Utah’s .05 Experience

Colonel Michael Rapich, Utah Highway Patrol
The Information Process

Public Information Strategy
Support for .05 Legislation

- Key and Informed Legislators
- Supporting Data:
  - Fatal Crash Data
  - NTSB & NHTSA Impairments Studies
  - Sutherland Institute
- Delayed Implementation
- Comprehensive and Inclusive Study of Best Practices Prior to Implementation
- Stakeholder Engagement
Implementation of the .05 Change

Operational Strategies
- Impairment Based Enforcement
- Refresh & Reinforce SFSTs
- PBT Training & Policy
- Measure and Evaluate Results
- Get Feedback

Public Outreach
- Clear & Consistent Message
- Open and Aggressive Media Strategy
- Ongoing Public Awareness of .05
- Stakeholder Updates
Ongoing Evaluation of .05 Effectiveness

Baseline and Post Implementation Data
- DUI Stops & Citations
- Public Perception & Awareness Survey

DUI Overtime Data Reviewed
- Alcohol DUIs per shift decreased 9.1% in 2017 from 2016

NHTSA Contracted Research Company For Long Term Review
- 10 Years Pre-Law / 3 Years Post

Highway Safety Office Contracted with University of Utah for Short Term Review Using Same Data Sources
Critical Messaging

- Unified Message: “If you are going to drink, don’t drive”
- Don’t Make Assumptions on the Level of Understanding
- Success = Making Better Decisions on the Front End Before the Decision Point to Drive or Not
- Law Enforcement Will Continue to Arrest Based on Impairment
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