

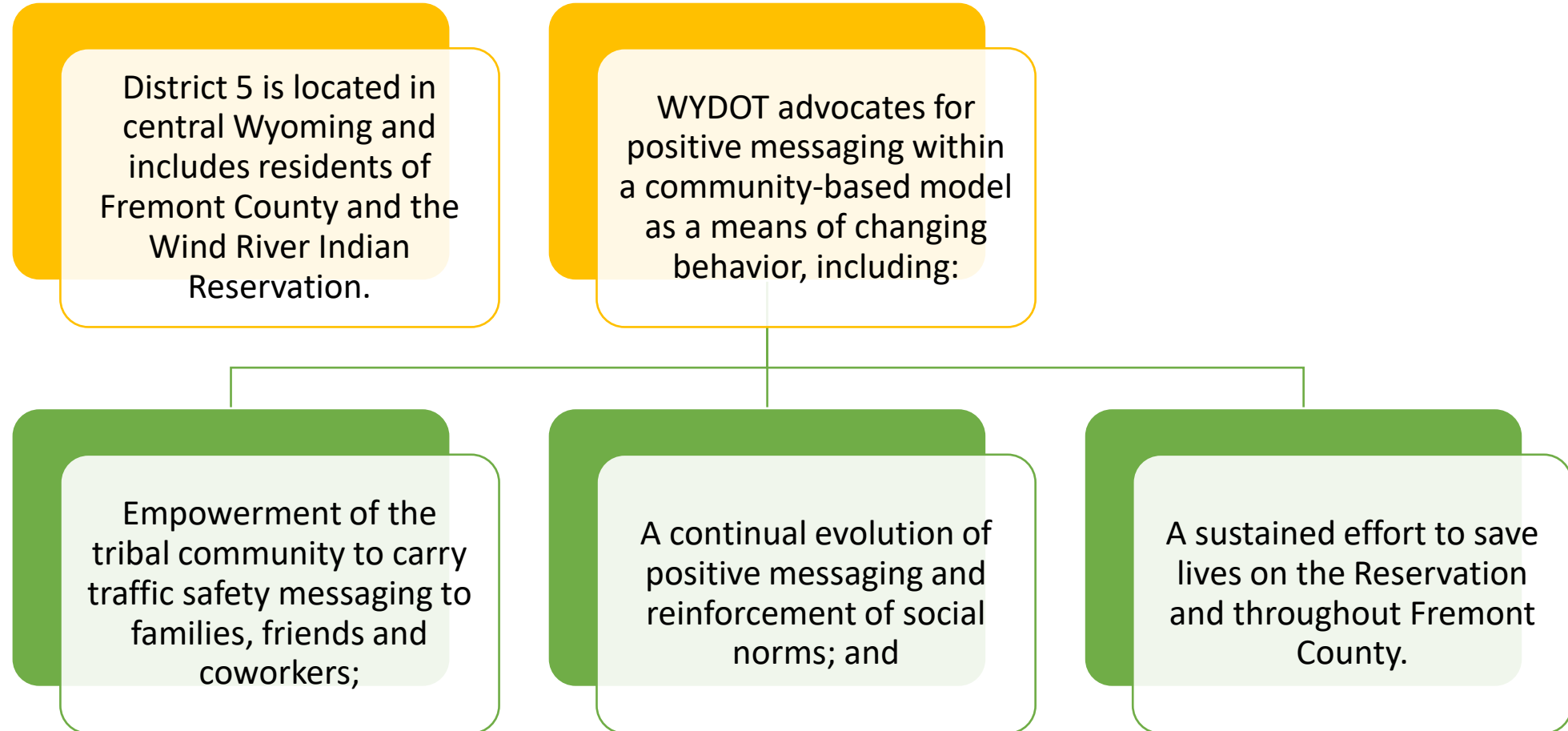


Traffic Safety Partnerships to Improve Tribal Road Safety

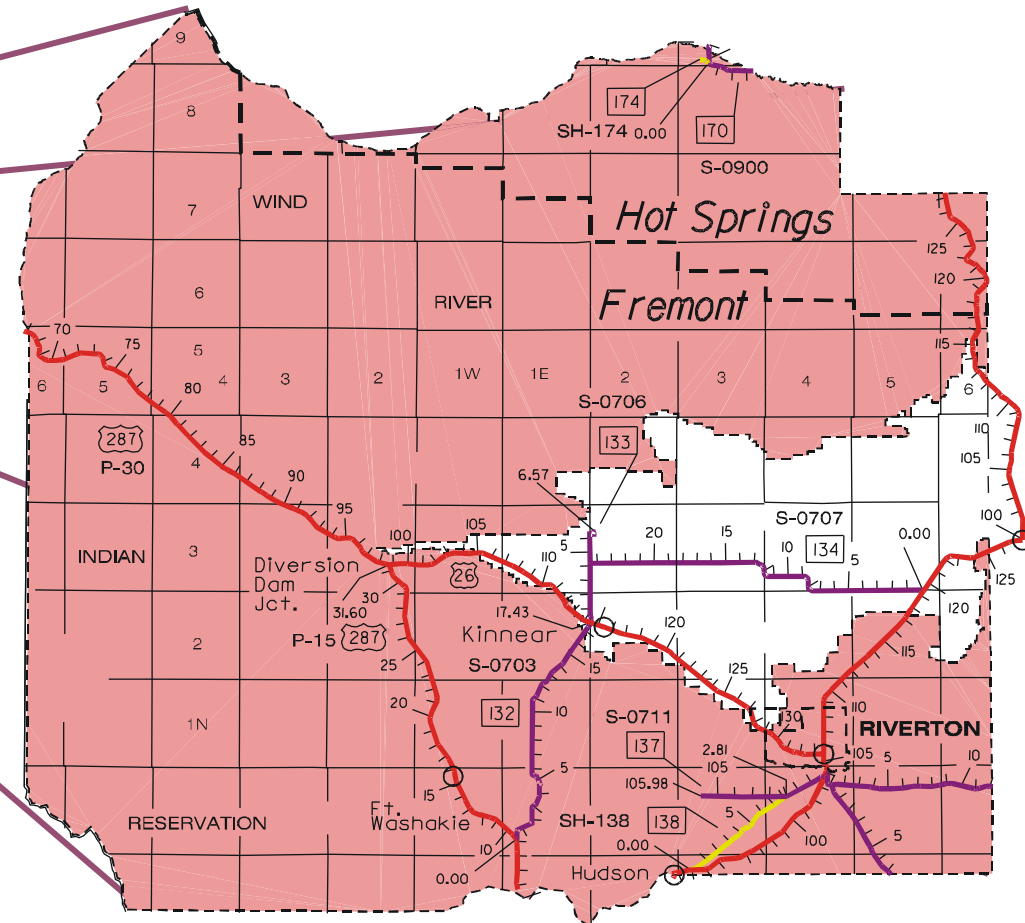
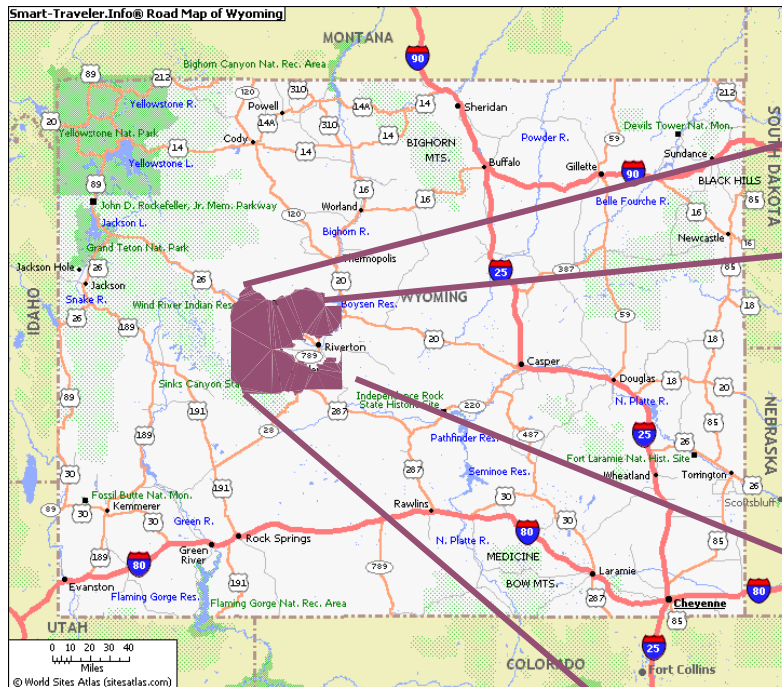
GHSA 2021 Annual Meeting | Denver



Wyoming Department of Transportation Overview



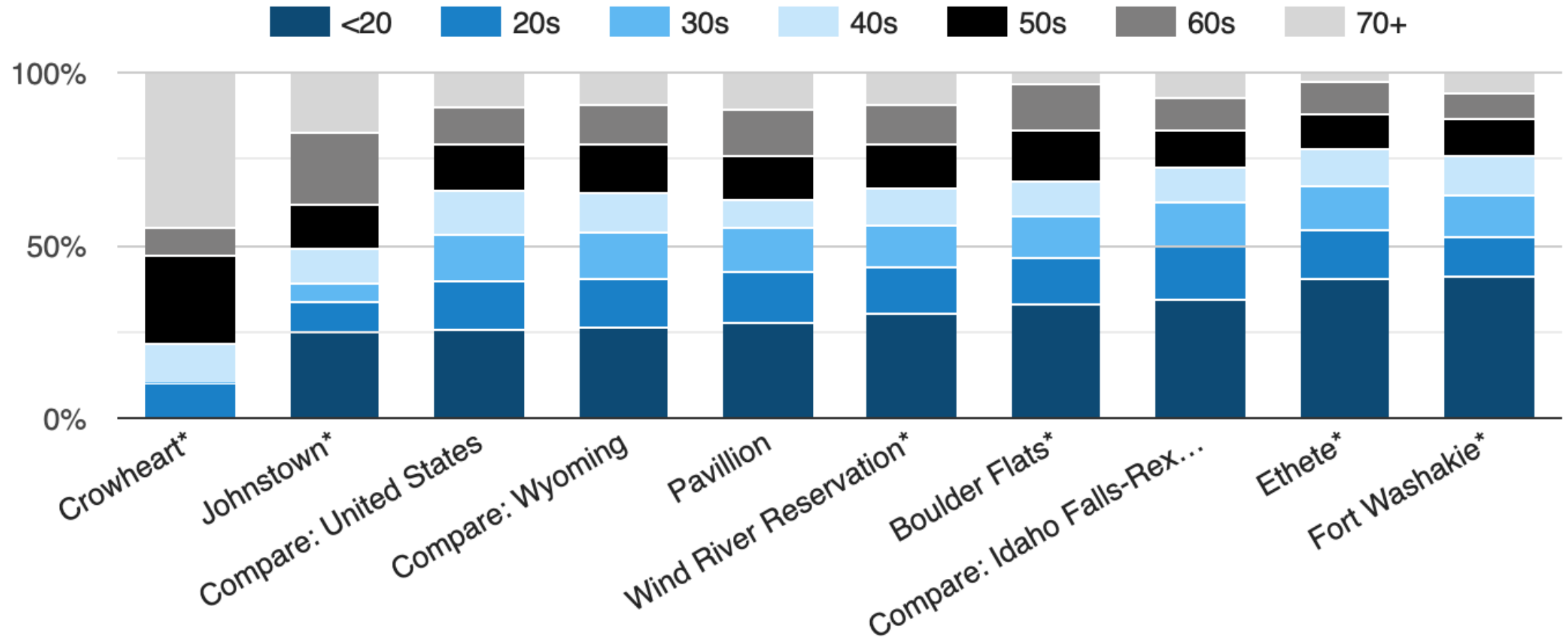
Wind River Indian Reservation





- Wyoming's Wind River Country is home to the 7th largest Indian reservation in the nation.
- Encompassing 3,532 square miles, Wind River is home to the Eastern Shoshone and the Northern Arapaho tribes.
- Twenty-two percent of Fremont County's population is American Indian.
 - There are approximately 13,774 American Indians living in Wyoming.
 - Proportion of state's population > 8th highest in U.S.

Figure 8: Wind River Reservation, WY and Area Age by Generation



Partnering to Improve Tribal Road Safety > The Three E's



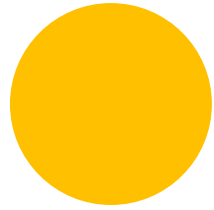
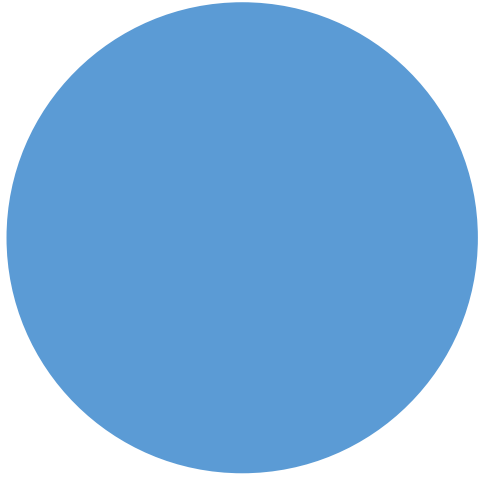
EDUCATION



ENFORCEMENT



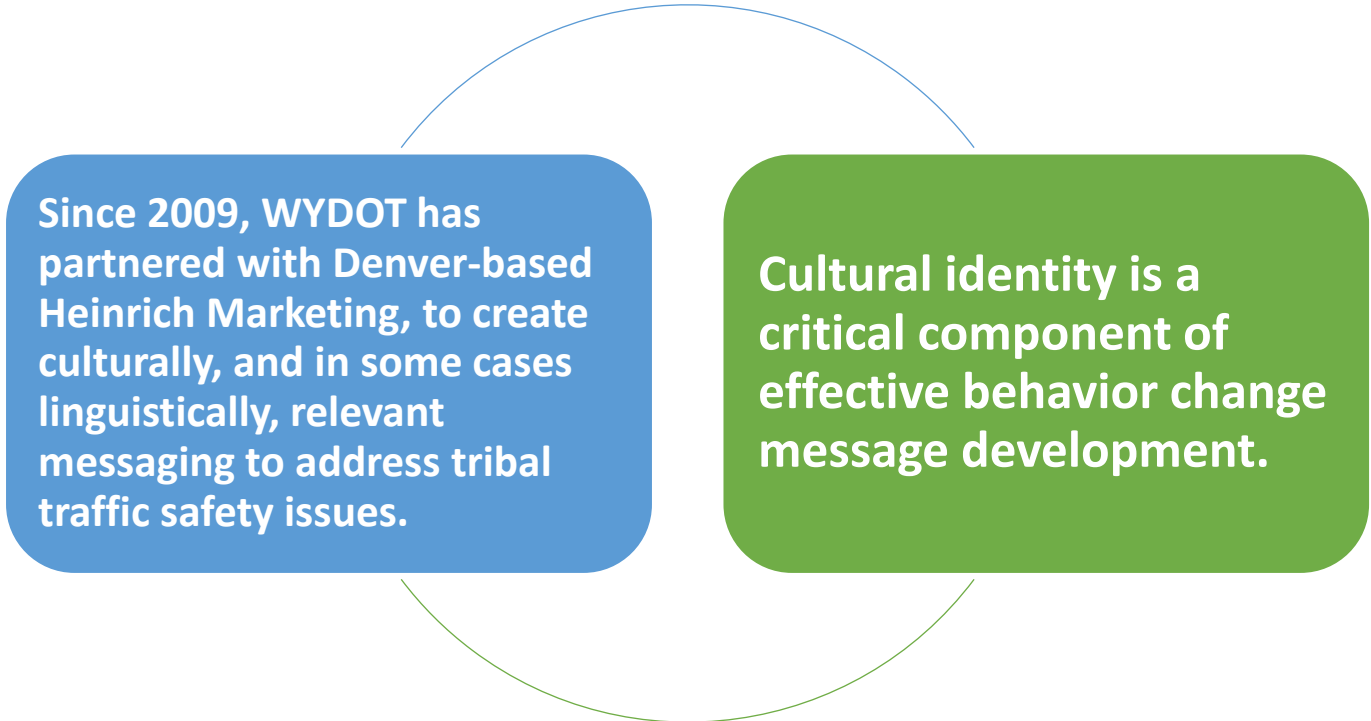
ENGINEERING



EDUCATION



Campaign Development



Since 2009, WYDOT has partnered with Denver-based Heinrich Marketing, to create culturally, and in some cases linguistically, relevant messaging to address tribal traffic safety issues.

Cultural identity is a critical component of effective behavior change message development.

Messaging and Outreach

- Creative strategy
 - Featuring respected community members — young and old — ensures maximum message relevance.
- Language
 - Many native languages are dying, so keeping words “alive” is important.
- Identification, and proper use, of icons
 - Values
 - Customs
 - Symbols
 - Regalia



**3oo3eenebineeheniinei'i.
Cih bi benee noh Noo'oeyei'i.**

**Think of your family.
Think of us.
Don't drink and drive.**

John P. Smith
Member, Northern Arapaho Tribe



ENOUGH IS ENOUGH

*Do the right thing
buckle up and save a life.*



Leslie Shakespeare,
Eastern Shoshone



ENOUGH IS ENOUGH

*Do the right thing
buckle up and save a life.*



Stephen M. Fast Horse,
Northern Arapaho



CELEBRATE LIFE.

DRIVE SOBER
Soovaidahan't Tezahan



wy/gcid
Partnership for Safer Roads
and Transportation Safety



Dark Roads and Dark Clothes. A Deadly Combination

Be seen. Be safe.



BE SEEN.
BE SAFE.
YOUR LIFE DEPENDS
ON IT.







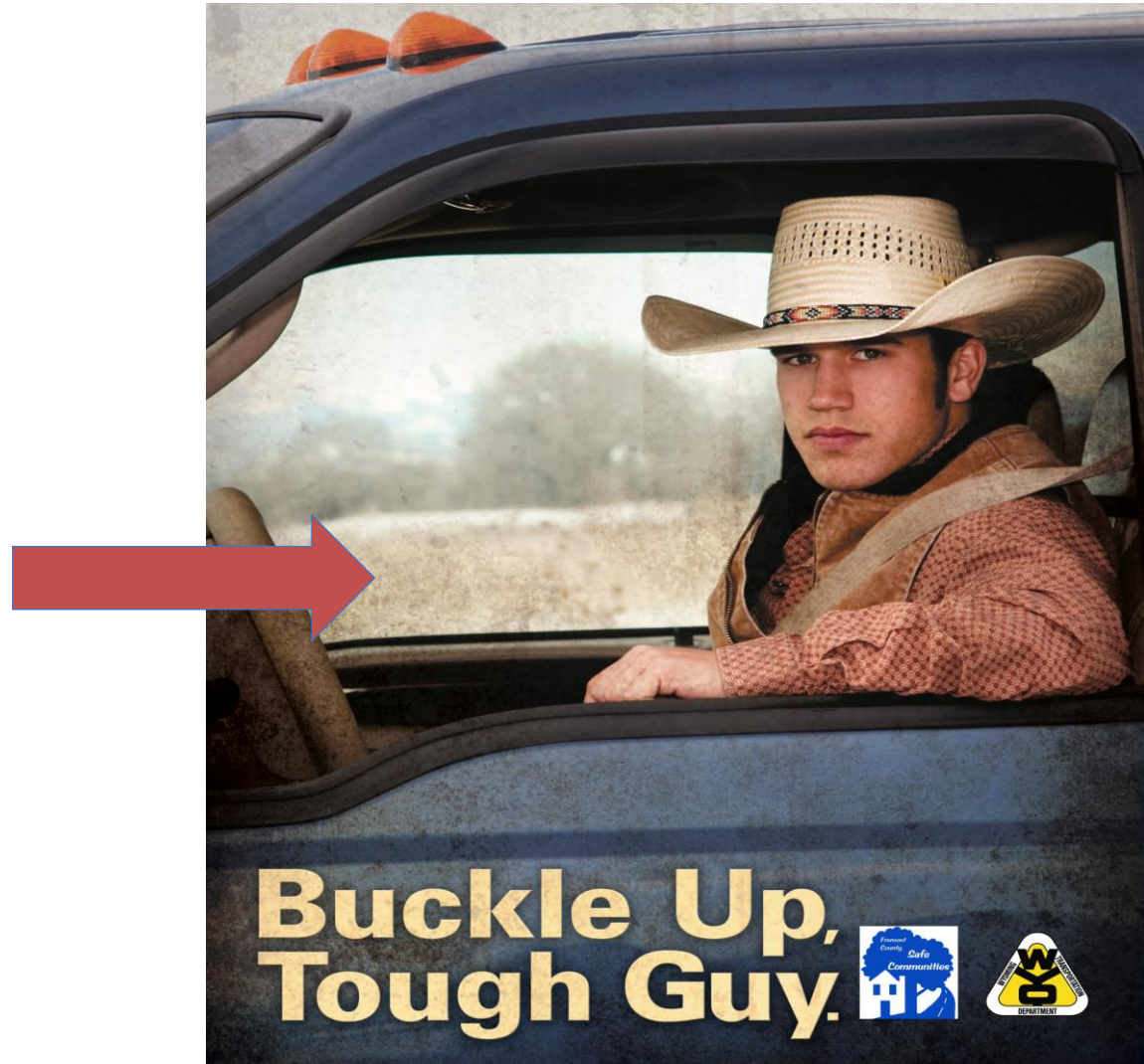
Buckle Up, Tough Guy.

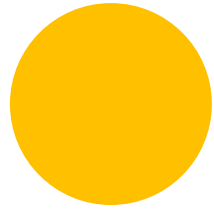
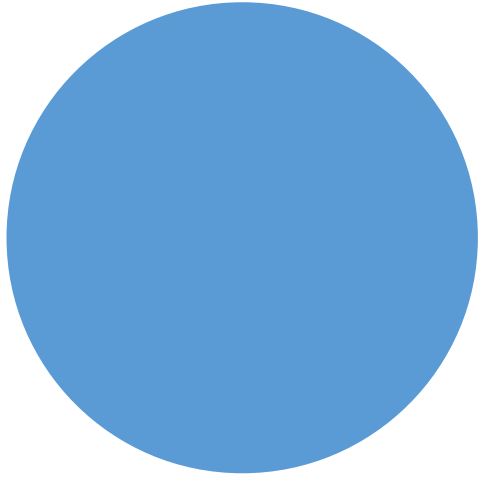
Hoxkuhu, Hinen No'oteih



Tribal > general market crossover

Due to the enormous success of this campaign, it was adopted nationally by BIA, and adapted for WYDOT's general market occupant protection messaging, as well.





ENFORCEMENT



Between 2012 and 2020...

- A total of 120 people died on Fremont County* roadways:
 - 73 were unrestrained
 - 70 died in alcohol and drug related crashes



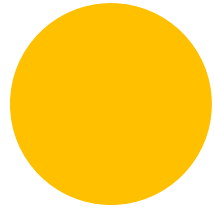
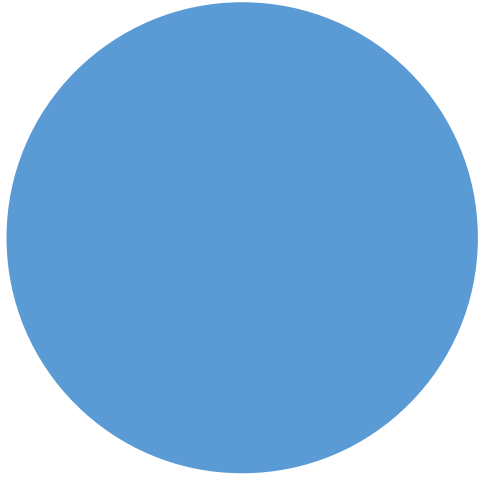
*population: 39,261



- Law enforcement agencies in Fremont County work cooperatively to remove impaired drivers from Fremont County and Wind River Reservation highways.
 - Wyoming Highway Patrol
 - Lander PD
 - Fremont County SO
 - Riverton PD
 - Wind River PD
 - Shoshoni PD



- High visibility enforcement effort was conducted over Labor Day weekend, including all local law enforcement agencies.
- 393 total traffic stops during HVE period:
 - Seatbelt 52
 - Child restraint 18
 - Speed Citations 88
 - Other Citations 87
 - DUI 11
 - 4 alcohol
 - 2 drug
 - 5 combined
 - Drug Arrests 9
 - Warning Issued 259
 - Other Arrests 13



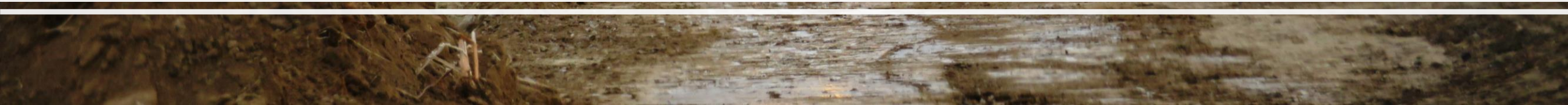
ENGINEERING



1. Rebuilding 17 Mile Road, the old highway between St. Stephens and Hudson (now called Rendezvous Road).
2. Rebuilding Wyoming 132 (Blue Sky Highway) between Ethete and Lander.
3. Building a pedestrian pathway from Ethete, past Wyoming Indian High School, to Wyoming Indian Elementary School.



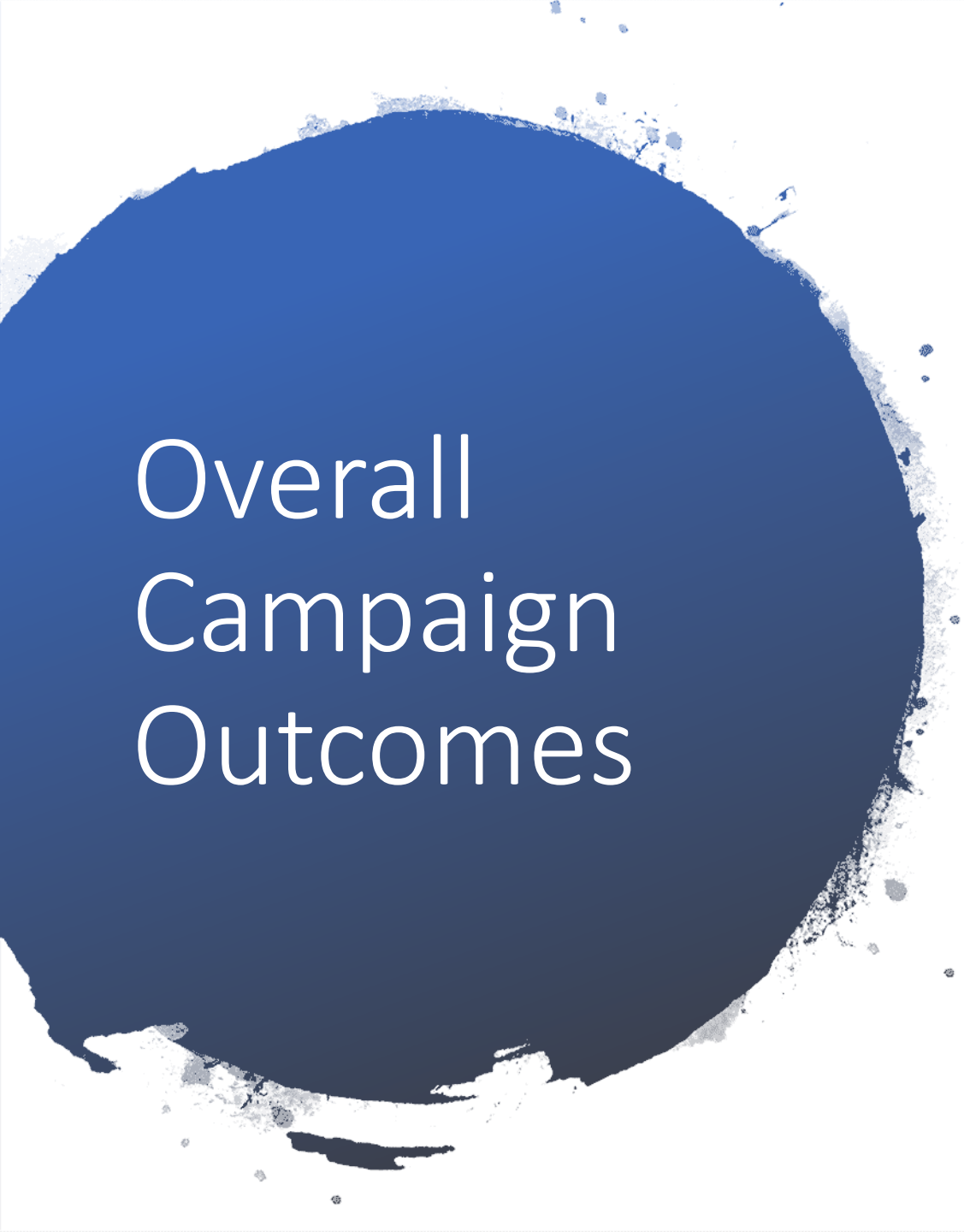
WY132 highway improvement > \$14.63 million project.





\$1.14 million bank rehabilitation project, west of Riverton at the 500-foot-long U.S. 26 bridge.





Overall Campaign Outcomes

Impaired driving, and seat belt usage, is being actively discussed.

Improvements in the tribal law-and-order code have reflected, and reinforced, this behavior-based approach.

Tribal ownership has been a positive outcome of these efforts — the Reservation has new laws and enhanced BIA enforcement efforts.

Focused attention on road and bridge improvements.

Fremont County DUI Arrests- 2010 to 2020

(Booked into Fremont County Detention Center)

| | DUI Offenses | Average BAC |
|------|--------------|-------------|
| 2010 | 453 | 0.157 |
| 2011 | 397 | 0.127 |
| 2012 | 318 | 0.163 |
| 2013 | 269 | 0.182 |
| 2014 | 278 | 0.179 |
| 2015 | 237 | 0.159 |
| 2016 | 183 | 0.175 |
| 2017 | 172 | 0.166 |
| 2018 | 126 | 0.124 |
| 2019 | 176 | 0.124 |
| 2020 | 93 | 0.110 |

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**79% decrease in
DUIs in 10 years!**



ADOPT A HIGHWAY
LITTER CONTROL
NEXT 2 MILES

.. ST STEPHEN'S ..
18 INDIAN SCHOOL NHS

Wind River Basin
Field Office
→

SPEED
LIMIT
70

Discussion