analysis

## UDOT Safety and Crash Analysis



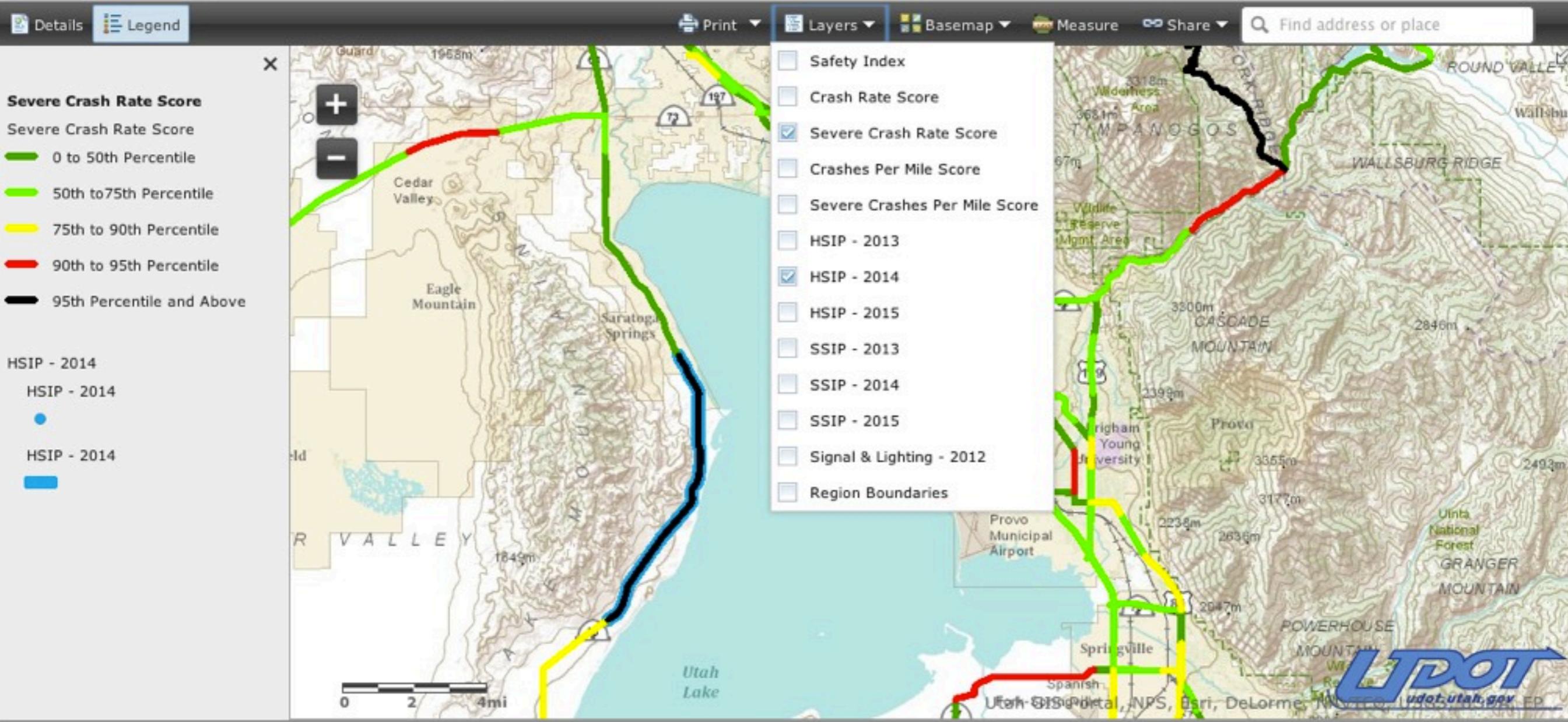
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# UDOT Safety and Crash Analysis



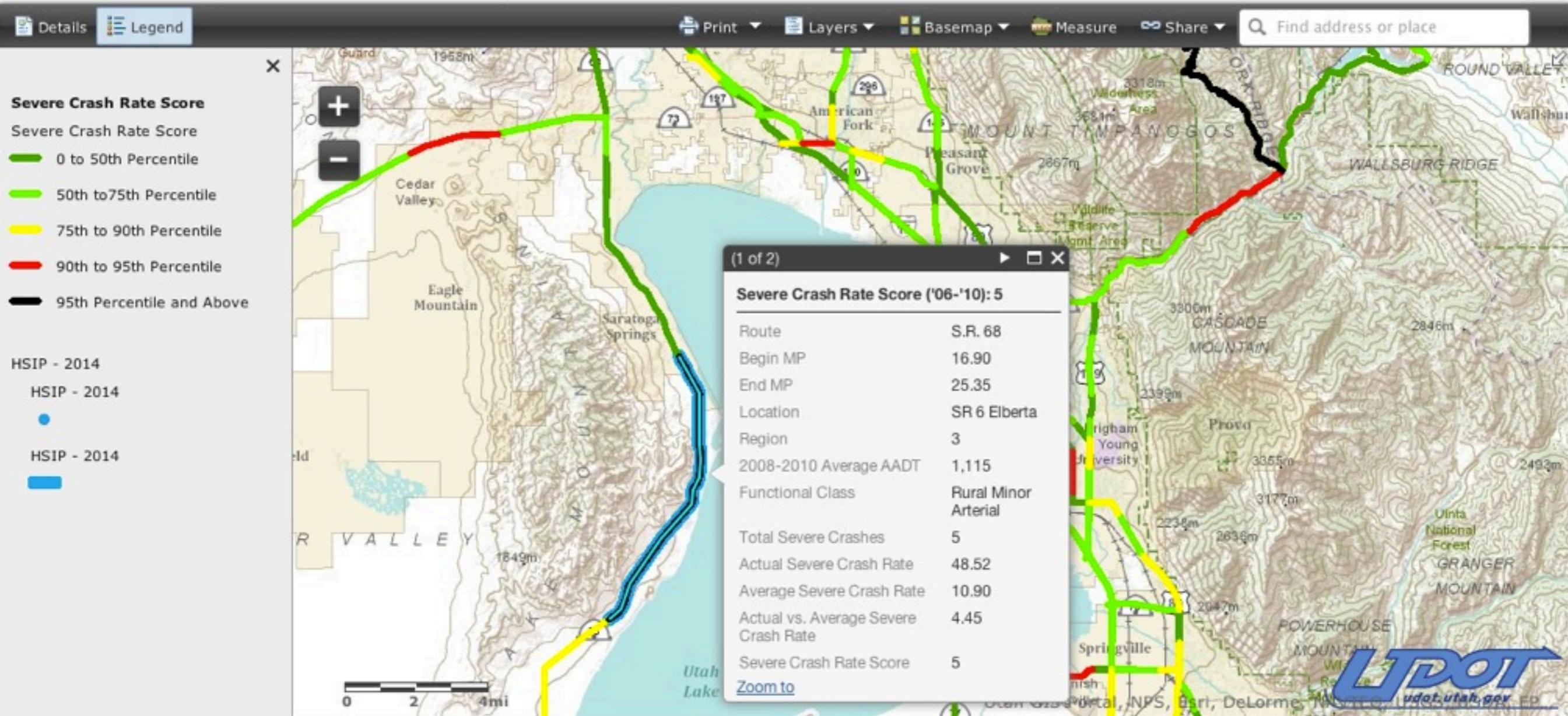
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# UDOT Safety and Crash Analysis



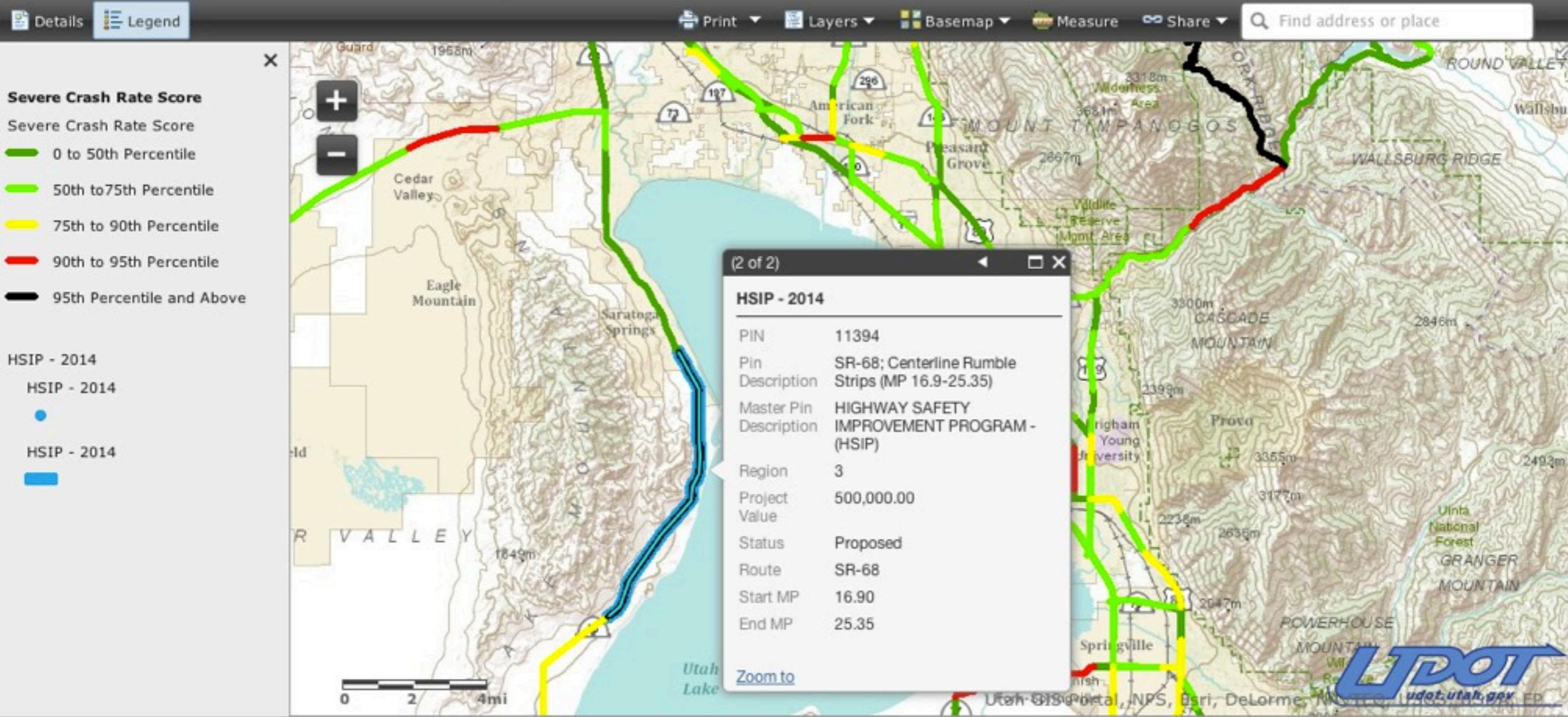
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# UDOT Safety and Crash Analysis



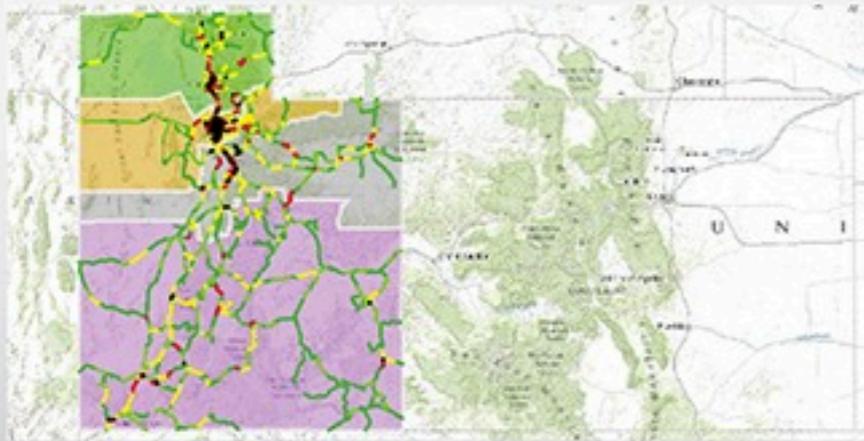
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# UDOT Safety and Crash Analysis



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# Safety Programs - Projects



## UDOT Safety and Crash Analysis



HSIP Projects

SSIP Projects

Signal Projects

Lighting Projects

Signing Projects

Barrier Projects

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# Proposed 2013 Highway Safety Improvement Program (HSIP) Projects

Fiscal Year	Region	Location	Project Limits		Proposed Scope of Work	Total Planned Cost for Fiscal Year
			Beg MP	END MP		
2013	Region 1	SR-65	8.44	13.94	Install guardrail, curve warning signs and centerline rumblestrips	\$770,000
		SR-126	17.00	18.72	Install two-way left-turn lane. Restripe existing pavement to take advantage of development widening and add pavement to fill in gaps	\$600,000
	Region 2	SR-36	56.78	62.9	Installation of median concrete barrier, rumble strips, protected left-turn phasing, advance signal warning signs w/flashers	\$2,200,000
		I-80	41.28	48.94	Install cable barrier on left shoulder in both directions	\$2,000,000
		I-80	32.5	38.5	Install cable barrier on left shoulder in both directions	\$1,500,000
		I-80	7	12	Install cable barrier on left shoulder in both directions	\$1,500,000
		SR-201/SR-202 Intersection	2.8	3.3	Realign and signalize SR-201/SR-202 intersection	\$3,500,000
		Region 3				
	Region 4	I-15	42.17	51.16	Install cable median barrier	\$2,600,000
		I-15	0	5	Install cable median barrier	\$1,000,000
			14.0, 14.68	14.27, 14.85	Install cable median barrier	
			10.93	13.38	Install concrete barrier to protect existing culvert	
		I-15	134.88	138.08	Install cable barrier on the left and right shoulders (various locations)	\$1,400,000
		I-15	77.80	82.25	Install cable barrier in median (MP 77.80 to 82.25) and protect bridge pillars at MP 70.3 and 75.10	\$550,000
		US-6	202.7	210.7	Install guardrail, install/repair centerline and shoulder rumble strips	\$1,300,000
		US-191	89.3	100.1	Install guardrail, various locations (total 12 runs)	\$600,000
	Statewide	Statewide	N/A		Education & Enforcement Safety Campaigns	\$1,500,000
		Statewide	N/A		HSIP, SSIP, SRTS Program Mgmt Assist.	\$400,000
		Statewide	N/A		Program Tracking	\$400,000
		Statewide	N/A		Crash Data Analysis and Project Identification Support	\$400,000
<b>Total HSIP</b>					<b>\$22,220,000</b>	

## Proposed 2013 Spot Safety Improvement Program (SSIP) Projects

Fiscal Year	Region	Location	Project Limits		Proposed Scope of Work	Total Planned Cost for Fiscal Year	
			Beg MP	END MP			
2013	Region 1	SR-108	10.08	10.08	Close off 3500 West on sharp curve	\$100,000	
		US-89	425.01	425.01	Right-turn lanes for SB on US-89, and widening to obtain 12 TWLTL (currently 8')	\$200,000	
	Region 2	SR-209	7.59	7.85	Increase WB Monroe St left turn storage and close unsafe access into driveway	\$25,000	
		SR-171	0.49	0.572	Connect the existing sidewalk to allow safe pedestrian travel	\$250,000	
		SR-111	6.30	6.6	Install guardrail	\$65,000	
	Region 3	US-189	7.43	14.3	Install guardrail, replace rumble strips along inside and outside shoulders, intersection improvements	\$500,000	
	Region 4	US-89	10	21	Extend culverts (approx 70), flatten slopes, improve CZ	\$100,000	
		SR-143	35	50	Slope flattening/ shoulder widening	\$100,000	
		SR-17	3.5	5.8	Shoulder widening	\$250,000	
	Statewide						
						<b>Total SSIP</b>	<b>\$1,590,000</b>

# 2012 Signal Projects

Calendar Year	Region	PIN	Location	Project Limits		Proposed Scope of Work		Total Planned Cost for Fiscal Year	
				Beg MP	END MP				
2012	Region 1	10518	US-89 & 800 West, North Salt Lake (HAWK)	386.237	386.337	1		\$107,664.00	
		10517	SR-39 & Depot Dr., Ogden	5.077	5.177	1		\$143,850.00	
		8289	SR-165 & 300 South, Providence	9.647	9.747	1		\$747,600.00	
		8428	SR-37 & SR-134, West Haven	9.974	10.074	1		\$800,000.00	
		multi	SR-193 & Church St., Layton	3.939	4.039		1	\$31,268.00	
		multi	US-89 & SR-134, Pleasant View	420.242	420.342		1	\$9,560.00	
		8289	SR-165 & 1200 South, Providence	10.162	10.262		1	\$747,600.00	
		10683	SR-203 & 5600 South, Ogden	0.400	0.500		1	\$296,769.00	
		10804	SR-126 & Angel Street, Layton	2.313	2.413	1		\$300,000.00	
		9384	US-91 & SR-13, Brigham City	1.915	2.015		1	\$350,000.00	
		Region 2	multi	SR-138 & Quirk St., Granstville (Ped Flasher)	10.544	10.644	1		\$42,530.00
			multi	SR-68 & 2495 South, West Valley City	55.659	55.759		1	\$39,468.00
			10619	SR-175 & 2200 West, South Jordan	1.822	1.922	1		\$175,000.00
			10619	SR-175 & 3200 West, South Jordan	0.895	0.995	1		\$175,000.00
			10618	SR-151 & Baxter Dr., South Jordan	3.112	3.212	1		\$204,209.00
			9580	US-89 & 9220 South, Sandy	366.393	366.493	1		\$187,895.00
			10807	SR-68 & 8400 South, West Jordan	47.471	47.571	1		\$99,682.00
			multi	US-89 & 50 North, Salt Lake City (Ped Flasher)	379.650	379.750	1		\$107,010.00
			8791	US-89 & Kensington Ave., Salt Lake City	376.942	377.042	1		\$356,860.00
			multi	SR-266 & 1500 East, Holladay (Ped Flasher)	5.582	5.682	1		\$45,855.00
			multi	SR-266 & 2900 East, Holladay (Ped Flasher)	7.611	7.711	1		\$45,855.00
			multi	SR-201 & SR-202, Magna (AWS)	3.200	3.300	1		\$108,846.00
			6794	SR-68 & 4100 South, Taylorsville	53.259	53.359		1	\$933,344.00
			multi	SR-48 & 1300 West, West Jordan	10.560	10.660		1	\$9,560.00
			10684	SR-68 & North Star Dr, SLC	59.730	59.830	1		\$425,000.00
	10233	SR-140 & Pony Express Road, Bluffdale	2.323	2.423		1	\$40,822.00		
	multi	SR-269 & Main Street, SLC	0.714	0.814		1	\$24,977.00		

## 2012 Lighting Projects

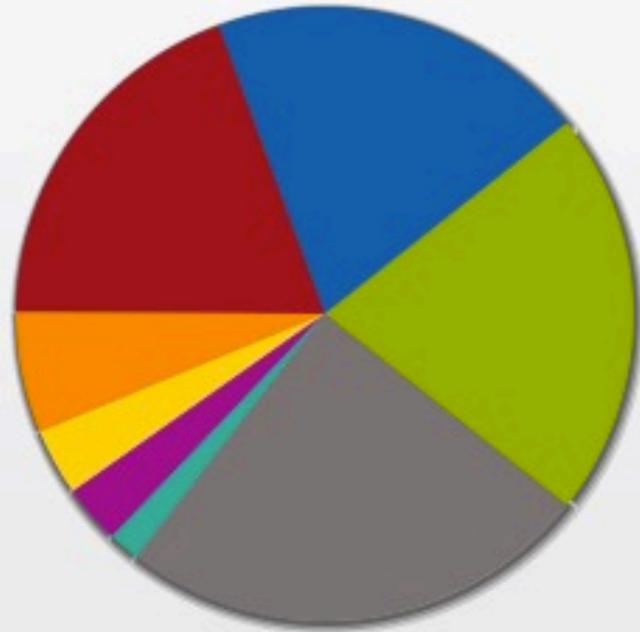
Calendar Year	Region	PIN	Location	Project Limits		Proposed Scope of Work	Total Planned Cost for Fiscal Year	
				Beg MP	END MP			
2012	Region 1							
	Region 2	8805	SR-112 (10000 N) & 200 W, Tooele	7.939	8.039	Intersection Lighting	\$10,000.00	
	Region 3	9365	I-15 South Santaquin Int. Lighting	242.000	242.100	Street Lighting	\$33,000.00	
	Region 4	9659	US-89 Gunnison Main Street Lighting	241.000	242.000	Street Lighting	\$100,000.00	
		10829	I-15 Lunt Park Rest Area Lighting	87.418	87.886	Rest Area Lighting Retrofit and Conversation to LED Lamps	\$100,000.00	
		8703	SR-133 Kanosh Main Street	0.066	0.816	Street Lighting	\$57,000.00	
	Statewide							
							<b>Total Lighting</b>	<b>\$300,000.00</b>
							<b>2012 Total Lighting</b>	<b>\$300,000.00</b>

## 2012 Signing Projects

Region	Location	Work Done	Expenditures
Region 1	I-15 Parrish Lane & I-84 Adams Av	Replaced Deteriorated Signs	\$31,434.36
	I-15 Exits 315, 316 and 317	Replaced Deteriorated Signs	\$20,667.75
Region 2	I-15 MP 321.to 323.2	Mover Over Signs	\$17,305.57
	I-215 MP 0 to 23	Fender Bender Signs	\$31,591.32
Region 3			
Region 4	SR 6 Exit 240,241 and 243	Replaced Deteriorated Signs	\$167,323.88
	I-15 Exit 22	Replaced Deteriorated Signs	\$94,466.50
	I-15 MP 61 to 133	80 MPH	\$18,303.00
Statewide	Statewide	Share The Road Signs	\$9,000.00
	Statewide	Trooper	\$4,000.00
	Statewide	State Park Signs	\$130,000.00
<b>Total</b>			<b>\$524,092.22</b>

# Zero Fatalities Program

## Zero Fatalities Budget Allocation



	Allocated	Remaining
Paid Media	\$227,345	\$40,404
Prog. Dev. & Strategy	\$211,740	\$17,645
Outreach Production	\$205,540	\$49,378
Public Relations	\$67,920	\$5,660
Media Production	\$37,500	\$33,750
Research	\$33,000	\$33,000
Strategic Partnerships	\$17,500	\$0
Outreach	\$263,340	\$43,890
<b>Total Budget</b>	<b>\$1,063,885</b>	<b>\$223,727</b>

### Social Media Effort

#### Latest Tweets

@UDOTRegion3 RT  
 @UtahDOT: Lowest fatalities on Utah's roads since 1959, on the path to @ZeroFatalities 2012 information now available: <http://t.co/5ITz3ls7>

@weareintheevent RT  
 @UtahDOT: Lowest fatalities on Utah's roads since 1959, on the path to @ZeroFatalities 2012 information now available: <http://t.co/5ITz3ls7>

#### People Following

##### Facebook

Zero Fatalities 3,046  
 Don't Drive Stupid 10,954

##### Twitter

Zero Fatalities 3,859

- Outreach
- Prog. Dev. & Strategy
- Public Relations**
- Research
- Strategic Partnerships
- Outreach Production
- Media Production
- Paid Media

January	\$5,660.00	July	\$5,660.00
February	\$5,660.00	August	\$5,660.00
March	\$5,660.00	September	\$5,660.00
April	\$5,660.00	October	\$5,660.00
May	\$5,660.00	November	\$5,660.00
June	\$5,660.00	December	\$0.00

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# Outreach

Outreach Effort					
<span>Feb '13</span> <span>Jan '13</span> <span><b>Dec '12</b></span> <span>Nov '12</span> <span>Oct '12</span> <span>Sep '12</span> <span>Aug '12</span> <span>Jul '12</span> <span>Jun '12</span> <span>May '12</span> <span>Apr '12</span> <span>Mar '12</span>					
<b>Total Outreach Audience YTD: 36,782</b>					
Date	Location	Event	Attendees	Notes	
2012-12-03	Herriman	1 Herriman High Parent Program Presentation	250		
2012-12-03	Saratoga Springs	West Lake High School Community Event Booth			
2012-12-05	SLC	6 East High Health Presentations	180	2 day event.	
2012-12-11	SLC	6 Granger High School Driver Ed Presentations	200	2 day event.	
2012-12-11	Plain City	1 Fremont High Driver Ed Presentation	40		
2012-12-13	Pleasant Grove	5 Pleasant Grove Driver Ed Presentations	180	2 day event.	
2012-12-13	West Valley	7 Hunter High Health Presentations	210	2 day event.	
2012-12-11	SLC	2 DDS Presentation @ KSL	30		
2012-12-13	Kanab	Kanab High School Parent Night	100		
2012-12-13	Orderville	Valley High School Parent Night	100		
2012-12-04	South Jordan	1 American Prep Academy Driver Ed Presentation	30		
2012-12-05	West Valley	6 Kearns High School Driver Ed Presentations	180	2 day event.	
2012-12-13	Draper	1 Summit High Driver Ed Presentation	20		
2012-12-17	West Jordan	4 West Jordan Driver Ed Presentations	120		

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# Paid Media

## Media Placement

**Title** Don't Drive Stupid Video Contest Theatre Advertising  
**Duration** Jan 30 - Apr 15, 2013  
**Cost** \$10,710.00  
**Medium** [Theater Ad](#)  
**Results** 527,000 average monthly attendance across 6 theaters  
**Notes** Included theater rental and placement

**Title** Seat Belt TV Campaign: Buckle Up for the Ones You Love  
**Duration** Jan 12 - Jan 29, 2012  
**Cost** \$75,000.00  
**Medium** 4 TV Mock Ups for August Focus Group, [Seat Belt Video](#) and [30-Second PSA](#) & [15-second PSA](#) TV Spots  
**Results** Paid Reach: 76.2% of adults 18-54  
Paid Frequency: 8.2  
Total with Bonus Reach: 94.4% of adults 18-54  
Total with Bonus Frequency: 16.1  
**Notes** Played on KSL, KTVX, KUTVX, KSTU and Comcast & DirecTV - CNN, TNT, FXNC, SPK, HIST, DISC, FX, ESPN & SYFY) + value add station websites. TV includes Studio 5 and Fresh Living interviews week of Jan. 23. Bonus TV running through Feb 26.

**Title** Seat Belt Online

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# Earned Media

Earned Media	
Jan '13   Dec '12   Nov '12   Oct '12 <b>May '12</b> Mar '12   Feb '12   Jan '12	
<b>Action</b>	Work Zone Safety Press Event
<b>Coverage</b>	2 News This Morning 7:00 AM
<b>Date</b>	2012-05-25
<b>Results</b>	Run Time: 2:51 Nielsen Audience: 141,163 Calculated Ad Equivalency: \$1,904 Calculated Publicity Value: \$5,712 30-Second Ad Equivalency: \$334
<b>Action</b>	Work Zone Safety Press Event
<b>Coverage</b>	Fox 13 Good Day Utah 7:00 AM
<b>Date</b>	2012-05-25
<b>Results</b>	Run Time: 1:11 Nielsen Audience: 33,242 Calculated Ad Equivalency: \$665 Calculated Publicity Value: \$1,995 30-Second Ad Equivalency: \$281
<b>Action</b>	Work Zone Safety Press Event
<b>Coverage</b>	2 News This Morning Utah 6:00 AM

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# FY-2014 Funding Request

Program	FY-2013	FY-2014	Change
Traffic Signal	\$7.0 million	\$7.0 million	\$0
Safety Spot	\$2.0 million	\$2.0 million	\$0
Lighting	\$300,000	\$300,000	\$0
Signing	\$400,000	\$400,000	\$0
Barrier	\$300,000	\$300,000	\$0
Total	\$10.0	\$10.0	\$0

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