

**NEVADA**

**FY 2013**



***Highway Safety  
Performance Plan***

**Department of Public Safety  
Office of Traffic Safety**

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## Mission Statement

The DPS-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.

## Philosophy

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

The Nevada Office of Traffic Safety is a division of the Department of Public Safety and serves as the state's Highway Safety Office. The office applies for, administers, and awards federal highway safety grants to state, municipal, and local organizations and agencies to conduct projects that will contribute to the reduction of motor vehicle fatalities and injuries on our roadways.

## Executive Summary

As directed by N.R.S. 223.200, and in keeping with federal guidelines, the Department of Public Safety - Office of Traffic Safety (OTS) prepares a Highway Safety Performance Plan (HSPP) each federal fiscal year. The plan offered on the following pages includes the details and funding levels for various projects to improve traffic safety in Nevada during the fiscal year beginning October 1, 2012. The plan consists of four parts:

- [The Performance Plan](#) explains the process used to identify problems for goals and performance measures;
- [The Highway Safety Plan](#) describes specific projects selected for funding;
- [The Certification Statement](#) provides assurances that the State will comply with applicable laws and regulations;
- [The Program Cost Summary](#) reflects the State's proposed allocation of funds by program area.

Impaired driving (alcohol/drugs), Occupant Protection (seat belts/child seats), Speeding, Motorcycles, Distracted Driving, and Pedestrian Safety are the key traffic safety problem areas in Nevada today. Working in partnership with Nevada Department of Transportation (NDOT) and other state and local agencies on the Strategic Highway Safety Plan (SHSP), OTS analyzed the state's most recent crash data to identify its priorities for funding in this coming grant year. The projects outlined here are in tandem with the critical emphasis areas and strategies identified in the SHSP (see [Zero Fatalities: Drive Safe Nevada](#)).

With Nevada's explosive population growth through 2008 (Las Vegas was the fastest growing city in the nation, and Henderson was #2), traffic crashes and fatalities reached their all-time high in 2006 with 432 fatalities. Traffic safety partners statewide met in 2004 to develop the state's first SHSP, which was implemented in 2006. The state experienced a significant decrease in total fatalities in subsequent years, almost *halving the high fatality numbers from 2006 within three years* by 2009 (243 fatalities, the lowest number in recorded history). This could only have been accomplished by the cooperation of many partners and agencies across the state focusing on Nevada's traffic safety issues and implementation of proven countermeasures. However, the decrease in fatalities is not spread equally among the four "person types" tracked, with fatal motorcycle crashes also decreasing, but at a lower rate. Pedestrian fatalities have spiked in the first half of CY2012; as it is also an SHSP critical emphasis area, this year's plan incorporates strategies and projects to reduce fatalities and injuries in this area.

The following is the number of motor vehicle fatalities in Nevada from 2002 to 2011\* for all person types (Motor Vehicle Occupant (MVO), Motorcycle (MC), Pedestrian (PS), and Bicyclist). \*unofficial FARS data for 2011

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011*
<b>Fatalities (Actual)</b>	381	368	395	427	432	373	324	243	257	246

Nevada led the nation in population growth for two decades until 2009 when it actually lost population, a dramatic change from historical record. But its population holds at a high mark and the dramatic changes continue to affect the State. Nevada has had the worst unemployment rate in the nation for the past two years, and experienced its largest percentage of short fall in balancing its biennial budget during the 2011 Legislative Session for budget years 2012 and 2013. With an economy based on discretionary spending and construction growth, providing basic public services is a challenge. With this in mind, it is prudent for the Office of Traffic Safety to concentrate on proven countermeasures that address the most critical problem areas and yield the largest potential gains.

Nevada's Office of Traffic Safety has core programs that have proven to be effective in reducing fatalities and serious injuries in motor vehicle crashes. The most prominent is the "*Joining Forces*" program for high visibility enforcement that was piloted in 2001 statewide, and is largely responsible for the safety gains made in recent years. These gains include the reduction in fatalities noted above, as well as increasing the observed seat belt usage to its 2011 rate of 94.1%. The reduction in recidivism for impaired drivers is a benefit from the increase in number of DUI courts within the state, from one in 2001 to eight in 2010, with Nevada qualifying as a 'low-fatality rate state' for the first time in many years in 2012. Continued emphasis on impaired driving problems and solutions help to

expand this program. Nevada has a statewide network of child passenger safety seat (CPS) Technicians to provide services for those who need a car seat and to educate parents and caregivers on their proper installation. A statewide CPS Task Force monitors quality assurance of technicians and fitting stations, and oversees the violator training program for individuals who must attend based on Nevada law.

For the fiscal year beginning October 1, 2012, a total of \$5.1M in federal grant funds will be allocated to traffic safety behavioral projects in Nevada. The \$5.1M represents new MAP-21\* funding plus carry-forward funds from current FFY2012 programs. This document details those programs and projects, along with their respective funding sources.

Program goals and measurements used for evaluation of the plan are provided herein. While the primary goal of this plan is to reduce the number of people killed or injured on Nevada's highways, measurement of objectives and performance within specific program areas are used to assess overall effectiveness.

Following the performance goals and measurements, details of specific projects constituting Nevada's specific traffic safety program are provided. Most projects are undertaken by community partners, which can include law enforcement, engineering, emergency medical services, educators, health providers, and nonprofit community organizations. Some of these projects are continued from the current year if they have shown proven performance, while others may be implemented for the first time. Projects selected are based on OTS priorities and ranking within those priorities. It is the accumulated impact of all the projects that make a positive difference.

Some projects, such as the development of a traffic records system, are implemented and managed within the Office of Traffic Safety. Other state agencies, such as NDOT, the Highway Patrol and the two State Universities also conduct traffic safety programs. The majority of the programs, however, are conducted by local organizations in local communities. It is the combined efforts of all participants that make Nevada a safer place to drive, ride, bike and walk.

The projects in this plan are listed by program area, and reference their funding sources which include Sections 402, 405, 406, 408, 410, 2010, and NDOT 'Flex' monies awarded to the State by the National Highway Traffic Safety Administration, (NHTSA) and the Federal Highways Administration (FHWA-Flex). The pie charts on the following page indicate percent (%) funding by program area, and 'share to local' grants specific to Section 402, with a second set of charts showing the same information for all funding sources combined.

As required by Federal statutes, certifications, assurances, and a detailed cost summary are included in this plan. An annual report to evaluate the implementation, administration, and effectiveness of the current FFY2012 Highway Safety Plan will be prepared in December 2012.

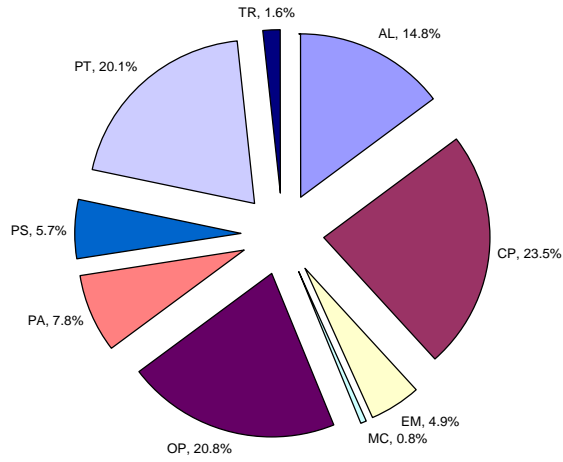
The total anticipated funding for Section 402 projects is \$ 1,883,431 (new funding + carry forward).

The total anticipated funding from all funding sources combined is \$ 5,336,507.

The total projected funding includes Sections 402, 405, 406, 408, 410, 2010 and NDOT Flex funding sources.

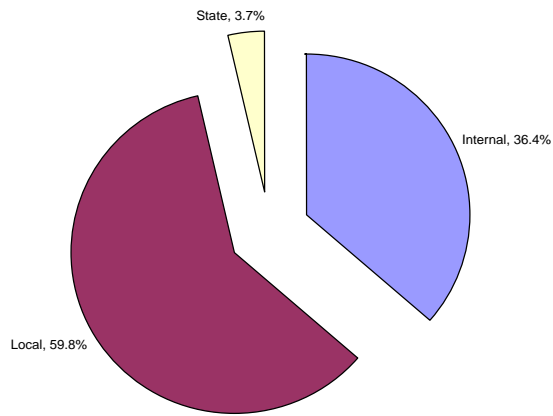
\*MAP-21 = Moving Ahead for Progress in the 21<sup>st</sup> Century, new Congressional authorization of the Highway Safety Act of 1966 effective for federal fiscal years 2013 and 2014

**402 Funding by Program Area**

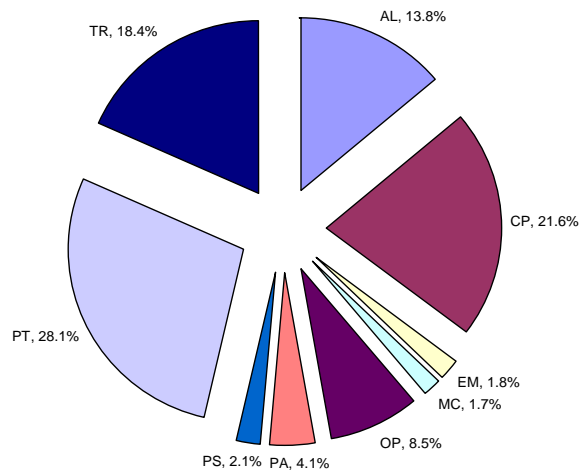


AL = Impaired Driving; CP = Community Programs; EM = Emergency Medical Systems; MC = Motorcycles; OP = Occupant Protection; PA = Planning & Administration; PS = Pedestrian Safety; PT = Police Traffic; TR = Traffic Records

**Local, State, Internal % for Section 402**

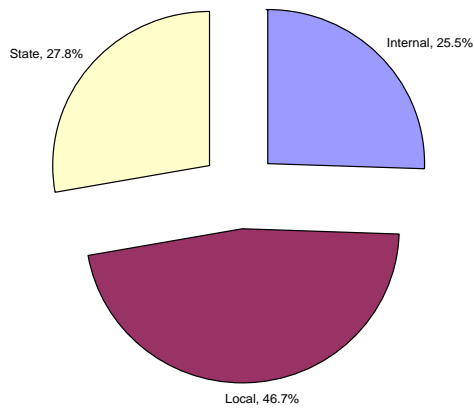


**Total Funding by Program Area**



AL = Impaired Driving; CP = Community Programs; EM = Emergency Medical Systems; MC = Motorcycles; OP = Occupant Protection; PA = Planning & Administration; PS = Pedestrian Safety; PT = Police Traffic; TR = Traffic Records

**Local, State, Internal Share Total Funding**



## PERFORMANCE PLAN

### DATA ANALYSIS

The Nevada Annual Highway Safety Performance Plan outlines the process used to identify problems in setting goals and performance measures. The Plan is driven by State and local crash data to ensure that recommended improvement strategies and projects are directly linked to the factors contributing to the high frequency of fatal and life changing injury crashes. The ability to access reliable, timely and accurate data helps increase the overall effectiveness of the plan and increases the probability of directing resources to those strategies that will prevent the most crashes and assist in identifying locations with the greatest need. Data utilized in the development of the Highway Safety Plan is obtained from, but not limited to:

- Fatality Analysis Reporting System (FARS)
- Nevada DOT Annual Crash Summary (NDOT)
- Nevada Citation and Accident Tracking System (NCATS)
- Nevada Department of Motor Vehicles
- Occupant Protection Observational Survey Reports
- Nevada Highway Patrol 'Safe Stat' Reports
- University of Nevada Las Vegas - Transportation Research Center (TRC)
- NHTSA and NCSA Traffic Safety Fact Sheets
- Emergency Medical Systems NEEDS / NEMSIS
- State Demographer Reports
- University Medical Center-Trauma records for motor vehicle crash victims from all the state's trauma centers (Levels I, II, and III)
- Year-to-date data for 2012 (Fatalities by person type, by county)

### PROBLEM IDENTIFICATION

#### Demographics

When identifying traffic safety issues, it is important to understand how the extreme demographics within Nevada contribute to the problem. There are two metropolitan areas in Nevada: Las Vegas on I-15, 40 miles from the California border; and Reno, 450 miles to the north and just 10 miles from the California border on I-80. As more and more people have moved to these two areas, they are finding less expensive housing within 70 miles of each city. Even at 70 miles from the "city center" the commute time is usually just over an hour.

As a result, if the two areas are defined as a circle with a 70-mile radius, 96+% of Nevada's population live in these two areas. The balance of Nevada (roughly 300 miles by 500 miles) is rural with less than 4% of the population. For the greater Las Vegas area, fewer than 50,000 of the 1,851,000 metro population lives outside of the city's urban area. For the greater metro area of Reno/Sparks, 194,000 of the total population of 603,000 live more than 30 and less than 70 miles from downtown.

The traffic safety problems within Nevada are the typical problems of a metropolitan area. Even without the extraordinary growth rates of the past decades, the infrastructure and growth of resources continue to lag far behind the need. The rural areas of the state present a particular problem as they encompass 73% of the geographical area with only 4% of the population.

When reviewing this data, the Office of Traffic Safety classifies Clark County as an urban county, (98% of Clark County's population is in the greater Las Vegas Metropolitan Area). Washoe, Carson City, Lyon, and Douglas Counties are also considered as urban in character (population over 50,000). Storey and Churchill counties in the Reno area and a small corner of Nye County in the Las Vegas area are within the 70-mile zone and are also growing. This subset of rural counties have evolved into "bedroom" communities for the urban areas and have significantly



increased the commuter traffic on the predominately two-lane roads and highways. The balance of the State is classified as rural/frontier.

### Fatalities

An upward trend in both fatalities and population continued from 2004 to 2006, our highest record year for motor vehicle fatalities (432). In 2007 the fatalities began decreasing while the population continued to grow; from 2000 to 2007 the population was growing by more than 5,000 people per month and over 3,000 new vehicles being added to the roadways. In 2008 the growth decreased dramatically and for 2009 – 2011 was relatively stable at a slightly lower population than 2008.

Fatalities dropped from a high of 432 in 2006 to 243 in 2009, a 44% decrease. CY2010 fatalities numbered at 257 (6% increase), and through CY2011 the fatality number was 246 for an increase of 1% since the 2009 low. The projections for 2012 indicate the number of fatalities will be very close to the 2010 level (12 fatalities up in August from the same time in 2011). The majority of the *decreases* have been in the Motor Vehicle Occupant category with Motorcycle, Pedestrian, and Bicyclist also trending down; but with relatively small numbers these three categories are subject to larger percentage swings from year to year. Pedestrian deaths have spiked in 2012 (primarily urban Clark County); additional resources are being committed to that program to improve the safety of pedestrians in Nevada.

Nevada has made progress in reducing the number of impaired fatalities and percent of impaired fatalities. For 2009 Nevada was at the U.S. average of 42% impaired fatalities for 0.01 or greater BAC and 33% for 0.08 or greater BAC (national average was 36%). [These are for the “new definition” that excludes pedestrians and bicyclists.] An example of progress made is that in 2006 Nevada qualified as a “high rate” state and received additional 410 funding to combat the problem; based on 2009 and 2010 data, Nevada qualified for the base 410 funding as a “low rate” state.

#### TRAFFIC FATALITIES – NEVADA 2005 – 2011

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2005	283	56	63	10	15	427
2006	312	50	51	10	8	432
2007	254	51	52	10	6	373
2008	196	59	56	7	6	324
2009	150	42	35	7	9	243
2010	163	45	41	6	4	257
2011	151	40	47	4	4	246

When the fatality rate per 100,000 population is looked at for Nevada, it reveals a more accurate perspective of the crash rates within the state, as any increase or decrease to the state’s small numbers can exhibit a volatile percent swing:

**Basic Rates per Population (non-imputed data)**

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2003	2,296,563	367	306	26	76	139	15.98	13.32	1.13	1.52	6.05
2004	2,410,769	395	283	52	76	146	16.38	11.74	2.16	2.49	6.06
2005	2,518,870	427	308	56	70	138	16.95	12.23	2.22	2.50	5.48
2006	2,623,050	431	329	50	64	162	16.43	12.54	1.91	1.98	6.18
2007	2,718,336	373	269	50	65	133	13.72	9.90	1.84	1.99	4.89
2008	2,738,733	324	198	57	63	132	11.83	7.23	2.08	2.34	4.82
2009	2,711,206	243	156	40	43	88	8.96	5.75	1.48	1.59	3.25
2010	2,724,634	257	163	45	47	89	9.43	5.98	1.65	1.73	3.27
2011*	<b>2,721,794</b>	<b>246</b>	<b>151</b>	<b>40</b>	<b>51</b>	<b>74</b>	<b>9.04</b>	<b>5.50</b>	<b>1.47</b>	<b>1.87</b>	<b>2.72</b>
2012*	2,746,392	<b>239</b>					<b>8.75</b>				
2013*	2,802,094	<b>231</b>					<b>8.50</b>				
2014*	2,852,529	<b>225</b>					<b>8.25</b>				

\*State Demographer's estimate as of 03/07/2012

Strategies and projects included in the Highway Safety Plan are based on 1) the analysis of Nevada highway safety information system data; 2) program assessments and management reviews conducted by NHTSA; 3) Nevada's Strategic Highway Safety Plan (SHSP); and 4) various organizations and committees for specific program areas. Examples for #4 would include the Department of Health and Human Services Statewide Community Coalitions (Impaired Driving is a specific emphasis area), Traffic Records Coordinating Committee, Seat Belt Coalition, Attorney General's Substance Abuse Work Group (Impaired Driving subcommittee), and the state's Child Passenger Safety Task Force. Statewide strategies and countermeasures are also developed by OTS in cooperation with other State, local and non-profit agencies that partner on the SHSP. Local strategies and projects are developed by working with agencies and organizations that have expressed an interest in implementing a safety project in their community or area of responsibility. Negotiations are conducted, when needed, to develop specifically targeted objectives and to ensure that budgets are appropriate for the work to be performed. Key stakeholders include but are not limited to:

- |  |   |
|--|---|
| The Motoring Public                          | Northern Nevada DUI Taskforce               |
| Nevada Department of Motor Vehicles          | STOP DUI                                    |
| The Citizens of Nevada                       | State CPS Task Force                        |
| Nevada Department of Transportation          | Attorney General Substance Abuse Work Group |
| Nevada DPS Highway Patrol                    | Safe Kids & other CPS Advocate Groups       |
| Child Death Review Board                     | Nevada Sheriffs and Chiefs Association      |
| Nevada Department of Health & Human Services | University of Nevada (Reno & Las Vegas)     |
| Office of Emergency Medical Systems          | Regional Transportation Commissions (MPO)   |

Health, Child and Family Services (EUDL)  
Nevada Committee on Testing for Intoxication  
UNLV-Transportation Research Center  
Traffic Records Coordinating Committee  
Nevada Department of Education  
Nevada Administrative Office of the Courts  
Southern Nevada Injury Prevention

## PROJECT SELECTION

State, local and non-profit agencies are provided a Request for Funds (RFF) for projects that will address priority problem areas as well as OTS performance goals and strategies. Applications are selected for award based on the following:

- Was the problem adequately identified?
- Is the problem identification supported by accurate and relevant data?
- Will this project save lives and reduce serious crashes?
- Are the goals and objectives realistic and achievable?
- Is this project cost effective?
- Is the evaluation plan sound?
- Does the project address critical emphasis areas contained in Nevada's Strategic Highway Safety Plan?

OTS and a Peer Review Committee review and score all grant applications received and prioritize them for award.

## MONITORING AND TECHNICAL ASSISTANCE

Two aspects of performance planning often overlooked are monitoring and technical assistance. Projects awarded to State, local and non-profit agencies are monitored to ensure work is performed in a timely fashion and in accordance with the Project Agreement, or grant contract. Monitoring is accomplished by observing work in progress, examining products and deliverables, reviewing quarterly activity reports, desk correspondence, and on-site visits.

In addition to monitoring projects and programs, OTS program managers provide technical assistance to grantee project directors on an as-needed basis. Assistance includes providing and analyzing data, purchasing and fiscal management help, providing report feedback and tips for project management.

## ANNUAL REPORT

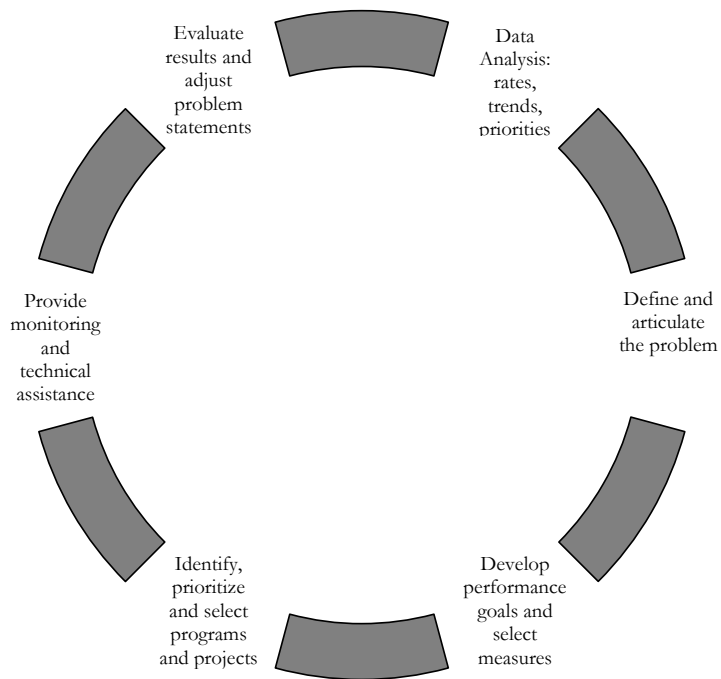
After the end of the federal fiscal year, each project is required to submit a final report detailing the successes and challenges of the project during the year. This information is used to evaluate future projects and to substantiate the efforts of the OTS in reducing fatal crashes and serious injuries.

## Performance Goals

### The Goal Setting Process

The highway safety planning process is circular and continuous; i.e., at any one point in time, OTS may be working on previous, current and upcoming fiscal year plans. In addition, due to a variety of intervening and often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates.

The planning process diagram and chart below visually capture the steps in the planning process: identifying problems, setting goals, choosing performance measures, and selecting projects. They illustrate the circular nature of the highway safety planning processes as well as the work flow.



## HSPP Program Planning Calendar

December	Debrief the previous year's programs and projects (thru September 30) with OTS staff and review the NHTSA Priority Letter for setting goals.
January	Determine revenue estimates and gain input from multiple partner agencies and stakeholders on program and project direction; refer to the Strategic Highway Safety Plan critical emphasis areas and associated strategies.  Conduct annual planning workshop to estimate funding levels, problem areas, and overall direction of programs. Consider NHTSA regional response to the Annual Report, the prior year HSP letter, and any applicable management or special management review comments.
February	Release 'Request for Funds' application for the next year's grant projects, identifying problem and priority areas, suggested countermeasures, and deadlines for application submission.
May - July	Finalize scoring and selection of grant projects with Peer Review Committee; begin drafting of the Performance Plan for review by parent agency and other appropriate officials, NHTSA and program area experts. Update and finalize performance charts.
August	Gain approval for selected grant projects and contracts from the appropriate officials.
September	Review, print and submit the Performance Plan for approval. Submit the final Performance Plan to NHTSA.
October	Implement new grant projects and contracts. Begin work on the Annual Report for prior year projects.

### PERFORMANCE GOALS & PERFORMANCE MEASURES

Performance goals identify what the Office of Traffic Safety hopes to accomplish by implementing the strategies and projects outlined in the Highway Safety Plan and are developed by:

- Reviewing goals and objectives contained in Nevada's Strategic Highway Safety Plan
- A review of the problem areas identified during the analysis process
- In consideration of Nevada laws and statutes, and
- In collaboration with other stakeholders

This will be the fourth year of States utilizing the NHTSA & GHSA-developed standardized Performance Outcome Measures for evaluating their highway safety programs. These fourteen performance measures are used to measure progress in reducing fatalities and serious injuries on the state's roadways. Nevada's data for these performance measures is represented in the following charts.

## PERFORMANCE MEASURE CHARTS

(2011 figures are unofficial numbers from Nevada FARS)

- C-1 Number of Traffic Fatalities
  - C-2 Number of Serious Injuries (non-fatal crashes)
  - C-3 Fatality Rate/100 million vehicle miles traveled (VMT) (total, urban, and rural)
  - C-4 Number of unrestrained passenger vehicle occupant fatalities (all seat positions)
  - C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC at .08 or above
  - C-6 Number of speeding-related fatalities
  - C-7 Number of motorcyclist fatalities
  - C-8 Number of un-helmeted motorcyclist fatalities
  - C-9 Number of drivers age 20 or younger involved in fatal crashes
  - C-10 Number of pedestrian fatalities
- 
- B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)
- 
- A-1 Number of seat belt citations issued during grant-funded enforcement activities
  - A-2 Number of impaired driving arrests made during grant-funded enforcement activities
  - A-3 Number of speeding citations issued during grant-funded enforcement activities

**Goals are indicated in 'red'**

**TOTAL FATALITIES**

**C-1**

**Number of Fatalities**

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2006	431	274	63%	157	36%
2007	373	248	66%	122	32%
2008	324	200	61%	123	37%
2009	243	137	56%	106	43%
2010	257	154	60%	103	40%
2011	<b>246</b>	<b>137</b>	<b>56%</b>	<b>109</b>	<b>44%</b>
2012	<b>239</b>				
2013	<b>231</b>				
2014	<b>225</b>				
2015	<b>218</b>				

**NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES**

**C-2**

Year	Injuries			Total Crashes
	Incapacitating (Serious)	Non-incapacitating	Total	
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	6,297	7,667	
2011	1,219	5,325	6,544	
2012	<b>1,182</b>			
2013	<b>1,147</b>			
2014	<b>1,113</b>			
2015	<b>1,079</b>			

(KABCO code, **Serious Injury** equals Code **A** only, or 'Incapacitating' above)



**TOTAL FATALITIES**

**C-3**

**Rate per 100 Million Vehicle Miles**

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008	21,022	324	1.54	200	0.95	123	0.59
2009	20,915	243	1.16	137	0.65	106	0.50
2010	22,145	257	1.16	153	0.69	104	0.47
2011	<b>UNK</b>	<b>246</b>	<b>1.05</b>				
2012		<b>239</b>	<b>1.00</b>				
2013		<b>231</b>					
2014		<b>225</b>					
2015		<b>218</b>					

**NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANTS**

**FATALITIES - ALL POSITIONS**

**C-4**

Year	Restrained		Unrestrained		Unknown		Total
	Number	Percent	Number	Percent	Number	Percent	Number
2006	133	42%	147	47%	32	10%	312
2007	114	45%	123	48%	16	6%	253
2008	95	48%	91	46%	10	5%	196
2009	71	42%	79	52%	6	5%	156
2010	79	48%	75	46%	8	4%	162
2011	<b>73</b>	<b>48%</b>	<b>72</b>	<b>48%</b>	<b>6</b>	<b>4%</b>	<b>151</b>
2012		<b>52%</b>		<b>47%</b>		<b>4%</b>	
2013		<b>54%</b>		<b>46%</b>			
2014							
2015							

Comment [P1]:

**ALCOHOL RELATED FATALITIES**

**New Definition @ 0.08 or Above**  
*non-imputed\**

C-5

**Number of AL Fatalities**

Number Fatafs	Total	
	Number	Percent
2006	144	33.41%
2007	118	31.64%
2008	107	33.02%
2009	69	28.40%
2010	69	26.85%
2011	<b>44*</b>	<b>17.89%*</b>
2012		<b>24.5%</b>
2013		<b>23.0%</b>
2014		<b>22.0%</b>
2015		

**NUMBER OF SPEEDING-RELATED FATALITIES**

C-6

Year	Number of Fatalities		
	Total	Speed	% Speed
2006	431	159	36%
2007	373	97	26%
2008	324	93	28%
2009	243	91	37%
2010	257	77	30%
2011	246	68	<b>28%</b>
2012			<b>27%</b>
2013			<b>26%</b>
2014			
2015			

**NUMBER OF MOTORCYCLE FATALITIES C-7**  
**NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8**

Year	Total	Helmeted		Unhelmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	42	39	92.86%	2	4.76%	1	2.38%
2010	48	38	79.17%	10	21%	0	0
2011	40	35	87.50%	5	13%	0	0
2012							
2013							
2014							
2015							

**NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES**

**C-9**

Year	Number of Drivers			Percent of Drivers			Total Drivers
	<21	21+	Unknown	<21	21+	Unknown	
2006	71	525	22	11.49%	84.95%	3.56%	618
2007	67	433	14	13.04%	84.24%	2.72%	514
2008	50	386	8	11.26%	86.94%	1.80%	444
2009	37	329	0	9.84%	90.16%	0.00%	366
2010	23	309	7	6.78%	91.15%	2.06%	339
2011	<b>26</b>	<b>298</b>	<b>2</b>	<b>7.98%</b>	<b>91.41%</b>	<b>00.61%</b>	<b>326</b>
2012				<b>6.50%</b>	<b>93.50%</b>	<b>00.00%</b>	
2013							
2014							
2015							



**NUMBER OF CITATIONS ISSUED DURING  
GRANT-FUNDED ENFORCEMENT ACTIVITIES**

**A-1 Seat Belt**

**A-2 DUI Arrests**

**A-3 Speed**

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011			<b>5,757</b>	<b>14,863</b>	<b>1,334</b>
2012			<b>6,000</b>	<b>15,000</b>	<b>1,400</b>
2013			<b>6,100</b>	<b>16,000</b>	<b>1,500</b>
2014					
2015					

**Additional Performance Measures for Nevada**

These performance measures are based on FARS data that do not include imputation. While some of the measures used are the same as NHTSA, some are also significantly different, especially for Alcohol Related measures. Nevada does include drug-only data with its impaired driving fatality numbers as we are able to identify prohibited drugs that have a per se level per Nevada statutes.

Because of the difference in data sets used, Nevada uses rates per population as measures to identify trends in determining progress made and goal setting:

**Basic Rates per Population (non-imputed data)**

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2003	2,296,563	367	306	26	76	139	15.98	13.32	1.13	1.52	6.05
2004	2,410,769	395	283	52	76	146	16.38	11.74	2.16	2.49	6.06
2005	2,518,870	427	308	56	70	138	16.95	12.23	2.22	2.50	5.48
2006	2,623,050	431	329	50	64	162	16.43	12.54	1.91	1.98	6.18
2007	2,718,336	373	269	50	65	133	13.72	9.90	1.84	1.99	4.89
2008	2,738,733	324	198	57	63	132	11.83	7.23	2.08	2.34	4.82
2009	2,711,206	243	156	40	43	88	8.96	5.75	1.48	1.59	3.25
2010	2,724,634	257	163	45	47	89	9.43	5.98	1.65	1.73	3.27
2011*	<b>2,721,794</b>	<b>246</b>	<b>151</b>	<b>41</b>	<b>51</b>	<b>74</b>	<b>8.96</b>	<b>5.50</b>	<b>1.51</b>	<b>1.87</b>	<b>2.72</b>
2012*	2,746,392	<b>239</b>					<b>8.70</b>				
2013*	2,802,094	<b>231</b>					<b>8.24</b>				
2014*	2,852,529	<b>225</b>					<b>7.89</b>				

\*State Demographer's estimate as of 03/07/2012

MVO = Motor Vehicle Occupant; MC = Motorcycle Occupant  
 B/P = Bicyclists & Pedestrians; AL = Impaired (Drug or Alcohol)

## HIGHWAY SAFETY PLAN

The following projects are proposed for grant funding in the FFY2013 year to improve traffic safety and reduce fatalities and serious injuries on Nevada's roadways. These projects will be managed by the DPS-OTS Team:

<a href="#">TRACI PEARL</a>	HIGHWAY SAFETY COORDINATOR
<a href="#">DARLENE ROULLARD</a>	MANAGEMENT ANALYST II / FISCAL OFFICER
<a href="#">JOHN JOHANSEN</a>	ALCOHOL AND EMERGENCY MEDICAL SYSTEMS PROGRAMS MANAGER
<a href="#">VALERIE EVANS</a>	COMMUNITY & MARKETING SERVICES PROGRAMS MANAGER
<a href="#">MASHA WILSON</a>	OCCUPANT PROTECTION PROGRAM MANAGER
<a href="#">SHELLEY FLEMING</a>	<i>JOINING FORCES</i> ' PROGRAM COORDINATOR/POLICE TRAFFIC PROGRAM
<a href="#">BENJAMIN WEST</a>	STATE TRAFFIC RECORDS COORDINATOR
<a href="#">PETER VANDER AA</a>	MOTORCYCLE SAFETY PROGRAM MANAGER
<a href="#">KEN BALDWIN</a>	PROJECT MANAGER, NV CITATION AND ACCIDENT TRACKING SYSTEM
<a href="#">JULIE HEKI</a>	FATALITY FILE ANALYST (FARS)
<a href="#">JUDY LAMPSHIRE</a>	ADMINISTRATIVE ASSISTANT IV
<a href="#">ANTOINETTE ROMAN</a>	ADMINISTRATIVE ASSISTANT III
<a href="#">BEVERLY SHERMAN</a>	MOTORCYCLE SAFETY ADMINISTRATIVE ASSISTANT III

## ALCOHOL PROGRAM AREA

Despite the remarkable persistence of impaired driving, Nevada has been making slow but steady progress in reducing the Alcohol fatality rate per 100 million miles of travel. Nevada was a high rate state (in the top ten rate group) in 2007. As a result of this steady progress, Nevada qualified for 410 funding as a performance state in 2011 and 2012. Much of the reduction in AL fatalities is the result of Nevada's state-wide, mature and highly effective enforcement program covering over 90% of the population. This enforcement program is coupled with a significant media campaign coordinated with the state-wide enforcement dates. A third general area of effort is the program to develop and strengthen the DUI Court programs which have proven to reduce recidivism by a significant margin. This helps reduce the number of repeat DUI offenders. A final area that is growing is the outreach program related to impaired driving given to the younger drivers at the beginning of their driving experience. This program utilizes the contacts and community connections of local coalitions and appears to be effective in delivering the messages reducing impaired driving.

For the future there are still issues that need to be addressed, individually or within existing programs. The economy has had a marked effect on the resources of local law enforcement agencies. Some agencies have had to reduce the staffing level of traffic enforcement by as much as 75%. Because of this we are seeing a reduction in the number of DUI arrests state-wide. From a high of 20,128 arrests in 2009 the latest annual arrests number shows for 2011 just over 16,300, a 19% reduction in two years.

Nevada needs to address the problems related to drug impaired driving. Nevada does have per se laws related to drug impairment and these are included within the impaired driving laws. This does make it difficult to differentiate between DUI Alcohol and DUI Drugs as the charges and penalties are the same. For the past several years Drug impaired drivers have accounted for  $\pm$  20% of the total impaired drivers. The drugs found include illegal drugs and prescription drugs (this can be by individual with a valid prescription or illegal use). Nevada is incorporating into its impaired driving messaging more about drug impairment.

The economy has presented challenges to the DUI Courts as well. These programs are designed to become self-sustaining using monthly fees received from the participants in the program and several have reached that level. DUI Courts still relatively new and building their case load are having a harder time meeting the planned self-sustaining level. Whether or not the Court is "mature" or still growing, the inability of the participants to be timely in payment of the fee has left several Courts in tenuous financial situations (court funding in general is down). Nevada is monitoring these Courts and helping as needed by bridging the short fall to ensure the continuation of this part of the effort to reduce impaired driving.

The other two major areas of effort, Community Coalitions and Media, have not been negatively affected to a significant degree. While all areas are impacted by 410 funding levels these are the most cost effective. The Coalitions are not high dollar projects and Nevada has been using "direct buy" for the TV and Radio paid media. The "direct buy" results in three to four times the number of spots that can be purchased compared to going through a contracted media firm.\*

\*In FFY2013, OTS will be utilizing more of the contracted media firm for paid media campaigns to offset the additional labor and administrative resource needs of OTS staff to conduct direct buys



**ALCOHOL RELATED FATALITIES**

**New Definition @ 0.08 or Above**  
*non-imputed\**

C-5

**Number of AL Fatalities**

Number Fatals	Total	
	Number	Percent
2006	144	33.41%
2007	118	31.64%
2008	107	33.02%
2009	69	28.40%
2010	69	26.85%
2011	44*	17.89%*
2012		24.5%
2013		23.0%
2014		22.0%
2015		

**ALCOHOL RELATED FATALITIES**

**New Definition @ 0.08 or Above**  
*non-imputed\**

**Rate per 100 Million Vehicle Miles**

Year	Miles	Total	
		Number	Rate
2006	21,824	144	0.66
2007	22,146	118	0.53
2008	20,780	107	0.51
2009	20,454	69	0.34
2010	22,144	69	0.31
2011	UNK	44*	0.30
2012			0.29
2013			0.28
2014			0.27
2015			

## PERFORMANCE GOAL

- Decrease the percentage of Alcohol related Fatalities from 27% in 2010 to 22% by 2014.
- Decrease the Alcohol related fatalities per 100M VMT from 0.31 in 2010 to 0.27 by 2014.
- Continue the downward trend in Alcohol-related Fatalities. The objective is to become a low tier state within three years per the preliminary MAP-21 definitions (AL-related fatality rate per AVMT below 0.30).

## STRATEGIES

- Emphasize driver education through well-publicized enforcement of State DUI laws supported by earned and paid media and appropriate public information and educational (PI&E) material (Nevada Strategic Highway Safety Plan strategy).
- Continue to expand support to the judicial system and encourage the development of new DUI Courts and prosecutor training.
- Continue to expand the use of technology to reduce impaired driving such as:
  - Breath Ignition Interlock Devices
  - Internet-based monitoring of DUI offenders
  - Simulators and demonstration devices (Seat Belt Convincer and Fatal Vision Goggles) for school and other young driver education programs.
- Continue to foster an effective statewide impaired driving action committee (the Nevada Attorney General Advisory Coalition on Impaired Driving).
- Continue to encourage Law Enforcement Agencies to conduct well-publicized compliance checks of alcohol retailers to reduce sales to underage drinkers (Nevada Strategic Highway Safety Plan strategy).
- Promote increase in community programs emphasizing alternatives to driving impaired such as: designated drivers, rides provided for impaired drivers (with and with/out getting vehicle home), and public transportation.

**Funding Source:** 402

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**Project Number:** 23-AL-1

**Project Title:** Impaired Driving Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the impaired driving program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 402

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**Project Number:** 23-AL-2

**Project Title:** East Fork Justice Court

**Project Description**

This project is for the DUI Court in Douglas County, a rural county approximately 50 miles south of Reno. This court is for DUI offenders with either a felony or misdemeanor charge. The case load in this area is marginal for a full-time coordinator position and is continuing with a part-time coordinator. Goals include reduced recidivism rates for convicted impaired drivers. It is anticipated that self-sustaining status can be reached to support the coordinator position within two years.

**Funding Source:** 402

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**Project Number:** 23-AL-3

**Project Title:** Central Lyon Youth Connection

**Project Description**

This project partially funds a position that is working on improving the local ordinances related to liquor sales, server training, social host liability, and impaired driving outreach to schools. The State of Nevada does not have an ABC, or Alcohol Board to regulate liquor laws; rather, it is up to each individual municipality or county to manage and administer these laws. The target for this project is youth regarding underage drinking issues.

**Funding Source:** 402

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**Project Number:** 23-AL-4

**Project Title:** Carson City District Court

**Project Description**

This project is a continuation of a felony level DUI court in the capitol, Carson City. The current emphasis is to expand the Court by adding to the program offenders from the Limited Jurisdiction Courts that try the misdemeanor DUI cases. This will help this Court to build a case load that will support a full-time Coordinator position and obtain self-sustainability. Goals include reduced recidivism rates for convicted impaired drivers.

**Funding Source:** 402

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**Project Number:** 23-AL-5

**Project Title:** Frontier Community Coalition

**Project Description**

The project with Frontier Community Coalition is an outreach program for youth (high school age is primary focus). The outreach efforts include presentations on the dangers of impaired driving at local events, school events, and youth organizations. This Coalition helps fill a need for rural Nevada as this group covers three rural counties with a combined population under 13,500.

**Funding Source:** 402

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**Project Number:** 23-AL-6

**Project Title:** Washoe County 2<sup>nd</sup> Judicial District Court

**Project Description**

This DUI Court for felony offenders had its first graduates in 2012 and will be able to track recidivism for both graduates of the program and offenders that have not attended the program. Typically the recidivism for graduates is  $\pm 10\%$  while recidivism for non-participants is  $\pm 25\%$ . This program is also close to becoming self-sustaining at which time grant support will not be needed.

**Funding Source:** 402

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**Project Number:** 23-AL-7

**Project Title:** Nye Community Coalition – Alcohol Outreach

**Project Description**

Nye Community Coalition is a rural outreach program that informs/educates youth on the dangers of impaired driving. This Coalition covers two of the largest counties in Nevada (each county is larger than the states of Maryland and New Hampshire combined, and has a population of less than 100,000). Presentations by the Coalition include impaired driving simulators at schools, community functions, and special events within the two counties.

**Funding Source:** 402

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**Project Number:** 23-AL-8

**Project Title:** University of Nevada – Reno, “Do the Ride Thing”

**Project Description**

This project for the University of Nevada is concentrating on reducing the incidents of impaired driving by young adults and students by providing information on alternate forms of transportation and the use of designated drivers. Information is made available at sporting events and other special events at the university. Support efforts are being solicited from alcohol outlets near the campus and surrounding vicinity.

**Funding Source:** 402

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**Project Number:** 23-AL-9

**Project Title:** Impaired Driving Reduction – Henderson Police Department

**Project Description**

Henderson PD has for years been the lead agency for the “Every 15 Minutes Program” presented to high school juniors and seniors in their jurisdiction. This presentation has been given to all high schools in Henderson (5) every other year to ensure each junior / senior has at least one opportunity to see the presentation. The major issue the PD is having is lack of enough space for all of the attendees for the crash reenactment portion of the program. This project will provide portable bleachers to increase the seating space needed for these highly attended educational and awareness events throughout the community.

**Funding Source:** 410

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**Project Number:** 23-410AL-1

**Project Title:** Impaired Driving Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the impaired driving program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 410

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**Project Number:** 23-410AL-2

**Project Title:** Impaired Driving Program Management - *Joining Forces*

**Project Description**

This project will fund program management costs for the Joining Forces coordinator in relation to impaired driving HVE events that are scheduled in the 2013 Joining Forces enforcement events calendar.

**Funding Source:** 410

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**Project Number:** 23-410AL-3

**Project Title:** Judicial Outreach – Office of Traffic Safety

**Project Description**

This is to provide funding for educational presentations to Judges and/or Prosecutors on Impaired Driving issues relevant to Nevada as well as education on prosecutorial best practices to obtain convictions. These sessions have always been well received and over time will help promote more consistency in the prosecution and adjudication of impaired drivers within our state. The National Judicial College is on the University of Nevada-Reno campus.

**Funding Source:** 410

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**Project Number:** 23-410AL-4

**Project Title:** **TSRP – Traffic Safety Resource Prosecutor – Office of Traffic Safety**

**Project Description**

This project provides the funding for a Traffic Safety Resource Prosecutor (TSRP). With impaired driving a persistent problem in Nevada, it would be extremely beneficial to have an individual with the expertise to assist and train prosecutors in these cases. There are 17 counties and 13 incorporated cities. Several counties and cities share a prosecutor because of their very small populations. The largest county (Clark County) has a dedicated vehicular crimes staff and the second largest county has dedicated impaired driving prosecutors. It is the prosecutors in the balance of the state that would benefit the most from this resource. This is a priority recommendation from the recent NHTSA assessment conducted in June, 2011 on Nevada's Impaired Driving Program.

**Funding Source:** 410

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**Project Number:** 23-410AL-7

**Project Title:** **Clark County DUI Courts – Justice Court – DUI docket #2**

**Project Description**

This project is for the second DUI Court docket at the Clark County Las Vegas Justice Court. The first DUI Court is currently self-sustaining and a second DUI Court has been implemented. This 2<sup>nd</sup> court is already partially self-sustaining in the second year due to growth. We are reducing the support from the initial year's funding with the expectation of 'zero support' needed by the end of FFY 2014. This court has continually shown a recidivism rate of  $\pm$  10% for the original 1<sup>st</sup> court that is now self-sustaining.

**Funding Source:** 410

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**Project Number:** 23-410AL-8

**Project Title:** ***Joining Forces High Visibility Enforcement (HVE)***

**Project Description**

This funding is overtime for law enforcement agencies participating in the impaired driving high visibility enforcement events in the 2013 Joining Forces calendar in October, December, February, March, July, and August.

**Funding Source:** 410

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**Project Number:** 23-410AL-9

**Project Title:** Paid Media for Impaired Driving campaigns

**Project Description**

The Impaired Driving media campaigns include funding for October (Halloween), December/January (holidays), February (SuperBowl), March (St. Patty's Day) and July Independence Day holiday educational materials, including but not limited to TV, radio, billboards and/or signage and outreach events. SuperBowl, St. Patrick's Day and July 4<sup>th</sup> are three of Nevada's busiest 'holiday drinking' and impaired driving problem periods. These campaigns are also supported with Flex funding per the Strategic Highway Safety Plan strategies.

**Funding Source:** 410

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**Project Number:** 23-410AL-10

**Project Title:** Evidentiary Breath Test Devices – State Program – Office of Traffic Safety

**Project Description**

This project will begin the process of replacing the current breath testing devices within the state. The current devices are the Intoxilyzer 5000s. They are out of date and maintenance is being required more frequently. The breath test program uses the same devices at all locations in the state to ensure consistency in devices for court acceptance, training, calibration, and maintenance activities. During the next four (4) years Nevada will be transitioning to the Intoxilyzer 8000s. Because of the cost in this transition, OTS is spreading this project over a four year period to fully replace all the current 5000s with updated equipment.



Alcohol/Impaired Driving Program: Budget Summary

Project Number	Project Title	Budget	Budget Source
23-AL-1	Alcohol Program Mgmnt	\$33,850	402
23-AL-2	East Fork Justice Court	\$ 55,000	402
22-AL-3	Central Lyon Youth	\$ 18,414	402
23-AL-4	Carson City Dist. Court	\$ 62,097	402
23-AL-5	Frontier Comm. Coalition	\$ 20,000	402
23-AL-6	2 <sup>nd</sup> Judicial Dist. Court	\$ 35,000	402
23-AL-7	Nye Comm. Coalition	\$ 16,545	402
23-AL-8	UNR-Do the Ride Thing	\$ 30,000	402
23-AL-9	Impaired Driving Reduction – “Every 15 Minutes”	\$ 8,000	402
<b>402 Total</b>			<b>\$ 278,906</b>
23-410AL-1	Alcohol Program Mgmnt	\$104,714	410
23-410AL-2	<i>Joining Forces</i> AL PM	\$30,000	410
23-410AL-3	Judicial Outreach	\$ 20,000	410
23-410AL-4	Traffic Safety Resource Prosecutor - TSRP	\$ 110,000	410
23-410AL-7	Clark County Justice DUI	\$ 75,000	410
<b>23-410AL-8</b>	<i>Joining Forces</i> High Visibility Enforcement (HVE)	<b>\$ 500,000</b>	410
<b>23-410AL-9</b>	Paid Media: Impaired Driving	<b>\$ 120,000</b>	410
23-410AL-10	Evidentiary Breath Test	\$ 160,000	410
<b>410 Total</b>			<b>\$ 1,119,714</b>
<b>Total All funds Impaired Driving</b>			<b>\$ 1,398,620</b>

## OCCUPANT PROTECTION PROGRAM AREA

Nevada has a secondary seat belt law. The observed seat belt usage rate for 2002 was 74%. Findings for the 2012 seat belt usage day time observational survey show that Nevada is now at 90.5%. This is the eighth year that Nevada has exceeded a 90% usage rate. It is important to note that the seat belt observational survey conducted in 2012 utilized the new seat belt use survey methodology that is fully compliant with the Uniform Criteria for State Observational Surveys of Seat Belt Usage. The sampling methodology used in the previous years was based on the population distribution across counties. The Uniform Criteria for State Observational Surveys of Seat Belt Use now requires that an average fatality distribution across the counties be used as a major parameter.

Consistent law enforcement and paid and earned media efforts during Click It or Ticket (CIOT) and other high visibility campaigns have primarily contributed to the 17% increase in the seat belt usage rate when compared to the 2002 seat belt usage rate.

While the overall observed day time usage (front seat, shoulder belt survey) is well above the national average, the rate for child seat usage is considerably lower. Although Nevada has a primary child restraint law, much more work is needed in this area. The latest survey through the State of Nevada in 2006 showed that the statewide average for infants and toddlers using safety restraints was only 55 percent. UMC Trauma Center data show that over 400 child crash victims were brought to the University Medical Center's Trauma Center in Clark County during 2003-2008.

The restraint use by fatal occupants in motor vehicle crashes is also far too low. With the exception of 2008 (a 10% decrease from 2007), the rate has been within +/-2% of just one half (50%) of fatalities using seat belts at the time of the crash. The observation usage rates have risen, but the actual fatal usage rates reflect something different.

The observed seat belt use rate for Nevada has traditionally been amongst the highest in the nation for states without a primary seat belt law. The use rate in 2010 was 93% and preliminary indications are that the use rate in 2012 is 90.5%. As mentioned above the seat belt observational survey methodology was changed in 2012 and this change did contribute to a slightly lower seat belt rate for Nevada in 2012. Nevertheless, despite the high observed usage of safety belts, the number of unbelted fatalities continues to be disproportionately high, although decreasing. In 2011, approximately 48% of Nevada fatalities (motor vehicle occupants) were not wearing a seat belt. With the State's growth and transient population, continual and uninterrupted effort is needed to both increase seat belt use rates with the habitual non-users or part-time users, and to educate our new residents and visitors about how occupant restraints save lives.

### OBSERVED SEAT BELT USE SURVEY

#### B-1

Year	% Observed
2006	91.2
2007	92.2
2008	90.2
2009	91.0
2010	93.2
2011	<b>94.1</b>
2012	<b>90.5</b>
2013	<b>90%</b>
2014	<b>90%</b>
2015	<b>90%</b>

**NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANTS  
FATALITIES - ALL POSITIONS C-4**

Year	Restrained		Unrestrained		Unknown		Total
	Number	Percent	Number	Percent	Number	Percent	Number
2006	133	42%	147	47%	32	10%	312
2007	114	45%	123	48%	16	6%	253
2008	95	48%	91	46%	10	5%	196
2009	71	42%	79	52%	6	5%	156
2010	79	48%	75	46%	8	4%	162
2011	<b>73</b>	<b>48%</b>	<b>72</b>	<b>48%</b>	<b>6</b>	<b>4%</b>	<b>151</b>
2012		<b>52%</b>		<b>47%</b>		<b>1%</b>	
2013		<b>53%</b>		<b>47%</b>			
2014							
2015							

PERFORMANCE GOAL

- Maintain an annual day time observed seat belt usage rate of at least 90%.
- Decrease the percentage of unrestrained fatalities from 48% in 2011 to 47% in CY2013.  
\* 'Unrestrained' rate equals those unrestrained + unknown's

STRATEGIES

- Continue to emphasize public education of Nevada's Safety Belt Laws through enforcement and paid and earned media venues (Nevada Strategic Highway Safety Plan strategy)
  - Provide paid media to support the "Click It or Ticket" enforcement campaigns
  - Provide paid overtime for law enforcement to enforce seat belt laws throughout the year
  - Combine DUI and Seat Belt enforcement events throughout the year
  - Provide training to law enforcement officers, firefighters, and first responders statewide on Nevada's seat belt and child restraint laws, proper car seat use and availability of local resources for assistance
- Continue to provide public education programs and partner with other traffic safety advocates on safety belts, child passenger safety, proper seating and the use of child restraints (Strategic Highway Safety Plan strategy).
- Conduct and disseminate statistical, public opinion and awareness surveys to determine:
  - Front seat day time observed seat belt use
  - Public opinion and attitude regarding occupant protection laws and seat belt usage
  - Public awareness of media & enforcement campaigns
- Continue data collection, analysis and integration to (1) identify the discrepancies between restraint use rates observed in observational surveys and crash data; and (2) understand the characteristics of restraint non-wearing or part-time wearing individuals that increase their risk of involvement in crashes, the severity of which may be increased due to their lack of restraint use.

**Funding Source:** 402

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**Project Number:** 23-OP-1

**Project Title:** Occupant Protection PM

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the occupant protection program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 402

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**Project Number:** 23-OP-2

**Project Title:** OP Assessment

**Project Description**

It has been several years since the last NHTSA Occupant Protection assessment was conducted in Nevada (Sept. 2004). Many changes and programs have been implemented since then and a review of outside experts needs to be convened to re-establish the program's strengths and weaknesses, and suggest strategies for improvement in the upcoming years.

**Funding Source:** 402

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**Project Number:** 23-OP-3

**Project Title:** Emergency Responder CPS Training

**Project Description**

To prevent child passenger injuries and deaths, parents and caregivers must be educated and informed how to make sure their car seats and booster seats are properly installed in their vehicles. To ensure child passenger safety, it is essential that public safety personnel, emergency responders and other appropriate persons receive necessary CPS training. This information and training will enable them to educate and inform parents and caregivers throughout Nevada to enhance public access to child passenger safety information and education.

**Funding Source:** 402

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**Project Number:** 23-OP-4

**Project Title:** State OP/OPC Programs

**Project Description**

These funds will be used for purchasing child car seats, OP/OPC related promotional items that will be distributed to communities at various traffic safety events, OP/OPC related public education, assistance to the public to obtain 40 hour National CPS certification training, and other OP/OPC program related operating needs. It will also support minimal operating needs of Nevada's Child Passenger Safety Task Force.

**Funding Source:** 402

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**Project Number:** 23-OP-5

**Project Title:** Nye County Communities Coalition Occupant Protection

**Project Description**

NyE Communities Coalition (NyECC) recognizes that children are at risk for injury and death when they do not use or improperly use a child safety or restraint seat. The primary goal of this project is to reduce or eliminate the number of children killed or injured by motor vehicle accidents when it could have been prevented by the proper use of a safety seat. The project aims reach out to vulnerable and hard to reach populations including low income, children with disabilities and teen parents.

**Funding Source:** 402

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**Project Number:** 23-OP-6

**Project Title:** Teenage Driver Seat Belt Safety Campaign, Washoe County School District

**Project Description**

The WCSD Teenage Driver Seat Belt Safety Campaign project will utilize peer-to-peer communication and outreach with a goal of increasing seat belt compliance among participating high school students by 6%. Four WCSD high schools will be selected for the 2012-13 school year based on Signature Academy participation and principal approval. The program's peer-led modeling and influence approaches will focus on educating students and school communities on seat belt safety and increasing seat belt compliance. Seat belt use at high schools is observable, and the effects of belt encouragement programs in this driving context can be measured. Evaluation data will be gathered at each participating school, first to measure baseline awareness, and later to establish message effectiveness.

**Funding Source:** 402

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**Project Number:** 23-OP-7

**Project Title:** Ron Wood Family Resource Center –Child Car Safety Program

**Project Description**

This project will aim towards community education through outreach and awareness programs funded by this grant in conjunction with the Ron Wood Family Resource Center. The center currently works directly with the Carson City School District in a concerted effort to fight truancy and support positive youth activities. This safety campaign would compliment these services and strengthen the community wide effort to keep kids safe. Additional attention will be placed on educating children in preschools, Boys and Girls Clubs and Elementary Schools. Classroom curricula will be developed to educate the children as well as their parents and caregivers.

**Funding Source:** 402

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**Project Number:** 23-OP-8

**Project Title:** Day Time Seat Belt Use Observational Survey

**Project Description**

The Transportation Research Center (TRC) at the University of Nevada, Las Vegas (UNLV) will conduct surveys across the State of Nevada to determine the rate of day time front seat belt usage during pre- and post- CIOT mobilization events as prescribed by NHTSA. The result of these surveys will be utilized as an additional evaluation component of media and enforcement CIOT campaigns. This survey will also help identifying potential opportunities to develop specific initiatives to further enhance the seat belt usage rate in Nevada.

**Funding Source:** 402

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**Project Number:** 23-OP-9

**Project Title:** Reducing Nevada Officer Traffic Related Accidents (OTRA)

**Project Description**

The purpose of this project is to determine what factors might play a role in Nevada Officer Related Traffic Accidents (OTRA). This project will focus on Las Vegas Metro PD officer traffic related accidents. Existing national data systems such as LEOKA (Law Enforcement Officers Killed and Assaulted) and FARS (Fatality Analysis Reporting System maintained by the National Highway Traffic Safety Administration or NHTSA) are lacking in scope (types of information recorded) and relevancy (connecting officer traffic-related accidents to crash data) and are unable to generate a clear and comprehensive understanding of traffic-related injuries and fatalities suffered by law enforcement officers. The results will impact the law enforcement safety, training, and accident prevention practices in Nevada. Additionally, recommendations from these results will decrease officer traffic-related accidents, injuries, and deaths not only in Nevada, but also nationally.

**Funding Source:** 405

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**Project Number:** 23-405OP-1

**Project Title:** *Joining Forces High Visibility Enforcement (HVE)*

**Project Description**

This funding is overtime for law enforcement agencies participating in the occupant protection high visibility enforcement events in the 2013 Joining Forces calendar. Specific 'Click it or Ticket' events are scheduled during the November Thanksgiving holiday, and the May Memorial Day holidays in tandem with the national mobilization campaigns.

**Funding Source:** 405

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**Project Number:** 23-405OP-2

**Project Title:** **Clark County Safe Kids – Boost'Em, Buckle'Em and Back Seat'Em**

**Project Description**

Project goals are to conduct seat belt, booster seat and back seat observational studies for children ages 4-12 in a three phase program. Phase One will include a pre-intervention blind study of seat belt usage, booster seat usage and back seat compliance conducted at elementary schools only. Phase Two will include an interventional educational occupant protection program for both parents and children of this age group. This phase will include the distribution of booster seats to children in need. Phase Three will include a post intervention follow up observational study and compare pre- and post-data. The project will also conduct highly visible community booster seat clinics to educate the community on the importance of booster seat usage for children up to age 8, 80 pounds and 4'9.

**Funding Source:** 405

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**Project Number:** 23-405OP-3

**Project Title:** **Paid Media for Occupant Protection Campaigns**

**Project Description**

The Occupant Protection media campaigns include funding for November and May 'Click it or Ticket' campaigns in tandem with the national mobilizations for educational materials, including but not limited to TV, radio, billboards and/or signage and outreach events. This project will also support additional paid media throughout the grant year for HVE events, as all Joining Forces events, regardless of focus area, include occupant protection enforcement.

Occupant Protection: Budget Summary

Project Number	Project Title	Budget	Budget Source
23-OP-1		\$ 112,000	
23-OP-2	OP Assessment	\$ 35,000	402
23-OP-3	Emergency Responder CPS Training	\$ 11,076	
23-OP-4	State OP/OPC Programs	\$ 20,000	402
23-OP-5	Nye County Communities Coalition, Occupant Protection	\$ 28,566	402
23-OP-6	Teenage Driver Seat Belt Safety Campaign, WCSD	\$ 24,750	402
23-OP-7	Ron Wood Family Resource Center, Child Car Safety Program	\$ 55,000	402
23-OP-8	UNLV/TRC, Day Time Seat Belt Observational Survey	\$ 70,384	402
23-OP-9	Reducing Nevada Officer Traffic Related Accidents (OTRA)	\$ 35,000	402
<b>402 Total</b>			<b>\$ 391,776</b>
23-405OP-1	<i>Joining Forces</i> High Visibility Enforcement (CIOT)	\$ 81,330	
23-405OP-2	CCSK, Boost'Em, Buckle'Em and Back Seat'Em	\$ 42,000	
<b>23-405OP-3</b>	Paid Media Campaigns: Occupant Protection	\$ 80,000	
<b>405 Total</b>			<b>\$ 203,330</b>
<b>Total All funds</b>			<b>\$ 595,106</b>



## PEDESTRIAN SAFETY PROGRAM AREA

While motor vehicle occupant, alcohol-related, and unrestrained fatalities have trended down in the last couple of years, pedestrian fatalities are on the rise.

The majority of Nevada's pedestrian fatalities occur in the Las Vegas metropolitan area, representing approximately 70% of the state's totals each year; Las Vegas is in Clark County which encompasses approximately 75% of the state's population. Even with approximately 40 million visitors per year to this area, the fatalities are surprisingly not visitors but instead the residents of Las Vegas. The 24-7 nature of the gaming & hospitality industry means individuals who work in this industry are commuting to or from work at all hours of the day & night.

An additional complication to the pedestrian fatality problem is the city's infrastructure. Las Vegas was the fastest growing city in the nation for over a decade until 2008, and it was therefore almost impossible to keep up with improved and new infrastructure needs as they were identified. Wide, multilane streets; higher speed limits in residential areas (average 45 mph); poor lighting in some of those areas; minimal sidewalks; long blocks between intersections; and other similar conditions have created an "unfriendly" environment for pedestrians and bicyclists in the urban areas of both Clark and Washoe Counties. Pedestrian fatalities in Clark County have experienced a dramatic increase in the first six months of 2012. In 2011, the target audience for pedestrian safety education in Las Vegas was males age 35-55; however, 2012 is showing an increase in children pedestrian fatalities.

### NUMBER OF PEDESTRIAN FATALITIES

Year	Total Fatalities	Pedestrian	
		Number	% Ped.
<b>C-10</b>			
2006	431	51	11%
2007	373	52	13%
2008	324	56	17%
2009	243	36	14%
2010	257	41	15%
2011	<b>246</b>	<b>47</b>	<b>19%</b>
2012	<b>239</b>	<b>43</b>	<b>18%</b>
2013	<b>231</b>	<b>39</b>	<b>17%</b>
2014			
2015			

### PERFORMANCE GOAL

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- Decrease the number of pedestrian fatalities from 47 in 2011 to 39 by 2013.

STRATEGIES

- Continue to develop community-based programs for educating the public on pedestrian safety, and laws pertaining to same (Nevada Strategic Highway Safety Plan strategy).
- Continue to collaborate with local planning commissions and the Nevada Department of Transportation on pedestrian safety action plans toward ‘livable communities.’
- Conduct highly visible enforcement campaigns at high crash locations (Nevada Strategic Highway Safety Plan strategy).
- Conduct at least one statewide public awareness campaign (“Pedestrians don’t come with Airbags,” “Share the Road,” etc.) on pedestrian safety (Nevada Strategic Highway Safety Plan strategy). Messaging will be prepared for both the motorist (to watch out for them), as well as the pedestrian (to stay alert and stay alive). NDOT Flex funding received this year will allow OTS to fund additional paid media in tandem with the 2013 Joining Forces calendar for pedestrian enforcement events, as well as provide additional overtime funding for these events.

**Funding Source:** 402

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**Project Number:** 23-PS-1

**Project Title:** Pedestrian Safety Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the pedestrian safety program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 402

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**Project Number:** 23-PS-2

**Project Title:** Reno Police Dept

**Project Description**

This project will reduce injuries and fatalities of pedestrians through a combination of education and enforcement. Enforcement efforts will use monthly focused crosswalk sting and other pedestrian related operations. Frequency of operations will increase based on data from initial operations. Locations will be based on crash data and citizen concerns using Reno Direct non-emergency phone line and website as the portal to Reno PD. Contact with pedestrians and drivers through traffic enforcement will be measured by number of citations issued. Education efforts will include meeting quarterly with elementary school children and meeting with special event groups regarding more than 40 events in the greater Reno area ensuring pedestrian laws are adhered to.

**Funding Source:** 402

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**Project Number:** 23-PS-3

**Project Title:** North Las Vegas Police Dept Pedestrian Safety

**Project Description:**

Pedestrian safety continues to be one of Nevada's critical emphasis areas in its Strategic Highway Safety Plan (SHSP). In 2011, 64% of Nevada's pedestrian fatalities occurred in Clark County. The number and frequency of injuries and fatalities stemming from pedestrian related traffic crashes in North Las Vegas demanded an aggressive enforcement approach. This grant will fund 6-8 overtime enforcement efforts, with equal focus on the pedestrian and the driver, in addition to those events in the 2013 Joining Forces calendar.

**Funding Source:** 402

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**Project Number:** 23-PS-4

**Project Title:** University Nevada Reno – Pedestrian Safety/Distracted Pedestrian Education

**Project Description:**

Project will work to reduce injuries & fatalities among pedestrians in the University community. Project will include direct contact with pedestrians in the Virginia Street corridor to encourage use of the Virginia Street pedestrian bridge between campus and residential areas. UNR will also hold a traffic and pedestrian safety public forum on campus to discuss safety initiatives in Washoe County, collect at least 100 safety pledge signatures/commitments over the grant period and conduct directed enforcement events 4-5 times in the project area during the grant period (approximately once every other month excluding summer months) targeting speeding and crosswalk violations to reduce the number of citations by 10% over the grant period. Project will also include working with KTVN and KOLO TV to produce and air PSA during the grant period.

Note: Projects 23-DOT-1 (High Visibility Enforcement) and 23-DOT-2 (Paid Media for HVE events) both have portions of funding dedicated to Pedestrian Safety enforcement and education projects; see the 'NDOT-Flex' projects outlined on page 81

**Pedestrian Safety Program Area: Budget Summary**

<b>Project Number</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
23-PS-1	Pedestrian Safety Program Management	\$ 15,000	402
23-PS-2	Reno Police Dept	\$ 25,000	402
23-PS-3	North Las Vegas PD	\$ 48,000	402
23-PS-4	UNR	\$ 19,756	402
<b>402 Total</b>			<b>\$ 107,756</b>
<b>Total All funds</b>			<b>\$ 107,756</b>

**PLEASE NOTE:** The Pedestrian Safety Program budget above is supplemented by additional funding from community program projects (see Media Plan) as well as high visibility enforcement events (see Police Traffic).

## POLICE TRAFFIC SERVICES PROGRAM AREA

Nevada Department of Public Safety, Office of Traffic Safety (DPS-OTS) cooperates with State and local law enforcement agencies to provide an efficient and effective Police Traffic Services program. The objective of the program is to assist Nevada law enforcement agencies in enforcing traffic laws, preventing crashes and deaths, assisting the injured, documenting crash and citation data, supervising road clean-up, and restoring safe and orderly movement of traffic in a timely fashion.

As such, OTS developed “Joining Forces”, a sustained, multi-jurisdictional enforcement program specifically for overtime enforcement of traffic safety laws. If a law enforcement agency wishes to receive overtime funding through the Joining Forces program they must participate in the scheduled CIOT events, November (Thanksgiving holiday), and May (Memorial Day); and DUI campaign in September (Labor Day). After agreeing to participate in these three campaigns any other special emphasis events may be selected. Additional events are established in the annual Joining Forces calendar outlining each month’s focus area/event type. This way, all agencies participating in Joining Forces will be working on the same program area, and campaigns’ earned media and paid media statewide will have the same message. Participation in the Joining Forces program currently covers over 90% of the state’s population.

The DPS-OTS relationship with law enforcement is critical to the success of many traffic safety counter-measures as well as for the prevention of traffic related injuries and deaths. Law Enforcement overtime enforcement efforts such as the "Click it or Ticket" (CIOT) campaign, or “Buzzed Driving is Drunk Driving” DUI campaigns are key to the success of the HSP. State traffic enforcement resources (equipment and human resources) did not keep pace with the population explosion in Nevada during the past decade, making this funding essential to pro-active traffic program implementation. The net effect of this program is that agencies participate in 9 to 12 high visibility enforcement overtime events throughout the year. Agencies also work using other funding and their own resources, thus increasing the number of officers and activities worked.

In 2011, the Nevada Legislature passed a law making it illegal to use a cell phone or other communication device (unless it’s hands free) while driving. From October 2011 – January 2012 several different types of education campaigns were conducted, including officers stopping drivers and issuing warnings. Despite these efforts, distracted driving continues to be a problem in Nevada, for both residents and tourists.

### TOTAL FATALITIES C-1

#### Number of Fatalities

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2006	431	274	63%	157	36%
2007	373	248	66%	122	32%
2008	324	200	61%	123	37%
2009	243	137	56%	106	43%
2010	257	154	60%	103	40%
2011	<b>246</b>	<b>137</b>	<b>56%</b>	<b>109</b>	<b>44%</b>
2012	<b>239</b>				
2013	<b>231</b>				
2014	<b>225</b>				
2015	<b>218</b>				

**NUMBER OF CITATIONS ISSUED DURING  
GRANT-FUNDED ENFORCEMENT ACTIVITIES**

**A-1 Seat Belt**

**A-2 DUI Arrests**

**A-3 Speed**

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011			<b>5,757</b>	<b>14,863</b>	<b>1,334</b>
2012			<b>6,000</b>	<b>15,000</b>	<b>1,400</b>
2013			<b>6,100</b>	<b>16,000</b>	<b>1,500</b>
2014					
2015					

**PERFORMANCE GOALS**

- Promote multi-jurisdictional enforcement of Nevada safety belt, DUI, distracted driving, pedestrian and speeding laws.
- Reduce the number of motor vehicle crash injuries and fatalities through public education and enforcement.
- To increase the number of seat belt and child seat citations issued during highly visible enforcement events from 5,757 in 2011 to 6,100 in 2013.
- To increase the number of speed citations issued during highly visible enforcement events from 14,863 in 2011 to 16,000 in 2013.
- To increase the number of DUI arrests made during highly visible enforcement events from 1,334 in 2011 to 1,500 by 2013.
- Reduce the number of pedestrian injuries and fatalities from 47 in 2011 to 42 in 2013.
- Reduce the number of distracted driving crashes/fatalities.

**STRATEGY**

- Conduct a statewide, sustained, multi-jurisdictional law enforcement program that includes highly visible enforcement events on safety belts, alcohol, speed, distracted driving, and pedestrian safety (Nevada Strategic Highway Safety Plan strategy).

- Enhance the ability of law enforcement to conduct public education through localized programs and provide equipment, training and/or overtime.
- Provide incentives and awards to honor top law enforcement agencies and individual officers within the State.
- Fund public information and paid & earned media endeavors to support safety belt, alcohol, distracted driving, speed and pedestrian enforcement events.

Project Number: 23-JF Master

Project Title: **Joining Forces 2013**

**Project Description:** *Joining Forces* is Nevada’s nationally recognized traffic enforcement program that funds overtime expenses for law enforcement agencies to conduct multi-jurisdictional special traffic enforcement events focused on the state’s priority problem areas. Multiple funding sources are used to maximize the benefits of the program and to cover critical program areas such as Impaired Driving, Occupant Protection, Distracted Driving, Speed, Pedestrian Safety, and Motorcycle Safety.

Twenty-eight of Nevada’s law enforcement agencies are slated to participate in the FY2013 efforts, which cover more than 90% of Nevada’s population.

This is the master project for the program as detailed below by funding sources.

**Funding Source:** 402

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Project Number: 23-PT-1

Project Title: **Police Traffic Program Management**

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the police traffic program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

Funding Source: 402

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Project Number: 23-PT-2

Project Title: *Joining Forces Recognition Conference & Incentives*

**Project Description:** This provides funding for an annual recognition event for agencies participating in the Joining Forces program. Costs include facilities, working meals, training sessions, business needs, lodging, travel, audio/visual services, and similar needs. Promotional, Incentive and Educational material will also be purchased & provided to participating agencies.

With a year-long calendar of enforcement events, it is important to show the appreciation for their extra efforts. Three agencies receive an award of equipment not to exceed \$10,000 at the end of each grant year. The equipment is chosen by the winning agency and must be related to traffic enforcement. Agencies earn points by meeting administrative requirements during the grant period. Points are exchanged for drawing tickets, and the drawings for these three awards take place during the conference. In this way each agency, no matter the size, has an equal chance to win one of the awards. The following restrictions apply to this award:

- Must purchase equipment that will improve their traffic safety efforts, and
- Must be approved, prior to purchase, by the Office of Traffic Safety, and
- Must follow OTS procurement and regulatory guidelines for equipment grants

Any equipment funding awarded for an individual value of \$5,000 or more will need approval from NHTSA before OTS finalizes the award.

Funding Source: 402

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Project Number: 23-PT-3

Project Title: **Mesquite Police Department - Radar**

**Project Description**

The City of Mesquite is located approximately 80 miles northeast of Las Vegas on Interstate 15 - a major traffic corridor to western and central states. Mesquite is on the state line with Arizona. Having a major interstate run directly through the center of Mesquite provides unique challenges and opportunities for law enforcement. Having up-to-date radar equipment will assist patrol officers in reducing the number of vehicles exceeding the speed limits; thus reducing the number of traffic fatalities. This project will supply the agency with moving RADAR devices to replace out-dated radar units that are unreliable and/or don't maintain calibration standards. State-of-the-art radar units are essential to the City of Mesquite, specifically in school zones for the safety of pedestrians--mainly children! Mesquite welcomes thousands of visitors each week, but most are not familiar with its school zones and traffic patterns. As a result, Mesquite Police rely heavily on radar units to patrol the school zones twice daily.



**Funding Source:** 402

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**Project Number:** 23-PT-4

**Project Title:** Elko County Sheriff's Office – Speed Enforcement

**Project Description:**

This project will take a multipronged approach to reducing injury and fatal crashes by equipping patrol vehicles with new RADAR units and the purchase of RADAR message signs. Radar message signs have proven to slow traffic by making drivers more aware of their speed. The radar message signs will be deployed in school zones, neighborhoods, and high-accident areas identified by ECSO crash data and reports.

**Funding Source:** 402

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**Project Number:** 23-PT-5

**Project Title:** Joining Forces 2013 Enforcement

**Project Description:** Joining Forces Enforcement

This funding is for overtime during the high visibility enforcement events for Click it or Ticket, Distracted Driving and Pedestrian enforcement scheduled in the FFY2013 Joining Forces calendar.

**Funding Source:** 405

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**Project Number:** 23-405OP-1

**Project Title:** Joining Forces 2013 Enforcement

**Project Description:** Joining Forces Enforcement

This funding is for overtime to conduct high visibility enforcement events for seat belt enforcement during the May 'Click It or Ticket' campaign as scheduled in the 2013 Joining Forces calendar.

**Funding Source:** 406

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**Project Number:** 23-406PT-1

**Project Title:** Police Traffic Program Management

**Project Description**

This project will fund program management costs for the Joining Forces Coordinator in relation to impaired driving HVE events that are scheduled in the 2013 Joining Forces enforcement events calendar.

**Funding Source:** 410

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**Project Number:** 23-410AL-8

**Project Title:** Joining Forces 2013 Enforcement

**Project Description:** Joining Forces Enforcement

This funding provides overtime for high visibility enforcement events in the 2013 Joining Forces calendar for impaired driving campaigns.

**Funding Source:** 410

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**Project Number:** 23-410PT-10

**Project Title:** Las Vegas Metropolitan Police Dept DUI Van

**Project Description:** The Las Vegas Metropolitan Police Department's (LVMPD) Traffic Bureau participates in statewide, multi-jurisdictional traffic enforcement events focusing on reducing fatalities and serious injury crashes in Nevada (the Joining Forces program). This project provides funding for a DUI van for the JF events as well as other regular DUI enforcement conducted by Las Vegas Metro Police Dept.

In 2011, the DUI Van assisted in the arrest of approximately 670 DUI cases, not including field sobriety tests that did not result in an arrest.

The DUI Van is sent to numerous special events throughout the year for community awareness and Joining Forces events, and is dispatched to at least one (1) DUI checkpoint each month and is deployed at least twice a week to focus on impaired driving.

The Traffic Bureau assists with several programs including Joining Forces, Every 15 minutes, underage drinking awareness, and STOP DUI, as well as joining with several schools within Southern Nevada to address underage drinking and driving issues.

**Funding Source:** NDOT Flex

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**Project Number:** 23-DOT-2

**Project Title:** Joining Forces 2013 Enforcement

**Project Description:** Joining Forces Enforcement

This funding provides overtime for high visibility enforcement events as scheduled in the 2013 Joining Forces calendar that support critical emphasis areas in the state's Strategic Highway Safety Plan (SHSP).

**PLEASE NOTE:** Some of the above Police Traffic projects may be duplicated in this plan under other program sections (i.e., Media Plan, Community Programs, Pedestrian Safety, etc).

Police Traffic Services Program Area: Budget Summary

<b>Project Number</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
23-PT-1	Police Traffic Program Management	\$ 51,500	402
23-PT-2	Joining Forces Recognition Conference	\$ 75,000	402
23-PS-3	No. Las Vegas Police Department:: Pedestrian Safety	\$ 20,250	402
23-PT-4	Elko Co Sheriff: Speed Enforcement	\$ 31,000	402
23-PT-5	Joining Forces High Visibility Enforcement	\$ 200,000	402
<b>402 Total</b>			<b>\$ 377,750</b>
23-405OP-1	Joining Forces High Visibility Enforcement	\$ 81,330	405
<b>405 Total</b>			<b>\$ 81,330</b>
23-406PT-1	Police Traffic Program Management	\$ 96,714	
<b>406 Total</b>			<b>\$ 96,714</b>
23-410AL-8	Joining Forces High Visibility Enforcement	\$500,000	410
23-410PT-10	Las Vegas Metro Police Department: DUI Van	\$ 60,000	410
<b>410 Total</b>			<b>\$ 560,000</b>
23-DOT-2	Joining Forces High Visibility Enforcement	\$400,000	NDOT Flex
<b>Flex Total</b>			<b>\$ 400,000</b>
<b>Total All funds</b>			<b>\$ 1,515,794</b>

## TRAFFIC RECORDS PROGRAM AREA

A complete and comprehensive traffic records program is essential for the development and operation of a viable safety management system and effective traffic related control processes. To meet this need, and in cooperation with the Departments of Transportation, Motor Vehicles, Health Division, Administrative Office of the Courts (AOC), and law enforcement agencies, Nevada has established and implemented a complete and comprehensive traffic records program. The Statewide program includes and provides for highway safety information for the entire State and is operated under the direction of the State Traffic Records Coordinating Committee (TRCC).

A major continuing effort for this year is to finalize the implementation of the NCATS Modernization project begun in FFY2010. The vendor for the NCATS Modernization project, Brazos Technology, has developed citation software for seventeen law enforcement agencies and statewide uniform crash data collection software currently in use by eleven of the agencies.

Citation data for all participating agencies is forwarded to the AOC and courts of jurisdiction.

Crash data for all agencies is collected in the Nevada Citation and Accident Tracking System (NCATS) and forwarded to DOT for traffic safety analysis.

### PERFORMANCE GOALS

The Nevada Traffic Records program will continue to collect, analyze and utilize crash data to determine appropriate countermeasure activities and to plan resource allocation. Currently, crash data from three large agencies (Las Vegas Metropolitan, Henderson and Reno Police Departments) is collected by individual data pushes through a manual process. Methods for automating the collection of crash data are continually being researched to decrease the number of days it takes to input crash reports into the NCATS repository.

### STRATEGIES

- Continue NCATS Modernization Project currently being implemented, due for completion in FFY2013. The vendor awarded is Brazos Technology from College Station, Texas. The six agencies currently using citation software only will be adding the crash data software along with at least 2 additional agencies committed to implementing both software packages in FY2013.
- Identify and seek permanent funding sources to support hardware and software needs of participating agencies, such as fine enhancements, penalty assessments, or other fees attached to traffic convictions to support the Traffic Records system.
- Continue to improve on partnerships and collaboration with State agencies currently participating in the TRCC, including Emergency Medical Systems, Department of Motor Vehicles and local, municipal, and State courts.
- Continue coordination with the SHSP partners, with critical emphasis on data quality.
- Determine the new “home” for the NCATS database, based on negotiations with DOT and Brazos Technology to best integrate frontend and backend users of NCATS

- Develop automated agency report feedback. This will be developed with the NCATS Modernization Project. The backend user should be able to utilize the data gathered in the State repository. TRCC will prioritize the integration of data to state agency data in 2013.
- Update the State crash repository to become more compliant with current MMUCC standards. Subcommittee meetings through TRCC are scheduled to begin in January 2013.

**Funding Source:** 402

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**Project Number:** 23-TR-1

**Project Title:** Traffic Records Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the traffic records program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 402

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**Project Number:** 23-TR-2

**Project Title:** Office of Traffic Safety – TRCC meetings

**Project Description**

The TRCC (Traffic Records Coordinating Committee) is a users group, with representation of all NCATS users including law enforcement, traffic engineers, Motor Vehicles, EMS, and Nevada courts. The TRCC receives direction from the Traffic Records Executive Committee (TREC), researches and implements projects directed or approved by the TREC, and is a roundtable for discussion of mutual problems, training and dissemination of information about Nevada traffic records. The TRCC determines the strategic plan for the OTS Traffic Records Program

**Funding Source:** 408

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**Project Number:** 23-408TR-1

**Project Title:** Traffic Records Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the traffic records program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 408

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**Project Number:** 23-408TR-2

**Project Title:** Office of Traffic Safety – Traffic Records Fixed Deliverables

**Project Description**

This project provides funding for electronic citation and crash data collection equipment including handheld computers and printers used by law enforcement agencies participating in the NCATS Modernization project (23-408TR-3). This enables agencies with limited funding to participate in the program by replacing incompatible or outdated devices, or providing devices for the first time to agencies previously utilizing paper citations and crash forms. In FFY 2012, this funding provided for 42 handheld computers and 30 printers for NCATS partner agencies.

**Funding Source:** 408

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**Project Number:** 23-408TR-3

**Project Title:** Office of Traffic Safety – NCATS Modernization

**Project Description**

In July of 2010 Brazos Technology was awarded the contract for software for the NCATS project. This project funds a portion of those contract services. Brazos and the TRCC are currently implementing the project and bringing law enforcement agencies onto the system in a meticulous and organized manner. Pilot agency testing should be complete, 75% of law enforcement agencies fully implemented and conversion of existing citation and crash data to Brazos Technology's format in FFY 2013. This project is also supplemented with NDOT Flex funding.

**Funding Source:** 408

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**Project Number:** 23-408TR-4

**Project Title:** Office of Traffic Safety – NCATS IT Project Management

**Project Description**

This project addresses the preparation and management of projects in the State Highway Safety Information System Plan. It includes the salary and benefits of the full-time IT Project Manager, who is responsible for the data operations of the TRCC, NCATS agencies and participants, NCATS training development, contracting for NCATS services, vendor performance and planning. This position is housed at the DPS Records & Technology Division where the NCATS servers are physically located.

**Funding Source:** 408

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**Project Number:** 23-408TR-5

**Project Title:** Mesquite Police Department Citation/Crash Portable Data Collection

**Project Description**

This project provides funding for electronic citation and crash data collection handheld computers for the Mesquite Police Department's participation in the NCATS Modernization project (23-408TR-3). Mesquite previously used the Crossroads data collection system with NCATS, but had to stop using Crossroads once the State cancelled the contract with Crossroads for non-performance. This project will improve the accuracy, timeliness and integration of crash and citation data in the NCATS system.

**Funding Source:** 408

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**Project Number:** 23-408TR-6

**Project Title:** Fallon Police Department Citation/Crash Portable Data Collection

**Project Description**

This project provides funding for electronic citation and crash data collection handheld computers for the Fallon Police Department's participation in the NCATS Modernization project (23-408TR-3). Fallon previously used the Crossroads data collection system with NCATS, but had to stop using Crossroads once the State cancelled the contract with Crossroads for non-performance. Fallon was a pilot agency for the NCATS Modernization transition to the Brazos Technology software. This project will provide the necessary equipment to bring Fallon to 100% Motorola/Brazos devices for all of their patrol officers.



**Funding Source:** 408

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**Project Number:** 23-408TR-7

**Project Title:** Vehicular Crashes in Nevada: Integration of EMS Data to NDOT and Trauma Center Medical Information

**Project Description**

This project will focus on linkage of multiple sources of databases utilizing 2005-2010 NDOT crash records, statewide Nevada trauma records, the Uniform Hospital Discharge Data Set (UB04), and EMS data. This linked data set will be a valuable resource of hard medical cost data for safety awareness and injury prevention. The linked database will utilize Traffic Crash Records (NDOT/NCATS), trauma database data from across the state through 2011 and 2012 as well as EMS data, pending IRB approval. The database and analyses are valuable to the agencies and legislative bodies who request them. Project goal is to make information available to the public so that the result of risk taking behavior can be known to inform individual decisions

**Funding Source:** 408

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**Project Number:** 23-408TR-8

**Project Title:** Integration and Analysis of Traffic and Trauma Data Associated with Traffic Crashes

**Project Description**

The project purpose is to gain better understanding of various variables involved in traffic accidents through advanced data integration. The aim of this proposal is to identify solutions to the challenges in integration of such databases, thereby developing a concrete mechanism for automation of the data integration. A proof of concept will be created by development of software capable of cleaning, normalizing and analyzing on the go along with generating relevant reports. The interdependencies between the various variables included in the integrated seatbelt survey, FARS data, traffic safety and trauma data will be captured using multiple statistical methods based on the characteristics of the data. The integrated data includes numerous variables with different characteristics such as information that is continuous, discrete, rank ordered, and unordered.

**Funding Source:** 408

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**Project Number:** 23-408TR-9

**Project Title:** Reno Police Department Crash Data Retrieval Tool

**Project Description**

This project provides funding for a crash data retrieval tool (CDR) to enhance Reno's crash investigations. Following a collision, pre-crash and crash data is imaged on the Airbag Control Module (ACM) and the Electronic Control Module (ECM). This data may be accessed using a CDR unit and downloaded into a software program that provides detailed vehicle information. This process is similar to the "black box" used in aviation. This project will improve the accuracy and completeness of serious injury and fatal crash investigations by the Reno Police Department.

Traffic Records Program Area: Budget Summary

Project Number	Project Title	Budget	Budget Source/Totals
23-TR-1	Traffic Records Program Management	\$ 15,000	
23-TR-2	Office of Traffic Safety – TRCC meetings	\$ 15,000	
<b>Total 402</b>			<b>\$ 30,000</b>
23-408TR-1	Traffic Records Program Management	\$104,714	
23-408TR-2	Office of Traffic Safety – Traffic Records Fixed Deliverables	\$100,000	
23-408TR-3	Office of Traffic Safety – NCATS Modernization	\$400,000	
23-408TR-4	Office of Traffic Safety – NCATS IT Project Management	\$100,000	
23-408TR-5	Mesquite Police Department Citation/Crash Portable Data Collection	\$ 60,680	
23-408TR-6	Fallon Police Department Citation/Crash Portable Data Collection	\$ 8,208	
23-408TR-7	UNSOM: Integration of EMS data to Crash/Trauma Data	\$ 90,000	
23-408TR-8	UNLV: Integration & Analysis of Traffic and Trauma Data from MVC's	\$ 42,297	
23-408TR-9	Reno Police Department Crash Data Retrieval Tool	\$ 5,193	
<b>Total 408</b>			<b>\$ 911,092</b>
<b>Total All funds</b>			<b>\$ 941,092</b>

## EMERGENCY MEDICAL SERVICES PROGRAM AREA

Nevada can be considered one of the most urbanized states. The metropolitan areas, Las Vegas and Reno/Sparks have 84% of the state's population. The remaining 16% of the population is thinly distributed over a vast geographical area, where 85% of Nevada geography is federal land. The problem with adequate equipment and the training to use this equipment is critical in these rural communities where a medical facility (much less a trauma center) can be one to three hours away.

With many locations in the rural part of the state over an hour from the nearest help, it is critical that the on-scene time is reduced as much as possible.

For traffic safety concerns, the availability of extrication equipment and the training in proper extrication techniques is where we can improve Emergency Management's ability to complete their portion of the effort to save lives in an efficient manner. Up to 25% of fatalities can instead become serious injuries with proper and timely emergency medical response and triage. While only a small portion of overall funding is allocated in this year's plan, it has a large impact by equipping rural responders with the tools and training they could not otherwise afford. Many of these agencies are staffed by volunteers.

### TOTAL FATALITIES C-1

#### Number of Fatalities

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2006	431	274	63%	157	36%
2007	373	248	66%	122	32%
2008	324	200	61%	123	37%
2009	243	137	56%	106	43%
2010	257	154	60%	103	40%
2011	<b>246</b>	<b>137</b>	<b>56%</b>	<b>109</b>	<b>44%</b>
2012	<b>239</b>				
2013	<b>231</b>				
2014	<b>225</b>				
2015	<b>218</b>				

#### PERFORMANCE GOAL

- Reduce the number of total fatalities from 246 in 2011 to 231 for 2013.

#### STRATEGIES

- Provide extrication equipment and/or extrication technique and EMT training to rural Nevada emergency responders.
- Sponsor EMS Technicians, highway maintenance staff, and state patrol agencies for medical responder training (Nevada Strategic Highway Safety Plan strategy).

Funding Source: 402

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Project Number: 23-EM-1

Project Title: Emergency Medical Systems Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the emergency medical systems program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

Funding Source: 402

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Project Number: 23-EM-2

Project Title: North Lake Tahoe Fire Extrication

**Project Description**

This project is to improve the overall effectiveness of on-scene disentanglement of persons involved in a motor vehicle collision. The current extrication tools used were purchased between 1997 and 2000. The tools have become technologically obsolete due to changes in modern vehicle construction. The funding will be used for a new tool to be effectively used with fewer people while delivering double the cutting and spreading power of the old models. This tool will allow fewer emergency responders to more quickly, safely and efficiently gain access to persons who have been involved in serious vehicle collisions resulting in a more rapid removal and transport from the scene to a medical facility. This will significantly decrease both morbidity and mortality rates to those victims involved due to the decreased time needed from injury onset to delivery at a medical facility.

**Project Number:** 23-EM-3

**Project Title:** Storey County Fire Extrication

**Project Description**

This project will equip the Storey County Fire Department with extrication equipment. In the last decade SCFD has grown from a one-station department to a four-station department with 27 paid employees and 41 volunteers. The County is challenged by long distances and narrow, winding roads and has had to rely on other station's equipment to extricate victims who have been entrapped during traffic collisions. The new equipment will enable them to quickly and efficiently extricate trapped victims to allow transport within the "golden hour".

**Project Number:** 23-EM-4

**Project Title:** Pyramid Lake Paiute Tribe Extrication Equipment & Training

**Project Description**

The goal of this project is to purchase hydraulic rescue tools and air bag recovery systems and train up to 15 volunteer firefighters in automobile extrication using the tools. This will enable the tribe to have a complete set of hydraulic rescue tools on each fire engine in the tribe's two fire stations, allowing for a reduction in the time it takes to put properly trained and equipped personnel on the scenes of traffic crashes within the 742.2 square mile jurisdiction of the reservation. It currently takes over one hour for responders to get on-site, relying on outside jurisdictions from Reno or North Lyon County for these extrication needs.

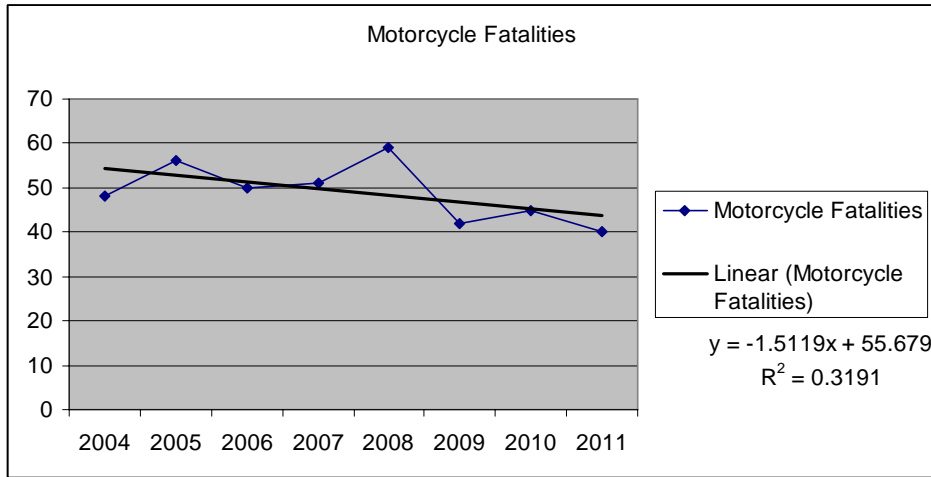
Emergency Medical Services Program Area: Budget Summary

<b>Project Number</b>	<b>Project Title</b>	<b>Budget</b>	<b>Budget Source</b>
23-EM-1	EMS Program Management	\$ 20,500	402
23-EM-2	North Lake Tahoe Fire Extrication	\$ 19,389	402
23-EM-3	Storey County Fire Extrication	\$ 27,929	402
23-EM-4	Pyramid Lake Paiute Tribe Extrication	\$ 25,000	402
<b>402 Total</b>			<b>\$ 92,818</b>
<b>Total All EMS funds</b>			<b>\$ 92,818</b>

## MOTORCYCLE SAFETY PROGRAM AREA

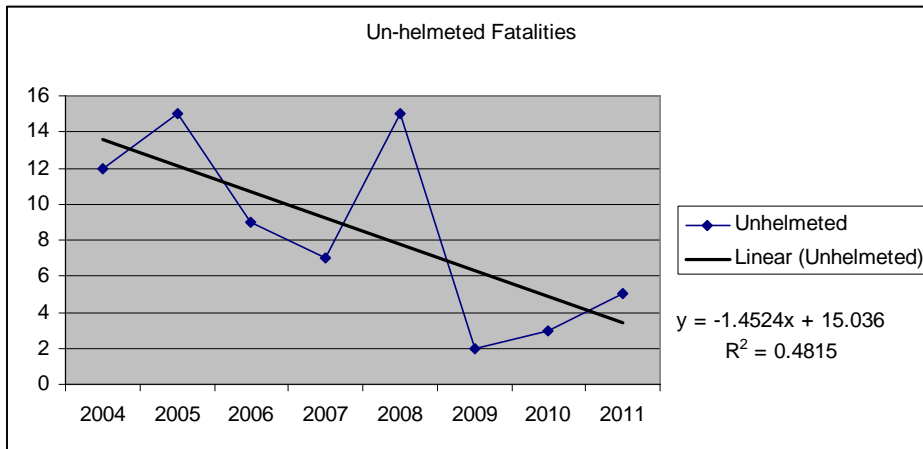
### MOTORCYCLE – TOTAL FATALITIES

The fatalities for motorcycle crashes are subject to large percentage swings, but the trend is downward as evidenced by the data below. In 2004 there was a high of 52 motorcycle fatalities, where in 2011 there were forty. Nevada has experienced the same problems as many other regions of the country, where older riders returning to “riding” are finding the performance of current motorcycles far different than they were used to; and traffic congestion is heavier than ever on our roadways. The second group experiencing rider problems is the younger riders that buy high performance motorcycles that exceed their riding skills.



### MOTORCYCLE – UN-HELMETED FATALITIES

Nevada has a universal helmet law. Although the overall trend appears to be down, there are large swings in the actual number of un-helmeted fatalities from year to year. The most recent 3-year average of un-helmeted fatalities in Nevada is 7.87%, with an actual number of 3.3 per year.



### MOTORCYCLE SAFETY PROGRAM INSTRUCTION

Nevada Rider Motorcycle Safety Program conducts classes primarily in the rural parts of the state, contracts with three colleges to offer additional courses of instruction, and oversees independent programs such as Harley Davidson’s ‘Riders Edge’ training program. All sites are reviewed on an annual basis to ensure they are offering quality instruction and that they are adhering to the curriculum authorized by the State of Nevada.

Current course offerings include the Basic RiderCourse, Experienced RiderCourse, Advanced RiderCourse and the Sidecar and Trike Education Program (S/TEP). Nevada Rider is making a concerted effort to reach out to various riding groups to encourage participation in the higher level Experienced and Advanced courses of instruction.

Nevada Rider is committed to not only teaching entry level riders but to also encourage more “seasoned” riders to continue their learning. In addition to expanding the curriculum to include the Advanced RiderCourse, the Program has begun offering clubs and riding groups “members-only” classes to encourage their participation in higher level training.

The colleges under contract do an excellent job in attracting students to their motorcycle training programs through their community education catalogs. Normally, they are registering students well in advance and are at times scheduling students for their next available classes 4-6 weeks in the future. The rural training program offered directly through Nevada Rider also schedules students 4 weeks in advance. This occurs most often in the Elko area where the economy has grown significantly because of the mining industry. Nevada Rider has student capacity in Carson City and can accommodate a higher student load through additional marketing.

### MOTORCYCLE SAFETY (MC)

A key element in reducing motorcycle crashes is a sound rider education program for motorcyclists. The Nevada Rider Training Program, which resides in the Nevada Department of Public Safety’s, Office of Traffic Safety is well equipped to continue meeting this training need.



**NUMBER OF MOTORCYCLE FATALITIES C-7**  
**NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8**

Year	Total	Helmeted		Un-helmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	42	39	92.86%	2	4.76%	1	2.38%
2010	48	38	79.17%	10	21%	0	0
2011	40	35	87.50%	5	13%	0	0
2012	<b>38</b>		<b>90%</b>		<b>10%</b>		
2013	<b>36</b>		<b>95%</b>		<b>5%</b>		
2014							
2015							

PERFORMANCE GOAL

- Decrease the number of motorcycle fatalities from 40 in 2011 to 36 by 2013.
- Decrease the percentage of un-helmeted fatalities from a 3 year average of 7.87% to 5% by calendar year end 2013.

STRATEGIES

Nevada’s OTS hosted a NHTSA Assessment of its motorcycle safety program in November, 2011. Various recommendations from their report have already been acted upon or initiated to date. Strategies for the program in FFY2013 below reference both NHTSA Assessment recommendations as well as strategies listed in the Strategic Highway Safety Plan (in regard to impaired riding):

- Develop a coalition of motorcycle safety advocates to review and identify new strategies and safety countermeasures to reduce fatalities and serious crashes in Nevada. The participants will be a wide spectrum including state agencies, safety professionals and the riding public.

- Utilize the talents of the coalition review and identify new strategies to educate the driving public (motor vehicle and motorcyclist) on how to share the road and to encourage the use of proper protective gear.
- Increase the number of Basic Rider Course (beginning) and higher level course opportunities for the more experienced riding public.

**Funding Source:** 402

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**Project Number:** 23-MC-1

**Project Title:** Motorcycle Safety Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the motorcycle safety program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 2010

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**Project Number:** 23-2010-1

**Project Title:** Motorcycle Safety Program Management

**Project Description**

The Nevada Rider Motorcycle Safety Program has qualified for the Section 2010 funding each year since FFY2007. This project will utilize those funds for the training material needs, including any scheduled motorcycle equipment replacement in FFY2013. This project will also partially fund other Motorcycle Safety Program Management needs (see 23-MC-1), as well as media campaigns to increase motorist awareness of motorcycles on the road.

Funding Source: 2010

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Project Number: 23-2010-2

Project Title: Paid Media and Outreach for Motorcycle Safety

**Project Description**

This funding will include a southern campaign and outreach efforts from April through June and a northern campaign and outreach effort from July through September. (Adjustments to dates may be made.)

This project partially funds the media and marketing portion of the Motorcycle Safety Awareness Program. Although motorcycle safety is an issue any time of the year, it is particularly essential during the motorcycle festivals that are held in Las Vegas, Laughlin, Elko and Reno annually. At these festivals, there is a large influx of motorcycles on both freeways and surface streets...as well as a lot of alcohol consumption at these events. In 2010, half of Nevada's motorcycle fatalities were caused by impaired riders.

With limited funding, DPS-OTS will reach the target audience of male adults age 25-54 as well as increase passenger vehicle driver awareness of motorcycles on Nevada roadways. With the need to reach riders, the best market venue is while they are on their motorcycles. Outdoor advertising is selected as it provides the optimum reach and frequency of message necessary to provide education on motorcycle safety with minimal verbiage to get the message across (and avoid distractions). Based on crash data, outdoor advertising will be located at high crash locations in the local communities thirty days through each festival. Funds will be utilized for the billboard campaigns and marketing information booths for the Laughlin "River Run," Elko "Rumble in the Rubies," Reno "Street Vibrations" and the Las Vegas "Bike Fest" rallies held throughout the year. Dates and times may be adjusted based on Nevada data.

Radio and TV may both be utilized in addition to signage, with an emphasis on radio, as well as pump toppers.

Motorcycle Safety Program Area: Budget Summary

Project Number	Project Title	Budget	Budget Source
23-MC-1	Motorcycle Safety Program Management	\$ 15,000	402
<b>402 Total</b>			<b>\$ 15,000</b>
23-1010-1	Motorcycle Safety Program Management	\$ 70,000	2010
23-2010-2	Paid Media and Outreach: Motorcycle Safety	\$ 70,000	2010
<b>2010 Total</b>			<b>\$ 140,000</b>
<b>Total All funds</b>			<b>\$ 155,000</b>

## COMMUNITY PROGRAMS

Community Programs are conducted by a wide variety of agencies, coalitions and non-profit organizations. By their nature, these projects often include several program areas of traffic safety which are often based on the priorities established by their local coalition. Nevada OTS recognizes the valuable contributions made by community oriented programs in reducing traffic fatalities and serious injury. A safe community is one that promotes injury prevention activities at the local level to solve local highway, traffic safety and other injury problems using a "bottom up" approach involving its citizens.

### PERFORMANCE GOAL

- Decrease total roadway fatalities from 246 in 2011 to 231 by CY2013.
- Decrease total roadway **serious** injuries from 1,219 in 2011 to 1,147 by CY2013.

### STRATEGIES

- Assist community based organizations by providing workshops, educational opportunities, mentoring, and resources for effective traffic safety projects.
- Continue to partner with the Nevada Department of Transportation, SHSP partners and the Nevada Executive Committee on Traffic Safety (NECTS) to implement the education and enforcement strategies outlined in Nevada's Strategic Highway Safety Plan.
- Research and develop public education programs that will effectively 'reach' the intended target audience.
- Continue to partner with the University of Nevada and its School of Medicine to determine societal costs of motor vehicle crashes in Nevada: congestion, first responder efforts, medical costs, and the like.
- Continue promotion and support of the development and implementation of a community based pedestrian-focused public education campaign (Nevada Strategic Highway Safety Plan strategy). Both the northern and southern urban areas have established Pedestrian Safety Action Teams that interact closely with the SHSP's Pedestrian CEA Team.

**TOTAL FATALITIES**

**C-1**

**Number of Fatalities**

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2006	431	274	63%	157	36%
2007	373	248	66%	122	32%
2008	324	200	61%	123	37%
2009	243	137	56%	106	43%
2010	257	154	60%	103	40%
2011	<b>246</b>	<b>137</b>	<b>56%</b>	<b>109</b>	<b>44%</b>
2012	<b>239</b>				
2013	<b>231</b>				
2014	<b>225</b>				
2015	<b>218</b>				

**NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES**

**C-2**

Year	Injuries			Total Crashes
	Incapacitating (Serious)	Non-incapacitating	Total	
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	6,297	7,667	
2011	1,219	5,325	6,544	
2012	<b>1,182</b>			
2013	<b>1,147</b>			
2014	<b>1,113</b>			
2015	<b>1,079</b>			

(KABCO code, **Serious Injury** equals Code **A** only, or 'Incapacitating' above)

**Funding Source:** 402

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**Project Number:** 23-CP-1

**Project Title:** Community Programs – Program Management

**Project Description**

The Nevada Office of Traffic Safety will encumber and manage the fiscal resources necessary to provide staff time and operational needs of OTS that relate directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the Community Programs program area. This grant provides funds for these direct program management and costs incurred for the program by professional and administrative staff.

**Funding Source:** 402

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**Project Number:** 23-CP-2

**Project Title:** Fixed Deliverable Grants - Master

**Project Description**

This project enables the Office of Traffic Safety to provide effective and timely education to the public via traffic safety community coalitions and partners throughout the grant year. Upon application, OTS reviews and awards fixed deliverable grants to qualified organizations to conduct (usually) one-time traffic safety educational projects or events. Maximum awards are limited to \$5,000 per agency per year and are awarded on a first come-first serve basis.

**Funding Source:** 402

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**Project Number:** 23-CP-3

**Project Title:** Professional Development

**Project Description**

This project provides OTS and its partners with a funding source for applicable training courses, conferences, seminars, training and other professional development venues. The project serves to enhance the professional development of internal staff as well as other safety partners within the traffic safety community. Funds will be primarily used for travel, training, and conference fees.

**Funding Source:** 402

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**Project Number:** 23-CP-4

**Project Title:** The Payne Foundation – *Driver's Edge* Teen Driving Program



**Project Description**

This 4-hour program includes in-car skid control, panic braking, and avoidance procedures and is taught by nationally certified driving instructors (who also happen to be race car drivers). Other modules focus on impaired driving, seat belt use, and motor vehicle maintenance. Pre-testing of participants' knowledge of driving skills shows a significant increase in knowledge immediately after the program, as well as in 12- and 24-month follow-up surveys. Funding provides for travel, instructor fees, lodging, car rental, gas, and insurance for events held in Nevada only, as this program is offered in various parts of the country. This project aids in off-setting costs associated with this non-profit organization that provides (at no cost to participants) a hands-on experience and training of desired defensive driving skills to novice teen drivers age 15 - 21.

**Funding Source:** 402

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**Project Number:** 23-CP-5

**Project Title:** University Nevada – Las Vegas: Center for Traffic Safety Education and Outreach

**Project Description**

UNLV's Transportation Research Center, Traffic Safety Education and Outreach program uses a three-pronged approach to combating traffic safety problems in Southern Nevada with 1) Pedestrian Safety Awareness and Education, 2) a Youth Driving Program (STARS) and 3) Older Driver Education and Outreach. They identify problems; utilize data and analyze techniques to determine economic costs associated with traffic related crashes; conduct program assessments from a "best practices" and prevention perspective; and implement plans with specific strategies and conduct evaluations to determine the impact and cost benefits of programs.

Funding provides for implementation of strategies from the state's Strategic Highway Safety Plan, focusing on Clark County and surrounding communities. Each project involves some type of educational component. Specific, targeted earned media campaigns will be developed to match emphasis areas including teen drivers, alternative road users, older drivers and pedestrian safety. Funds support the Center Director's salary as well as some operating costs, PI&E, earned & paid media, travel, contractor fees, and student workers. This project's director will also serve as the regional coordinator for the southern urban region's (Supporting Teens and Roadway Safety) STARS program in 2013.

**Funding Source:** 402

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**Project Number:** 23-CP-6

**Project Title:** Nevada Traffic Safety Community Attitudes Survey

**Project Description**

The Office of Traffic Safety has identified four key target traffic safety issues that need to be addressed in the State of Nevada: 1) impaired driving, 2) safety belt usage 3) speeding behavior and 4) distracted driving. Previous research has demonstrated the need for Nevada to prioritize these issues in order to reduce collisions and fatalities. The main purpose of this project is to provide public opinion telephone survey data to the Office of Traffic Safety regarding the public's attitudes toward key traffic safety issues (e.g., safety belt usage, impaired driving, speeding behavior, and distracted driving). These data will be utilized for internal evaluation efforts, traffic safety improvements, programming interventions and media releases to reduce traffic fatalities, injuries and crashes in Nevada, and other community education programs.

**Funding Source:** 402

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**Project Number:** 23-CP-7

**Project Title:** Lyon and Storey Counties -- Healthy Communities Coalition

**Project Description:**

This project will address several traffic safety areas of concern. The three areas are: impaired driving (with emphasis on the younger driver), occupant protection, and pedestrian safety. This coalition has multiple partners in place to help present community specific programs within their county. Specific activities will take place at the Lahontan State Park (impaired driving), peer to peer programs at the high schools (all three areas), and distractions (both driving and pedestrians).



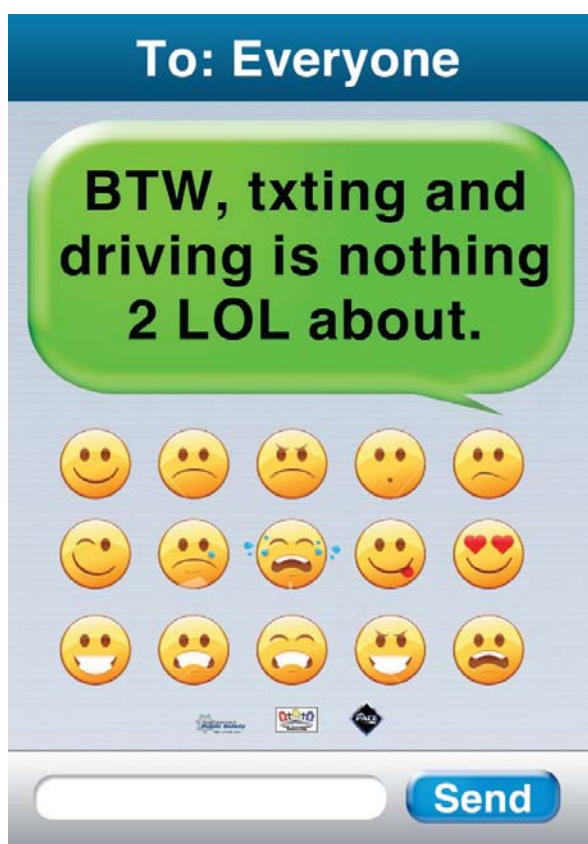
Funding Source: 402

Project Number: 23-CP-8

Project Title: STARS – Nye County Sheriff's Office

**Project Description**

The objective of STARS (Supporting Teens and Roadway Safety) is to encourage safe-driving habits among young drivers and increase awareness of seat-belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group. This year will entail the sixth annual STARS program. The program runs several months during the school year and solicits traffic safety messages from youth teams to compete with each other on actual driving skills, as well as on media campaign themes and ad material creative (i.e.: teens talking to teens.) The winning entries are produced by OTS for public broadcasting and/or dissemination. Specific, targeted earned media campaigns will be developed to match critical emphasis areas for young adult drivers in regard to occupant protection, impaired driving, and distracted driving. The Nye County Sheriff's Office conducts the STARS program for Nye County, whereas the Las Vegas component is operated by UNLV's Center for Traffic Safety Education and Outreach.



Community Programs: Budget Summary

Project Number	Project Title	Budget	Budget Source
23-CP-1	Community Programs -- Program Management	\$ 51,000	402
23-CP-2	Fixed Deliverables Grants	\$ 24,000	402
23-CP-3	Professional Development	\$ 15,000	402
23-CP-4	Driver's Edge	\$ 52,000	402
23-CP-5	Center for Traffic Safety Education and Outreach	\$ 200,000	402
23-CP-6	UNR – Attitudinal Awareness Survey	\$ 45,243	402
23-CP-7	Healthy Communities Coalition of Lyon & Storey counties	\$ 15,000	402
23-CP-8	STARS – Nye Co Sheriff	\$ 40,182	402
<b>Total 402 funds</b>			<b>\$ 442,425</b>
23-405OP-3	Paid Media Occupant Protection	\$ 80,000	
<b>Total 405 funds</b>			<b>\$ 80,000</b>
23-406CP-2	Traffic Safety Summit and SHSP Awards	\$ 35,000	406
<b>Total 406 funds</b>			<b>\$ 35,000</b>
23-410AL-9	Paid Media Impaired Driving	\$ 120,000	410
<b>Total 410 funds</b>			<b>\$ 120,000</b>
23-2010-2	Paid Media Motorcycle Safety/Awareness	\$ 70,000	2010
<b>Total 2010 funds</b>			<b>\$ 70,000</b>
23-DOT-1	Paid Media for HVE campaigns	\$ 400,000	FHWA/NDOT Flex
<b>Total Flex funds</b>			<b>\$ 400,000</b>
<b>Total Funds CP</b>			<b>\$1,147,425</b>

PLEASE NOTE: Some of the above Community projects may be duplicated in this plan under other program sections (i.e., Impaired Driving Plan, Media Plan, Occupant Protection, etc).

## MEDIA PLAN

The goal for Marketing and Media in Nevada is to change poor driver behavior by educating the motoring public, pedestrians and bicyclists on safe driving behaviors. Each campaign focuses on the goal of each individual program priority, (i.e. Occupant Protection; Impaired Driving; Pedestrian and Motorcycle Safety and awareness; and Distracted Driving). Nevada's media plan is in tandem with the 2013 "Joining Forces" high visibility enforcement events calendar. OTS also partners with SHSP partners and other traffic safety advocates to saturate the media with educational, life changing effective traffic safety messages that support SHSP strategies.

### PERFORMANCE GOAL

- Effectively reach and educate at-risk drivers and pedestrians through various mediums with the needed frequency that will influence and positively change their behavior on Nevada roads.
- Performance measures include increased seat belt usage in the 2013 observational survey (or maintaining at least 90% usage); a reduction in impaired driving crashes and fatalities in CY2013; and a reduction in pedestrian fatalities in CY2013. A statewide awareness survey is conducted in July of each year to evaluate the public's awareness of the paid and earned media messages and campaigns associated with same.

### STRATEGIES

- Conduct highly visible enforcement and paid media campaigns during the annual "Click it or Ticket" campaigns via *Joining Forces* enforcement events.
- Conduct highly visible enforcement and paid media campaigns during the annual impaired driving campaigns via *Joining Forces* enforcement events, as well as additional holiday periods that involve a higher rate of impaired driving in Nevada, such as Super bowl and Halloween.
- Increase red light running awareness in intersections among motorists and the public via high visibility enforcement efforts at locally identified speeding and red-light-running problem intersections.
- Conduct outreach events in tandem with each campaign as appropriate for specific target audiences.



**Funding Source:** Multiple

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**Project Number:** 23-CP-Media Master

**Project Title:** MARKETING & MEDIA SERVICES

**Project Description:**

The Office of Traffic Safety will develop and publish behavior-altering public traffic safety announcements and messaging that address: 1) impaired driving, 2) safety belt usage 3) pedestrian and motorcycle safety and 4) distracted driving in an effort to maintain a downward trend in fatalities and serious injuries on Nevada's roadways. All campaigns are part of and support the recently adopted 'Zero Fatalities' mission and messaging designed to educate the motoring public and reduce serious injuries and fatalities in Nevada. The hard hitting media messages will air congruently with highly visible enforcement activities. Campaigns will include TV, radio, on-line, signage, outreach and educational materials when appropriate per campaign and target audience. The projects listed below are included in this master media plan.

**Funding Source:** FHWA/NDOT FLEX

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**Project Number:** 23-DOT-1

**Project Title:** MARKETING & MEDIA SERVICES: FLEX

This project will provide funding for the December-January Holiday (Christmas and New Years) Impaired Driving campaign as well as other campaigns throughout the year. Impaired driving enforcement/media campaigns are conducted several times throughout the year and over the Labor Day holiday in cooperation with the National Highway Traffic Safety Administration mobilizations and law enforcement agencies nationwide. The annual campaigns include hard hitting paid media messages combined with stepped up enforcement of impaired driving laws. Smaller media efforts also support impaired driving campaigns during March for St Patty's Day and July over Independence Day holidays. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2013 effort. DPS-OTS will utilize television and radio to deliver a targeted DUI message in the time periods surrounding the Labor Day weekend, which are typically heavy party and drinking times for young men.

Flex funding will also provide for Pedestrian education and media. This project provides funding for Public Service Announcements and media relating to pedestrian safety. DPS Office of Traffic Safety will focus awareness efforts on pedestrians as well as motorists in Federal Fiscal year 2013. DPS-OTS will utilize radio & television Public Service Announcements (PSAs) to urge drivers to share the road, as well as promote enforcement campaigns. Buses will be used as a venue to reach pedestrians with messages about walking and crossing roads safely. Bus stop shelter posters and bus posters will be used in the Clark County metro area. As well signage with hard hitting messages will be placed inside buses as well, where the pedestrian has time to read it.

Distracted Driving Campaigns combine impact with enforcement activities, TV, radio and Outreach. Campaigns and education may include other mediums as well. With the newly passed hands free law in Nevada, enforcing Distracted Driving has become one step easier. The media campaigns will be conducted statewide and in conjunction with enforcement waves with Joining Forces. Distracted Driving campaigns, as all our messages will be combined with Nevada's *Zero Fatalities* initiative.

Funding Source: 405

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Project Number: 23-405OP-3

Project Title: **MARKETING & MEDIA SERVICES: OCCUPANT PROTECTION**

This grant provides funding for paid media for Seatbelt and Occupant Protection campaigns during November and May 'Click it or Ticket' mobilizations. This will include an educational strategy as well. TV, radio, bus stop shelter posters and outreach events may all be encompassed in this strategy. These Click It or Ticket campaigns may also include billboards or other signage. The campaign includes a hard-hitting paid media message combined with stepped up enforcement of safety belt laws with the Joining Forces Program. OTS will be partnering with NDOT on this campaign and the message will be stretched to the maximum under the *Zero Fatalities* umbrella and multiple SHSP partnerships.

DPS-OTS will utilize a media mix to cover the primary target audience of men age 18-34. By using radio and television, there will be the opportunity to maximize both the reach and frequency to the available target. The primary markets will be the Las Vegas metro area including Pahrump, the Reno/Sparks metro area and Elko. Cable television will be used to reach viewers rural areas, Carson/Douglas, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe, Laughlin, etc. Hispanic males will be reached through both the general market schedule and Spanish language television.



**The two second Habit that can save your life...and \$68.  
Click-it-or-Ticket!**



Funding Source: 410

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Project Number: 23-410AL-9

Project Title: **MARKETING & MEDIA SERVICES: IMPAIRED DRIVING**

These Impaired Driving Campaigns include funding for March St. Patty's and July Independence Day holiday educational materials, TV, radio, billboards and/or signage and outreach. The funding may also be used for educational materials as needed to maximize outreach efforts.

Nevada uses the "Buzzed Driving is Drunk Driving" message combined with highly visible enforcement campaigns. They are conducted several times throughout the year in cooperation with the National Highway Traffic Safety Administration, law enforcement agencies statewide, NDOT and Nevada's *Zero Fatalities* umbrella campaign. This helps to maximize the reach and frequency of limited media dollars.

DPS-OTS will utilize television and radio to deliver a targeted DUI message in the time periods surrounding the St Patty's Day in March and Independence Day in July, which are typically heavy party and drinking times for young men.



Funding Source: 2010

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Project Number: 23-2010-2

Project Title: **MARKETING & MEDIA SERVICES: MOTORCYCLE AWARENESS**

This funding will include a southern campaign and outreach efforts from April through June and a northern campaign and outreach effort from July through September. (Adjustments to dates made be made.)

This project partially funds the media and marketing portion of the Motorcycle Safety Awareness Program. Although motorcycle safety is an issue any time of the year, it is particularly essential during the motorcycle festivals that are held in Las Vegas, Laughlin, Elko and Reno annually. At these festivals, there is a large influx of motorcycles on both major freeways and the surface streets...as well as a lot of alcohol consumption. In 2010, half of Nevada's motorcycle fatalities were caused by impaired riders.

With limited funding, DPS-OTS will reach the target audience of male adults age 25-54 as well as increase passenger vehicle driver awareness of motorcycles on Nevada roadways. Based on the fact that we need to reach riders, the best market is while they are on their motorcycles. Outdoor advertising is selected as it provides the optimum reach and frequency of message necessary to provide education on motorcycle safety with minimal verbiage to get the message across (and avoid distractions). Based on crash data, outdoor advertising will be located at high crash locations in the local communities 30 days through each festival. Funds will be utilized for the billboard campaigns and marketing information booths for the Laughlin "River Run," Elko "Rumble in the Rubies," Reno "Street Vibrations" and the Las Vegas "Bike Fest" rallies held throughout the year. Dates and times may be adjusted based on Nevada data.

Radio and TV may both be utilized in addition to signage, with an emphasis on radio, as well as pump toppers.



## Marketing & Media: Budget Summary

Project Number	Project Title	Budget	Budget Source
<b>23-CP-MEDIA</b>	<b>Master Umbrella for Paid &amp; Earned Media</b>		
23-DOT-1	Education and Media for Impaired Driving, Pedestrian, and Distracted Driving	\$ 400,000	FLEX
23-405OP-3	OP Paid Education and Media Campaigns	\$ 80,000	405
23-410AL-9	Impaired Driving Education & Media Campaigns	\$ 120,000	410
23-2010-2	Motorcycle Safety Awareness Campaigns	\$ 70,000	2010
<b>Total All funds</b>			<b>\$670,000</b>



## PLANNING & ADMINISTRATION (P&A)

A maximum of ten percent of 402, 406, and 410 funding received annually is allowed for overall planning and administration costs for the DPS-Office of Traffic Safety. These funds cover expenses not directly related to specific programs or projects as listed in this plan (operating).

### TOTAL FATALITIES C-3

#### Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008	21,022	324	1.54	200	0.95	123	0.59
2009	20,915	243	1.16	137	0.65	106	0.50
2010	22,145	257	1.16				
2011	<b>UNK</b>	<b>246</b>	<b>1.05</b>				
2012		<b>239</b>	<b>1.00</b>				
2013		<b>231</b>	<b>0.99</b>				
2014		<b>225</b>					
2015		<b>218</b>					

#### PERFORMANCE GOAL

- Decrease the total fatalities per 100m VMT from 1.16 in 2009 to .99 by 2013.

**P & A :** These projects provide funding for necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within any and all program areas and for the development of the Annual Highway Safety Performance Plan and Annual Report. Planning and administration costs include those services provided by the Highway Safety Coordinator, Management Analyst II, Administrative Assistant IV, and the Administrative Assistant III.

**Funding Source:** 402

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**Project Number:** 23-PA-1

**Project Title:** Planning & Administration – Office of Traffic Safety

**Project Description:**

This project will cover a portion of the operating expenses for the Office of Traffic Safety to function, like rent, utilities, and phone bills, as well as staff salary matches for the Highway Safety Coordinator, Management Analyst, and two Administrative Assistant positions within OTS.

**Funding Source:** 402

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**Project Number:** 23-PA-2

**Project Title:** HSP Administrative Needs – Office of Traffic Safety

**Project Description:**

This project will provide funding for part-time, temporary administrative assistance as needed during crunch times in meeting federal and state deadlines, as well as for securing record of proper documentation as needed to support individual traffic safety grant projects. It may also fund some printing/copying costs associated with same.

**Funding Source:** 406

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**Project Number:** 23-406PA-1

**Project Title:** Grants Management System: NV eGrants

**Project Description:**

DPS-OTS has quadrupled the amount of federal highway safety funds that it receives, sub-awards and manages in the past six years; however, staffing and other resources have remained static, stretching the abilities of staff to maintain the high level of service traditionally provided to the State of Nevada and its customers. In light of recent economic crises and state-mandated furlough requirements, resources have been stretched even finer. Nevada experienced a \$3B deficit in the 2011 Legislative Session, where the state's Constitution requires a balanced budget.

The possibilities of gaining additional staff positions in the office are minimal until at least CY2016. *An automated grants management system (GMS)* will enable DPS-OTS to continue to provide the same or higher levels of service, transparency, and accountability to Nevada's public at a relatively low cost (over time), improving the efficiency and efficacy of DPS-OTS administration of federal grant funds. The vendor contract was negotiated in FFY2011, where the GMS system will be implemented in FFY2013.

**Funding Source:** 410

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**Project Number:** 23-410PA-1

**Project Title:** Planning & Administration – Impaired Driving

**Project Description:**

This project will cover a portion of the operating expenses for the Office of Traffic Safety's Impaired Driving program like rent, utilities, and phone bills, as well as program management and personnel administrative costs directly related to the program (like NHTSA Assessments, AGACID meeting scheduling, etc.).

## FHWA/NDOT 'FLEX' FUNDS

States with Strategic Highway Safety Plans (SHSP) that meet the requirements of 23 USC 148 may obligate Highway Safety Improvement Plan (HSIP) funds for projects on any public road, or publicly owned pedestrian pathway or trail. Each State must have an SHSP to be eligible to use up to 10 percent of its HSIP funds for other safety projects under 23 USC (including education, enforcement, and emergency medical services). It must also certify that it has met its railway-highway crossing and infrastructure safety needs (SAFETEA-LU Section(s): 1101(a)(6), 1401).

Nevada's Department of Transportation met these required criteria, and made an application available to SHSP partners for 'flex' funded-projects related to behavioral change: increase seat belt use, reduce incidence of impaired driving, pedestrian safety awareness, lane departures and intersection crashes (5 critical emphasis areas).

DPS-OTS applied for and received a flex fund award for FFY2013 in the amount of \$800,000 to conduct projects related to SHSP traffic safety issues. These projects will be scheduled within the *Joining Forces* enforcement calendar and paid media campaigns throughout the year that support distracted driving, impaired driving, and pedestrian safety program area efforts.

### TOTAL FATALITIES C-1

#### Number of Fatalities

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2006	431	274	63%	157	36%
2007	373	248	66%	122	32%
2008	324	200	61%	123	37%
2009	243	137	56%	106	43%
2010	257	154	60%	103	40%
2011	<b>246</b>	<b>137</b>	<b>56%</b>	<b>109</b>	<b>44%</b>
2012	<b>239</b>				
2013	<b>231</b>				
2014	<b>225</b>				
2015	<b>218</b>				

**NUMBER OF CITATIONS ISSUED DURING  
GRANT-FUNDED ENFORCEMENT ACTIVITIES**

**A-1 Seat Belt**

**A-2 DUI Arrests**

**A-3 Speed**

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011			<b>5,757</b>	<b>14,863</b>	<b>1,334</b>
2012			<b>6,000</b>	<b>15,000</b>	<b>1,400</b>
2013			<b>6,100</b>	<b>16,000</b>	<b>1,500</b>
2014					
2015					

**PERFORMANCE GOALS**

- Promote multi-jurisdictional enforcement of Nevada safety belt, DUI, distracted driving, pedestrian and speeding laws.
- Reduce the number of motor vehicle crash injuries and fatalities through public education and enforcement.
- To increase the number of seat belt and child seat citations issued during highly visible enforcement events from 5,757 in 2011 to 6,100 in 2013.
- To increase the number of speed citations issued during highly visible enforcement events from 14,863 in 2011 to 16,000 in 2013.
- To increase the number of DUI arrests made during highly visible enforcement events from 1,334 in 2011 to 1,500 by 2013.
- Reduce the number of pedestrian injuries and fatalities from 47 in 2011 to 42 in 2013.
- Reduce the number of distracted driving crashes/fatalities.

**STRATEGY**

- Conduct a statewide, sustained, multi-jurisdictional law enforcement program that includes highly visible enforcement events on safety belts, alcohol, speed, distracted driving, impaired motorcyclists, and pedestrian safety (Nevada Strategic Highway Safety Plan strategy).

- Enhance the ability of law enforcement to conduct public education through localized programs and provide equipment, training and/or overtime.
- Provide incentives and awards to honor top law enforcement agencies and officers for their contributions to traffic safety.
- Fund public information, and paid & earned media endeavors to support safety belt, alcohol, distracted driving, speed, motorcycle, and pedestrian safety enforcement events.

**Funding Source:** NDOT Flex

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**Project Number:** 23-DOT-1

**Project Title:** Paid Media for HVE campaigns

**Project Description:** Joining Forces Enforcement

This project will fund paid media for high visibility enforcement campaigns, including the December-January Holiday Impaired Driving campaigns, Pedestrian education campaigns, and Distracted Driving Campaigns. These campaigns are conducted in tandem with scheduled Joining Forces enforcement events throughout the 2013 grant year, and can include TV, radio and outreach efforts via other mediums as well.

**Funding Source:** NDOT Flex

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**Project Number:** 23-DOT-2

**Project Title:** Joining Forces High Visibility Enforcement (HVE)

**Project Description:**

*Joining Forces* is Nevada’s nationally recognized traffic enforcement program that funds overtime expenses for law enforcement agencies to conduct multi-jurisdictional special traffic enforcement events focused on the state’s priority problem areas. Multiple funding sources are used to maximize the benefits of the program and to cover critical program areas such as Impaired Driving, Occupant Protection, Distracted Driving, Speed, Pedestrian Safety, and Motorcycle Safety.

Twenty-eight of Nevada’s law enforcement agencies are slated to participate in the FY2013 efforts, which cover more than 90% of Nevada’s population.

FHWA/NDOT Flex Funding

Project Number	Project Title	Budget	Budget Source
23-DOT-1	Paid Media for HVE campaigns	\$400,000	NDOT Flex
23-DOT-2	Joining Forces High Visibility Enforcement	\$400,000	NDOT Flex
<b>NDOT Flex Total</b>			<b>\$800,000</b>

## EQUIPMENT PURCHASES OVER \$5,000

In pursuing the DPS-OTS traffic safety goals and objectives, several agencies will conduct projects that allow for the purchase of equipment. In compliance with federal requirements, equipment to be purchased which is over \$5,000 in individual cost is listed below to formally request approval from NHTSA of this portion of Nevada's Highway Safety Plan for FFY2013.

**Funding Source:** 402

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**Project Number:** 23-AL-9

**Project Title:** Impaired Driving Reduction – Henderson Police Department

**Project Description**

Henderson PD has for years been the lead agency for the "Every 15 Minutes Program" presented to high school juniors and seniors in their jurisdiction. This presentation has been given to all high schools in Henderson (5) every other year to ensure each junior / senior has at least one opportunity to see the presentation. The major issue the PD is having is lack of enough space for all of the attendees for the crash reenactment portion of the program. This project will provide portable bleachers to increase the space available for these educational and awareness events.

**Request: Purchase portable bleachers @ \$ 6,000**

**Funding Source:** 410

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**Project Number:** 23-410AL-10

**Project Title:** Evidentiary Breath Test Devices – State Program – Office of Traffic Safety

**Project Description**

This project will begin the process of replacing the current breath testing devices within the state. The current devices are the Intoxilyzer 5000s. They are out of date and maintenance is being required more frequently. The breath test program uses the same devices at all locations in the state to ensure consistency in devices for court acceptance, training, calibration, and maintenance activities. During the next four (4) years Nevada will be transitioning to the Intoxilyzer 8000s. Because of the cost in this transition, OTS is spreading this project over a four year period to fully replace all the current 5000s with updated equipment.

**Request: Purchase (20) Intoxilyzer 8000 units @ \$ 8,000/each**



Funding Source: 402

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Project Number: 23-EM-2

Project Title: North Lake Tahoe Fire Extrication

**Project Description**

This project is to improve the overall effectiveness of on-scene disentanglement of persons involved in a motor vehicle collision. The current tools used were purchased between 1997 and 2000. The tools have become technologically obsolete due to changes in modern vehicle construction. The funding will be used for a new tool to be effectively used with fewer people while delivering double the cutting and spreading power of the old models. This tool will allow fewer emergency responders to more quickly, safely and efficiently gain access to persons who have been involved in serious vehicle collisions resulting in a more rapid removal and transport from the scene to a Trauma Center. This will significantly decrease both morbidity and mortality to those persons involved due to the decreased time from injury onset to delivery at a trauma service facility.

**Request: Purchase (4) Combination Tools @ \$ 6,400 / each**

Funding Source: 402

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Project Number: 23-EM-3

Project Title: Storey County Fire Extrication

**Project Description**

This project will equip the Storey County Fire Department with extrication equipment. In the last decade SCFD has grown from a one-station department to a four-station department with 27 paid employees and 41 volunteers. The County is challenged by long distances and narrow, winding roads and has had to rely on other station's equipment to extricate victims who have been entrapped during traffic collisions. The new equipment will enable them to quickly and efficiently extricate trapped victims to transport them within the "golden hour".

**Request: Purchase (1) full set of Extrication Equipment @ \$ 27,929**

**Project Number:** 23-EM-4

**Project Title:** Pyramid Lake Paiute Tribe Extrication Equipment & Training

**Project Description**

The goal of this project is to purchase hydraulic rescue tools and air bag recovery systems and train up to 15 volunteer firefighters in automobile extrication using the tools. This will enable the tribe to have a complete set of hydraulic rescue tools on each fire engine in the tribe's two fire stations, allowing for a reduction in the time it takes to put properly trained and equipped personnel on the scenes of traffic crashes within the 742.2 square mile jurisdiction of the reservation. It currently takes over one hour relying on outside jurisdictions from Reno or North Lyon County.

**Request: Purchase (1) full set of Extrication Equipment @ \$ 25,000**

## CERTIFICATIONS AND ASSURANCES

PLEASE SEE ATTACHED FILE, 'SIGNED CERTS AND ASSURANCES 13.PDF'

## PROGRAM COST SUMMARY

PLEASE SEE ATTACHED FILE, 'HS-217 2013.PDF'

## GLOSSARY

AGACID	Attorney General's Advisory Coalition on Impaired Driving
AOC	Administrative Office of the Courts
ATP	Authorization to Proceed
AVMT	Annual Vehicle Miles Traveled
BAC	Blood Alcohol Content
BIID	Breath Ignition Interlock Device
BOE	Board of Examiners
CEA	Critical Emphasis Area (SHSP)
CIOT	"Click it or 'Ticket" seat belt campaign
CPS	Child Passenger Safety
DRE	Drug Recognition Expert
GHSA	Governors Highway Safety Association
HSC	Highway Safety Coordinator
HSR	Highway Safety Representative
IFC	Interim Finance Committee
INTOX Committee	Committee on Testing for Intoxication
LCB	Legislative Counsel Bureau
NCATS	Nevada Citation & Accident Tracking System
NECTS	NV Executive Committee on Traffic Safety
NHP	NV Highway Patrol
NHTSA	National Highway Traffic Safety Administration
OCJA	Office of Criminal Justice Assistance

OTS Program Areas:

Brian Sandoval  
Governor



Chris Perry  
Director

James Wright  
Deputy Director

### Office of Traffic Safety

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## STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR 18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

### Certifications and Assurances

#### Section 402 Requirements (as amended by Pub. L. 112-141)

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

**The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:**

- **National law enforcement mobilizations and high-visibility law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources,**
- **Coordination of its highway safety plan, data collection, and information systems with the State strategic highway safety plan (as defined in section 148)(a).**

(23 USC 402 (b)(1)(F));

**The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect. (23 USC 402(j)).**

### **Other Federal Requirements**

Cash drawdowns will be initiated only when actually needed for disbursement. 49 CFR 18.20

Cash disbursements and balances will be reported in a timely manner as required by NHTSA. 49 CFR 18.21.

The same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations. 49 CFR 18.41.



Failure to adhere to these provisions may result in the termination of drawdown privileges.

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes 23 CFR 1200.21

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

### **Federal Funding Accountability and Transparency Act (FFATA)**

The State will comply with FFATA guidance, OMB Guidance on FFATA Subaward and Executive Compensation Reporting, August 27, 2010, ([https://www.fsrs.gov/documents/OMB\\_Guidance\\_on\\_FFATA\\_Subaward\\_and\\_Executive\\_Compensation\\_Reporting\\_08272010.pdf](https://www.fsrs.gov/documents/OMB_Guidance_on_FFATA_Subaward_and_Executive_Compensation_Reporting_08272010.pdf)) by reporting to FSRS.gov for each sub-grant awarded:

- Name of the entity receiving the award;
- Amount of the award;
- Information on the award including transaction type, funding agency, the North American Industry Classification System code or Catalog of Federal Domestic Assistance number (where applicable), program source;
- Location of the entity receiving the award and the primary location of performance under the award, including the city, State, congressional district, and country; , and an award title descriptive of the purpose of each funding action;
- A unique identifier (DUNS);
- The names and total compensation of the five most highly compensated officers of the entity if-- of the entity receiving the award and of the parent entity of the recipient, should the entity be owned by another entity;

(i) the entity in the preceding fiscal year received—

(I) 80 percent or more of its annual gross revenues in Federal awards; and(II) \$25,000,000 or more in annual gross revenues from Federal awards; and(ii) the public does not have access to information about the compensation of the senior executives of the entity through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986;

- Other relevant information specified by OMB guidance.

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794) and the Americans with Disabilities Act of 1990 (42 USC § 12101, *et seq.*; PL 101-336), which prohibits discrimination on the basis of disabilities (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; The Civil Rights Restoration Act of 1987, which provides that any portion of a state or local entity receiving federal funds will obligate all programs or activities of that entity to comply with these civil rights laws; and, (k) the requirements of any other nondiscrimination statute(s) which may apply to the application.

**The Drug-free Workplace Act of 1988(41 U.S.C. 702);:**

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
  1. The dangers of drug abuse in the workplace.
  2. The grantee's policy of maintaining a drug-free workplace.
  3. Any available drug counseling, rehabilitation, and employee assistance programs.
  4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
  - 1. Abide by the terms of the statement.
  - 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
  - 1. Taking appropriate personnel action against such an employee, up to and including termination.
  - 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

### **BUY AMERICA ACT**

The State will comply with the provisions of the Buy America Act (49 U.S.C. 5323(j)) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

## **POLITICAL ACTIVITY (HATCH ACT).**

The State will comply, as applicable, with provisions of the Hatch Act (5 U.S.C. §§1501-1508 and 7324-7328) which limit the political activities of employees whose principal employment activities are funded in whole or in part with Federal funds.

## **CERTIFICATION REGARDING FEDERAL LOBBYING**

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

## **RESTRICTION ON STATE LOBBYING**

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct

and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

## **CERTIFICATION REGARDING DEBARMENT AND SUSPENSION**

### **Instructions for Primary Certification**

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

*Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions*

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

### Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each

participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

1. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

2. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

## POLICY TO BAN TEXT MESSAGING WHILE DRIVING


In accordance with Executive Order 13513, Federal Leadership On Reducing Text Messaging While Driving, and DOT Order 3902.10, Text Messaging While Driving, States are encouraged to:

- (1) Adopt and enforce workplace safety policies to decrease crashes caused by distracted driving including policies to ban text messaging while driving—
  - a. Company-owned or –rented vehicles, or Government-owned, leased or rented vehicles; or
  - b. Privately-owned when on official Government business or when performing any work on or behalf of the Government.
- (2) Conduct workplace safety initiatives in a manner commensurate with the size of the business, such as –
  - a. Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and
  - b. Education, awareness, and other outreach to employees about the safety risks associated with texting while driving.



## ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).



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**Chris Perry, Director, Department of Public Safety  
Governor's Representative for Highway Safety**

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NEVADA

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**State or Commonwealth**

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2013

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**For Fiscal Year**

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08/27/2012

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**Date**



U.S. Department  
of Transportation  
**National Highway  
Traffic Safety  
Administration**

Region 8  
Colorado, Nevada, North Dakota,  
South Dakota, Utah, Wyoming

12300 West Dakota Avenue  
Suite 140  
Lakewood, CO 80228  
Phone: 720-963-3100  
Fax: 720-963-3124

September 27, 2012

Honorable Brian Sandoval  
Office of the Governor  
101 N. Carson Street  
Carson City, NV 89701

Dear Governor Sandoval:

We have reviewed and accepted Nevada's fiscal year (FY) 2013 Performance Plan, Highway Safety Plan (HSP), Certification Statement, and Cost Summary (HS Form 217), as received on August 31, 2012, for federally funded highway safety activities under 23 U.S.C. Section 402.

Based on these submissions, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program. This determination does not constitute an obligation of Federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds will be effected in writing by the NHTSA Administrator at the commencement of the fiscal year identified above. However, Federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for immediate use by the State on October 1. Reimbursement will be contingent upon the submission of an updated HS Form 217 (or its electronic equivalent), consistent with the requirements of 23 CFR 1200.14(d), within 30 days after either the beginning of the fiscal year identified above or the date of this letter, whichever is later. Specific comments relative to the approval action have been provided to your representative for highway safety, Mr. Chris Perry, for his consideration and action.

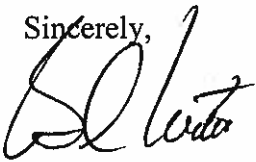
To the credit of the Department of Public Safety's (DPS) Office of Traffic Safety (OTS) and its partners, I share with you several prior-year successes. The most recent (2011) data confirmed Nevada decreased in the total number of motor vehicle crashes, motor vehicle occupant and alcohol-related deaths, serious injuries, speed-related fatal crashes, and unhelmeted fatalities. Looking ahead to FY 2013, safety advocates will need to monitor escalations in drugged driving, distracted driving, crashes involving young drivers, and pedestrian deaths. Persistent enforcement of traffic laws, public education to persuade motorists to drive safely, and consistent adjudication will keep these numbers low.



On July 6, 2012, the President signed into law the "Moving Ahead for Progress in the 21st Century Act" (MAP-21), which provides specific funding for highway safety totaling \$500 million in 2013 and \$507 million in 2014. MAP-21 builds on SAFETEA-LU's foundation, while refining frameworks for pre-existing programs, codifying the NHTSA/GHSA performance standards, and adding new distraction and graduated driver licensing grant programs to grow Nevada's vital transportation infrastructure. The statutory grant language is prescriptive; thus we will assist DPS/OTS in evaluating how it may qualify for the new resources in FY 2013.

Governor, you have been very visible in transportation issues over the last year, from Nevada's cutting edge autonomous vehicle testing and licensing, to publicly supporting the handheld cell phone ban with our Administrator, Mr. David Strickland. We look forward to your continued involvement in motor vehicle initiatives to secure safe and efficient transportation in Nevada. Should your staff wish to contact me about the National Highway Traffic Safety Administration's work, I can be reached at 720-963-3100.

Sincerely,



Bill R. Watada  
Regional Administrator

cc: Mary D. Gunnels, PhD, Associate Administrator, NHTSA Office of Regional Operations and Program Delivery  
Chris Perry, Director, Department of Public Safety  
Traci Pearl, Administrator, Department of Public Safety, Office of Traffic Safety



U.S. Department  
of Transportation

**National Highway  
Traffic Safety  
Administration**

Region 8  
Colorado, Nevada, North Dakota,  
South Dakota, Utah, Wyoming

12300 West Dakota Avenue  
Suite 140  
Lakewood, CO 80228  
Phone: 720-963-3100  
Fax: 720-963-3124

September 27, 2012

Mr. Chris Perry, Director  
Governor's Representative for Highway Safety  
Nevada Department of Public Safety  
107 Jacobsen Way  
Carson City, Nevada 89711

Dear Mr. Perry:

We reviewed the State of Nevada's fiscal year (FY) 2013 Performance Plan, Highway Safety Plan (HSP), Certification Statement and Cost Summary (HS Form 217), as received on August 31, 2012. Based on your submission, we find your State's highway safety program to be in compliance with the requirements of the Section 402 program 23 CFR Part 1200.10 Application.

This determination does not constitute an obligation of federal funds for the fiscal year identified above or an authorization to incur costs against those funds. The obligation of Section 402 program funds for FY 2013 will be effected in writing by the NHTSA Administrator at the commencement of FY 2013. However, federal funds reprogrammed from the prior-year Highway Safety Program (carry-forward funds) will be available for use by the State on October 1, 2012. Reimbursement will be contingent upon the submission of an updated HS Form 217, consistent with the requirements of 23 CFR 1200.14(d), within 30 days after the beginning of FY 2013 or the date of this letter, whichever is later.

First, I offer congratulations on several FY 2012 successes. The most recent data confirmed Nevada lessened the total number of motor vehicle crashes, motor vehicle occupant and alcohol-related deaths, serious injuries, speed-related fatal crashes, and unhelmeted fatalities. Looking ahead to FY 2013, I encourage you and your safety advocates to appraise and neutralize escalations in drugged driving, distracted driving, crashes involving young drivers, and pedestrian deaths. Persistent enforcement of traffic laws, public education to persuade motorists to drive safely, and informed, reliable adjudication will keep these numbers low.

On July 6, 2012, the President signed into law the "Moving Ahead for Progress in the 21st Century Act" (MAP-21), which provides specific funding for highway safety totaling \$500 million in 2013 and \$507 million in 2014. MAP-21 builds on SAFETEA-LU's firm foundation,



while refining frameworks to pre-existing programs, codifying the NHTSA/Governor's Highway Safety Association (GHSA) performance standards, and adding new distraction and graduated driver licensing grant programs to maintain and grow Nevada's vital transportation infrastructure. The statutory grant language is proscriptive; thus we will assist Department of Public Safety (DPS)/Office of Traffic Safety (OTS) in evaluating how it may qualify for the new resources in FY 2013.

Partnerships in highway safety are even more critical in this transportation bill to fully utilize MAP-21 resources. DPS's leadership to direct and execute projects under the Strategic Highway Safety Plan Critical Emphasis Areas (notably the management of nearly \$800,000 in enforcement and media Flex Fund activities), is strongly supported as MAP-21 provides greater State flexibility to use Federal Highway Administration (FHWA) Highway Safety Improvement Program (HSIP) funds for behavioral safety programs. OTS has stepped up over the last few years to grow its programs with the sound and effective use of these funds.

Following the FY 2012 Management Review the OTS has progressed on several internal assessments to better both program and administrative processes. We're eager to see the full utilization of the electronic grants management system, as well as the exploration of internal administrative and staffing transitions to maximize both personnel and grant program resources.

Enclosed you will find an addendum with conditions and recommendations for the FY 2013 Highway Safety Plan. Conditional approvals must be satisfied before expenditures on those projects occur. We look forward to another year of collaboration with the DPS. To discuss the content of this letter, please have your staff contact Gina Espinosa-Salcedo at 720-963-3100.

Sincerely,



Bill. R. Watada  
Regional Administrator

Enclosure

Cc: Mary D. Gunnels, PhD, Associate Administrator, NHTSA Office of Regional Operations and Program Delivery  
Traci Pearl, Administrator, Department of Public Safety, Office of Traffic Safety  
Susan Klekar, Division Administrator, Federal Highway Administration, Nevada Office

September 26, 2012

**Nevada's Plan for Fiscal Year (FY) 2013 Highway Safety Funds  
NHTSA Region 8 Conditions and Recommendations**

**CONDITIONS FOR HSP APPROVAL**

**Major Equipment Purchase Approval**

Approval for the purchase of major equipment detailed in your FY 2013 Highway Safety Plan (HSP) is provided for the following items:

Project Number: 23-AL-9  
Project Title: Impaired Driving Reduction – Henderson Police Department  
Item: Portable bleachers for *Every 15 Minutes* Impaired Driving Prevention Program @ \$ 6,000

Project Number: 23-410AL-10  
Project Title: Evidentiary Breath Test Devices –Office of Traffic Safety  
Item: 20 Intoxilyzer 8000 units @ \$ 8,000/each

Project Number: 23-EM-2  
Project Title: North Lake Tahoe Fire Extrication  
Item: 4 Combination Tools @ \$ 6,400/each

Project Number: 23-EM-3  
Project Title: Storey County Fire Extrication  
Item: 1 full set of Extrication Equipment @ \$ 27,929

Project Number: 23-EM-4  
Project Title: Pyramid Lake Paiute Tribe Extrication Equipment & Training  
Item: 1 full set of Extrication Equipment @ \$ 25,000

Project Number: 23-CP-8  
Project Title: STARS – Nye County Sheriff's Office  
Item: 1 DVT3 Model Virtual Trainer Driving Simulator @ \$8,000

The acquisition of all other capital equipment is **NOT** approved at this time, including equipment proposed under project **23-PT-2, Joining Forces Recognition Conference and Incentives**. The equipment value was listed at \$10,000 each; however, the specific equipment items intended for purchase were not specified. Thus, individual requests describing: the equipment item; application to conforming standards; per unit cost; equipment purpose; link to problem identification and use in Nevada's highway safety program must be submitted to the Regional Administrator for approval prior to the equipment purchase. Such equipment must be controlled within the State property management system.

## **SUGGESTED CHANGES TO STRENGTHEN THE PLAN**

The following suggestions are intended to strengthen the State HSP in future funding years. Regional program managers will work with the Office of Traffic Safety (OTS) throughout FY 2013 to achieve these recommendations prior to the submission of the FY 2014 HSP.

### **Occupant Protection**

The OTS's occupant protection (OP) program for FY 2012 consisted of survey projects, child passenger safety training and education activities, and high-visibility enforcement efforts. New strategies (such as creative marketing, community outreach) directed to *data-driven* areas and populations, are even more critical since belt use declined under the new survey methodology in 2012. FY 2013 will be a critical year for the OTS to direct unspent OP resources to better teen and adult use in rural and urban areas alike.

### **Impaired Driving Prevention**

We applaud the OTS for hiring a traffic safety resource prosecutor in FY 2013, after years of exploring this with partners. He/she will support Nevada's established criminal justice activities, especially the high visibility enforcement, DUI courts, and advisory coalitions. Looking at other program needs, problem identification and data analysis indicate that drug-impaired driving is on the rise. Media and enforcement efforts directed at the drug-impaired driver are more important than ever, and the time is right for sophisticated, creative campaigns.

Also, we noted that DUI arrests have steadily decreased between 2009 and 2011. While this may indicate some deterrence successes, we'll need to dig deeper and assess enforcement performance during overtime shifts to ensure the high-yield efforts occur in data-driven areas to detain the hardcore drinking driver.

Finally, the time is right for the OTS to develop new directions for the impaired driving program, which has been relatively unchanged over the last several years. The Impaired Driving Assessment was completed in June 2011, and the OTS received several recommendations that can feed into a strategic plan. With additional funds awarded under MAP-21 that can be directed to impaired driving prevention, and the possibility of penalty transfer funds under Section 154, the State should prepare to have several new projects ready to grow the program.

### **Pedestrian Safety**

The OTS has been working with the Safe Community program at University of Nevada, Las Vegas (UNLV) to execute a comprehensive pedestrian safety program that promotes safe pedestrian practices, educates drivers to share the road safely with other road users, and provides safe facilities for pedestrians through a combination of policy, enforcement, communication, education, incentives, and engineering strategies. With the pedestrian fatalities on the rise, including young children, the Department of Public Safety (DPS), Department of Transportation (DOT), and other partners should consider directing additional resources to mitigate pedestrian crashes in Clark and Washoe Counties.