

**State of Nevada  
Department of Public Safety**

**Office of Traffic Safety**



***PROMOTING AWARENESS, SAVING LIVES***

**ANNUAL PERFORMANCE REPORT  
FFY 2011  
OCTOBER 1, 2010 – SEPTEMBER 30, 2011**

**ANNUAL PERFORMANCE REPORT**

**FEDERAL FISCAL YEAR 2011**

PREPARED BY

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Prepared in accordance with the  
Safe, Accountable, Flexible, Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU)

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## 2010 NEVADA TRAFFIC SAFETY FACTS

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- 257 Number of people who died on Nevada's highways in 2010
- 69 Number of fatalities in crashes that involved an alcohol-impaired driver (*new definition\**)
- 27.0 Percentage of fatalities that involved a person who tested positive for alcohol
- 150 Number of single vehicle crashes that resulted in a fatality
- 71 Number of fatalities that occurred at an intersection
- 125 Number of roadway departure crashes that resulted in fatality
- 162 Number of passenger car occupants killed in crashes
- 27 Number of light truck / van occupants killed in crashes
- 2 Number of large trucks involved in fatal crashes
- 1.0 Percentage of fatal crashes that involved a large truck
- 48 Number of motorcycle riders killed on Nevada's highways
- 19.0 Percentage of all fatalities who were riding a motorcycle
- 79.0 Percentage of motorcyclist wearing helmets at the time of crash
- 93.0 Percentage of motor vehicle occupants observed using safety belts in NV
- 44 Percentage of motorists killed who were not wearing safety belts (not counting Unknown's)
- 6 Number of bicyclists killed
- 2.0 Percentage of all fatalities who were riding a bicycle
- 36 Number of pedestrian fatalities in 2010
- 14.0 Percentage of all fatalities who were pedestrians
- 77 Number of speeding related fatal crashes
- 30.0 Percentage of fatal crashes where speeding was considered a factor
- 9.50 Number of fatalities per 100,000 population in Nevada, all ages
- 1.16 Number of fatalities per 100 million miles driven in Nevada (2009)

\* Source: Fatality Analysis Reporting System (FARS), see pg 13 of this report, or visit <http://www-nrd.nhtsa.dot.gov/Pubs/811385.pdf> for more information on old vs. new definitions of 'alcohol -impaired' fatalities

# THE OFFICE OF TRAFFIC SAFETY VISION

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## OUR VISION

Nevada will be the safest place in the nation to drive, bike, walk and ride.

## OUR MISSION

The Office of Traffic Safety provides funding and expertise, creates partnerships and promotes education, programs and projects to reduce deaths and injuries on Nevada's roadways.

## OUR PHILOSOPHY

As a team of professionals, OTS promotes adhering to the highest standards for program implementation; providing assistance to communities; and performing services in the most efficient and effective manner.

## OUR GOALS

1. *Reduce roadway fatalities and serious injuries*
2. *Reduce dangerous behaviors on Nevada's roads*
3. *Continually improve the effectiveness and efficiency of the Office of Traffic Safety*

## PERFORMANCE GOAL

Provide efficient and effective management and programming of highway safety resources through planning, coordination, collaboration, communication, implementation, monitoring and evaluation.

## PERFORMANCE MEASURE

An annual decline in motor vehicle fatalities and serious injuries on Nevada roadways from year to year.

### *Performance Objective:*

***Reduce annual fatality and serious injury numbers by 3.1% each year (to halve fatalities and serious injuries by 2030)***

- Decrease total roadway fatalities from 324 in 2008 to 229 by 2011.
- Decrease total roadway **serious** injuries from 1,930 in 2007 to 1,329 by 2011.

**Actual Performance:**

- Fatalities totaled 257 people on Nevada roadways in 2010, reflecting only a slight increase from 2009; 231 people have been lost to date in 2011
- Serious injuries were numbered at 1,328 in 2010, a reduction of 6% from 2009
- The fatality rate, per 100,000 population in 2009 was 8.96, significantly lower than the goal of 11.3 fatalities

**TRAFFIC FATALITIES – NEVADA 2006 – 2010**

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2006	318	50	51	10	2	431
2007	257	51	52	10	3	373
2008	199	59	56	7	3	324
2009	159	42	35	6	1	243
2010	162	48	36	6	5	257

Source: Fatality Analysis Reporting System, FARS

**SERIOUS INJURIES – NEVADA 2006 – 2010**

Year	Incapacitating	Non-incapacitating	Total	Crashes
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008	1,558	6,886	8,444	6,863
2009	1,412	6,492	7,904	6,512
2010	1,328	UNK	UNK	UNK

Source: Nevada Department of Transportation/NCATS

**Fatality Rate per 100,000 Population**

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2006	2,623,050	431	318	50	61	144	16.43	12.54	1.91	1.98	5.47
2007	2,718,336	373	257	51	62	118	13.72	9.90	1.84	1.99	4.34
2008	2,738,733	324	199	59	63	106	11.83	7.23	2.08	2.34	3.91
2009	2,711,206	243	159	42	41	69	8.96	5.86	1.55	1.51	2.55
2010	2,724,636	257	162	48	42	69	9.43	5.94	1.76	1.54	2.53

Population figures from Nevada State Demographer:

<http://nvdemography.org/wp-content/uploads/2011/09/2010-Population-Estimates-for-Nevada.pdf>

## **PROGRAM FUNDING**

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Designated by the Governor, the Nevada Department of Public Safety - Office of Traffic Safety (DPS-OTS) is responsible for receiving federal highway safety funds and coordinating highway safety programs to affect driving behavior. To accomplish this task, the Nevada DPS-OTS develops an annual Highway Safety Plan (HSP) that identifies key highway safety issues and problems in our state. DPS-OTS then solicits proposals statewide to address the identified problems. Available funds are then allocated to state and local governmental and non-profit agencies to implement traffic safety programs and projects.

Funding from the federal government is provided by the National Highway Traffic Safety Administration (NHTSA) in accordance with the Highway Safety Act of 1966. The funding for programs conducted in 2011 resulted from the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). This federal authorization bill that expired on September 30, 2009 includes several funding programs that specifically address behavioral highway safety issues. (DPS-OTS is currently operating on continuing resolutions of funding from Congress until reauthorization of the Highway Safety Act is successful).

SAFETEA-LU provided Nevada with a basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2011, Nevada qualified for grants to address Impaired Driving (Section 410), Traffic Records and Data (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Nevada was also the recipient of Section 406 incentive funding, a one-time award that was based on maintaining an observed seat belt usage rate of greater than 85% for two years in a row (for a state with a secondary enforcement law).

A limited amount of DPS-OTS operating funds for 2011 consisted of award funds carried forward from prior grant years and matching State Highway Fund appropriations.

Grants awarded to state, local and non-profit agencies are used to initiate planning to identify highway safety problems, provide start up “seed” money for new programs, and to continue conducting proven countermeasures for identified traffic safety problems. Federal funds are intended to create and help sustain innovative programs at state and local levels, and to leverage the commitments of state, local and private resources.

## **AREAS OF CONCENTRATION**

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Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas and

the amount of funding allocated to each. The areas chosen for funding in Federal Fiscal Year 2011 are detailed in the following pages.

## ALCOHOL AND IMPAIRED DRIVING

The goal of this program is to reduce the fatalities related to impaired driving on Nevada's roadways. There are three general areas that make up the overall program for Nevada.

The first is an ongoing effort to enforce the DUI laws. Nevada has developed an outstanding partnership with the law enforcement agencies throughout the state. Currently the key components of the law enforcement program include: simplified application for all overtime enforcement efforts, common calendar of events so each agency is working on the same issue at the same time (this greatly improved the effectiveness of the media efforts), and effective reporting on the outcomes of each enforcement event/campaign.

The second area of concentration is the establishment and maintenance of DUI courts. This has proven to reduce recidivism for offenders accepted into the DUI court programs. Nevada's laws allow for a "treatment" option for all offenders with the exception of those convicted of a DUI charge involving a serious injury or fatality. These are not diversion programs as the DUI conviction remains on the record. The DUI court programs have proven successful in treating the underlying problems of substance abuse and/or dependence.

The third area is a broad classification of education. This includes partnerships with other agencies and coalitions, outreach to key stakeholders, and media. Examples of these include:

- Attorney General's Advisory Coalition on Impaired Driving (AGACID)

This is a state wide coalition representing diverse agencies and organizations that meets to review the current status of impaired driving in Nevada and suggest what improvements to the overall efforts would have the most positive effect. These decisions are based on receiving input on how each stakeholder address their part of the effort to reduce impaired driving. The majority of the effort is to identify legislative action that should be sought.

- Community Coalitions/Partnerships

Nevada has a strong group of community coalitions that cover the entire state. Much of the activities of these coalitions are to reduce the incidence of impaired driving and underage drinking in their local communities. Coalition activities range from developing model liquor laws for communities, (Nevada does not have a state Alcohol Beverage Control Agency and as a result the local governments have established their own guidelines), to programs showing the dangers of impaired driving using simulators, impaired driving goggles, etc.

- Nevada Department of Transportation (NDOT)

The Office of Traffic Safety is active in the ongoing partnership with NDOT and other stakeholders across the state in the planning and implementation of the state's Strategic Highway Safety Plan (SHSP). We also partner with NDOT in

the SHSP Strategic Communications Alliance, a statewide communication effort that strives for coordination and consistency of traffic safety messaging.

□ Judicial and Prosecutor Outreach

Information, presentations, and credit courses are made available by our office. This ranges from one day courses on impaired driving issues for Judges to presentations made to Prosecutors at their annual state conferences.

□ School Programs

School programs include such activities as the “Every 15 Minutes Program” to “Safe Grad Nights” to help increase teenage driver awareness of the dangers of driving impaired.

## Law Enforcement

Nevada has long emphasized continuing enforcement efforts to reduce impaired driving. The key program has been its *Joining Forces* program. This program has matured over the last ten years and is successful in implementing consistent and coordinated traffic enforcement efforts by agencies throughout the state. All of Nevada’s major law enforcement agencies and the majority of smaller agencies participate each year. These efforts have consistently covered over 90% of Nevada’s population each year.

Several months prior to the start of each Federal Fiscal Year (FFY), our office meets with all of the agencies to develop the “Joining Forces Enforcement Calendar” for the coming year. This calendar identifies, by month, what traffic safety problem area will be emphasized. We can then match the paid media message to the activity and let our other partners know so they too can plan their efforts to match the statewide message. Special emphasis is always given to the major national campaigns such as the Labor Day Crackdown on Impaired Driving.

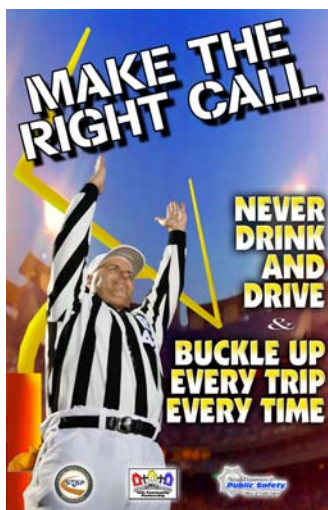
During FFY 2011 our office committed \$ 400,000 in specific alcohol funding (410) for overtime efforts to combat impaired driving. An additional \$ 180,000 of 410 funding was committed to paid media to support the enforcement efforts. While not all of the seven (7) specific impaired driving months were supported by paid media, Labor Day, Christmas to New Years, and the 4<sup>th</sup> of July were supported with paid media dollars. Adding in the Flex Funding award from NDOT and the Federal Highways Administration (FHWA), impaired driving messages for Super Bowl, St. Patrick’s Day, and Nevada Day/Halloween completed the media campaigns for impaired driving.

The following list shows each law enforcement agency, and the percent of population for each, that routinely participate in *Joining Forces* with a minimum of monthly activities. *An additional 12 to 15 agencies also participate but because these are all smaller agencies (less than 1 to 2% of population each) they typically participate in the major activities and national campaigns but not each and every month.* Together these agencies account for over 95% of Nevada’s population.

<u>Law Enforcement Agency</u>	<u>Percent of NV Population</u>
Las Vegas Metro (Clark County Sheriff's Office)	52.00 %
Henderson PD (Las Vegas Suburb)	10.28 %
Reno PD	8.50 %
North Las Vegas PD	8.18 %
Washoe County Sheriff's Office (Reno/Sparks)	3.48 %
Sparks PD	3.50 %
Carson City Sheriff's Office (30 miles south of Reno)	2.10 %
Nye County SO (60 miles north of Las Vegas)	1.73 %
Elko PD	0.70 %
Mineral County SO (Northern Rural)	0.16 %
Nevada Highway Patrol (all 3 regions)	<u>N/A</u>
Total for eleven agencies (all participated monthly)	90.63 %

### Media Support – Law Enforcement

TV and radio were the two main venues used to support Impaired Driving enforcement efforts for the Labor Day, Christmas to New Years, and the 4<sup>th</sup> of July campaigns. Additional media was also broadcast during the Super Bowl, St. Patrick's Day, and Halloween (which coincides with Nevada Day, a state holiday), as these are traditional problem periods for impaired driving incidents in Nevada. The funding for these additional campaigns was received via a FHWA Flex Funds award from the Nevada Department of Transportation in support of Strategic Highway Safety Plan efforts.



### Results – Law Enforcement

The partnership with Nevada's enforcement agencies has resulted in each agency enforcing all of the key campaign's intent during all activities. In a practical sense, the outcome of a seat belt enforcement campaign yields an expected amount of DUI arrests and speed citations, just as a DUI campaign yields a large number of seat belt violations. The outcomes of these events are found in the *Joining Forces* summary in the Police Traffic Services section of this report.

## DUI Courts

Nevada has worked since 1999 to establish DUI courts to help reduce the recidivism of these offenders. The Office of Traffic Safety has been involved in helping DUI courts become self-sustaining from early in the development of these courts. Our involvement has concentrated on initial funding for the position of DUI Court Coordinator. It is this position that collects and compiles the reports and information on the participants in the program. This information is reviewed prior to each DUI Court Docket by the DUI court team which includes: the Judge, Public Defender, Monitoring Personnel, Treatment Representatives, and the Coordinator. As such, this is a key position to the success of the DUI court(s).

The following courts have received startup grant funding from OTS:

- 8<sup>th</sup> Judicial District Court – Felony Level (first in Nevada)
- Clark County Justice Court – Misdemeanor Level (first Misdemeanor Court).
- Las Vegas Municipal Court – Misdemeanor Level
- Clark County Justice Court – Misdemeanor Level (second DUI court)
- 2<sup>nd</sup> Judicial District Court – Felony Level
- Washoe County Alternative Sentencing – DUI Court Coordinator for 4 misdemeanor courts
- 1<sup>st</sup> Judicial District court – Felony Level
- 9<sup>th</sup> Judicial District Court/East Fork Justice Court – Felony & Misdemeanor

Typically we fund the Coordinator position for three years as experience has shown that by the end of the third year, DUI Court Program Fees should be enough to sustain the payroll costs of the position. Two courts are still in their infancy while the others are continuing as planned. Typically in the second year for the new DUI Courts we also cover the expense for travel to attend the special DUI Court training offered by NHTSA.

The two “oldest” courts, 8<sup>th</sup> Judicial District and Clark County Justice Court, have been running for enough time to generate valid evaluations of the effectiveness of these courts.

Both of these courts (one felony level and one misdemeanor level) are showing dramatic decreases in the recidivism of their graduates. The evaluation uses the three year period after successful completion of the program (three years for felony and 1 year for misdemeanor). Successful graduates’ recidivism rate is compared to non-participants’ recidivism for the same three years. Graduates’ rate of recidivism is  $\pm$  11% compared to non-graduates of  $\pm$  35%. Currently there are approximately 1,000 participants in the DUI Court Treatment Programs in Nevada.

The OTS investment of funding the first three years startup costs of a DUI court results in an ongoing program that is one of the keys to reducing DUI incidents on Nevada’s roadways. To protect this investment, OTS has continued partial funding to the five newest DUI Courts to ensure the economic issues affecting Nevada do not force local jurisdictions to discontinue these courts.

## Education

Several diverse programs concentrate on outreach and educational efforts. Notable examples follow.

### **Attorney General's Advisory Coalition on Impaired Driving**

This coalition was started by the Office of Traffic Safety in 2005 as a group of individuals with interest in reducing Impaired Driving on Nevada's Roadways. The members of this group represent diverse backgrounds from various areas of the state. The emphasis is directed toward policy. Meetings are held quarterly or more often as needed. In 2006 the group became affiliated with the Attorney General's Office.

The group retains its policy focus and continues to meet quarterly. Since the initial meetings the Coalition has proposed eight bill draft requests for legislative consideration. Prior to the affiliation with the Attorney General, the group would solicit members of the legislature to sponsor the bill. Of these proposals, three were passed (social host – civil liability, video presentation of evidence – minimum hold for DUI arrestees, based on BAC test results).

The Coalition has proven to be an excellent sounding board for current issues relating to impaired driving. The Office of Traffic Safety has limited actual funding to travel only for participants as needed and providing administrative support such as preparation of meeting minutes.

### **Community Coalitions**

Partnerships with various coalitions is proving to be one of the best methods of reaching the younger populations in our communities. These groups already have the contacts and presence in communities that normally take years to develop. As part of this partnership our office has become active with the Nevada Department of Health as members of state wide workgroups chaired by SAPTA (Substance Abuse, Prevention, and Treatment Agency). SAPTA is the funding agency for most of the community coalitions. Through them we can easily identify coalitions who are interested in incorporating programs and educational efforts to reduce impaired driving in their communities.

Examples of the types of programs we have helped fund include the development of a model set of alcohol related local ordinances to help reduce underage drinking and driving. These proposals are now before various city councils. Note: Nevada does not have an Alcohol and Beverage Control agency for the state. All liquor laws are the responsibility of local governments (the state does control the tax structure for alcohol sales).

Nye County Coalition has a program on impaired driving, making use of a computer-aided driving simulator, impaired driving goggles, etc. This program has been presented to three other small communities in Nye County as well as three more communities in other counties by working with neighboring coalitions. A similar program with Frontier Coalition covers three counties in Rural Northern Nevada.

These coalitions were also instrumental in developing the server training for owners and sales personnel of retail outlets for alcohol (package and by-the-drink). Server training became required by law during the 2007 legislative session and was implemented in 2008 (different requirements based on county population).

## **Outreach**

### **Judges/Prosecutors**

With the National Judicial College located in Reno, OTS has been able to support Judges in obtaining specific training related to traffic and impaired driving cases. This typically takes the form of helping with the travel costs to attend these sessions.

Similar to the outreach efforts for the Judges, we have established a working relationship with the Nevada Prosecuting Attorneys Council to help present Impaired Driving workshops during their annual meetings. By being able to participate in these meetings we are able to reach almost all of the prosecutors in Nevada with workshops designed to cover the current issues.

Both of the efforts are relatively inexpensive but prove extremely valuable to the overall success of the program to reduce impaired driving.

### **Schools**

Outreach to schools ranges from several small projects on a school-by-school basis to larger programs for a sustained effort by a non-school agency. The larger, on-going programs are through our work with the Community Coalitions.

The smaller, school-by-school projects are covered by Fixed Deliverable, or “mini grants”. These grants are limited to \$2,000 and are awarded via a simplified grant application. The majority of these grants are used for special event programs such as “Safe Grad Nite” or Prom Nights. Both programs are designed and conducted by the schools to ensure attendees are safe and sober for the evening.

### **Other Projects**

The Office of Traffic Safety hosted a NHTSA Assessment of its Impaired Driving Program the week of June 12-17, 2011 at the Grand Sierra Resort in Reno. The last assessment of this program in Nevada was conducted in 2004. A technical assistance team of national experts interviewed key stakeholders from across the State, as well as reviewed substantial documentation in relation to Nevada laws, courts, programs, and other relevant pieces of the ‘Impaired Driving’ puzzle in Nevada. *Their priority recommendations follow.*

Impaired Driving Assessment  
PRIORITY RECOMMENDATIONS

**1-A. State, Local and Tribal DWI Task Forces or Commissions**

- Increase the membership on the Attorney General’s Advisory Coalition on Impaired Driving, specifically military and tribal representation.

**1-B. Strategic Planning**

- Aggressively support Traffic Records Coordinating Committee initiatives to advance and implement electronic citations and crash reporting statewide.

**1-C. Program Management**

- Further develop Traffic Records Coordinating Committee initiatives to implement statewide electronic citation and crash reporting data for use in developing programs and their evaluation.
- Engage new partners with technical expertise with statistical and analytical skills to assist with problem identification and program evaluation.

**2-A. Responsible Alcohol Service**

- Provide resources for and coordinate local efforts to enforce responsible service ordinances and policies.
- Utilize the capacity of the Nevada Gaming Control Board for enforcing responsible alcohol service ordinances and policies.

**2-B. Transportation Alternatives**

- Establish procedures, including identifying repeat users of safe ride programs, to ensure that the service does not enable excessive drinking.

**2-C-1. Schools**

- Provide Drug Impairment Training for Educational Professionals (DITEP) for school personnel in schools throughout Nevada.

**3-A. Laws**

- Educate and raise the level of awareness of elected officials to engage them to identify and enact the most effective legislation to protect Nevada from impaired driving.

### **3-B. Enforcement**

- Expand the development of Nevada law enforcement electronic reporting systems.

### **3-D. Prosecution**

- Establish a committee of prosecutors to develop a strategic plan to improve the prosecution of impaired driving.
- Hire a State Traffic Safety Resource Prosecutor.

### **3-E. Adjudication**

- Work closely with the Administrative Office of the Courts to use court data more effectively to identify areas for improvement of the adjudication of impaired driving cases.

### **3-F-1. Administrative License Revocation and Vehicle Sanctions**

- Evaluate the ignition interlock legislation as currently implemented and use that evaluation to support improved ignition interlock legislation.
- Enact legislation that defines officers' reports as *prima facie* evidence for administrative hearings.

### **5-A-1. Criminal Justice System**

- Establish and use standard, validated, and culturally and developmentally appropriate evaluation protocols and instruments for all drivers charged with DUI regardless of BAC, recidivist status, or age.

### **5-B. Treatment and Rehabilitation**

- Require completion of treatment, as recommended as a result of evaluation, as a condition of the return of driving privileges.

### **5-C. Monitoring Impaired Drivers**

- Conduct an evaluation of assessment, monitoring, and treatment systems and services for DUI offenders in Nevada.

### **6-B. Data and Records**

- Develop a DUI tracking system.

This last recommendation on developing a DUI tracking system correlates well with the recent Traffic Records Assessment conducted by NHTSA in April 2010, and is being looked at by the Traffic Records Coordinating Committee this year.

Funding Summary (Impaired Driving)

	<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
<u>Law Enforcement</u>			
Joining Forces	\$ 400,000	366,022	92%
Paid Media	184,800	134,416	72%
Other LE	70,550	63,345	90%
<u>DUI Courts</u>	80,190	75,593	94%
<u>Education/Other</u>	139,759	125,608	90%
<b>Total</b>	<b>\$ 875,299</b>	<b>764,984</b>	<b>87%</b>

**Performance Objective:** Decrease the percentage of Alcohol Impaired Fatalities from 33% in 2008 to 31% by 2011 (new definition\*)

*Actual Performance:* FARS data indicate alcohol-impaired fatalities in 2010 were 27% of total fatalities (new definition\*)

**Performance Objective:** Decrease the Alcohol Related Fatalities per 100m VMT from 0.53 in 2007 to 0.40 by 2011 (new definition\*)

*Actual Performance:* FARS data indicates Alcohol-Impaired fatalities in 2009 per 100m VMT was 0.34 per 100m VMT (new definition\*)

(VMT yet unknown for 2010)

\* Source: FARS, see <http://www-nrd.nhtsa.dot.gov/Pubs/811385.pdf> for more information on old vs. new definitions of 'alcohol -impaired' fatalities:

- Old Definition = All fatalities with alcohol present (ALL BAC's >.01, bicycle, & pedestrians included)
- New Definition = Only Motor Vehicle Occupants and Motorcycle Riders with alcohol present, .08 BAC or higher (any fatal crash involving a *driver* with BAC = to or > .08)



## OCCUPANT PROTECTION

The DPS-OTS Occupant Protection (OP) program promotes the importance of proper usage of safety belts and child restraints in motor vehicles, and their interaction with supplemental airbag restraints. The Occupant Protection program also promotes public education and awareness of Nevada's current occupant protection laws.

*The observed day time safety belt use rate for Nevada in 2011 is 94.1%, one of the highest use rates in the nation for states without a primary safety belt law.*

Despite this success, 48.8% of all 162 occupant fatalities and 14.9% of all 1,328 serious injuries in 2010 involved vehicle occupants who were not wearing restraints. Among fatally injured occupants in 2010, almost half of those killed during the day time in 2010 were not wearing restraints and 58% of those vehicle occupants killed at night were not wearing restraints. A large proportion of unbelted fatalities and serious injuries are more likely to occur on Fridays and on weekends in Nevada. During the years 2005 to 2009, the majority of unbelted fatalities occurred on rural arterials, followed by rural interstates and minor urban arterials. Based on available information during 2005-2010, 12,734 motor vehicle occupants were transported to Nevada trauma centers, and approximately 78% of these patients were wearing a seat belt.

*Self-reported attitudes, awareness and behavioral survey regarding seat belt use indicate that 85.7% of Nevadans report that they "always use" safety belts, while 10% "nearly always" use safety belts, and 5% "sometimes, seldom, or never use" safety belts. In Northern Nevada, 86.3% report that they are wearing a seat belt, and 88.3% of Southern Nevadans report wearing seat belts. Differences also were found in reported seat belt use among Nevadans surveyed before or after the *Click it or Ticket (CIOT)* campaign. More respondents surveyed *after* the campaign reported that they nearly always (12.2%) used safety belts more often than those surveyed *before* the campaign (8.2%). A higher percentage of males (10.2%) reported receiving a ticket for failing to wear a seat belt, in comparison to females (4.1%).*

*Self-reported attitudes, awareness and behavioral surveys regarding laws, penalties and enforcement: A higher percentage of Nevadans (45.3%) who were surveyed *after* the *CIOT* campaign commenced reported that they had read, seen, or heard about seat belt law enforcement by police in the past 60 days, in comparison to those who were surveyed prior to the campaign (33.3%). The 40.9% of Nevadans who reported that they were aware of seat belt enforcement by police in the past 60 days also were asked to indicate where they had read, seen or heard about*

this *CIOT* campaign; 67.1% reported that television was their major information source, 28.5% saw *CIOT* information on billboards/signs, and 22.3% heard about it on the radio.

*Child and Teenage Occupant Protection:* Traffic safety data show that young males between ages 16-25 are especially susceptible to unbelted fatalities and serious injuries. Night-time drivers and impaired drivers also are disproportionately non-users of seat belts in Nevada fatal crashes. During 2006-2010 there were 49 motor vehicle fatalities among children under age 14. Data show that during 2005-2010, 918 children (ages 0-12) were admitted to Nevada trauma units with motor vehicle related injuries.

Data reported by Child Passenger Safety (CPS) grantees show that approximately 2,650 child car seats were inspected and/or installed during check point events with less than 2% of these inspected seats having been installed correctly. During car seat check events, approximately 1,800 child safety seats including special need car seats were provided to low income families at little or no cost. Occupant Protection for Children (OPC) program grantees provided training and information to thousands of Nevada parents and caregivers regarding proper use and the importance of using approved child passenger safety seats. During 2011 the Office of Traffic Safety donated 288 child car seats to various non-profit organizations and low income parents and caregivers.

Funding Summary (FFY 2011 Occupant Protection, 402 and 405 funding)

	<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
Joining Forces (May & November)	150,341	143,555	96%
Paid Media (May & November)	100,000	89,994	90%
Seat Belt Surveys (Day & Night)	97,536	73,003	75%
OP/OPC grants	215,507	162,074	75%
Program Management	90,600	90,600	100%
<b>Total</b>	<b>\$ 653,984</b>	<b>\$ 559,226</b>	<b>86%</b>

*University of Nevada-Las Vegas/Transportation Research Center: Daytime Seat Belt Use Observation Survey:*

Two seat belt use surveys for 64 sites in Clark County and Washoe County were conducted during the months of April and July 2011. The collected data was analyzed based on gender, ethnicity, type of vehicle, and vehicle registration. Unlike previous years, the data was analyzed on the basis of age as well. The overall weighted seat belt use rate of the State of Nevada was 92.26% during the Pre-Mobilization and 94.07% during the Post-Mobilization survey. The data showed that the 2011 un-weighted estimate of statewide seat belt use rate was 92.09% during the Pre-Mobilization and 93.51% during the Post-Mobilization. Male occupants were found to be less belt-compliant than the female occupants in both the surveys. *Seat belt usage was lowest among African-Americans and Hispanics*, while Caucasians and “other” category occupants showed the highest seat belt usage. From the age/gender analysis, *boys within 15-19 age groups were found to be the least belted*, and older women over 60 years of age showed highest seat belt usage during both the surveys. Furthermore, seat belt usage was observed *to be lowest in Pickup*

*trucks* and the highest in Vans/SUVs. The data was analyzed based on functional classification of roadways and based on the growth in the region. For all front seat occupants combined, data showed that *urban collector routes had the least seat belt use*, whereas rural arterials and rural interstates showed the highest seat belt use. The rural roadways showed the highest seat belt use during both the surveys. *In Southern Nevada, urban collectors showed the lowest percentage of seat belt use* for all occupants. However, *in Northern Nevada, the least seat belt use* was observed over the *urban collectors and rural interstates*. Finally, statistical analysis was conducted to determine seat belt use rate changes after the CIOT mobilization and media events. Seat belt use showed a significant increase from pre-mobilization to post-mobilization. Collected data were integrated into an interactive data visualization platform developed at the UNLV/TRC. This software not only can be used to run custom queries on the statewide data, but also to provide crucial insights into safety belt use rates at each observational site (<http://nutc.unlv.edu>).

### **University of Nevada- Las Vegas/Transportation Research Center: Nighttime Seat Belt Use Observation Survey:**

Two seat belt use surveys for 30 sites in Clark and Washoe Counties were conducted in April, June and July 2011. These data were collected in parallel with the daytime observational survey and analyzed based on gender, ethnicity, type of vehicle, and vehicle registration. The overall weighted seat belt use rate was 90.81% during the pre-mobilization and 93.24 % during the post-mobilization survey. *Male occupants* were found to be less belted than the female occupants in both surveys. *Seat belt use was the lowest among African-Americans and Hispanics*, while Caucasians and “Other” category occupants showed the highest seat belt usage. From the age-gender analysis, *girls within 15-19 age groups were found to be least belted* in the pre-mobilization survey while men in the *20-60 age group were least belted* in the post-mobilization survey. On the other hand, younger boys and girls of less than 15 years of age showed highest seat belt usage during both the surveys. Furthermore, *seat belt use was observed to be lowest in sedans/station wagons* during the pre-mobilization survey and in pickup trucks during the post-mobilization survey. The highest seat belt usage was observed in vans/SUVs during both the surveys. The data was analyzed based on functional classification of roadways. For all the front seat occupants combined, data showed that the *urban collectors* had the least seat belt usage, whereas urban interstates showed the highest seat belt usage. All collected data were integrated into a comprehensive seat belt use interactive visualization set developed at the UNLV/TRC.

### **Our Successes**

As stated above, in 2011 Nevada’s seat belt usage rate was 94.1%. This marks the seventh consecutive year that Nevada exceeded a 90% usage rate. Overall observed seat belt use is well above the national average which is 85%.

Highly visible enforcement campaigns have resulted in an increase in the observed seat belt usage rate since 2002. Restraint use by occupants involved in fatal crashes is still too low when compared to the observed usage rate, but there appears to be a direct correlation to a declining trend in unrestrained fatalities as observed seat belt usage rates increase. For 2003, the overall seat belt use rate in fatal crashes was 59%. The use rate for motor vehicle occupant unbelted fatalities remained basically unchanged –49.3% in 2009 and approximately 50% in 2010.



***Clark County Safe Kids (CCSK)*** program continued to assist children with special needs through their CPS program. Total grant funding for this project was \$36,688. In 2010, the program was expanded to multiple children’s hospitals and organizations. This included establishment of partnerships with physicians dealing with special needs children: Pediatric Orthopedic Surgeons, specialists from Sunrise Trauma, Pediatric Hospitals and Neonatal ICUs with a total of 14 MDs this grant year. Referrals were received from these doctors and hospitals as well as from the Children’s Heart Association, Down Syndrome Organization, Autistic Children’s Association, Special Children’s Clinic, March of Dimes, Candle-lighters and Nathan Adelson Hospice. Additionally, each quarter CCSK partnered with an organization to hold a car seat check event. This year CCSK held events for Sunrise Hospital NICU, Children’s Heart and St Rose NICU.

***Unrestrained Serious Injuries Rates:*** 202 unbelted serious injuries were reported in 2010, representing 14.8% of the 1,328 serious injuries statewide.

***Unrestrained Fatality Rates:*** 49% percent of Nevada’s motor vehicle fatalities last year were unrestrained.

<b>Nevada</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>
<b>% fatalities not restrained</b>	<b>49%</b>	<b>47%</b>	<b>48%</b>	<b>46%</b>	<b>49%</b>	<b>49%</b>

<b>Nevada</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010</b>	<b>2011</b>
<b>Safety belt usage rates</b>	<b>94.8%</b>	<b>91.2%</b>	<b>91.2%</b>	<b>90.1%</b>	<b>91.0%</b>	<b>93.1%</b>	<b>94.1%</b>



**Enforcement:** Traffic law enforcement is a major tool in educating the public and affecting driver behavior. During FFY2011, our occupant protection efforts included aggressive enforcement during May (Memorial Day, *Click it or Ticket*), and November (Thanksgiving, *Click it or Ticket*). Again, the enforcement waves were conducted by the State's *Joining Forces* program, which includes key law enforcement agencies that cover over 95% of the State's population. Of the more than 234 *Joining Forces* traffic enforcement events conducted in FFY11, 50 were focused on seat belt enforcement, issuing over 4,500 seat belt and over 145 child seat citations during these events throughout the year.

**Training:** DPS-OTS continued to sponsor Child Passenger Safety Technician courses. Sponsorship included payment of online CPS training registration fees, use of a mobile CPS training trailer, and/or scholarships for lead agencies facilitating the training. During FFY 2011, OTS provided financial assistance to obtain 40-hour CPS certification or CPS re-certification for law enforcement, hospital and emergency response personnel. This assistance enabled approximately 25 troopers, police officers and fire fighters to obtain 40-hour CPS technician certification. There was also a measurable increase in Child Passenger Safety violator referrals for FVSP training, particularly in Southern Nevada.

**Partnerships:** DPS-OTS continued to serve as staff for the State's CPS Task Force. This group is responsible for administering the Family Vehicle Safety Program's (FVSP) two-hour training program for child seat violators (NRS 484B.157). The CPS Task Force also oversees quality control of the state's certified Instructors and Technicians, developing or updating existing CPS curriculums in both English and Spanish, recruitment of new CPS advocates, proposed legislative updates, and overall CPS educational needs.

In addition, the State partners with multiple local and non-profit community service agencies by providing occupant protection safety education to their clientele and the general public. Safe Kids Washoe County, Safe Kids Clark County, Child and Protective Services, and the network of Family to Family Connections located throughout the State are just a few of Nevada's partners in the Occupant Protection program area.

## Our Challenges

**Primary Safety Belt Law:** A primary seat belt law has been introduced during the past eight of Nevada's biennial legislative sessions without success. There was much debate about a primary seat belt bill presented by the Nevada Department of Transportation in the State's 2011 Legislative Session but despite all efforts the bill was defeated in the Senate Transportation Committee.

Nevada is in an awkward position in that we have a high observed safety belt use rate of over 90%. It is difficult to convince legislators to pass a primary law, when the *observed* usage is already high and theoretically isn't likely to go much higher (studies show that states that go from secondary to primary laws increase their usage rates by up to 12% during the first year after enactment). Nevertheless, continuous efforts are underway to prepare for the 2013 Legislative Session. These efforts will address disparities in seat belt use in Nevada, and development of data showing the costs of medical services that are incurred by public health institutions and local jurisdictions because of inadequate or nonexistent insurance coverage for unrestrained drivers or vehicle occupants involved in crashes.

**Family Vehicle Safety Program (FVSP):** This is a training program for child restraint law violators. Curriculum, instructor approval, and program policies are administered by the State's CPS Task Force. The course is a standardized two hours, part classroom and part car seat installation education for the parent/caregiver. The provider is allowed to charge a \$30 fee to the violator, as well as the cost of a new seat, if one is needed. Based on the CPS Task Force recommendation, DPS-OTS approves providers per statute and provides a list of such to all Nevada courts. Provider qualifications are determined by the State's CPS Task Force. It continues to be a challenge, however, to make the public aware of the program, updating the curriculum (with data) each year, and recruiting and maintaining quality FVSP providers, as there is no available state funding to maintain the program.

**Performance Objective:** Maintain an annual observed seat belt usage rate of at least 90%.

**Actual Performance:** *The observed safety belt use rate in 2011 was 94.1%, where the seven previous consecutive years are documented to be greater than 90%.*

**Performance Objective:** Decrease the percentage of un-restrained fatalities from 46.4% in 2008 to 43.0% by 2011

**Actual Performance:** *Forty-nine percent (49%) of Nevada's motor vehicle fatalities in 2010 were unrestrained. [Note: The **rate** of unrestrained fatalities declined in 2009 to 3.02 per 100,000 population and even more to 2.86 in 2010. See population figures on page 6]:*

<b><u>Year</u></b>	<b><u>Number Unrestrained Fatalities (UR)</u></b>	<b><u>Number UR per 100,000 population</u></b>
2006	148	5.64
2007	124	4.56
2008	91	3.32
2009	82	3.02
2010	78	2.86

## MOTORCYCLE SAFETY

Over the years, the number of fatalities resulting from crashes involving motorcycles has been subject to large percentage swings. However, as in many other regions of the country, the general trend in Nevada has been slightly upward for the past few years. 2009 was a successful year with a 29% drop in motorcycle fatalities from the year before, but the numbers are creeping back up.

Motorcycles	2006	2007	2008	2009	2010
Fatalities	50	51	59	42	48
% Helmeted	82%	86%	75%	95%	79%

There appears to be several reasons for this increase, with one notable reason being an increase in fatalities and crashes involving the older, returning rider. The older rider often finds the performance of newer model motorcycles exceeds his or her ability to ride safely.

A second group experiencing problems is the younger rider on the high performance motorcycles.



### **Our Successes**

#### *Training*

The National Highway Traffic Safety Administration Motorcycle Safety Program Guidelines state that “safe motorcycle operation requires specialized training by qualified instructors.” Riders should be alert and aware of the risks they face while riding, and in particular, should not be impaired by alcohol. Motorcycle operator education and training is considered the center piece of any comprehensive motorcycle safety program.

The Nevada Rider Motorcycle Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers four courses: the Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to state driver's license endorsements (motorcycles and helmets are provided for the students). In CY2010, there were 438 Beginning Rider classes conducted through the program, graduating 4,716 students. The program also teaches the Experienced Rider Course which is a one day course designed to update skills for current riders who currently own a motorcycle. Forty-four Experienced Rider classes were conducted graduating 608 students in 2010. The third course, called the Sidecar and Trike Education Program, is a one and one half day course for experienced three-wheel riders. Students provide their own machine and protective gear. Two (2) classes were conducted in 2010, graduating eight (8) students. The newest course, called the Advanced Rider Course, was added in 2010. This course is designed to improve the skills of a licensed and experienced rider to increase their knowledge of traffic management and their riding skills as it relates to traction management. One course was conducted and graduated twelve students.

In the years 2009 and 2010, there were a total of 1,056 rider courses offered in the state. The courses were:

- ✓ 933 Beginning Rider Courses
- ✓ 116 Experienced Rider Courses
- ✓ 3 Sidecar/Trike Courses
- ✓ 4 New Instructor Courses

Rider courses were offered by the three community colleges and directly through the Department of Public Safety. Also, private training providers were authorized to conduct training, with state oversight. The Motorcycle Safety Program provided subsidy to the colleges for 6,349 beginning and 415 experienced riders.

- ✓ Truckee Meadows Community College, with three training sites, trained 1,287 new riders.
- ✓ Western Nevada College, with three training sites, trained 1,060 new and 60 experienced riders.
- ✓ College of Southern Nevada, with three training sites, trained 4,002 new and 355 experienced riders.
- ✓ The Department of Public Safety, with seven rural training sites, trained 552 new and 64 experienced riders.
- ✓ Private sites, with eight training sites, trained 2,945 new and 552 experienced riders.

These courses were conducted by state-licensed instructors. As of 12-01-11, there were 115 certified instructors in Nevada.

### *Motorcycle Awareness*

Another important best practice for improving motorcycle safety is to increase motor vehicle drivers' awareness of motorcyclists, by educating drivers on the importance of sharing the road with motorcycles. Due to the small profile of a motorcycle in traffic, it is common for drivers to

be unaware of approaching two- or three-wheel vehicles. Raising awareness levels during peak riding periods, such as motorcycle rallies and sporting events, reminds motorists to take that second look when entering an intersection.

Through a special grant, provided by NHTSA (Section 2010), DPS-OTS provided public education through paid media to increase the awareness of the motor-vehicle driver of motorcycles and their riders. The campaign consisted of radio spots, posters, and billboards to remind motorists to ‘watch out for motorcycles’.

An alcohol campaign was also initiated with program monies in 2008, as about half of Nevada’s motorcycle fatalities involve impaired riding. The campaign consisted of outdoor advertising and counter pamphlets placed in various motorcycle shops and continued through FFY2011. In addition, the program has been visible at five of the state’s big rallies to provide rider education and outreach to Nevada’s motoring public. Riders are asked to pledge that they won’t ‘drink and ride,’ and can get their picture taken with an appropriate border frame reaffirming the safety message. See the [Paid Media and Public Relations](#) portion of this report for more detail on motorcycle awareness campaigns conducted in FFY2011.



## Our Challenges

*Number of training sites:* Educating the beginning and returning rider is considered one of the best practices for reducing motorcycle fatalities. Despite the record number of students being trained annually however, the Nevada Rider Training Program is limited by the number of accessible training sites throughout the State. To partially address this problem, a special 37 foot fifth-wheel trailer is used to provide training in rural Nevada. This trailer carries 13 motorcycles and can be used as a classroom, complete with furniture and audio-visual support. Fixed site training is conducted at three state community colleges and at training ranges located in Carson City and Fallon. In 2009, a new training site opened in northern Nevada.

*Number of certified Rider Coach Trainers:* There are only three current MSF Rider Coach Trainers in the State, and one of them is the DPS-OTS Program Manager for the Motorcycle Safety program, retiring in CY2012. The current requirements of his contract are that he be a Rider Coach Trainer. However, once the contractor retires, OTS will acquire a state position to be filled for the program. Several recommendations were made by NHTSA in November, 2011's Motorcycle Safety Program Assessment in regard to the management of the program, where its going, and what the scope of work might look like for a new program administrator. OTS acquires the new position effective April 1, 2012.

*Universal Helmet Law:* Nevada is fortunate in having a universal motorcycle helmet law requirement, but it has been and continues to be threatened by repeal by some of the State's riders, as well as tourists that ride in from other states that don't require helmet usage. Every Legislative Session since the program began in 1991 has had a bill proposed to repeal the helmet law in Nevada, albeit unsuccessfully.

Another problem with Nevada's helmet law is that it is ambiguous. NRS 486 basically references FMVSS 218 (the Federal minimum standards for Motorcycle Helmet manufacturers) as to what is a 'DOT compliant' helmet. FMVSS 218 involves many technical requirements that many law enforcement officers have not received training on. Therefore some of the riding public's complaint upon receiving a citation for not wearing a compliant helmet is justifiable, when the officers themselves aren't 100% sure if the helmet is compliant or not. The Governor's *Motorcycle Advisory Board* is working on clean-up language to several statutes in NRS 486 that refer to motorcycles, definitions, and updates as to 'types' of motorcycles, as well as to clarify Nevada's helmet law (i.e., Trikes, Spyders, etc.).

**Performance Objective:** Reverse the upward trend established in 2004 and 2005 for motorcycle fatalities (52 and 56 respectively).

*Actual Performance:* The number of motorcycle fatalities in Nevada increased slightly to 48 in 2010, but still considerably less than the high of 59 fatalities in 2008.

Performance Objective: Decrease the number of motorcycle fatalities from 45 in 2010 to 40 by 2012.

*Actual Performance:* The number of motorcycle fatalities thru August in CY2011 is 39 (in-house FARS analyst, 12/21/11).

Performance Objective: Decrease the percentage of un-helmeted fatalities from 5.13% in 2010 to 2% by calendar year end 2012.

*Actual Performance:* The percentage of un-helmeted fatalities thru August in CY2011 is 8% (in-house FARS analyst, 12/21/11).

## PEDESTRIAN SAFETY

Over the years, the number of fatalities resulting from crashes which involve bicyclists and pedestrians has been subject to various factors: rapid population growth and a lack of spending in biking and pedestrian infrastructure. CY2010 was the second consecutive year that Nevada was *not* counted among the top ten states for pedestrian fatalities, which may be attributed to the efforts of partnerships between law enforcement, social service agencies, educators and government agencies across the state. Bicycle fatalities remain constant at six or seven per year while ridership steadily increases.

[NOTE: The Nevada Legislative Session of 2011 transferred the State’s Bicycle Safety Program (state fee-based) from the Department of Public Safety to the Nevada Department of Transportation.]



*“Where in the world....?” NOT Nevada!*

### **Our Successes**

***Regional Transportation Commission (RTC’s) ‘Walk Safely Washoe’:*** The purpose of this project is to reduce the number of pedestrian injuries and fatalities within the Truckee Meadows area (Reno & Sparks) by increasing safety awareness and practices by both pedestrians and motorists. This was the second year of the grant project that encourages pedestrian safety while increasing the number of walking trips by Reno and Sparks area residents via a web-based site. “Street Smart” assists users to find walking companions; track their pedestrian commutes, and learn safety and health information related to walking. The project also included a bilingual

education and awareness campaign that included radio ads, twelve outdoor billboards, and safety messages in interior advertising space on RTC buses, along with half-page, full-color ads in the Reno News & Review during the weeks of 8/31 and 9/14/11. Approximately 1,330 reflective slap bands were distributed at events like “Safety is NO Accident” (University Nevada-Reno) and at ten other safety venues throughout the year.

***Reno Police Department Bicycle Safety Program:*** This enforcement based program increased enforcement targeting pedestrians, bicyclists, and motorists, while increasing obedience to traffic laws and educating the judiciary. The program had a targeted 15 enforcement events planned at high pedestrian traffic locations, and completed 17 by grant year end, with a single event’s activities resulting in 247 stops in April, with 103 citations, and 144 warnings to both pedestrians and motorists. The Project Director met with both Hot August Bikes and the Tour de Nez Bicycle Race groups to discuss safe routes and safe bicycling practices. In addition, they continue the dialogue between the City Attorney’s Office, organized cycling clubs and various Bicycle/Pedestrian Transportation Advisory groups.

***Bicycle/Pedestrian Safety Education Mini-Grant Program:*** The State program continued to provide mini-grants (up to \$2,000 each) to community agencies, non-profit organizations and law enforcement agencies for those projects focused on bicycle and pedestrian safety education:

- Nevada Public Health Association, “Bike/Ped Safety Day”
- Patrick Kelly Youth Foundation, Bicycle helmets
- Reno Bike Project, various bicycle safety events
- Tahoe Pyramid Bikeway, Inc., “Bike to Work”
- Regional Transportation Commission, Southern Nevada, “Safe Cycling”

***Safe Kids Washoe County, “Ready to Walk n’ Roll”:*** this project supported a Safe Kids summer camp that promoted safe riding and walking behavior among Washoe County youth. During the summer of 2011 they offered eight complete weeks of camps – six basic camps and two advance camps. Pre- and post tests indicate that all student scores improved in the post-testing phase. Campers learned basic riding skills, balancing, and more open-road rides. Funding for this project also assisted with two League of American Bicyclists (LAB) trainings in Nevada.

***University Nevada-Reno Police Department, Pedestrian Safety Project:*** University Police partnered with the Davis Academy (group of high-performing students) to conduct evaluation, education and enforcement of pedestrian safety violations on North Virginia and North Sierra Streets in Reno near the University of Nevada, Reno campus. These busy streets are adjacent to the campus and have to be crossed by many students coming to class from their dorms. Davis Academy students conducted outreach and educational activities, including obtaining ‘pedestrian pledges’ throughout the year from UNR students to walk safely and watch out for motorists, as well as to watch out for pedestrians AS a motorist.

## Our Challenges

**Urban Area Pedestrian Safety Action Plans:** In tandem with the state's Strategic Highway Safety Plan, where pedestrian safety is one of Nevada's five critical emphasis areas, distinct northern and southern Nevada advocacy groups meet regularly and work on implementation of proven strategies to improve pedestrian safety. The majority of Nevada's pedestrian crashes occur in the urban areas of Reno and Las Vegas; however, similarities stop there, as these two cities are significantly different in relation to infrastructure capabilities, geography, weather, and public road make-up (i.e., Las Vegas will typically have an 8-lane road set at 45 mph, where Reno has more two-lane roads at 25 to 35 mph). Although Las Vegas pedestrian fatalities are down from 2010, they have experienced more child pedestrian deaths than before. Washoe County (Reno) pedestrian fatalities have more than doubled from 2010, with three high-profile crashes in October and November, 2011 alone.

**Performance Objective:** Decrease the number of pedestrian fatalities from 56 in 2008 to 29 by 2011.

**Actual Performance:** In 2010, a total of 41 pedestrians were killed on Nevada's highways. Preliminary FARS data for 2011 indicates 43 pedestrians have lost their lives in Nevada as of December 19, 2011, or a slight increase for 2011.

### NUMBER OF PEDESTRIAN FATALITIES

Year	Total Fatalities	Pedestrian	
		Number	% Ped.

#### C-10

2004	395	60	15.19%
2005	427	63	14.75%
2006	431	51	11.83%
2007	373	52	13.94%
2008	324	56	17.28%
2009	243	36	14.81%
2010	257	41	16.00%



### **POLICE SERVICES – *Joining Forces***

The Nevada Office of Traffic Safety recognizes that aggressive enforcement of safety belt use, impaired driving, and speed laws are effective ways to reduce motor vehicle crashes and the resulting injuries and fatalities. Sustaining traffic enforcement, however, has become more difficult for law enforcement agencies due to shrinking budgets and changing priorities. At the DPS-OTS, we are committed to finding resources to assist law enforcement in their endeavors to change driver behavior.

Simple driving errors that would normally result in property damage only often result in serious injury or fatalities when excess speed is introduced into the equation. A driver who is speeding, driving aggressively, unbelted or under the influence greatly increases his/her chances of being involved in a serious injury or fatal crash.

*Joining Forces* was established in Nevada ten years ago, and continues to be a successful multi-jurisdictional law enforcement program. Impaired driving, occupant protection, speed enforcement, pedestrian safety, and motorcycle safety are the primary areas addressed with this program. *Joining Forces* includes a multitude of local campaigns, as well as coinciding national campaigns. The program events provide stepped-up enforcement through the Selective Traffic Enforcement Program (STEP), saturation patrols, DUI checkpoints, in addition to pedestrian and motorcycle safety enforcement. Through the *Joining Forces* program, DPS-OTS provides funding for overtime enforcement activities. This not only provides large agencies with the tools to conduct enforcement, it also allows smaller and rural agencies enforcement and media coverage that would otherwise not be possible.



### **Our Successes**

Robust law enforcement, combined with highly visible and aggressive media, has a definite impact on public driving behavior. During FFY 2011, Nevada law enforcement conducted more

than 235 specialized enforcement events throughout the year, specifically during the *Click It Or Ticket*; the *Over the Limit, Under Arrest*; and the *Buzzed Driving is Drunk Driving* campaigns. Several agencies also participated in North Las Vegas Police Department's highly effective pedestrian enforcement events; and Las Vegas Metropolitan Police Department's DUI Van activities, as well as hosting many of their own.

*Joining Forces* is the enforcement component within our priority areas including Seat belts, Impaired Driving, Speed, and Pedestrian and Motorcycle Safety. Coupled with aggressive media campaigns it has become an enforcement educational tool that Nevada law enforcement clamors to be involved in. Law enforcement agencies love the program as it provides the tools for them to be visible and to change unsafe driving behaviors. Participating agencies are afforded not only additional manpower in these activities but have a voice in the actual development of campaigns and events, affording them the opportunity to make a difference. Overall our statewide fatalities continue to decrease. The number of DUI arrests decreased by nearly 200, and the number of alcohol involved fatalities are also down. Seat belt usage is up in Nevada, including for those ages 16-20 years of age.

### Statistical Summary

27 **Law Enforcement Agencies** representing over 90% of Nevada's population participated.

235+ **Enforcement Events** conducted included but not limited to:

50	Seat belt enforcement/public awareness events
95	Impaired driving enforcement;/public awareness events
94	Speed enforcement/public awareness events
45	Pedestrian enforcement/public awareness events

### Results of Joining Forces Program during 2011

#### Arrests/citations/warnings

923	Teen arrests/citations/warnings
554	DUI's
5,294	Seat belt
294	Child passenger
14,863	Speeding
270	Pedestrian at fault
333	Driver at fault (pedestrian violation)
80	Felony arrests
144	Drug arrests
1	Stolen vehicle
149	Fugitives
679	Suspended/revoked license
1,452	Driver's license – other
1,705	Registration violation
764	Equipment violation
2,899	Other citations



10,895 Warning  
44,711 TOTAL

## 2011 Joining Forces Program Spending

Total Joining Forces Budget - \$1,113,000.00

FUNDING SOURCE	AMOUNT	SPENT	UNSPENT BALANCE
402	\$58,000	\$50,341.18	\$7,658.82
405	\$100,000	\$93,213.14	\$6,786.66
406	\$555,000	\$517,086.76	\$37,913.24
410	\$400,000	\$389,325.43	10,674.57
TOTAL SPENT		\$1,049,966.51	
UNSPENT BALANCE			\$147,533.49
9.4% Funds unspent			

A significant amount of earned media was also created with these enforcement efforts.

Partners include, but are not limited to:

- Buffalo Wild Wings
- Clark County School District
- CW Las Vegas
- Ewing Brothers Towing
- Golden Gaming
- Las Vegas 51's
- Las Vegas Motor Speedway
- Las Vegas Review Journal
- Las Vegas Sun
- Las Vegas Wranglers
- Martini's
- McMullan's
- Mixed Nuts
- My LVTV
- Other local newspapers, TV & radio
- Outback Steakhouse
- Outside Inn
- Palm Mortuary
- PT's
- Quality Towing
- Red Hawk
- Reno Gazette Journal
- Safe Communities Partnership
- UMC Trauma Center



***Performance Objective/Citations:***

- To increase the number of citations for Occupant Protection (seat belt & child protective seats) from 5,137 in 2010 to 5,500 in 2011.
- To increase the number of citations for Speed from 17,401 in 2010 to 17,700 in 2011.
- To increase the number of arrests for DUI from 804 in 2010 to 900 in 2011.

***Actual Performance/Citations:***

- Occupant Protection (seat belt and child protective seats) citations issued in FFY2011 through the Joining Forces program totaled 5,588
- Speeding citations issued in FFY2011 through the Joining Forces program totaled 14,863
- DUI arrests in FFY2011 through the Joining Forces program totaled 554

Observed seat belt usage remains above 90% for Nevada, the highest for a secondary law state.



## COMMUNITY PROGRAMS

Community programs are the ‘melting pot’ of traffic safety projects, as they promote injury prevention for multiple problem traffic areas at the local level, solving traffic safety problems using a “bottom up” approach to involve its citizenry. Comprehensive community-based coalitions of citizens, law enforcement, public health organizations and professionals, educators, business groups, and traffic safety advocates implement and provide program input, direction and community involvement toward solving their traffic safety problem areas.

### **Our Successes**

**University of Nevada Las Vegas – Safe Community Partnership (SCP):** The SCP in Clark County is one of the more effective Safe Community Partnerships in the nation, going strong since 1996. In FFY2011, its focus areas (in support of the SHSP) were Pedestrian Safety, Seat Belt Safety, Young / Novice Driver Education, and Older / Senior Drivers.



***Performance Objective:*** *Support and build on the working relationship with the Strategic Highway Safety Plan Partners*

**Actual Performance:** The relationship with the SHSP continued with a high level of involvement in the pedestrian and seat belt committees. Director, Erin Breen is the chair of the pedestrian committee and remains vice chair for the seat belt committee. She also participates on the SCA as vice chair and on the distracted driving committee.

The SCP assisted in the coordination of media efforts for the new cell phone law, and pedestrian and bike laws. The cell phone law was widely covered; the press event featured Senator Breeden, author of the bill, Senator Manendo and Senator Parks, both supporters of the law. Two press events (one in Clark County, one in Carson City at the Capitol) were held on the new law, with one held in Henderson in conjunction with a car show. Every media outlet was present and did multiple stories both leading up to and after the actual event.

Participation continues in the Alternative Modes of Transportation Committee and the Bus Shelter Committee for the Regional Transportation Commission of Southern Nevada (RTC). This year participation in the “complete streets” program for RTC was added. The *Complete*

*Streets* model is designed to improve road safety for all road users, with an emphasis on bicycles and pedestrians.

The coordination and production of the first combined 'Safe Communities and SHSP annual awards ceremony was conducted in September 2011 in Las Vegas, with the SCP providing coordination of the event.

SCP participated in a pedestrian audit with the Orth Rogers firm in Las Vegas and submitted two grant applications to the Clark County School District to conduct walking audits for pedestrian safety in Las Vegas.

***Performance Objective:*** *Support the Strategic Communications Alliance group of the SHSP to develop outreach programs aimed at changing driving behaviors in the most critical populations identified by the team.*

**Actual Performance:** One of the largest events was the new 'Cell Phone and Texting Law' kickoff. Headed by Senators Breedon, Manendo and Parks, this was a topic that our media partners were excited to help with as they had been waiting for a way to assist in the education of the motoring public.

Speakers at the cell phone event also included survivors of cell phone crashes and family members of victims from similar fatal crashes.

The coverage and earned media value of the cell phone law events were extraordinary with more than 40 stories earned in the week before the law went into effect on October 1, 2011. Including the press conference, the advertising value was reported at over \$105,000.

A Pedestrian Safety campaign was also launched in FFY2011. Two public service announcements were produced for this campaign, one focusing on motorists, and the other on the pedestrian. One was also produced as a bus-stop shelter campaign that ran for an entire month and then was continued as added value (earned media: bonus value).

In June 2011 an interview was taped with Dr Jim Lenheart in regard to Pedestrian Safety. It was an in-depth piece, and lasted longer than just a quick shot on the news.

A story during graduation for safe driving with channels 5 and 3 was also taped to keep kids safe over the summer.

The fourth annual 'Step Out for Safety' event was held in March 2011 in Las Vegas and in Reno. This walking and participatory event began four years ago with the tragic death of Nevada legislative aide, Adam Thomas, the namesake for the *Adam's Place* grief foundation that, among other things, provides education and outreach to the public on the need to wear seat belts. Media coverage included more than 3 network stations covering the story.

**Performance Objective:** *Maintain Youth Driving Education efforts with the goal of further reducing youth driving fatalities, serious injuries and crashes.*

**Actual Performance:** A public service announcement (PSA) was filmed by the Clark County School District Police Department in conjunction with SCP for an impaired driving message. Continued partnering is planned with CCSD for the upcoming year, including *Teen Driver Safety Week* in October. A total of 6 spots with the Public Broadcasting Station (PBS) and CCSD are planned for the 2011-12 school year.

The youth driving program formerly known as PACE, now as *STARS* (Supporting Teens and Roadway Safety) continues strong. The number of teams for this program and the recognition for this program grows statewide.



*Novice drivers are 'convinced' to wear their seat belt with the NHP Convinced*

New materials for publication and awareness were developed. Several new PSA youth driving spots were produced for release to the media as well as bus stop shelter posters, billboards, school posters and school videos.

**Performance Objective:** *Maintain and seek to expand private corporation relationships/partnerships to further reduce fatal and serious injury crash rates in Clark County by two-tenths of a percentage point annually, based on VMT*

**Actual Performance:** A program with Cricket Cell Phones was established to take the driving simulator to 15 sites around the Clark County area in October and November to publicize safe cell use (with the new law going into effect).

Another venture with Credit One Banking Services was sponsored to educate their employees about safe driving, especially cell phone use while driving, seat belt use and to avoid impaired driving. Approximately 300 employees came through the event.



***Driver's Edge:*** A non-profit based in Las Vegas, the *Driver's Edge* program is a free to the public, behind-the-wheel driver training program designed by former race car driver Jeff Payne. *Drivers Edge* is effective in teaching young drivers important driving skills and showing them how to avoid becoming a statistic. Four modules cover accident avoidance, ABS braking, car maintenance (tire pressure, etc.), and a segment with Nevada Highway Patrol utilizing 'fatal vision' goggles to demonstrate the effects of impaired driving; this segment also includes NHP's Seat Belt Convincer unit. The program has 30-35 instructors, who are all professional drivers, and is designed for young people between age 15 and 21 who have a driver's permit or license.

The big-picture goal for the *Driver's Edge* program is to make it a mandatory program in the state of Nevada for novice drivers, and to have Nevada be considered nationally as the leader on the issue of young driver safety. Participants and their parents send literally hundreds of thank-you notes and encouragement to the *Edge* program each year of its value to them, and sometimes of how it helped them in avoiding a crash situation. Although the *Edge* program would like to remain 'free to the public,' it will need to consider garnering additional sponsorship and support beyond federal grants in the near future. Some of its basic sponsors currently include:

- Nevada Highway Patrol
- Las Vegas Motor Speedway
- Station Casinos
- Regional Public Safety Training Center
- Nevada Department of Transportation
- FedEx Office of Henderson
- Trade Show Technical
- The Sands Regency Hotel
- Champion Chevrolet
- Wal-Mart
- Krispy Kreme
- Starbucks Coffee
- Monster Energy Drinks
- Chipotle Restaurant
- Bridgestone/Firestone (Presenting Partner on the *Driver's Edge* National Tour)



In FFY2011, *Driver's Edge* conducted twenty-seven (27) Nevada events (each event is 4 hours, two per day on a weekend), educating a total of 2,037 students and 1,757 parents attending the program during the year, or for a grand total of 32,187 Nevada participants since the program's inception (85,000 nationwide). They also assisted OTS with three special events for the *PACE* (Prevent All Crashes Everyday) or *STARS* project's teen driving competition, *Pace Yourself*, along with a 'thank-you' driving competition for their sponsors.

The average pre-test score for students was 35.49%, with an average post-test score of 81.40%.

The program gained extensive media coverage including national coverage on all four major networks and 20 network television affiliates across the nation during their National Tour. To see

the latest comments from *Drivers Edge* attendees, check out the *Drivers Edge* Facebook page at [www.facebook.com/driversedge.org](http://www.facebook.com/driversedge.org).

With the assistance of the University Nevada – Las Vegas Transportation Research Center, *Driver's Edge* is implementing an online interface and database for their 12- and 24-month follow up surveys, expecting the database to go live early 2012.

**University of Nevada-Reno/Center for Research Design and Analysis - Traffic Safety**

**Community Attitudes Survey:** Beginning on January 27<sup>th</sup> of 2011, CRDA collected data from six samples released monthly and ranging in size from 1,530 to 2,130 telephone numbers. Data collection concluded on August 10<sup>th</sup>, 2011. Of the total 10,980 numbers in the original sampling frame, 3,992 were not released for calling because they were pre-identified as nonworking or nonresidential or were numbers that were previously placed on an internal 'do not call' list. Of the 6,988 phone numbers that were called, 4,005 were never reached (e.g., answering machine, ring-no-answer, busy) or were ineligible. Therefore, 2,993 (43%) phone numbers out of 6,998 were actually reached. Of those reached, the eligibility of 1,990 could not be determined due to language barriers, physical impairments, or premature termination of contact. Of the remaining 1,003 respondents contacted, 5 were unable to participate due to language barriers, 3 were unable to participate due to physical impairments, 3 were away during the entire duration of the project, 66 refused to participate, 42 were contacted but refused to participate by the time data collection concluded, and a total of 884 respondents agreed to participate in the study. Of the 884 respondents who completed the telephone survey and retained for data analysis, 867 gave complete interviews and 17 gave a partial interview. The genders were equally represented in the sample; 49.4% of the respondents were male and 50.6% were female. Respondents also comprised a wide range of age groups. However, almost half of the respondents were 55 and older (52.2%). Nearly 9% of respondents reported that they were Hispanic, just over 4% reported that they were multi-racial, and 3.6% indicated that they were Black or African American. Two percent or less of respondents identified themselves with the following ethnicities: American Indian or Alaska Native, and Asian or Pacific Islander. Respondents were asked to indicate their current county of residence. Analyses indicated that respondents include current residents of all seventeen counties in Nevada.

A sample of cell phones was included in the methodology to ensure that Nevadans under the age of 40 and males, who predominately use cell phones only, were adequately represented in the sample. Out of the 884 respondents included in analyses for this report, 523 came from the traditional sample of landline phone numbers and 361 came from the supplementary sample of cell phone numbers. Un-weighted demographic analyses were conducted on these two samples (i.e., landline and cell) to determine how they varied and if the cell phone sample achieved its purpose of representing specific demographic categories: younger individuals, males, and non-White Nevadans. The overall response rate was 54.4% and the overall cooperation rate was 92%.

2011 Attitudinal Survey highlights include:

- *Seat Belt Attitudes and Usage:* Pre-CIOT, 85.2% of Nevadans indicated they ‘always’ used safety belts; a higher percentage of males (10.2%) reported receiving a ticket for failing to wear a seat belt, in comparison to females (4.1%). However, no difference between men and women regarding perceived chances of receiving a citation for not wearing a seat belt.
- *Speeding Behavior:* 42.7% of Nevadans indicated they rarely drive more than five miles over the 70 mph speed limit, and 27.1% that they never exceed this speed limit by over 5 mph; 16.8% reported driving more than five miles over a 35 mph speed limit most of the time and 19.3% half of the time.
- *Impaired Driving Behavior:* Despite the fact that the majority of Nevadans (77.1%) reported they believe it is likely that they might get arrested if they drive after drinking, 8.6% still reported that they drove after drinking one to five times within the past 60 days. However, it should be noted that 12.9% of Nevadans believe the opposite—that the chances of getting arrested for drunk driving are somewhat unlikely, while another 3.4% reported that it was very unlikely.
- *Distracted Driving Behavior:* Nevadan admitted to the following behaviors while driving: adjusting controls (89.8%), eating or drinking (78.8%), and talking on hand-held (58.1%) and hands-free (33.9%) phones while driving. In addition, they reported operating a GPS unit (29.7%), reading (27.3%), sending text messages or email (23.5%), engaging in personal grooming (6%), browsing the web or searching the internet (3.7%), and watching TV or a DVD (1.8%).

**Nevada Driver Education Curriculum & Certification (NDECC):**

The goal of this Clark County School District Traffic Safety Grant is to increase the quality of driver education for teens through standardizing classroom curriculum. This will ensure certificated, well-trained teachers are available to teach the classes, and that necessary instructional resources are available. This improvement will reduce the annual number of fatal crashes and injuries for teens and beginning drivers.

***Performance Objective:*** Establish and distribute a standardized Nevada State Driver Education Curriculum to all CCSD comprehensive high schools:

**Actual Performance:** A working copy of the Nevada Driver Education Curriculum Guide was distributed to all CCSD Driver Education teachers and has 21 well-defined Nevada Driver Education Content Standards, several pacing calendars, and identified curriculum resources. The Curriculum Guide was shared with Northern Nevada Driver Education public school providers as well:

- Washoe County Schools Community Education
- Western Nevada College
- Great Basin College

The Nevada Driver Education Curriculum Guide is foundational in the implementation of the 3-credit online Nevada Driver Education and Traffic Safety course, which can be used for teacher certification for Driver Education.

**Performance Objective:** *Generate and distribute curriculum maps and benchmarks for classroom implementation of Nevada State Driver Education Curriculum and CCSD Driver Education course syllabus.*

**Actual Performance:** Pacing calendars are embedded in the Nevada Driver Education Curriculum Guide. Unit pacing calendars are based on a regular schedule of 50-minute periods and 90 minutes in a block schedule. Four calendars were identified: 50 minute period for a quarter class (37.5 hours of instruction), a semester class (75 hours) and a limited 7-week Physical Education pull out (30 hours), and a semester long 90 minute period in a block schedule (60 hours).

The pacing calendars are foundational in the implementation of the online Nevada Driver Education and Traffic Safety course. Participants create lesson plans based on the various implementation plans – from the minimum 30 hours of classroom instruction, to the 9 week or one quarter class, and the full semester course.

**Performance Objective:** *Identify and purchase instructional materials (i.e. video and computer software resources) to enhance classroom instruction within CCSD Driver Education classrooms.*

**Actual Performance:** Numerous products were distributed through teacher workshops and staff development training sessions:

AAA *Teaching Your Teen to Drive* DVD (embedded in all 10 units)

AAA *Driver's Z-Ed* Software (units 6 & 7)

AAA *License to Learn* DVD (embedded in all 10 units)

AAA *How to Drive* Book and Instructor's Guide (embedded in all 10 units)

Advance Auto Parts' *Advance Your Knowledge* DVD (unit 10)

California DMV *Let's Go for a Drive* video series DVD (units 1, 2 and 9)

*Cookbook of Activities for the Driver Education Classroom* (Idaho Dept of Ed)

*Driver Ed to Go* DVD

*Driver's Edge: Lessons from the Edge* (embedded in all 10 units)

Drunk goggles (unit 8)

DUI *Dead in 5 seconds* DVD (unit 8)

*Enduring Regrets: the Chris Sandy Story* DVD (unit 9)

Farmers Insurance Group's *Wrecked* DVD (unit 6)

Ford *Driving Skills for Life* DVD (units 3-5, and 6)

IIHS *Physics of Car Crashes* DVD (unit 8)

IIHS *Biology of Car Crashes* DVD (unit 8)

Las Vegas Metropolitan Police Department *Every 15 minutes* DVD (unit 8)

LVMPD *In the Blink of an Eye* DVD (unit 8)

Magnet cars and signs for demonstration of scenario situations

NV DMV: *Getting Your Permit & License* (unit 1)  
Pearson Drive Right textbook & resources  
*Red Asphalt* DVDs  
*Rules of the Road* DVD (embedded in most units)  
*TeenSmart* Interactive Software Program (units 6-7)  
Traffic Safety and Traffic Signs posters

To generate a hands-on experience for students, 19 different roadway diagrams have been created to be used with toy cars. Students can demonstrate proper lane position, intersection procedures, and act out situational driving scenarios.

The curriculum committee has identified topics for PowerPoint presentations for all 10 units of study. Forty-seven presentations were developed and distributed for classroom instruction throughout Nevada. Each presentation has an opening discussion question, links to video presentations, and DMV sample questions. A quick reference guide has been created for each unit identifying topics and details of the presentation. Several presentations have accompanying worksheets to enhance the instruction and clarify student understanding.

***Performance Objective:*** *Establish a minimum of six professional development training(s) for CCSD driver education teachers using the newly written Nevada State Driver Education Curriculum and CCSD Driver Education course syllabus by the end of the third year of the grant.*

**Actual Performance:**

- Two hour training for all CCSD Driver Education teachers unveiling the working copy of the Nevada Driver Education Curriculum Guide.
- Four-hour Best Practices Share Workshop (Units 1-3)
- Four-hour Best Practices Share Workshop (Units 4-7)
- Four-hour Best Practices Share Workshop (Units 8-10)
- Seven-hour workshop for all CCSD Driver Education teachers
- Three-credit State re-certification PDE course
- Two-hour teacher training for all CCSDE Driver Education teachers to unveil Updated Copy of the Nevada Driver Education Curriculum Guide
- Four-hour Best Practices Share Workshop
- Seven-hour workshop for all CCSD Driver Education teachers
- Four-hour workshop for Northern Nevada teachers to unveil 2011 Updated Copy of the Nevada Driver Education Curriculum Guide
- Three-hour Best Practices Share Workshop
- Three-credit State re-certification PDE course
- Two-hour teacher training for all CCSD Driver Education teachers
- Five-hour Technology & Assessment workshop

***Performance Objective:*** *Generate and implement standardized curriculum to be used for a face to face, three-credit university course leading to the certification of driver education teachers.*

**Actual Performance:** The Driver Education and Traffic Safety for the Secondary Teacher three-credit university course was offered via a blended, face to face, and online course. The course as created prior to the development of the Nevada Driver Education Curriculum Guide was the foundation in its design. Upon completion of the Nevada Driver Education Curriculum Guide the course was refined and moved online.

**Performance Objective:** Create an online three-credit university course to increase the opportunities for Driver Education certification for licensed teachers within Nevada.

**Actual Performance:** A full online course focusing on the implementation of the Nevada Driver Education Curriculum Guide was implemented in the spring of 2011.

A three-credit Adams State College Driver Education and Traffic Safety certification course runs alongside the three-credit Introduction to the Nevada Driver Education Standards Professional Development Education (PDE), a re-certification course for existing driver education teachers. These two courses focus on becoming familiar with the 21 well-defined Nevada Driver Education Content Standards and using the Nevada Driver Education Curriculum Guide to plan instruction.

**Performance Objective:** Reduce the number of reported teen accidents with property damage, personal injuries, and fatalities according to the Fatality Analysis Reporting System by 5% in each category.

**NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION**

Nevada Fatalities-FARS

Crashes involving Young Drivers (age 16-18)

**DRIVERS BETWEEN THE AGE OF 16 - 18 INVOLVED IN FATAL CRASHES**

AGE	2003	2004	2005	2006	2007	2008	2009	TOTAL
16	6	5	9	3	7	5	1	36
17	12	10	12	14	7	3	1	59
18	17	9	9	18	15	5	8	81
<b>TOTAL</b>	35	24	30	35	29	13	10	176

**Performance Objective:** Reduce the number of automobile crashes involving teen drivers (ages 16-19) in Clark County by 5% from the number of automobile crashes that occurred in 2006, according to the Department of Transportation data.

**Actual Performance:** The attention devoted to teen driver safety within CCSD in the past several years initially paid off (2010 figures not yet available):

NEVADA FATAL CRASHES FROM <http://www-fars.nhtsa.dot.gov>

Clark County 2006 = 282 w/Teen involvement = 91, or 32%

Clark County 2007 = 248 w/Teen involvement = 78, or 31%

Clark County 2008 = 201 w/Teen involvement = 58, or 29%

Clark County 2009 = 223 w/Teen involvement = 37, or 17%

**Obstacles encountered:** The Nevada Driver Education Curriculum Guide has been shared with the Nevada Department of Education (NVDOE). It is our goal that NVDOE will consider adopting the 21 well-defined Nevada Driver Education Content Standards for the entire State.

**University of Nevada School of Medicine (UNSOM)/Trauma Center - Injury Prevention Research:** The Nevada Center for Traffic Safety Research at the University of Nevada, School of Medicine (UNSOM) continued development of a workable process for linking and analyzing statewide crash and hospital discharge data. Statewide analysis of traffic crashes, serious injuries and other pertinent information were instrumental in providing legislative testimony, briefing to elected officials, and informing OTS and all traffic safety partners and stakeholders during the 2011 Legislative session. Total funding for this grant was \$83,740.

In 2011, the means to overcome technical, legal, and other challenges to implementation and linkage of this data system were identified and resolved. As a result, a state-wide comprehensive repository contains linked records related to motor vehicle crashes resulting in serious injuries. The expanded repository contains data from the following sources:

- Nevada motor vehicle crash related trauma data for 2005-2010 from all four Nevada trauma centers:
  - . Renown Medical Center
  - . St. Rose Medical Center
  - . Sunrise Medical Center
  - . University Medical Center
- Nevada hospital data (2005-2009) from the UNLV's Center for Health Information Analysis (CHIA)
- Nevada trauma data (2005-2009) from the American College of Surgeons

The UNSOM linkage dataset represents the following records for 2005-2010:

	<u>NDOT Crash Data</u>	<u>Nevada Trauma Patients Data</u>
Motor Vehicle crashes	913,000	17,590
Motorcycle crashes	7,745	5,559
Pedestrian crashes	6,096	2,938
Bicycle crashes	3,520	1,701

The established linked dataset will continue to provide opportunity for comprehensive analysis and understanding of the factors associated with serious injuries before, during, and after the crash occurs, and the associated medical outcomes. This will allow for the development, implementation, and evaluation of countermeasures for serious injury crashes and continuous system improvement.

**Professional Development:** DPS-OTS sponsored professional development and training opportunities for numerous traffic safety advocates and partners, including but not limited to:

- LifeSavers and other relevant Conference travel
- Auto-Pedestrian Crash Investigation Training (Law Enforcement)
- Strategic Highway Safety Plan presentations
- Nevada Executive Committee on Traffic Safety
- National Information Officers Association Training Conference
- Governors Highway Safety Association meetings
- National Highway-Rail Grade Crossing Safety Training
- Institute of Police Technology & Management: Advanced Crash Zone Training
- Accident Reconstruction Training (Law Enforcement)
- International Association of Chiefs of Police Conference
- Nevada Department of Transportation ‘Road Shows’
- Drug Recognition Expert Training (Law Enforcement)



**“Prevent All Crashes Everyday” (PACE):** The objective of PACE (now called STARS, (Supporting Teens and Roadway Safety) is to encourage safe-driving habits among young

drivers (15-20 years old) and increase awareness of seat belt usage, and the dangers of impaired and distracted driving, critical safety issues for this age group.

Recruitment began with paid advertisements to local radio stations and mass mailers sent to area residences. PACE public service announcements, interviews, television and newsprint were also implemented during the recruitment phase. In-person visits were made to outdoor family/community events, schools and after-school activities and career fairs where brochures and promotional materials were distributed.

This fiscal year included the fifth annual PACE program as well as the NDOT Flex-funded project that allowed PACE to expand to the north and central regions of the state. Students participated from Las Vegas, Henderson, Pahrump, Tonopah, Reno, Sparks, West Wendover, Carson City, Fallon, Ely, Winnemucca, and Elko.

The driving competition piece (*Pace Yourself*) of the program was held in Las Vegas in March, with the assistance of the *Driver's Edge* teen driving program. Modules included evasive lane changes, ABS brake systems, and the skid track. The impaired driving component was expanded to include the "Fatal Vision Olympics," a fun relay with the teams wearing the goggles and trying to ride a trike, bat a ball, pick up pennies and pass a field sobriety test. In addition, a driving relay was held for each team that included seat belt use by all occupants, pedestrian avoidance (cones), complete stops, backing maneuvers, and parallel parking components, as well as speed control and tight turns.

The other major piece of the program competition is the production of a traffic safety message in any medium by each team. Various PSA's were submitted in video, audio, RAP songs, posters, Power Points, and story venues. Winning videos were produced by the CW (TV station) in Las Vegas and were shared with TV stations across the state for airing as PSA's. Two bus stop shelter posters were produced and can be seen all over Las Vegas. State Farm Insurance partnered with OTS this year in sponsoring the program's award event.

Overall, fatal crashes for young drivers have declined since the inception of the PACE program. Each year the program grows in participation. The educational benefit from this program is not restricted to the focus group, as the parents and adult advisors are highly involved and come away with insightful information. The gratitude that we receive from parents from this program is overwhelming praise.

## **Our Challenges**

Resources needed to continue the momentum of local advocacy groups are substantially lacking due to the current economic climate for both the state and the nation, and continuance of community programs are now looking at how to 'do more with less,' or even how to 'do the same with less.'

As Nevada's Community Programs continue to expand, DPS-OTS will be looking at its resources and priorities in order to maintain the same levels of service to its communities and citizenry, and in effectively 'getting the message' out to Nevada's public on enforcement and other educational campaigns.

***Performance Objective:***

- Decrease total roadway fatalities from 324 in 2008 to 229 by 2011.
- Decrease total roadway **serious** injuries from 1,930 in 2007 to 1,329 by 2011.

***Actual Performance:***

- *Total Nevada roadway fatalities in 2010 were 257; preliminary FARS 2011 data indicates that number to be 231, maintaining the downward trend from Nevada's highest of 432 in 2006*
- *Total Nevada roadway serious injuries in 2010 were 1,328*

## TRAFFIC RECORDS

Nevada worked diligently in Federal Fiscal Year 2011 (FFY 2011) to accelerate and improve the current Nevada's Citation and Accident Tracking System (NCATS). There are currently 15 of Nevada's 31 law enforcement agencies (LEA) issuing citations, reporting crashes and transferring data to their own databases electronically. This accomplishment is ahead of the 2006 Strategic Plan goal of 14 agencies by 2008, but has remained fairly stagnant since. This is primarily due to two occurrences: the first is that the contracted software vendor of eight years showed steadily declining performance over the last few years. There are currently nine different versions of the software being used by 15 Nevada LEA, making it virtually impossible to create an economical interface between the Administrative Office of the Courts (AOC) and Department of Motor Vehicles (DMV). Several critical objectives were not met by the vendor in order to move the current NCATS project forward.

The Traffic Records Coordinating Committee (TRCC) worked diligently to write a Request for Proposal (RFP) for a new software vendor to replace the current one facilitating NCATS and create the new NCATS Modernization Project (NCATS MOD). The RFP matched user agency needs as well as meeting the goal of obtaining quality, timely, accurate crash data and integration. It was let out in February, 2010, and awarded to Brazos Technology in July 2010 with the contract becoming effective November 2010. Nevada's Department of Transportation (NDOT), with assistance from FHWA, is also heavily involved with the NCATS Modernization project and has awarded \$1.8M of FHWA 'flex' funding toward the project for FFY2011.

Brazos Technology, a software firm out of College Station, Texas has been working with the TRCC NCATS MOD Team to develop and standardize the statewide citation and crash software program. This new software program is web based and will increase the number of participating law enforcement agencies within Nevada from the current 15 to 23 committed participants and potentially to 33 projected participants. The web base functionality will allow smaller rural agencies that currently don't have electronic handheld units and send paper crash records to NDOT, to then have NDOT hand-enter the record into the current NCATS database. The LEA will now be able to their crash record electronically themselves real-time via any web based terminal and integrate the record immediately to the State Repository. Two large law enforcement agencies, Henderson and Las Vegas Metro, have not committed to the program but are anticipated to migrate in late 2012. They currently have independent contracts for their crash and citation programs but continue to report them electronically to the NCATS State Repository via a data file transfer.

NCATS Modernization Project is envisioned as a source of comprehensive data on all aspects of traffic safety, beginning with traffic crash reports and citation issuance data. NCATS is currently a crash data repository. Citation data from some agencies was added in 2010. The NCATS database contains over 464,000 Nevada crash report records dating from 2003 to the present. Import of citation issuance data began in third quarter Federal Fiscal Year (FFY) 2011 and NCATS currently houses 20,000 citations. This on-going effort involves many departments and agencies throughout the State and by second quarter FFY 2012 a significant milestone in the NCATS Modernization Project will be achieved when all of Nevada courts will be electronically reporting their citations to the AOC. In late FFY 2012 Nevada will approach the next milestone

and pilot an interface from AOC to the Department of Motor Vehicles (DMV). Integration has been the most difficult challenge between interstate agencies and during FFY 2012 Nevada will accomplish integrating Nevada's crash and citation repository to significant agencies: AOC and DMV. The challenge in 2011 and also into 2012 will be to continue to help local cooperative and contributing agencies to meet their own mission and goals, as well as to support NCATS MOD as we wait for SAFETEA-LU reauthorization, and continue to realize a declining state budget. FFY 2013 goals include integration with Emergency Management Systems and taking the crash and citation to real-time data management online.

Policies and procedures for implementing changes to the NCATS have been done through a cooperative effort of all parties involved in the collection and dissemination of crash data. In 2000, the DPS-OTS initiated the Traffic Records Coordinating Committee (TRCC). The dynamics of the TRCC is identified below under the TRCC meetings. To implement the project management needs of NCATS MOD a sub-committee was developed from the TRCC. This sub-committee encompasses the Traffic Records Coordinator, NCATS MOD Project Manager, and five members of the TRCC. This team has developed the Change Control Program for NCATS MOD Crash and Citation Software. They meet as needed to discuss and determine policy for NCATS MOD

### **TRCC Meetings**

The TRCC is governed by charter and is comprised of state law enforcement, traffic engineers and educational professionals. In 2002, the Traffic Records Coordinating Committee initiated a project resulting in the implementation of NCATS for the electronic capture of crash and citation data. The TRCC also initiated and implemented a new state-wide crash report form, called the Form 5. In 2005, the TRCC was bifurcated into executive and user group committees. During 2007, the TRCC finished and approved a new Property Damage Only (PDO) reporting form. The PDA version of the PDO form was developed in 2009. The TRCC completed the NCATS Strategic Plan update in December, 2010.

The Traffic Records Coordinating Committee (TRCC) was organized to develop, promote and support the maintenance of Nevada's crash and citation records repository and to provide the collected traffic safety data to the multiple agencies that utilize the records throughout the state. TRCC meets quarterly and annually to develop and implement goals of the Traffic Records Strategic Plan to further expand the availability and improve the accuracy and completeness of the State's crash records and citations. This project allowed participating agencies to attend TRCC meetings without dedicating their internal declining travel resources. It is imperative that travel constraints not be the deciding factor of agency participation. The meetings are rotated between the north and south ends of the State to provide equal attendance opportunities. Members now include representatives from all participating LEA, the AOC, DMV, University of Nevada School of Medicine's (UMC) Trauma Center for Research, Nevada Department Of Transportation (NDOT), Nevada Sheriffs and Chiefs Association, and the Department of Public Safety (Nevada Highway Patrol and the DPS-Office of Traffic Safety, Traffic Records Program Coordinator).

In addition to the regular TRCC meetings, additional sub-committee meetings were held in FFY2011 to plan for and implement the NCATS MOD to procure a new software vendor for the NCATS. These meetings ran throughout the year allowing the team to participate in various milestones of the project development. These milestones consisted of the Joint Application Development (JAD) session, review software development as Brazos created the program, User Acceptance Testing (UAT), pilot deployment and training of the eCitation portion of the project and currently the pilot and training for eCrash. Although the Modernization sub-committee meetings were scheduled in tandem with the TRCC quarterly meetings, this still required additional travel days/time out of the office for sub-committee members. Travel costs for the sub-committee members were covered by dedicated 408 funds budgeted to the TRCC travel.

Three members of the TRCC were also funded to attend the annual Traffic Records Forum in New Orleans, LA in July 2011. This forum allows the members to discuss Nevada's current projects and see what other states are developing for their 408 performance goals. There are vendor presentations during the event which provide an opportunity to find new project support teams and information that states can utilize to expand their project goals and visions.

### **Traffic Records Assessment**

A traffic records assessment was conducted in April 2010 by the National Highway Traffic Safety Association (NHTSA) per the request of DPS-OTS. The assessment must be conducted every 3-5 years in the respective states. Nevada had its first TR assessment in November 2005. The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether the traffic records system in Nevada is capable of supporting the State's needs to identify the State's highway safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

The Traffic Records Assessment was beneficial to provide a needed third-party perspective of Nevada's strengths and weakness in obtaining accurate, timely, complete, traffic records and provide integration to outside state and federal agencies to utilize the repository records. The report was finalized in FFY 2011 and Nevada utilized the information to formulate their current Strategic Plan. Major recommendations that have been formatted in Nevada's 2012 and 2013 traffic records performance goals are:

- Consolidate the NDOT and DPS crash databases into one. Ideally, the consolidation will include sharing of resources, and result in a data file that meets the needs of all key users (especially DPS and NDOT).
  - Currently Nevada is working towards migration of the current NCATS database to the new NCATS MOD database which will incorporate an interface to NDOT to utilize the records for their roadway safety analysis.
- Establish the formal Quality Control Program as recommended in 2005. Assign this task to the designated crash file custodian.
  - Nevada has developed a Quality Control Program by implementing NCATS MOD The new software program will allow only one version of the eCrash and eCitation software to run throughout the state, protecting the data quality.

- Nevada has also developed a GIS shapefile to be maintained by DPS so that all end users of the eCitation and eCrash are working from a maintained shapefile and geo-locating of the crash records for accurate crash locations.
- Make merged datasets accessible to a broader user community, potentially to include full public access to redacted data.
  - NCATS MOD mandates that all software users provide an interface to AOC from their respective courts. AOC will then provide an interface to DMV to migrate all citations and crash records to their case management system.
  - Courts currently subscribing to Courtview can have the AOC push the records over to their case management system electronically and not have to enter the records manually, which is the current protocol.
- Assure that the compatibility and continuity between the Traffic Records Strategic Plan, the Highway Safety Plan, and the Traffic Records Assessment, in addition to the Strategic Highway Safety Plan, is part of the strategic planning process.
  - TRCC currently utilizes the Strategic Highway Safety Plan to develop their Strategic Plan. The TREC is compiled of the same executive committee for the Nevada Executive Committee on Traffic Safety (NECTS), which provides continuity in formulating our strategic plans.
- Work through the TRCC with the Administrative Office of the Courts and individual courts to automate the process of receiving conviction information from all courts in Nevada.
  - Once the LEA are running both the eCitation and eCrash softwares, the records will be electronically pushed to AOC. In late FFY 2012 Nevada will implement an interface between AOC and DMV.
- Continue expansion of the Nevada Courts' System (NCS) case management system project housed at the AOC. Expand electronic transfer of data throughout the system.
  - All LEA participating in NCATS MOD are required to push their records to AOC. NHP is one of the participating agencies so all Nevada courts will be pushing records by May of 2012.

### **Other TR Projects**

FFY 2011 grants were approved for equipment purchases to facilitate the advancement of electronic capture of citations and crash records. This equipment allows for more accurate, timely, complete records to be recorded by LEA personnel and the integration of these records to the NCATS MOD database for integrations to NDOT, AOC, DMV databases, to ultimately develop a portal for any user to query the states records. The collection of electronic records by LEA agencies is critical to the achievement of Nevada's Section 408 funding performance goals. The following grants were awarded FFY 2011:

- Fallon Police Department
  - \$30,123.70 – purchased Janam XM66 devices
- Lander County Sherriff's Office
  - \$21,170 – purchased Motorola MC75A devices

- Lincoln County Sheriff's Office
  - \$45,900 – purchased Motorola MC75A devices
- Carson City Sheriff's Office
  - \$30,462.70 – purchased Janam XM66 devices

### **Performance Goals and Performance Measures**

Nevada has made substantial strides in our efforts to achieve our 408 performance goals and the data quality control provided with NCATS MOD eCrash and Ecitation program and the statewide crash Form 5 allows for Nevada to collect better records and achieve NHTSA goals for accurate, timely, complete, uniform records that can be integrated to state and federal agencies. This will allow Nevada to develop an accessible forum for which the safety data can be utilized for highway safety and other decision-making purposes.

- Implementing NCATS Modernization Project.
  - Providing handheld electronic and web based accessibility to Nevada's Form 5 Crash Form
  - Providing more accurate geo-located crash locations through the new NCATS MOD
  - Integrated all records to AOC
  - Current development of interface between AOC and DMV
- New performance measures
  - Migrate current NCATS database to new NCATS MOD database
    - Streamline the process between NCATS MOD and NDOT
    - One State Record Repository Database
  - Integration with Emergency Medical Systems (EMS) data
  - Make merged datasets accessible to a broader user community, potentially to include full public access to redacted data.
    - Web based portal
  - Recruit members from SWISS components onto the TRCC and encourage their involvement in strategic planning.

- Support efforts to create a citation tracking system to track tickets from issuance to disposition to reduce the incidence of inconsistent commercial vehicle data and assess the enforcement process.

## PAID MEDIA AND PUBLIC RELATIONS

Paid media and the earned media it generates are an effective tool in changing risky driving behavior. Studies conducted by the National Highway Traffic Safety Administration show that when a highly visible message is presented to the public in combination with aggressive enforcement of traffic laws, driving behavior does change.

As with most states, Nevada's media market is very unique. Media availability varies between three markets: the Las Vegas market, which is highly sophisticated, tends to be very expensive and though coverage can not always be guaranteed, media partners are striving to make traffic safety the number one topic. Media in the Northwestern portion of the State (Reno, Carson City, Lake Tahoe and Gardnerville) tends to be much more reasonable with excellent opportunities but vast areas that are not covered. The issue is becoming more important to northern partners than it has in the past. In rural Northeastern Nevada (Elko, Winnemucca, Ely, etc.), there are very few resources and very limited coverage. We have to be very creative with outreach and marketing in the north east region of the state.

In Federal Fiscal Year 2011, the DPS-OTS continued its journey in purchasing media directly, instead of utilizing a public relations firm, or 'middle man.' In November 2010 and May 2011 Nevada conducted high visibility enforcement emphasizing *Click it or Ticket* using Sections 405 and 406 funding sources. During the national Labor Day crackdown, and during the December holiday period, DPS-OTS purchased DUI messaging for TV and radio campaigns emphasizing 'Over the Limit, Under Arrest.' and 'Buzzed Driving is Drunk Driving.' in conjunction with highly visible enforcement.

### **“Click it or Ticket” Paid Media – November 2010 and May 2011**



Both TV and radio messaging were used in the local markets in conjunction with the national *Click it or Ticket* (CIOT) campaign in May 2011, with an additional monetary boost from FHWA flex funding awarded to OTS from the Nevada Department of Transportation. (The national TV spot buy ran concurrently as purchased via the NHTSA Contractor). OTS added a billboard campaign and print with Sports marketing partners to CIOT media this year.



The primary target audience continued to be males, although we increased the age spread from ages 18-34, with males ages 35-44 as the secondary target. Latino males were reached via Spanish language TV and radio as well. (For the Spanish-speaking markets, radio is known as the ‘frequency’ medium to reach male target audiences).



Utilizing Section 402 and FHWA Flex funds for the November CIOT campaign increased the media buys for November and May substantially.

Nevada’s secondary ‘Click it or Ticket’ campaign is held in November during the Thanksgiving holiday, or ‘busiest holiday driving time of the year.’

To reach the Latino male audience, TV and radio ads were broadcast in both English and Spanish languages, with many print ads in Spanish as well.

<u>CIOT: Media Type</u>	<u>Spots</u>	<u>Media Costs</u>
Television & Cable, Las Vegas, Reno & Elko areas	3,866	\$ 113,330
General Market Radio (English and Spanish) Las Vegas and Reno areas	3,351	\$ 71,121
Paid Print Ads	78	\$ 35,098
Media TOTAL	7,276	\$ 219,549



'Click it or Ticket' 'under the ice' at the Las Vegas Wranglers Hockey Stadium

In addition, four press conference 'kick-off' events were held (2 each in the north and south) Earned media for this campaign generated 5,574 seconds of 'free' air time equaling approximately \$56,486 in ad value and reaching well over two million people (Nielsen Audience rating).

### **“Over the Limit. Under Arrest”**

**Impaired Driving Enforcement / Media – Christmas to New Years Day, Independence Day and Labor Day Holidays**



Designed to coincide with the enforcement efforts of Nevada's *Joining Forces* program calendar as well as the national campaigns, Nevada's statewide DUI message aired during 10/22-10/31/10 (Halloween), 12/20/10 – 1/03/11 (Christmas & New Year), 01/30/11 – 02/07/11(Super Bowl), 03/14/11 – 03/20/11 (St. Patrick's Day), 06/27/11 – 07/05/11 (Independence Day), and 8/22/11 – 9/5/11 (Labor Day). These holidays are typically saturated with parties and alcohol for men ages 24-45.

Again, FHWA Flex funds were awarded to OTS in support of the state’s Strategic Highway Safety Plan. The message was delivered in both the general and Latino markets. Both TV and radio ads aired, in both English and Spanish languages.

Several community outreach events were also conducted this FY2011. They included but were not limited to:



- A fund raising golf event for military families
- *Big Boys Toys* Event for Adult men
- *Extreme Thing* music event focused on younger males



Section 410 funding and FHWA Flex funding were utilized as follows:

<u>Impaired Driving: Campaign</u>	<u>NHTSA funds</u>	<u>FHWA Flex funds</u>
October Halloween Campaign	\$ 20,000	\$ 38,870
Christmas and New Year	\$ 41,050	\$ 62,400
Super Bowl	0	\$ 58,350
St. Patrick’s Day	0	\$ 56,105
Independence Day	\$ 20,000	\$ 35,000
Labor Day	\$ 49,800	\$ 23,635
Total Impaired Driving Paid Media 2011	<b>\$130,850</b>	<b>\$ 274,360</b>

**Motorcycle Safety Awareness Media -**

Although motorcycle safety is an issue at any time of the year, it is particularly vital when motorcycle festivals are held in Laughlin, Las Vegas, Reno and Elko. There is a great influx of motorcycles on both the major freeways and the surface streets during this time. This year’s motorcycle awareness campaign was timed to correspond with the *Laughlin River Run* in April, the *Las Vegas Double D Memorial Ride*, the *Elko Jamboree* in June, and the *Reno Street Vibrations* held in September.

OTS has explored several options for media to reach the target audience, specifically, car and truck drivers age 25-64 whose driving experience is altered by the high number of motorcycles sharing the road. Based on the fact that we need to reach “drivers,” outdoor advertising was recommended. The primary medium used for motorcycle awareness was digital outdoor, mobile billboard, and 30-sheet poster campaign(s). A ‘watch out for motorcycles’ TV spot was aired in Nevada during the April to May media campaigns. The Las Vegas 51’s baseball team and the Las Vegas Wranglers (hockey team) gave exposure to motorcycle awareness during their seasons as well as to Impaired Driving and CIOT.

Our message was posted during the months of April, May, June and September in the major markets utilizing Section 402 and Section 2010 funding. The results were as follows:

<u>Campaign</u>	<u>Run Time</u>	<u>Media Costs</u>
Motorcycle Awareness April-May (LRR) (statewide)	April – May 2011	\$30,374
Motorcycle Awareness May-June ( <i>Runamucca</i> ) (statewide)	May – June 2011	9,025
<i>Rumble in the Rubies</i> (Elko County) (Statewide)	June 2011	22,920
<i>Street Vibrations</i> (Washoe County) (Statewide)	September 2011	18,116
<b>Total Motorcycle / Paid Media / Education Outreach</b>		<b>\$80,435</b>

Additional outreach efforts were made in staffing a booth at each motorcycle event listed above (costs included in table above). Participants were asked to sign a pledge to not drink and ride, and received an instant photograph of themselves and their riding buddies in an appropriate-themed frame. Safety materials that referenced Nevada’s helmet law, and encouraged riders to not drink and ride, were distributed as well.



## **Thursday Night Lights**

This is the third consecutive year that DPS-OTS procured sponsorship and naming rights for live high school football games broadcast in Clark County (Las Vegas area). Ads, live interviews, posters, tables, giveaways, and PSAs promoted the PACE program (Prevent All Crashes Everyday) and other teen driving initiatives—The sponsorship price included production of several PSAs, at least 4 commercial spots per game, live interviews, web elements, and scoreboard sponsorship for each game, to name a few.

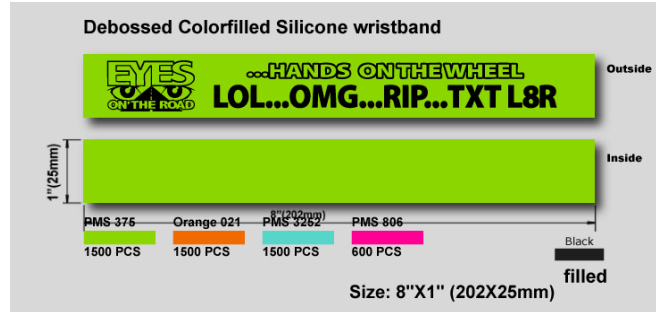
In addition, there were numerous mentions of safety while driving during the game both on the air and on the field. Information booths were set up on both the home and guest sides to advertise PACE and sign youth/beginning drivers up for entry into the program. The \$25,000 investment was well worth the reach and frequency obtained with this campaign..

## **Campaigns**

Traffic Safety paid (and earned) media campaigns for Nevada’s Office of Traffic Safety were conducted in FFY2011 as follows:

- Impaired Driving - Halloween 2010 (Halloween)
- “Click it or Ticket” (CIOT), November 2010 (Thanksgiving)
- “Over the Limit. Under Arrest” (OTLUA), December 2010 and January 2010 (Christmas & New Year)
- Impaired Driving (“Make the Right Call”), February 2011 (Super Bowl)
- Impaired Driving (“Luck o’ Irish”), March 2011 (St. Patrick’s Day)
- Motorcycle Awareness (“Look Out Motorcycles About”), April – May 2011
- Distracted Driving April-Sept 2011 Northern Nevada
- “Click it or Ticket” (CIOT), May 2011 (Memorial Day)
- Motorcycle Safety Awareness (“Ride, Safe, Ride Smart, Ride Sober”), June 2011
- “Over the Limit. Under Arrest” (OTLUA), July 2011 (Independence Day)
- “Over the Limit. Under Arrest” (OTLUA), August-September 2011(Labor Day)
- Pedestrian Safety Awareness September 2011
- Motorcycle Awareness, (“Ride, Safe, Ride Smart, Ride Sober”), September





Overall, Nevada OTS funded nearly \$ 850,000.00 in paid television, radio, public education outreach and media print advertising for traffic safety messages in FFY2011. Total earned media was approximately 20 hours of time, for an ad equivalency value of \$ 154,196.00, reaching over six million people (Nielsen Audience).

### **DPS-OTS Communications Manager**

DPS-OTS acquired a new position in FFY2009 through 406 funding. Initially this position was categorized as a Public Information Officer. However, after less than a year OTS realized that the position needed to be more general as a program manager, similar to the other grants analysts in the office. The program is ‘media and marketing;’ but it still needs to be run like a program. The goal here is to better utilize earned media opportunities and develop partnerships with the various media outlets throughout the state; and to foster better communication and coordination of traffic safety messaging utilizing other partner agency spokespersons.

Nevada formed a Strategic Communications Alliance team to meet these same goals for the state’s Strategic Highway Safety Plan. SHSP partner agencies and advocates developed an SCA calendar outlining each calendar month’s focus area (i.e., May = Seat Belt Month, December = DUI month) so that all messaging is the same for any particular month, whether its coming from the metropolitan planning organizations, Department of Transportation, DPS-OTS, County Health Districts, non-profits, or other traffic safety advocates. They also developed a quarterly ‘Safety Culture Connections’ newsletter (<http://www.zerofatalitiesnv.com/resources.php#4>). The SCA members’ expertise also helps to leverage resources and get a better quality ‘product,’ getting more bang for the buck with one particular message at a time presented in the same way and at the same time throughout the state. Partnerships developed through this position are proving invaluable to the state both financially and in educating the motoring public.

## **'Zero Fatalities' Goal**

The Nevada Executive Committee on Traffic Safety (NECTS) adopted the *Toward Zero Deaths* national philosophy and goal for its Strategic Highway Safety Plan (SHSP) during FFY2011. In partnership with the Nevada Department of Transportation and other participants in the plan's Strategic Communications group, all OTS paid media now includes the 'Zero Fatalities' message.



### **PERFORMANCE MEASURE:**

- Maintain an observed seat belt use rate above 90%. –  
*--The 2011 observed seat belt usage rate in Nevada was 94.1%.*
- Reduce the number of persons killed in alcohol impaired collisions from 4.34 fatalities per 100,000 population (2007), to no more than 4.00 in calendar year 2010 (new definition\*)  
*--Alcohol Impaired fatalities in 2009 represented 2.55 per 100,000 population*  
*--Alcohol Impaired fatalities in 2010 represented 2.53 per 100,000 population*
- Reduce the number of persons killed in speed involved collisions from 6.04 fatalities per 100,000 population (recorded in 2006) to no more than 5.5 in calendar year 2010.  
*--Speed-related collisions killed 77 people in 2010, representing 2.83 fatalities per 100,000 population*

\* Based on new definition of 'alcohol involved:'

Old = All roadway fatalities with ANY alcohol present

New = Only MVO (Motor Vehicle Occupants) and Motorcycle Rider fatalities with driver BAC = or > .08

## PERFORMANCE SUMMARY

	2006	2007	2008	2009	2010
<b>Population</b>	2,631,057	2,718,336	2,738,733	2,711,206	2,724,634
<b>100 Million Vehicle</b>					
Miles Traveled	22.04	22.14	21.02	20.9	*
<b>Traffic Fatalities</b>	431	373	324	243	257
Per VMT	1.97	1.68	1.56	1.19	*
Per 100,000 Population	16.4	13.72	11.83	8.96	9.43
<b>Impaired Fatalities **</b>	186 / 144	158 / 118	136 / 106	105 / 69	102/69
% of Total	43.0/ 33.0	42.0/ 32.0	42 / 33	43/ 28	40/27
Per VMT	0.690	0.53	0.51	0.48 / 0.33	
Population (100,000)	7.07/ 5.47	5.81/ 4.34	5.00 / 3.91	3.73/2.51	3.74/2.53
<b>Occupant Protection</b>					
Safety Belt Rate	91.2	91.2	90.1	91.0	93.0
Child Seat Rate	*	*	*	*	
<b>Unrestrained Fatalities</b>	45%	43%	44%	37%	44%
<b>Pedestrian / Bicycle</b>					
Pedestrian	51	52	56	35	36
Bicycle	10	10	7	6	6
<b>Motorcycle</b>					
Fatalities	50	51	59	42	48
% Helmeted	82%	86%	75%	95%	79%
<b>Speeding Involved Fatalities</b>					
Total Crashes	159	97	93	91	77
% of All Crashes	36.9%	26.0%	28.7%	37.4%	29.9%

Source: FARS Intranet

\* Data not yet available

\*\* Impaired Driving – First number = old Definition; Second number = new Definition

Old = All fatalities with alcohol present

New = Only Motor Vehicle Occupants and Motorcycle Riders with 0.08+ BAC

(Impaired Fatalities is New Definition)

## FEDERAL FUNDING SUMMARY FFY 2011

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
<b>NHTSA 402 Funding</b>				
Planning and Administration	\$ 124,500	\$ 217,942	\$ 133,354	\$ 84,588
Alcohol	\$ 178,850	\$ 270,819	\$ 130,786	\$ 140,033
Emergency Medical Services	\$ 117,226	\$ 147,266	\$ 116,661	\$ 30,605
Motorcycle Safety	\$ 45,450	\$ 80,450	\$ 15,450	\$ 65,000
Occupant Protection	\$ 546,206	\$ 540,044	\$ 367,539	\$ 172,505
Pedestrian & Bicycle	\$ 133,309	\$ 165,059	\$ 121,798	\$ 43,261
Police Traffic Services	\$ 181,850	\$ 250,323	\$ 116,547	\$ 133,776
Traffic Records	\$ 70,000	\$ 70,000	\$ 25,293	\$ 44,707
Community Safety	\$ 538,474	\$ 570,294	\$ 478,778	\$ 91,516
<b>402 Total</b>	<b>\$ 1,935,865</b>	<b>\$ 2,312,197</b>	<b>\$ 1,506,206</b>	<b>\$ 805,991</b>
<b>NHTSA 406 Funding</b>				
Planning and Administration	\$ 400,000	\$ 505,570	\$ 100,000	\$ 405,570
Alcohol	\$ 0	\$ 0	\$ 0	\$ 0
Emergency Medical Services	\$ 0	\$ 0	\$ 0	\$ 0
Occupant Protection	\$ 60,000	\$ 157,990	\$ 21,401	\$ 136,589
Pedestrian & Bicycle	\$ 36,300	\$ 139,799	\$ 36,291	\$ 103,508
Police Traffic Services	\$ 784,863	\$ 1,013,219	\$ 743,250	\$ 269,969
Traffic Records	\$ 0	\$ 0	\$ 0	\$ 0
Safe Communities	\$ 336,465	\$ 891,469	\$ 298,251	\$ 593,218
<b>406Total</b>	<b>\$ 1,617,628</b>	<b>\$ 2,708,047</b>	<b>\$ 1,199,193</b>	<b>\$ 1,508,854</b>
<b>NHTSA 405 Occupant Protection</b>	<b>\$ 150,885</b>	<b>\$ 278,724</b>	<b>\$ 141,075</b>	<b>\$ 137,649</b>
<b>NHTSA 408 Traffic Records</b>	<b>\$ 924,934</b>	<b>\$ 1,424,934</b>	<b>\$ 443,814</b>	<b>\$ 981,120</b>
<b>NHTSA 2010 Motorcycle Safety</b>	<b>\$ 100,000</b>	<b>\$ 315,509</b>	<b>\$ 0</b>	<b>\$ 315,509</b>
<b>NHTSA 410 Alcohol SAFETEA LU</b>	<b>\$ 383,068</b>	<b>\$ 3,340,646</b>	<b>\$ 219,500</b>	<b>\$ 3,121,146</b>
<b>NHTSA 410 Planning and Admin</b>	<b>\$ 40,000</b>	<b>\$ 103,477</b>	<b>\$ 27,626</b>	<b>\$ 75,851</b>
<b>NHTSA 410 High Fatality Rate</b>	<b>\$ 664,683</b>	<b>\$ 664,683</b>	<b>\$ 664,683</b>	<b>\$ 0</b>
<b>NHTSA 410 High Visibility</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>	<b>\$ 0</b>
<b>410Total</b>	<b>\$ 1,087,751</b>	<b>\$ 4,108,806</b>	<b>\$ 911,809</b>	<b>\$ 3,196,997</b>
<b>TOTAL FUNDING ALL SOURCES</b>	<b>\$ 5,931,437</b>	<b>\$ 11,148,217</b>	<b>\$ 4,202,097</b>	<b>\$ 6,946,120</b>