

New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

TRAFFIC SAFETY DIVISION

FFY13 Annual Report

December 2013

State of New Mexico

**Governor
Susana Martinez**

**NMDOT Cabinet Secretary Designate
TOM CHURCH
Governor's Representative for Highway Safety**

Transportation Commission

**District One – Dr. Kenneth White
District Two – Robert R. Wallach
District Three – Pete K. Rahn
District Four – Ronald Schmeits
District Five – Butch Mathews
District Six – Jackson Gibson**

Acknowledgments

The NMDOT Traffic Safety Division would like to thank Governor Susana Martinez, NMDOT Cabinet Secretary Designate Tom Church, the National Highway Traffic Safety Administration, Federal Highway Administration, local officials and coordinators, law enforcement and other partner organizations for their support of Traffic Safety Division (TSD) programs and initiatives during the past year. These partnerships are vital to our success in reducing crashes, fatalities and injuries on New Mexico's roads, streets and highways. Thanks to Traffic Safety partners, TSD contractors and staff for providing information for the FFY2013 NMDOT/ TSD Annual Report.

Editor: Ilene Hall, Pricehall Research, Inc.

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Executive Summary

Traffic Safety Division (TSD) programs are conducted to reach citizens in all of the six NMDOT districts. From its media campaigns that encourage safe, sober driving to its high-visibility enforcement programs that remind drivers to 'End DWI'(ENDWI); 'Drive Sober or Get Pulled Over;' and 'Click It or Ticket,' the TSD supports projects designed to make New Mexicans safer.

Overall Performance Targets

The State achieved two of its four FFY13 Highway Safety Plan (HSP) performance targets. Preliminary data shows a 15.4 percent reduction in serious injuries in crashes from 2010 figures and a 15.4 percent reduction in the number of under age 21 drivers in fatal crashes from 2010. Since 2007, the number of under-21 drivers in fatal crashes has been reduced by 22.8 percent.

Total fatalities and fatalities per 100M VMT increased in New Mexico between 2011 and 2012, as they did nationally. NHTSA reported that fatalities nationwide increased primarily among motorcyclists and pedestrians in 2012 from 2011.

Alcohol/ Impaired Driving Performance Target

The State met and exceeded this FFY13 HSP Alcohol/ Impaired Driving performance target by more than the projected figure. Preliminary Fatality Analysis Reporting System (FARS) data shows there were 97 fatalities involving alcohol-impaired drivers in 2012, a reduction of 22 fatalities from 2010. Between 2010 and 2012, fatalities involving alcohol-impaired drivers decreased by 18.5 percent.

New Mexico's continuing commitment to high-visibility enforcement, keeping law enforcement and anti-DWI messaging in front of the public, and its numerous training, educational and prevention projects have all aided in reducing the number of alcohol-impaired driver fatalities. DWI/ drug courts, ignition interlocks and supervised probation of DWI offenders are proven effective measures for reducing recidivism. Stakeholder agencies assisted the NMDOT in its efforts to continually reduce impaired driving fatalities.

Occupant Protection Performance Targets

The State achieved one of its two FFY13 HSP Occupant Protection Program performance targets. New Mexico met and exceeded its FFY13 performance target for increasing seatbelt use to 91.5 percent. According the 2013 Seatbelt Use Survey, New Mexico achieved a 92 percent overall seatbelt usage and has increased its seatbelt use percentage for the fourth straight year. New Mexico's 2013 seatbelt use is at its highest since the State began tracking this information.

Driver seatbelt use was recorded at 92.1 percent. Front seat passenger use (persons sitting by the right door) was recorded at 91.2 percent, both increasing from 2012. New Mexico's high-visibility enforcement operations and high-visibility media have been successful in keeping its observed seatbelt use percentage steady or slightly increasing for over ten years.

Although New Mexico did not meet its FFY13 HSP performance target of reducing unrestrained occupant fatalities to 105 in 2012, it did reduce these fatalities by a larger percentage than anticipated. Preliminary FARS data indicates there were 106 unrestrained occupant fatalities in 2012 (a reduction of 1.85 percent vs. the anticipated .94 percent). Unrestrained occupant fatalities continue to fall in New Mexico and have been reduced by 17 percent over the past five years.

Police Traffic Services Performance Target

New Mexico met and exceeded its FFY13 performance target of reducing the number of speed-related fatalities by more than the projected figure. Preliminary FARS data indicates that speed-related fatalities in 2012 have been reduced by 12 percent since 2010 and by 18 percent since 2011.

New Mexico's STEP, 100 Days and Nights and Safety Corridor projects have greatly increased law enforcement's ability to conduct targeted enforcement operations on New Mexico's roadways and to reduce speed-related fatalities and injuries.

Traffic Records Performance Target

New Mexico achieved its 2013 Traffic Records performance target of increasing the number of data fields captured in the State crash data system from the uniform crash report (UCR) and linked data from roadway and driver data files by 23 percent. A contract was established with the University of New Mexico Traffic Research Unit to develop and implement a new crash database. This database has allowed the State to collect more data elements from the UCR and linked databases. This project to improve the collection of crash data was undertaken based on a recommendation from the 2011 Traffic Records Assessment.

Pedestrian Safety Performance Target

New Mexico did not meet its FFY13 HSP Pedestrian Safety performance target of limiting the number of pedestrian fatalities to 43 in 2012. Based on preliminary FARS data, New Mexico had 61 pedestrian deaths in 2012 compared to 39 in 2011.

New Mexico was not alone in experiencing higher pedestrian deaths in 2012. According to a recent NHTSA study, the number of crashes involving a pedestrian increased by 9.5 percent nationally between 2011 and 2012. Nationwide, pedestrian deaths increased by 6.4 percent in 2012. Factors cited for these increases included milder winter and early spring weather and increasing numbers of individuals distracted by texting on cell phones.

NMDOT and stakeholder agencies worked to increase pedestrian safety throughout the year via the TSD pedestrian safety projects, the 'Look for Me' media campaign, distribution of pedestrian and driver safety tip brochures and pedestrian safety educational videos, letters to the editor, news conferences, public meetings, and responses to media requests for information and interviews.

Motorcycle Safety Performance Targets

The State did not achieve its two FFY13 HSP Motorcycle Safety Program performance targets. New Mexico did not meet its performance target for reducing the number of motorcyclist fatalities. Preliminary 2012 FARS data shows there were 64 motorcyclist fatalities, an increase of 36 percent from 2011. Also, New Mexico did not meet its performance target for maintaining the number of unhelmeted motorcyclist fatalities at 37. Preliminary 2012 FARS data show there were 39 unhelmeted motorcyclist fatalities.

Nationally, motorcyclist fatalities increased in 2012 in 66 percent of the states, up 9 percent nationwide from 2011. Factors cited by NHTSA for the increase in motorcyclist deaths included more motorcyclists on the roadways, impaired motorcyclists, warmer late winter and spring weather, roadway deterioration and higher gas prices in 2012. Nationally, speeding was a factor in more than 35 percent of motorcyclist fatalities. In addition, many motorcyclists are not properly licensed or trained. New Mexico strives to keep the number of fatalities from increasing by focusing its efforts on motorcycle safety training and motorcycle safety awareness. Reducing motorcycle-related fatalities is made more difficult because New Mexico does not have a mandatory helmet law.

Planning and Administration Performance Targets

Two of the three FFY13 Planning and Administration performance targets were achieved. The NMDOT did not submit a draw-down through the NHTSA grants tracking system by the 30th of each month. Mechanisms were put in place to achieve this target in FFY14. The HSP, Annual Report and MAP-21 grant applications were submitted on time and reimbursement claims were paid within 30 days.

NMDOT/ Traffic Safety Division

Mission Statement

The Traffic Safety Division (TSD) is committed to preventing injuries and saving lives by eliminating crashes on New Mexico public roadways. ¡Sí se Puede!

Introduction

TSD's top priorities for funding in FFY2013 were in the program areas of Impaired Driving, Occupant Protection and Traffic Records. Along with these high priority areas, TSD funded projects in the Police Traffic Services, Pedestrian and Bicyclist Safety, Traffic Safety Marketing and Media, Motorcycle Safety, and Driver Education and Safety Programs. Training programs provide opportunities for all age groups to improve their driving skills whether in an automobile, on a motorcycle or a bicycle.

The TSD provided funding to a variety of organizations to support its traffic safety objectives including State agencies, nonprofit corporations, private contractors and other experts in records, statistics, public information, health and the judicial system. TSD and its statewide safety partners work diligently to positively impact the safety of all New Mexicans.

In FFY13, the NMDOT/ TSD applied for and received funding under the NHTSA State Highway Safety Grant Programs for the following grants:

- Section 402 – Highway Safety Plan (HSP)
- Section 405 – Occupant Protection, State Traffic Safety Information System Improvement, Impaired Driving and Motorcycle Safety

The HSP is coordinated with the State's strategic highway safety plan, the NMDOT Comprehensive Transportation Safety Plan (CTSP). The 2010 CTSP outlines 12 emphasis areas with strategies in each area. These CTSP emphasis areas represent an umbrella program for the State's traffic safety goals. Strategies and projects in each HSP program area align with emphasis areas detailed in the CTSP.

Initially, a CTSP Leadership Council was formed as an interagency steering committee comprised of senior leadership from partner agencies. The Leadership Council initially met quarterly to ensure a commitment by agencies to the CTSP goals and objectives. A Transportation Safety Management Team (TSMT) meets monthly to review progress in achieving CTSP goals and objectives, identify gaps in performance, identify additional strategies and programs, coordinate safety plans and data collection/information systems, and address challenges.

Membership in the TSMT includes representatives from the New Mexico Department of Transportation, including the Deputy Secretary, the State Traffic Engineer, Transportation Safety and Planning, Transit Rail, Research, Information Technology, Traffic Safety and Risk Management. Other members represent Metropolitan Planning Organizations, State Police, Department of Health, Federal Motor Carrier Safety Administration, Federal Highway Administration, and the National Highway Traffic Safety Administration – Region 6. State data collection and information systems are coordinated with the HSP and the State's strategic highway safety plan.

The State will develop and implement a new Strategic Highway Safety Plan in FFY14.

Traffic Safety Planning Participants/ Partners

TSD's traffic safety partners, listed below, include representatives from government agencies involved in safety issues; law enforcement; education, research and analysis; media; program stakeholders; and community and constituent groups. These partners participate in the planning process in various ways including serving on committees, providing information and input regarding traffic safety issues and needs, and providing feedback on strategies and projects.

<p>AAA Administrative Office of the Courts Attorney General's Office Albuquerque Police Department</p> <p>Bernalillo County Metro Court Bureau of Indian Affairs and Various Tribes</p> <p>Federal Highway Administration Federal Motor Carrier Safety Administration</p> <p>Metropolitan Planning Organizations Mothers Against Drunk Driving Motorcycle Safety Foundation</p> <p>NHTSA Region 6</p> <p>NM Broadcasters Association NM Department of Finance & Administration Local Program Division DWI Program NM Department of Health Scientific Lab Division Injury Prevention and EMS Bureau Child Fatality Review Board Injury Surveillance Alliance</p> <p>NM Department of Public Safety State Police Motor Transportation Division Special Investigations Division</p>	<p>NM Department of Transportation NM Health Policy Commission NM Law Enforcement Agencies NM Restaurant Association NM Regulation & Licensing Department Alcohol and Gaming Division NM Taxation and Revenue Department Motor Vehicle Division NM Transportation Safety Management Team</p> <p>Safer NM Now Statewide Traffic Records Executive Oversight Committee Statewide Traffic Records Coordinating Committee</p> <p>University of New Mexico Traffic Research Unit School of Law Institute of Public Law/ Judicial Ed Dept. of Emergency Medicine Continuing Ed/ Community Services Center for Injury Prevention Research and Education</p> <p>Various City & County Governments Vaughn-Wedeen Creative, Inc.</p>
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Legislative Issues

2013 State Legislature

Senate Bill 190 – DWI Interlock Leasing

Senate Bill 190 removes an existing discrepancy between two statutes related to use of funds for ignition interlocks. The bill allows funds appropriated from the Local DWI (LDWI) Grant Fund to the Interlock Device Fund (IDF), managed by the Traffic Safety Division, to be used for *leasing* interlock devices, as well as for installing and removing interlocks. Previously, the statute relating to use of LDWI funds did not allow for leasing of interlock devices, thereby necessitating segregation of funds within the IDF. *Amends NMSA 1978, Section 11-6A-3(E).*

Senate Bill 248 – Driver Education Instructor Requirement

Senate Bill 248 modifies one of the four requirements to qualify as a driver education instructor in New Mexico. The bill removes the New Mexico jurisdictional requirement that a person hold a valid New Mexico operator or chauffeur license and only requires a person to hold a valid operator or chauffeur license regardless of issuing jurisdiction.

This legislation allows qualified individuals with a valid license from border state areas such as El Paso, Texas; Durango, Colorado; and Window Rock, Arizona to teach driver education in New Mexico high schools and in for-profit driver education schools certified by the NMDOT Traffic Safety Division. *Amends NMSA 1978, Section 66-10-4.*

Senate Bill 345 – Eliminate Some Open Container Exceptions

Senate Bill 345 eliminates exceptions to the New Mexico's open container law that exempts (1) persons who, upon the recommendation of a doctor, carry alcoholic beverages in that person's motor vehicle for medicinal purposes; and (2) any clergyman or his agent who carries alcoholic beverages for religious purposes in the clergyman's or agent's motor vehicle.

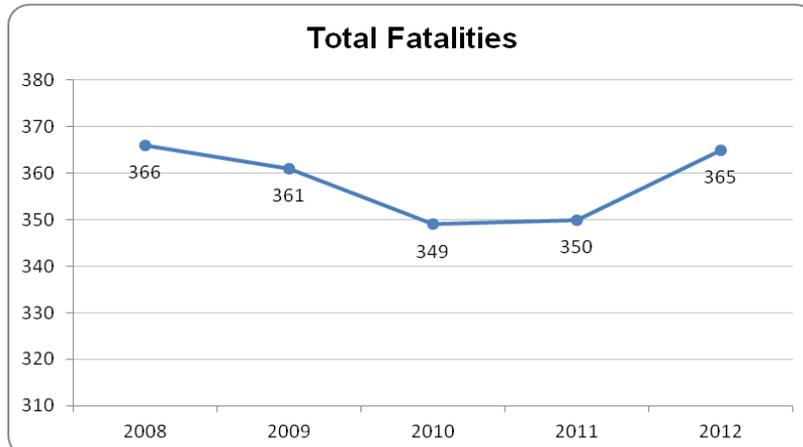
The Moving Ahead for Progress in the 21st Century Act (MAP-21), signed in 2012, included specific provisions related to open container legislation. States that fail to enact or enforce compliant open container laws by October 1 of each fiscal year will have a penalty transfer of an amount equal to 2.5 percent (2.5%) of Federal-aid funds apportioned under 23 U.S.C. § 104(b)(1) from the National Highway Performance Program (NHPP) and Surface Transportation Program (STP). This measure will prevent NMDOT from being eligible for approximately seven million dollars (\$7,000,000) per year of Federal funding. *Amends NMSA 1978, Section 66-8-138.*

2013 Highway Safety Plan Performance Measures and Targets

Overall Performance Targets - Annual Data: 1/1/2012 – 12/31/2012

Reduce the number of traffic fatalities from 346* in 2010 to 344 by 2012.

((Core Measure 1; 2008 – 2011 is final FARS data; 2012 is preliminary Fatality Analysis Reporting System (FARS) data)).



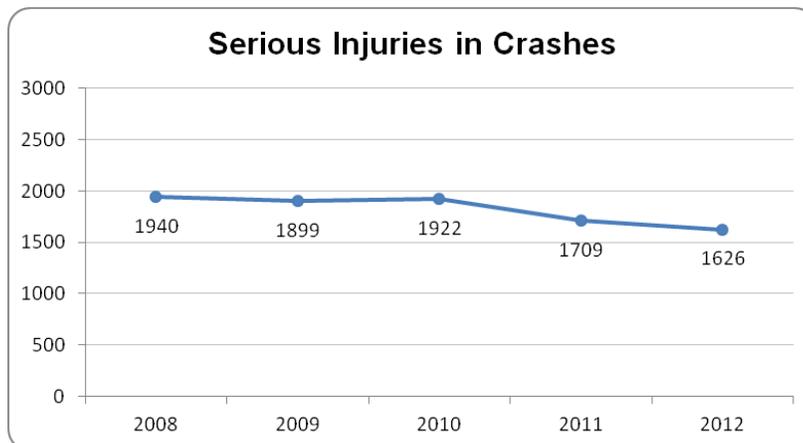
**Total traffic fatalities for 2010 were estimated at 346 in the FFY13 HSP*

STATUS: Not Achieved

New Mexico did not meet its FFY13 Highway Safety Plan (HSP) performance target for reducing total fatalities by the projected figure. Preliminary 2012 FARS data shows there were 365 total traffic fatalities, a 4.6 percent increase from 2010.

Reduce the number of serious injuries in traffic crashes at 1,939* in 2010 to 1,806 by 2012.

(Core Measure 2; 2008-2010 is final State data; 2012 is preliminary State data)



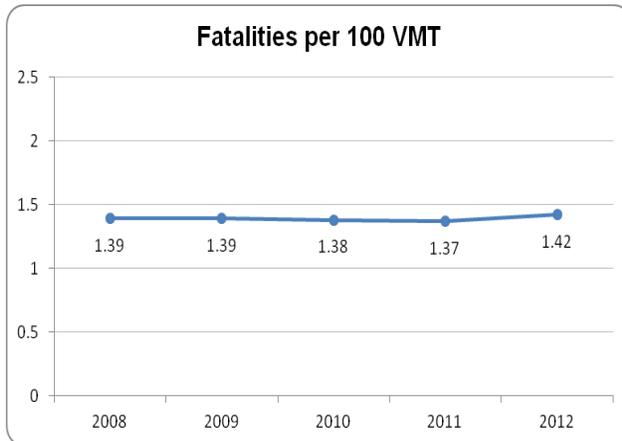
**Number of serious injuries in crashes for 2010 was estimated at 1,939 in the FFY13 HSP*

STATUS: Achieved and Exceeded

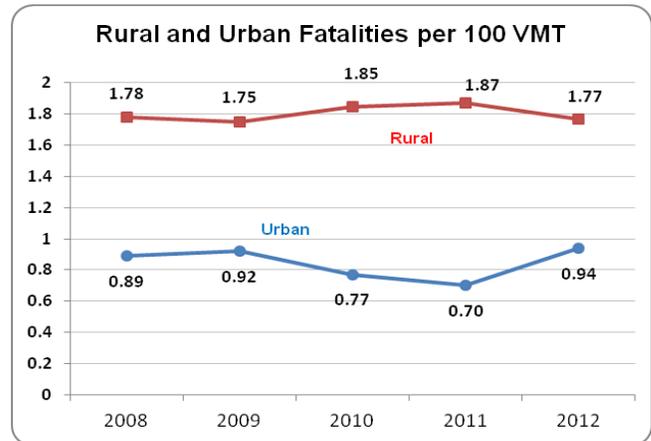
New Mexico exceeded this performance target. Preliminary 2012 State data shows that the number of serious injuries was reported at 1,626. This is a 15.4 percent reduction from 2010.

Reduce traffic fatalities per 100 MVM from 1.37* in 2010 to 1.35 by 2012; reduce the rural fatality rate from 1.84 in 2010 to 1.50 by 2012; reduce the urban fatality rate from 0.75** in 2010 to 0.60 by 2012.**

(Core Measure 3; 2008 – 2011 is final FARS data; 2012 is preliminary State data; 2011 State VMT Data Used)



*Fatalities per 100 VMT for 2010 were estimated at 1.37 in the FFY13 HSP



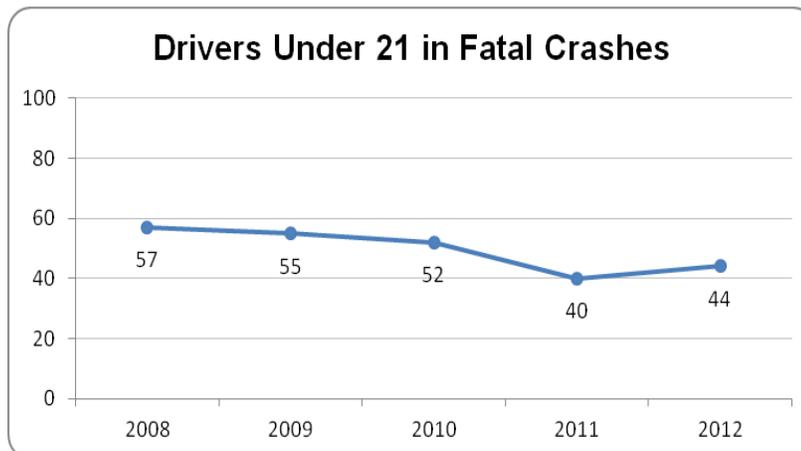
** Rural fatalities per 100 VMT for 2010 were estimated at 1.84 and urban fatalities at 0.75 in the FFY13 HSP

STATUS: Not Achieved

Preliminary 2012 State data indicates New Mexico did not meet this FFY13 HSP performance target. The total fatality rate was reported at 1.42. The rural fatality rate was 1.77 and the urban rate was 0.94.

Reduce the number of drivers age 20 or younger involved in fatal crashes from 52 in 2010 to 50 by 2012.

(Core Measure 9; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



STATUS: Achieved and Exceeded

New Mexico met and exceeded its FFY13 HSP performance target for reducing the number of drivers age 20 or younger involved in fatal crashes. Preliminary 2012 FARS data shows that the number of drivers under age 21 in fatal crashes was reported at 44; a 15.4 percent reduction from 2010.

Achievement of Overall Performance Targets

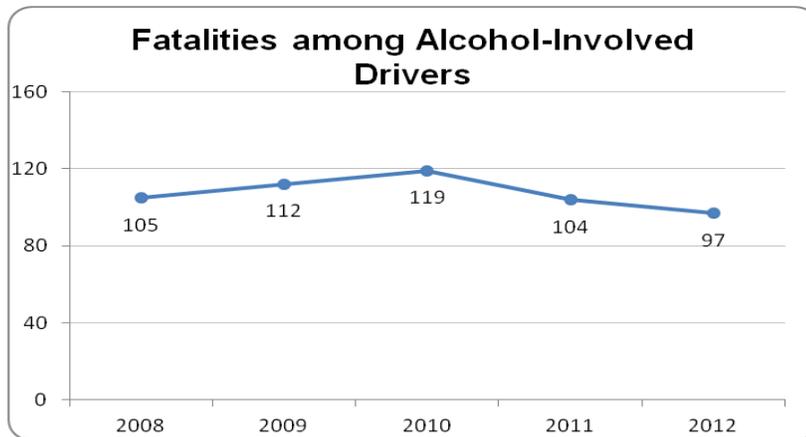
The State achieved two of its four Overall FFY13 HSP performance targets. Preliminary data shows a 15.4 percent reduction in serious injuries in crashes from 2010 figures and a 15.4 percent reduction in the number of under age 21 drivers in fatal crashes from 2010. Since 2007, the number of under-21 drivers in fatal crashes has been reduced by 22.8 percent.

Total fatalities and fatalities per 100M VMT increased in New Mexico between 2011 and 2012, as they did nationally. NHTSA reported that fatalities nationwide increased primarily among motorcyclists and pedestrians in 2012 from 2011.

Alcohol/ Impaired Driving Performance Target - Annual Data: 1/1/2012-12/31/2012

Reduce the number of fatalities involving driver/ motorcycle operators with .08 or higher BAC from 111* in 2010 to 110 by 2012.

(Core Measure 5; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



**Fatalities among Alcohol-Impaired Drivers for 2010 were estimated at 111 in the FFY13 HSP*

STATUS: Achieved and Exceeded

The State met and exceeded its FFY13 HSP Alcohol/ Impaired Driving performance target by more than the projected figure. Preliminary FARS data shows there were 97 fatalities involving alcohol-impaired drivers in 2012, a reduction of 22 fatalities from 2010. Between 2010 and 2012, fatalities involving alcohol-impaired drivers decreased by 18.5 percent.

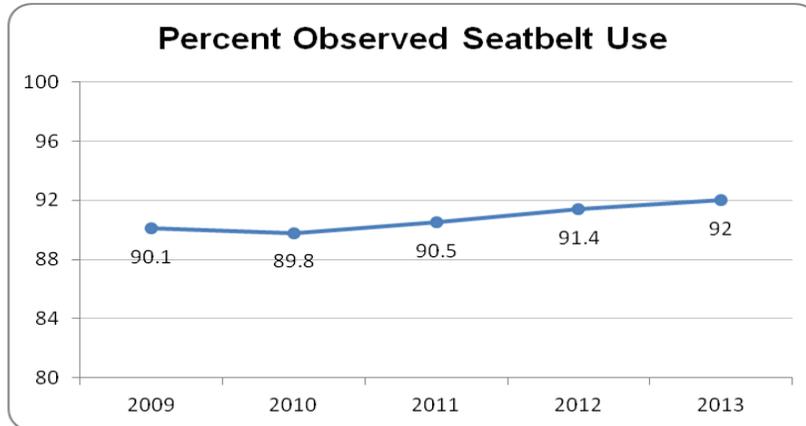
New Mexico's continuing commitment to high-visibility enforcement, keeping law enforcement and anti-DWI messaging in front of the public, and its numerous training, education and prevention projects have all aided in reducing the number of alcohol-impaired driver fatalities. DWI/ drug courts, ignition interlocks and supervised probation of DWI offenders are proven effective measures for reducing recidivism. Stakeholder agencies assisted the NMDOT in its efforts to continually reduce impaired driving fatalities.

Occupant Protection Performance Targets - Annual Data: 1/1/2012 – 12/31/2012

New Mexico Seatbelt Survey Conducted May-June Annually

Increase the observed seatbelt use percentage for front-seat outboard occupants from 90.5% in 2011 to 91.5% in 2013.

(Behavioral Measure 1; NM Survey Data)

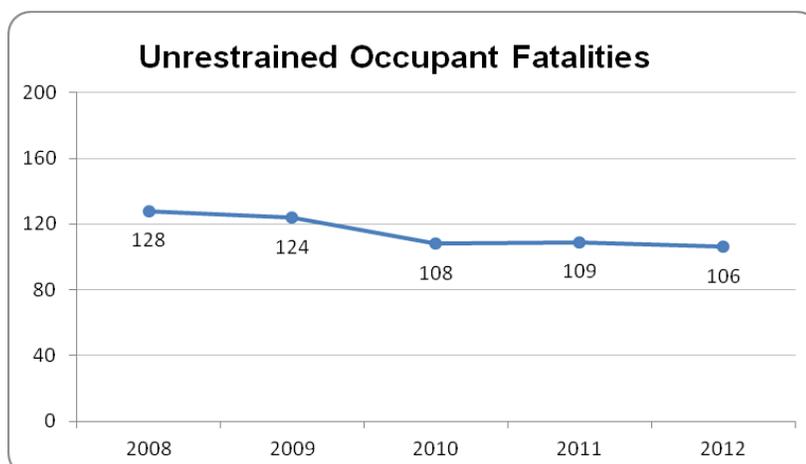


STATUS: Achieved and Exceeded

New Mexico met and exceeded its FFY13 HSP Occupant Protection performance target for increasing seatbelt use to 91.5 percent. According to the 2013 Seatbelt Use Survey, New Mexico achieved a 92 percent overall seatbelt usage and has increased its seatbelt use percentage for the fourth straight year. New Mexico's 2013 seatbelt use is at its highest since the State began tracking this information. The State's high-visibility enforcement operations and high-visibility media have been successful in keeping its observed seatbelt use percentage steady or slightly increasing for over ten years.

Reduce the number of unrestrained occupant fatalities (all seating positions) from 106* in 2010 to 105 by 2012.

(Core Measure 4; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



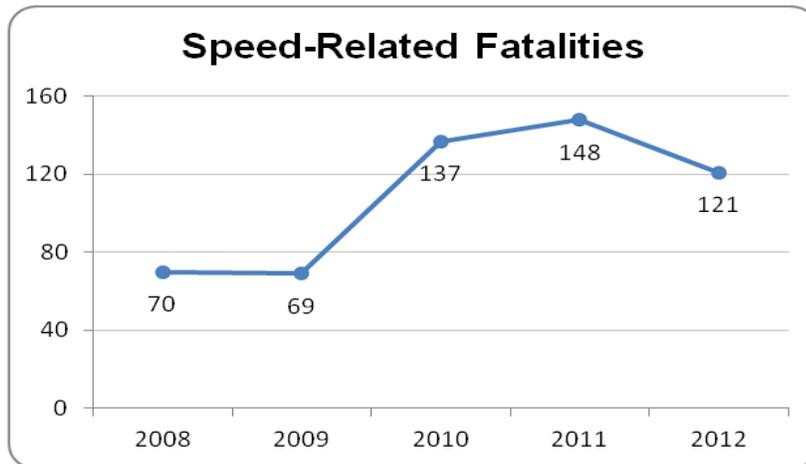
**Unrestrained occupant fatalities for 2010 were estimated at 106 in the FFY13 HSP*

STATUS: Not Achieved

Preliminary FARS data indicates there were 106 unrestrained occupant fatalities in 2012. Although New Mexico did not meet its FFY13 HSP performance target of reducing unrestrained occupant fatalities to 105 in 2012, it did reduce the number of fatalities between 2010 and 2012. Unrestrained occupant fatalities continue to fall in New Mexico and have been reduced by 17 percent over the past five years.

Police Traffic Services Performance Target - Annual Data: 1/1/2012 – 12/31/2012

Reduce the number of speed-related fatalities from 131* in 2010 to 129 by 2012.
(Core Measure 6; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



*Speed-related fatalities for 2010 were estimated at 131 in the FFY13 HSP

STATUS: Achieved and Exceeded

New Mexico met and exceeded its FFY13 HSP Police Traffic Services performance target of reducing the number of speed-related fatalities by more than the projected figure. Preliminary FARS data indicates that speed-related fatalities have been reduced by 12 percent since 2010 and by 18 percent since 2011.

New Mexico's STEP, 100 Days and Nights and Safety Corridor projects have greatly increased law enforcement's ability to conduct targeted enforcement operations on New Mexico's roadways and to reduce speed-related fatalities and injuries.

Traffic Records Performance Target – Annual Data: April 1, 2011 – March 31, 2012

Crash Database - State Crash System Uniformity

Increase the number of data fields captured in the State crash data system from New Mexico's uniform crash report (UCR) and linked data from roadway and driver data files from a baseline of 81 separate data elements captured April 1, 2011 – March 31, 2012 compared to the number of data elements captured April 1, 2012 – March 31, 2013.

STATUS: Achieved

April 1, 2011 – March 31, 2012:

Data elements captured into the old data collection system = 81 of 175 (46%)

April 1, 2012 – March 31, 2013:

Data elements captured into the new data collection system = 121 of 175 (69%)

New Mexico achieved its 2013 Traffic Records performance target of increasing the number of data fields captured into the State crash data system from the UCR and linked data from roadway and driver data files by 23 percent. A contract was established with the University of New Mexico Traffic Research Unit to develop and implement a new crash database. This database has allowed the State to collect more data elements from the UCR and linked databases. This project to improve the collection of crash data was undertaken based on a recommendation from the 2011 Traffic Records Assessment.

Activity Core Measures

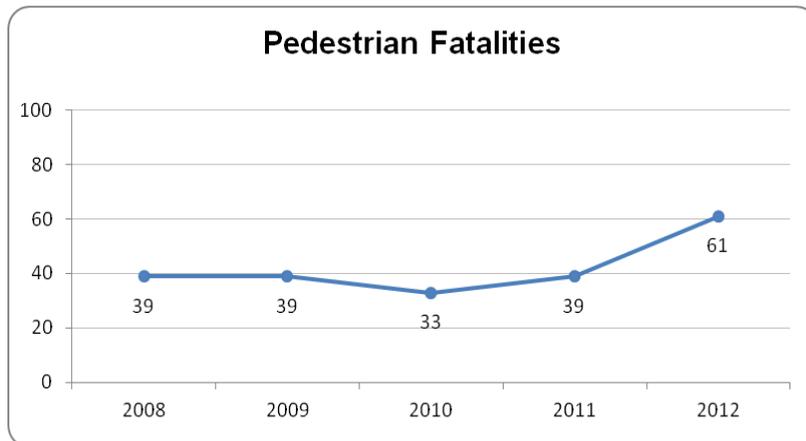
Activity arrests and citations monitored by Safer NM Now

ACTIVITY MEASURE			
Number of grant-funded impaired driving arrests	FFY11	FFY12	FFY13
Totals	2,517	2,479	2,138
ACTIVITY MEASURE			
Number of grant-funded seatbelt citations	FFY11	FFY12	FFY13
Totals	13,591	16,483	14,881
ACTIVITY MEASURE			
Number of grant-funded speeding citations	FFY11	FFY12	FFY13
Totals	49,797	56,849	56,712

Pedestrian Safety Performance Target - Annual Data: 1/1/2012 – 12/31/2012

Limit the number of pedestrian fatalities at 43* in 2012.

(Core Measure 10; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



**At the time the HSP was developed, July 2012 preliminary data showed that New Mexico already had 37 pedestrian fatalities so the target estimate was set at 43.*

STATUS: Not Achieved

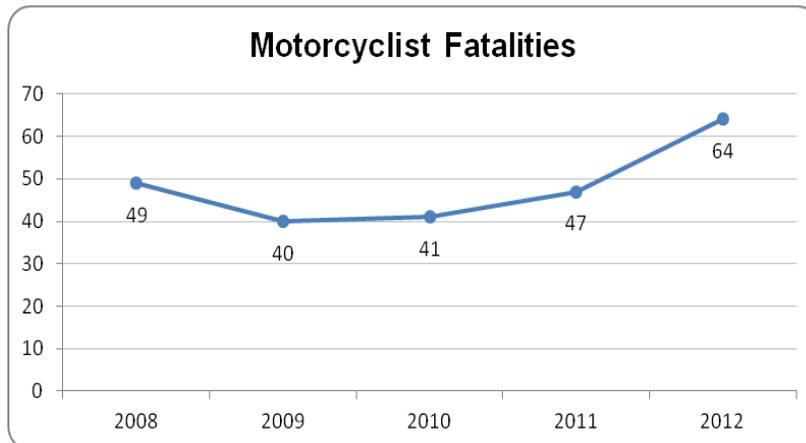
New Mexico did not meet its FFY13 HSP Pedestrian Safety performance target of limiting the number of pedestrian fatalities to 43 in 2012. Based on preliminary FARS data, New Mexico had 61 pedestrian deaths in 2012 compared to 39 in 2011. New Mexico was not alone in experiencing higher pedestrian deaths in 2012. According to a recent NHTSA study, the number of crashes involving a pedestrian increased by 9.5 percent nationally between 2011 and 2012. Nationwide, pedestrian deaths increased by 6.4 percent in 2012. Factors cited for these increases included milder winter and early spring weather and increasing numbers of individuals distracted by texting on cell phones.

NMDOT and stakeholder agencies worked to increase pedestrian safety throughout the year via the TSD pedestrian safety projects, the 'Look for Me' media campaign, distribution of pedestrian and driver safety tip brochures and pedestrian safety educational videos, letters to the editor, news conferences, public meetings, and responses to media requests for information and interviews.

Motorcycle Safety Performance Targets - Annual Data: 1/1/2012-12/31/12

Maintain the number of motorcyclist fatalities at 39* from 2010 to 2012.

(Core Measure 7; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



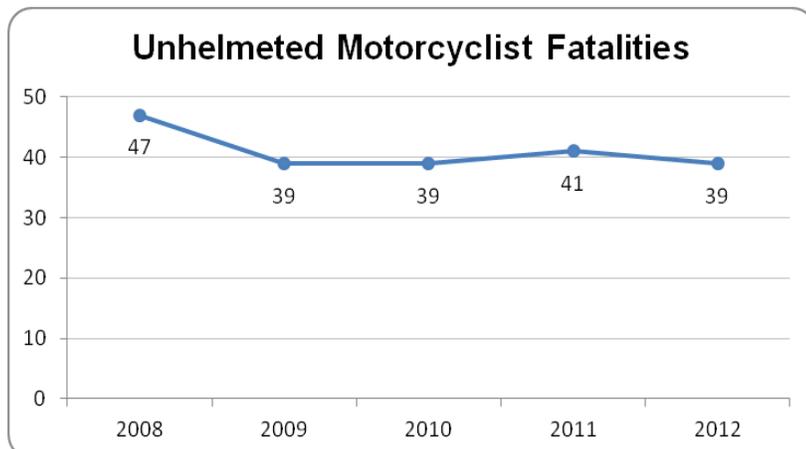
**Motorcyclist fatalities for 2010 were estimated at 39 in the FFY13 HSP*

STATUS: Not Achieved

New Mexico did not meet its FFY13 HSP Motorcycle Safety performance target for reducing the number of motorcyclist fatalities. Preliminary 2012 FARS data shows there were 64 motorcyclist fatalities, an increase of 36 percent from 2011.

Maintain the number of unhelmeted motorcyclist fatalities at 37* from 2010 to 2012.

(Core Measure 8; 2008 – 2011 is final FARS data; 2012 is preliminary FARS data)



**Unhelmeted motorcyclist fatalities for 2010 were estimated at 37 in the FFY13 HSP*

STATUS: Not Achieved

New Mexico did not meet its FFY13 HSP Motorcycle Safety performance target for maintaining the number of unhelmeted motorcyclist fatalities at 37. Preliminary 2012 FARS data shows there were 39 unhelmeted motorcyclist fatalities.

Nationally, motorcyclist fatalities increased in 2012 in 66 percent of the states, up 9 percent nationwide from 2011. Factors cited by NHTSA for the increase in motorcyclist deaths included more motorcyclists on the roadways, impaired motorcyclists, warmer late winter and spring weather, roadway deterioration and higher gas prices in 2012. Nationally, speeding was a factor in more than 35 percent of motorcyclist fatalities. In addition, many motorcyclists are not properly licensed or trained. New Mexico strives to keep the number of fatalities from increasing by focusing its efforts on motorcycle safety training and

motorcycle safety awareness. Reducing motorcycle-related fatalities is made more difficult because New Mexico does not have a mandatory helmet law.

ADDITIONAL PERFORMANCE TARGETS

Planning and Administration Performance Targets

Develop and submit the NMDOT/ TSD Highway Safety Plan, the NMDOT/ TSD Annual Report and all grant applications in a timely manner, per their submittal dates.

STATUS: Achieved

Ensure that reimbursement claims to grantees and contractors are paid within 30 days of an approved and accepted invoice for payment for actual costs that have been incurred in accordance with the approved project budget.

STATUS: Achieved

Submit a draw-down through the NHTSA grants tracking system by the 30th of each month.

STATUS: Not Achieved

Two of the three FFY13 HSP Planning and Administration performance targets were achieved. The NMDOT did not submit a draw-down through the NHTSA grants tracking system by the 30th of each month. Mechanisms were put in place to achieve this target in FFY14. The HSP, Annual Report and MAP-21 grant applications were submitted on time and reimbursement claims were paid within 30 days.

The Program Area sections presented below provide details on progress toward achieving program-specific performance targets and on the projects conducted in FFY13 aimed at positively impacting performance outcomes.

Alcohol/ Impaired Driving Program

Program Administration

The Alcohol/ Impaired Driving Program is administered by TSD staff. Individual projects are managed by TSD staff, various law enforcement agencies, Safer New Mexico Now, UNM Division of Continuing Education, NM Administrative Office of the Courts, NM Attorney General's Office, Bernalillo County Metro Court, Albuquerque Police Department, Safer NM Now and NMDOH Scientific Lab Division.

Primary Projects – Federal and State Funds

Enforcement Projects

- ❖ ODWI (including Superblitz), NHTSA National Impaired Driving Crackdown, Expanded Enforcement with NM Department of Public Safety, 100 Days & Nights of Summer, Alcohol Compliance Enforcement and Warrant Roundups and McKinley County DWI Enforcement Task Force

Training and Education Projects

- ❖ Traffic Safety Resource Prosecutor, DWI Training for Law Enforcement, BAC Training, DRE & ARIDE Training, DWI Prosecution in Practice, and Traffic Safety Information and Reporting

Other Projects

- ❖ Liquor Control Act Compliance, DWI/ Drug Courts, Metro Court Supervised Probation, Drunk Busters Hotline, CDWI and Ignition interlock Program

Underage Drinking Prevention Projects

- ❖ Life of an Athlete, Alcohol Literacy Challenge, Community Prevention Projects and Underage Drinking Awareness Media – My instead!

NHTSA Federal 164AL Funds: \$4,482,023.34; NHTSA Federal 410 Funds: \$547,238.46

ALCOHOL/ IMPAIRED DRIVING PROGRAM

New Mexico's emphasis on high-visibility law enforcement coupled with high-visibility media, specialized training of law enforcement officers and prosecutors, DWI/ Drug Courts, Ignition Interlock Program, high levels of BAC testing, and underage drinking prevention enforcement all contributed greatly to reducing the numbers of citizens killed or injured due to impaired driving-related traffic crashes.

Performance Target

The State met and exceeded its performance target for reducing fatalities among alcohol-impaired drivers by more than the projected figure. Preliminary FARS data shows there were 97 fatalities among alcohol-impaired drivers in 2012, a reduction of 22 fatalities from 2010. Between 2010 and 2012, fatalities among alcohol-impaired drivers decreased by 18.5 percent.

New Mexico's continuing commitment to high-visibility enforcement by keeping law enforcement and anti-DWI messaging in front of the public, and its numerous training, education and prevention projects have all aided in reducing the number of alcohol-impaired driver fatalities. DWI/ drug courts, ignition interlocks and supervised probation of DWI offenders are proven effective measures for reducing recidivism. Stakeholder agencies assisted the NMDOT in its efforts to continually reduce impaired driving fatalities.

Alcohol/ Impaired Driving Projects

The following FFY13 Alcohol/ Impaired Driving Program projects produced positive results that assisted TSD in increasing the safety of New Mexico's citizens and in reducing alcohol /impaired driving related fatalities and overall fatalities and injuries.

- 3,715 citations for no or improper use of seatbelts or child restraints
- 2,423 citations for driving with a suspended or revoked license
- 647 citations for reckless driving
- 11,758 citations for no insurance
- 356 felony arrests
- 427 drug arrests
- 545 fugitives apprehended
- 29 stolen vehicles recovered
- 31,655 citations for violations other than these listed

In FFY13, 52 law enforcement agencies participated in the 100 Days & Nights of Summer campaign. The 12 State Police districts are counted as one of the 52 agencies. TSD provided overtime funds, and law enforcement agencies used other State, city or county funds to conduct this campaign. The campaign began on June 21, 2013 and concluded on September 30, 2013.

This 100 Days law enforcement operation resulted in the following:

- 52 DWI arrests
- 14,734 citations for speeding
- 2,423 citations for no or improper use of seatbelts or child restraints
- 473 citations for driving with a suspended or revoked license
- 54 citations for reckless driving
- 3,969 citations for no insurance
- 27 felony arrests
- 322 misdemeanor arrests
- 37 drug arrests
- 115 fugitives apprehended
- 6 stolen vehicles recovered
- 9,023 citations for violations other than these listed

In FFY13, the DPS Special Investigations Division (SID) conducted 54 enforcement operations including minor compliance/ shoulder taps, sales to intoxicated persons, and underage enforcement resulting in the following:

- 59 administrative citations for sales to minors
- 15 administrative citations for sales to intoxicated persons
- 17 sales/ providing alcohol to a minor felony arrests
- 10 adult misdemeanor arrests
- 1 juvenile/minor misdemeanor arrest
- 34 other administrative citations
- 46 non-traffic citations
- 489 locations checked and 43 premise inspections

DPS SID conducted 12 monthly 'minor compliance check' operations in Santa Fe County. Of 111 persons approached to purchase alcohol for a minor, five adults did purchase alcohol for the minor. In addition, 12 locations sold alcohol to minors and 31 citations were issued for sales to minors. A total of 174 locations throughout Santa Fe County were checked.

DPS SID conducted four warrant roundups for DWI offenders who had a pending arrest warrant for DWI and who were in violation of their court order. The four operations resulted in six arrests for DWI warrants and four for other outstanding warrants. Pictures of 55 persons with outstanding warrants for DWI were published in the Santa Fe New Mexican newspaper, resulting in seven DWI arrests. Media coverage for this operation and information on previous NMDOT funded warrant roundups was broadcast on the KRQE news program and on their website: <http://www.krqe.com/news/crime/dwi-warrant-roundup-nets-arrests#.UnK9dmqcsxE.email>

McKinley County DWI Enforcement Task Force

The McKinley County DWI Enforcement Task Force uses a cross-commissioning agreement to conduct checkpoints, saturation patrols and overtime enforcement in McKinley County and portions of the Navajo Nation. This Task Force includes officers from the Gallup Police Department, McKinley County Sheriff's Department, New Mexico Department of Public Safety and the Navajo Nation Department of Public Safety. A DWI prosecutor handles court cases resulting from Task Force activities.

Results

In FFY13, the McKinley County Task Force participated in checkpoints and saturation patrols resulting in 133 DWI arrests, 150 citations for suspended or revoked license and 42 citations for open container. Other citations included 306 citations for no seatbelt use and 125 citations for improper or no child restraint use.

Training and Education Projects

Traffic Safety Resource Prosecutor

The NMDOT/TSD funds a full-time Traffic Safety Resource Prosecutor (TSRP) to provide special prosecutor services, technical assistance and to conduct regional training for:

- new and inexperienced assistant district attorneys
- municipal and county prosecutors
- law enforcement officers
- tribal prosecutors and police
- DWI program coordinators
- county compliance officers
- probation and parole officers
- toxicologists
- not-for-profit DWI coordinators

The TSRP conducts training in the following areas using specialists in a variety of DWI subject matter: DWI/ appellate case law, sentencing issues, legislative issues, standardized field sobriety testing and scientific lab division techniques, including breath and blood testing procedures. The TSRP provides training on drug recognition expert (DRE) issues and allows DRE officers to present on issues that arise in court and in the political spectrum. Victims' rights involving drunk-driving crashes are also frequently addressed at various statewide training sessions.

Training is specific to issues and needs that arise in each particular jurisdiction, and the curriculum for training may be modified based on those needs.

Results

In FFY13, the TSRP conducted/ participated in the following training sessions:

- October 2012 – ARIDE training in Espanola
- April 2013 – Training of prosecutors and law enforcement officers on Jicarilla Apache Reservation in Dulce, NM
- April 2013 – Vehicular homicide training for prosecutors and law enforcement officers in Roswell
- May 2013 – DWI Update training in Santa Fe

The TSRP provided technical assistance and consultation on a number of DWI issues, including:

- assisting numerous assistant district attorneys around the State with legal arguments in magistrate, district and State Supreme courts

- addressing legal and technical issues on county jail acceptance of defendants with out-of-county warrants
- participating in ride-alongs and attending DWI checkpoints with law enforcement agencies
- assisting with proposed legislation regarding texting and driving and on a bill to make treatment mandatory for all convicted drunk drivers

The TSRP participated in the November 2012 Guarding America's Roadways national satellite conference on traffic safety issues.

Statewide DWI Training for Law Enforcement

The contract for this ongoing project was established with a new contractor in FFY13. Safer New Mexico Now (Safer) now serves as the State's coordinator for Standardized Field Sobriety Testing (SFST) training for law enforcement.

Results

In FFY13, Safer established the New Mexico Law Enforcement Training Program (NMLETP), created new course material, a comprehensive course brochure, a training schedule, online course registration, and a dedicated phone line and email address for the program. The new program coordinator communicated and coordinated with more than 100 law enforcement agencies statewide to address requests for training. Safer maintained a database of the 151 certified SFST instructors. These instructors represent 56 federal, state, tribal, county and municipal law enforcement agencies (LEAs).

- ◆ 793 students from 64 LEAs attended 32 hour, 24-hour, 8-hour or 4-hour SFST Refresher Training
- ◆ 1,751 SFST Student Refresher Manuals were distributed to 33 LEAs
- ◆ Two SFST Instructor Train-the-Trainer courses were conducted with 59 officers earning certification. The curriculum for the course was developed by NHTSA and is accredited by the New Mexico Law Enforcement Academy (NMLEA).
- ◆ Four SFST Instructor update trainings were conducted with 53 SFST Instructors from 29 LEAs completing the training. The curriculum for the training was developed by Safer and is accredited by the NMLEA.

Each student receives a copy of the certified instruction material. Students are required to submit a course evaluation at the completion of the training. Safer uses this information to ensure that any deficiencies regarding the instructors, course material, training facility and overall value of the training can be addressed.

Traffic Safety Information and Reporting

In FFY13, the Division of Continuing Education (DCE) of the University of New Mexico was contracted to provide information dissemination services to NMDOT/ TSD.

Results

DCE staff maintained the NM Transportation Safety Law Center website, <http://transportation.unm.edu/>. Website information includes:

- upcoming training and events related to DWI, ignition interlock and drugged driving
- publications such as DWI Laws and Obtaining an Interlock License
- DWI and Under-21 penalty posters
- registration information for upcoming conferences and classes
- 2013 legislative summary

BAC Training

The Scientific Laboratory Division (SLD) of the New Mexico Department of Health provides breath alcohol and drug recognition testing and training, and conducts toxicology investigations for use in impaired driver prosecutions.

Results

In FFY13, the SLD continued to place special emphasis on training for law enforcement officers.

Training included:

- 46 Intoxilyzer 8000 (breath tester) Breath Operator Full Certification Classes and 20 Intoxilyzer 8000 Breath Operator Recertification Classes* with 1,196 officers trained

- 4 Intoxilyzer 8000 Key Operator Classes with 28 officers trained

**Full Certification requires 8 hours of training; Recertification requires 4 hours of training and is used when an operator is already certified on one instrument and is seeking an additional certification.*

SLD staff attended a number of conferences and training sessions on a variety of topics related to driving under the influence, legal and forensic toxicology issues.

Also in FFY13, the SLD completed the development of an on-line recertification course for Intoxilyzer operators. In FFY14, the Department of Health will develop the IT platform to implement the training course which will allow law enforcement personnel to re-certify as operators from their work station, eliminating the need to travel to Albuquerque to re-certify. This will save the law enforcement agencies money by eliminating travel costs and reducing time off the job required to re-certify.

Drug Recognition Experts (DRE) Training

The TSD contracted with the Albuquerque Police Department to manage the DRE Training Project. The project focused on expanding the number of certified DREs statewide, especially in rural areas and smaller counties; ensuring DRE training was available to law enforcement statewide; expanding drug impairment training for education professionals; providing training to State Assistant DAs; and increasing the number of DRE instructors in the State.

Results

In FFY13:

- 17 new DRE officers completed training and were certified.
- Seven Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were conducted with 83 officers trained.
- Two DREs completed instructor training and were certified.
- Three 8-hour recertification classes were conducted with 28 DREs attending. Classes were conducted in Albuquerque (central location), in Farmington (northern location) and in Las Cruces (southern location).
- Currently there are 82 DRE officers in the State in 30 of 33 counties.
- Numerous presentations on drugged driving were made to educators at various schools, medical personnel, court compliance officers and State agencies.
- Eight DREs (instructors and non-instructors) attended the 2013 IACP Training Conference on Drugs, Alcohol and Impaired Driving in Oklahoma.

DWI Prosecution in Practice

The University of New Mexico - School of Law provided a DWI Prosecution in Practice course to third-year law students that included information on case law, procedures and issues related to DWI in New Mexico. Students learn the theory behind DWI prosecution and the pertinent New Mexico case law while also gaining practical experience through DWI prosecution in the Bernalillo County Metropolitan Court. The project's goals are to train future prosecutors on DWI case law and prosecution, and to reduce recidivism.

Results

In FFY13, courses were offered for two semesters – Fall 2012 and Spring 2013.

Each semester the Program was filled to its maximum capacity of eight students, with 16 students completing the course. Students handled a total of 119 cases covered several hundred court hearings on these cases, such as pre-trial conferences, guilty plea settings, conditions of release hearings, sentencing and other motion hearings.

Students participated in sessions of DWI/ Drug Court, attended a MADD Victim's Impact Panel and met with representatives of court programs to learn about the DWI First Offender Program. Some of the most important practical skills taught in the class were case preparation, file organization, research and scheduling.

Other Projects

DWI/ Drug Courts

There are seven DWI/ Drug Courts in New Mexico that focus on DWI cases, and there are another 36 drug court programs (17 adult, 16 juvenile, 3 family dependency) that handle a broader range of drug-involved cases. These courts operate in 25 of New Mexico's 33 counties at District, metropolitan and magistrate court levels. Through a contact with the Administrative Office of the Courts, TSD provides funding to support six of the seven DWI/ Drug Courts.

The State's six magistrate DWI/ Drug Courts are in the following courts: Dona Ana County Magistrate, Eddy County Magistrate, Valencia County Magistrate, Santa Fe County Magistrate, Torrance County Magistrate and San Miguel County Magistrate. Bernalillo County Metropolitan Court also houses a DWI/ Drug Court. All courts have undergone training and are fully operational.

Training sessions in FFY13 included current and new empirical information, including: Drug Testing; How to Get a Participant into the Program Quickly After Arrest; Best Practices DWI Court Guiding Principles; Effective Alcohol Treatment; and Legal Updates.

FFY13 results below were taken from the performance measures database within each program.

Results

DWI/ Drug Court	# of Program Graduates	Graduated* %	Recidivism** %	Retention %
Dona Ana Magistrate	1	25	9	89
Santa Fe Co. Magistrate	7	78	18	88
Valencia Co. Magistrate	9	82	12	93
Torrance Co. Magistrate	3	50	0	69
Eddy Co. Magistrate	9	100	0	100
San Miguel Co. Magistrate	8	73	0	86

** The National average for drug court graduation is 57 percent according to a 2008 meta-study of drug courts.*

*** Recidivism calculation includes all program exits for the last three years (2010-2013).*

In FY13, the average New Mexico DWI Court recidivism rate was 4.9 percent, and the average NM Drug Court recidivism rate was 15.5 percent (three-years post program exit), while the average New Mexico Corrections Department re-incarceration rate is 44.6 percent.

Liquor Control Act Compliance

The Regulation and Licensing Department (RLD) issues Liquor Control Act citations to businesses that serve alcohol to intoxicated persons or that serve or sell to minors. TSD provides support to RLD for additional staff to process these citations.

Results

In FFY13, New Mexico's Regulation and Licensing Department issued and processed 238 Liquor Control Act citations and processed/ closed a backlog of 120 citations.

Metro Court Supervised Probation Project

The Bernalillo County Metropolitan Court DWI First Offender Enhanced Supervision Program has been accepting participants into the program since September 2006. The program goal is to enhance supervision of true first-time DWI offenders, and thereby reduce recidivism among this population. A risk and needs assessment tool is administered at the initial intake, along with the mandatory ADE, Inc. substance abuse assessment tool. These tools allow the probation officers to better determine which offenders are high risk and in need of a more structured supervision plan.

All offenders meeting eligibility for supervision are required to participate in four face-to-face meetings within a two month period with their probation officer before their supervision level is determined. During this period, the offender is assessed for compliance with court directives, treatment level need, bio-psychosocial indicators and need for other services to support the offender's success while on supervision and to provide them with resources upon completion of their probation.

Results

DWI First Offender Enhanced Supervision Program:

In FFY13, the program reported a total of 1,501 DWI First offender Program participants. As of September 30, 2013, enrollments in the program were as follows:

- 912 Unsupervised – did not meet high-risk criteria
- 589 Supervised – did meet high-risk criteria
- 314 Ignition interlock only – defendants pending trial on their DWI – not yet convicted
- 8 In custody – defendants ordered to ignition interlock, but who are still in custody

The total number of ignition interlocks installed was 817.

Drunk Busters Hotline - #DWI

New Mexico has maintained a Drunk Busters Hotline since 2006 to allow the general public to report drivers suspected of impaired driving. A driver who witnesses erratic driving that may be due to impaired driving is encouraged to call the Drunk Busters Hotline and provide details to a State Police dispatcher. Callers can use a short code (#DWI or #394) from their cell phone (using a hands-free device) or can call the toll-free number, 1-877-DWI HALT (877-394-4258). The toll-free number is funded by the State. The Drunk Busters hotline is answered 24 hours a day by Department of Public Safety dispatchers who then contact State and local law enforcement officers to investigate.

The program receives an average of 1,100 calls per month. Upon receipt of a call, law enforcement agencies are notified immediately and an officer is dispatched. In the event that contact is not made by an officer, a 'Drunk Buster' letter is sent to the vehicle owner who is registered to the license plate.

This project provides overtime enforcement patrol funding to the Albuquerque Police Department to respond to Drunk Busters hotline calls in all four quadrants of the city. The Albuquerque area receives the majority of the Drunkbusters Hotline calls.

Results

In FFY13, the Drunk Busters Hotline received 13,708 calls resulting in 1,149 contacts and 238 DWI arrests. See the NM Drunk Busters website at:

<http://www.dps.nm.org/index.php/dwi-prevention/drunk-busters/>

Community Driving While Impaired (CDWI)

CDWI is a statewide program that distributes funds back to cities and counties from which they are generated. These funds come from a \$75.00 fee imposed on a person convicted of a DWI. In order to be eligible for funding, each city or county must develop a plan on how to best use these resources to fight DWI in their communities. Allocated funds can be used in any of the following four categories: enforcement, prevention, offender programs, and public information and education.

The CDWI Program helps many communities throughout the State spread DWI awareness through media, prevention and enforcement programs that would be difficult to conduct without the funds provided through this program. Although the majority of communities use CDWI funds for enforcement, many also use the funds for prevention programs.

Results

In FFY13, \$465,567 of CDWI funds was distributed to 27 local governmental agencies. All of New Mexico's 33 counties are eligible to receive a portion of the funds, but not all cities/ counties apply for the funds every year.

Ignition Interlock Administration

The NMDOT/ TSD is responsible for the licensing and certification of Ignition Interlock providers. Once approved, provider information is available on the UNM Transportation Safety Center website for use by agencies and the public: <http://transportation.unm.edu/>.

The Ignition Interlock Program Manager (IIPM) monitors, investigates and resolves complaints, and responds to calls for information about ignition interlock requirements from the public, service providers and other government agencies nationally and internationally.

Results

In FFY13, certification was approved for one new service center provider, 18 new installers and nine new service technicians. TSD renewed 136 other service provider applications. There were eight manufacturers distributing interlocks in New Mexico with a total of 48 service centers, 77 installers and 29 service technicians.

The IIPM continued to meet with and assist the courts, compliance personnel and law enforcement with ignition interlock issues. In addition, TSD staff made presentations to the courts, compliance personnel, law enforcement officers, New Mexico Adult Probation and Parole, Bureau of Indian Affairs, Navajo Nation Division of Public Safety and public entities. The goal of this outreach is to educate and assist these agencies and individuals in the proper utilization of the ignition interlock as a tool for reducing impaired driving.

New Mexico staff also attended and presented at the first annual Association of Ignition Interlock Providers, Ignition Interlock Training Institute.

In FFY13, there were over 13,000 individuals with interlock devices installed in their vehicles and 10,212 ignition interlock licenses were issued by the New Mexico Motor Vehicle Division.

Ignition Interlock Indigent Fund

The NMDOT/TSD is legislatively mandated to administer New Mexico's Ignition Interlock (II) Indigent Fund and has done so since March 2006. No more than ten percent of the money in the Indigent Fund can be used for administrative purposes in any State fiscal year.

Annually, \$300,000 is appropriated to the fund from the State's Liquor Excise Tax. Additional funds come from a \$50 'indigent device fund' fee for every year a non-indigent individual obtains an Ignition Interlock License. Indigent device fund fees are waived for approved indigent drivers during their indigent eligibility period.

Since July 2010, TSD has processed applications for individuals seeking a subsidy from the II Indigent Fund. The subsidy covers one vehicle per offender, up to \$50.00 for the cost of the interlock installation, \$30.00 monthly for verified active use of the interlock device and \$50.00 for the cost of removal of the device for services rendered during the indigent individual's eligibility dates.

The link to obtain an application is: <http://www.dot.state.nm.us>. Select 'Traffic Safety' under News and Information; then select either the English or Spanish Instructions & Application for Ignition Interlock Indigent Fund.

Results

In FFY13, the TSD processed 2,486 applications for indigent status. Of those processed, 1,946 were approved, 387 were denied, and additional information was requested from 153 applicants.

A total of \$885,250 in device fund fees was collected by the Motor Vehicle Division from non-indigent drivers and deposited into the II Indigent Fund. Eligible reimbursement expenses totaled \$421,183 and administrative costs totaled \$155,037.

Underage Drinking Prevention Projects

Life of an Athlete

TSD, in partnership with the New Mexico Activities Association (NMAA), completed the final year of the four year Life of an Athlete contract. The NMAA is a statewide organization that oversees all sports activities in New Mexico's secondary schools. The Life of an Athlete (LoA) project targets high school athletes with messages regarding the inverse relationship between peak athletic performance and alcohol consumption (e.g., one night of heavy drinking results in the loss of two weeks of training). Studies by the American Athletic Institute show that drinking alcohol decreases athletic performance in the areas of speed, endurance, agility, strength and concentration.

Results

The NMAA maintains the Life of an Athlete website with support from the TSD: (www.lifeofanathlete.com). The website includes 'real time' feedback for all public school high schools. This enables the NMAA and other interested parties, working through local athletic directors, to monitor participation rates by season, sport and gender, and to know how many participating athletes have completed the on-line course.

In FFY13, LoA's John Underwood met with high school principals, local prevention specialists, high school athletes and other prevention stakeholders to review proposed changes to the online curriculum and to discuss expanding the program to reach middle school student athletes. During the year, media campaigns and outreach were conducted at various coaches' clinics and championship sport events.

Alcohol Literacy Challenge

TSD contracted with Peter D. & Company, Inc. to train community-based prevention specialists in teaching the Alcohol Literacy Challenge and Smarter than your Average Teen curricula. The classroom-based program is designed to educate youth about the effects of alcohol use (both positive and negative), and to reduce the quantity and frequency of alcohol use among this population.

Results

The contractor conducted three different trainings in Taos, Roswell, and Las Cruces to 114 participants and provided program curricula. The contractor was able to more than triple the number of persons trained and doubled the number of curricula available in these areas.

Community Prevention Projects

A request for application was sent to all 33 county DWI Programs in New Mexico to conduct underage drinking prevention projects aimed locally at social host ordinances, media literacy, prevention education, and other environmental strategies designed to prevent the early onset of alcohol use.

Results

Six programs were selected to conduct projects in FFY13 in Rio Arriba, Sandoval, McKinley, Curry, Colfax and Quay counties. County programs implemented a number of strategies or projects including educational presentations on underage drinking awareness; dissemination of prevention information; implementation of an underage drinking prevention curriculum; media literacy classes; and classroom discussions on how to prevent and reduce alcohol use and binge-drinking by middle and high school students.

Local law enforcement and media partners worked together to increase awareness of the risk and consequences of underage drinking to youth, and to their parents or other adults who might provide alcohol to youth.

Underage Drinking Awareness Media

NMDOT continued its multi-media campaign on underage drinking called '**My instead!**' that includes radio, television and billboard messaging statewide. A new underage drinking prevention website was launched, myinstead.com, an educational resource on underage drinking prevention for educators, students, prevention coordinators, parents, administrators, law enforcement and others. This My Instead campaign's focus is on preventing the early onset of alcohol use in New Mexico.

Underage drinking non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA member stations throughout the State in December 2012 and February-September 2013 for a value of \$96,427.

Occupant Protection Program

Program Administration

The Occupant Protection Program is administered by TSD staff. Individual projects are administered by Safer NM Now and various law enforcement agencies.

Primary Projects – Federal and State Funds

- ❖ Operation Buckle Down and Click It or Ticket Enforcement
- ❖ New Mexico Annual Seatbelt Use Survey
- ❖ New Mexico Child Safety Seat Distribution Program
- ❖ Child Passenger Safety Technical Training
- ❖ Child Safety Seat Fitting Stations and Clinics
- ❖ Buckle-Up New Mexico Certification Training

NHTSA Federal 405 Funds: \$124,747.58; NHTSA Federal 402 Funds: \$475,076.80

OCCUPANT PROTECTION PROGRAM

New Mexico's primary seatbelt and child safety/ booster seat laws, child safety seat distribution program, fitting stations and clinics have been instrumental in achieving high use of occupant protection and in reducing traffic-related deaths and injuries.

Performance Targets

New Mexico met and exceeded its FFY13 performance target for increasing seatbelt use to 91.5 percent. According to the 2013 Seatbelt Use Survey, New Mexico achieved a 92 percent overall seatbelt usage and has increased its seatbelt use percentage for the fourth straight year. New Mexico's 2013 seatbelt use percentage is at its highest since the State began tracking this information.

Driver seatbelt use was recorded at 92.1 percent. Front seat passenger use (persons sitting by the right door) was recorded at 91.2 percent, both increasing from 2012 figures. New Mexico's high-visibility enforcement operations and high-visibility media have been successful in keeping its observed seatbelt use percentage steady for over ten years.

Although New Mexico did not meet its FFY13 performance target for reducing unrestrained occupant fatalities by the projected figure, it did reduce occupant fatalities by a larger percentage than anticipated. Unrestrained occupant fatalities continue to fall in New Mexico and have been reduced by 17 percent over the past five years.

Occupant Protection Projects

The following FFY13 Occupant Protection Program projects assisted the State in maintaining high levels of overall occupant protection use, and in increasing the public's knowledge about and proper use of child restraint devices.

Operation Buckle Down and Click It or Ticket Enforcement

NMDOT provided funds for law enforcement to participate in Operation Buckle Down (OBD) and in the National Click It or Ticket enforcement mobilization. The primary objective of OBD and Click It or Ticket is to educate and/or cite those who fail to comply with New Mexico's seatbelt and child restraint laws. Each OBD campaign was accompanied by media and education efforts. Sustained enforcement activities included checkpoint and saturation patrol operations that were conducted throughout the year.

Safer New Mexico Now assisted with the administration of this project by negotiating law enforcement agreements, processing reimbursements, and producing monthly and annual summary reports.

Results

In FFY13, 54 law enforcement agencies participated in OBD enforcement activities. The 12 State Police districts are counted as one of the 62 agencies. These officers issued 6,410 seatbelt and 500 child restraint citations. During these activities, law enforcement officers also issued the following citations: 3,325 for speeding, 492 for driving with a revoked or suspended license, 2,347 for uninsured motorist and 13 for reckless driving. Officers apprehended 162 fugitives, made 41 felony arrests, 28 drug arrests and recovered four stolen vehicles. Another 5,091 citations were issued for violations other than these listed.

In FFY13, 44 law enforcement agencies participated in the National Click It or Ticket campaign. The 12 State Police districts are counted as one of the 44 agencies. During this campaign, law enforcement officers issued 2,722 seatbelt citations and 237 child restraint citations. Officers also issued the following citations: 903 for speeding, 151 for driving with a revoked or suspended license, 812 for uninsured motorist and 33 for reckless driving. Officers apprehended 38 fugitives, and made 30 DWI arrests, 25 felony arrests and 12 drug arrests. Another 1,845 citations were issued for violations other than these listed.

New Mexico Annual Seatbelt Use Survey

New Mexico conducted an annual Seatbelt Use Survey, an observation survey required of all states by the National Highway Traffic Safety Administration (NHTSA) and as a required provision of MAP-21.

The TSD contracted with Horizons of New Mexico, Inc. to conduct this survey to evaluate motor vehicle seatbelt use in New Mexico. The findings of the annual survey demonstrate the impact of New Mexico's primary seatbelt law (a citation can be issued for non-belt use even if no other violation occurs).

In FFY13, New Mexico conducted pre and post surveys on cars and pickup trucks. Trained observers recorded front shoulder belt use by drivers and front outboard passengers (sitting by the right door). NHTSA approved survey methods and processes were used for both samples. The observation sites are a sample of public roadway locations that were selected by a random sampling process.

Results

Post-Survey Observed Seatbelt Use in New Mexico – 2013

Type of Vehicle	Number of Occupants Observed	%Seatbelt Use
All Vehicles	6,874	92.0
Driver	5,215	92.1
Passenger	1,659	91.2
Pickup Trucks – Front Seat	1,894	86.2
Driver	1,481	85.9
Passenger	413	87.6

This year's seatbelt use was documented at 92 percent. New Mexico has achieved an overall seatbelt use at 90 percent or above for the past seven years. The State's overall seatbelt use percentage continues to be above the National percentage (86% in 2012).

New Mexico Child Passenger Safety Program

TSD contracts with Safer New Mexico Now (Safer) to assist with the management of the following child passenger safety projects. Safer provides technical and administrative oversight and maintenance of the projects, and produces monthly and annual summary reports to TSD.

New Mexico Child Safety Seat Distribution Program (NMCSSDP)

With the support of public health clinics, hospitals, shelters and other social service organizations, lower income families are provided child safety seats and instruction on their proper use. Several distribution sites serve primarily Spanish-speaking populations. All distribution sites receive educational materials from the Safer Injury Prevention Resource Center throughout the year.

Results

In FFY13, 45 agencies participated in the NMCSSDP distributing 2,342 child safety seats to low-income families, a seven percent increase from the previous year. Site staff showed child passenger safety videos, reviewed educational brochures with the families and provided individual instruction on how to install the child safety seat. Program services were available to an estimated 95 percent of the State's total population.

A \$20 fee is requested from caregivers receiving a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. The fee is intended to provide additional financial support to the Program. In FFY13, Safer received \$24,628 in child safety seat fees, a 15 percent decrease from the previous year. All funds collected were used to purchase child safety seats for distribution.

All agency personnel who distribute child safety seats are required to complete an advocacy-training session conducted by a certified Child Passenger Safety instructor. The six-hour training includes lectures, hands-on activities and a written test that educates health care professionals on proper seat selection and administrative aspects of participation in the New Mexico Child Safety Seat Distribution Program.

Child Passenger Safety (CPS) Technical Training

Agency personnel and law enforcement officers providing services at child safety seat distribution sites must be certified utilizing NHTSA's Standardized CPS Technical Training. Safer conducts CPS Technical Training classes and Certification Renewal courses.

Results

Safer conducted four National Standardized CPS 32-hour Technical Training classes during FFY13, with 83 students becoming certified. A total of 98 technicians completed the Safe Kids Worldwide recertification process. Statewide, there are 404 CPS technicians (393 technicians and 11 instructors), representing all six NMDOT districts, 24 counties and more than 55 cities/ towns. During FFY13, technicians worked over 2,000 hours at inspection events throughout the State.

Child Safety Seat Fitting Stations and Clinics

New Mexico has eight permanent child safety seat fitting stations, and child safety seat clinics are conducted throughout the year. Participation by law enforcement is essential in assisting with local child safety seat clinics and fitting stations.

Results

In FFY13, Safer conducted 54 child safety seat clinics, making the service available to an estimated 75 percent of the State's population. At these clinics, 947 child safety seats were inspected and 280 replaced at no cost to the parent or caregiver. At 69 fitting station events, 650 child safety seats were inspected, 215

replaced and 117 newly installed. Fitting stations are accessible to an estimated 63 percent of the State's population.

A child safety seat clinic was held during the first morning of the annual Buckle-Up New Mexico Recertification Training in Albuquerque in March 2013. The clinic provided child passenger safety technicians from rural areas of New Mexico an opportunity to gain more experience with child safety seats they might not otherwise see and with seat inspection and installation. It also provided an opportunity for child passenger safety technician instructors to assist the child passenger safety technicians with their Safe Kids Worldwide recertification requirements. The day prior to this clinic, the NMDOT distributed a press release notifying the public of the location and time of the clinic. The day of the clinic, the event was promoted on a local television station during their morning newscast. A total of 32 seats were inspected and nine seats were replaced during this clinic.

To increase awareness around occupant protection and child safety seat use, pamphlets, posters and rack cards are available at each clinic. In addition, Safer contracts with two certified CPS technician instructors to serve as occupant protection liaisons (OPLs) and offer program support, education and technical advice. One technician covers the northern part of New Mexico and one the southern part of New Mexico. OPLs make presentations to agencies and organizations such as public health offices, licensed daycare facilities and other agencies offering services to children and families. They promote CPS initiatives, assist with CPS curriculum development, and ensure that CSP fitting stations are active and operating within standards. Safer staff also participated in outreach and educational events throughout the year.

Buckle-Up New Mexico Certification Training

The annual Buckle-Up New Mexico Recertification Training was held in Albuquerque in March 2013. . The event was sponsored by NMDOT/ TSD and coordinated by Safer New Mexico Now.

This year's recertification training included sessions led by Safer's Child Passenger Safety technician instructors, nationally-recognized speaker Joe Colella of Traffic Safety Projects, and five child restraint manufacturing representatives. The two-day training provided interactive learning opportunities on topics including the following:

- Child Restraint Manufacturers Product Education
- Child Passenger Safety Education Across the Generations
- Side Impacts
- Tipping the Scales: Impact of Overweight Children on CPS
- Some New Child Restraints and Unique Features
- Safety Through Standards
- How Do You Do That? Installing Child Safety Seats
- Everything You Ever Wanted to Know About Child Safety Seats
- Hot Button Topics
- Test Your Knowledge: Child Passenger Safety Technician Jeopardy

Attendance totaled 191 persons including child passenger safety instructors and technicians, law enforcement personnel, New Mexico Child Safety Seat Distribution Program coordinators and TSD representatives.

The 2013 Buckle-Up New Mexico Recertification Training was accredited for nine CEUs through Safe Kids Worldwide. Based on the format of the training, certified CPSTs could earn up to six CEUs, fully satisfying their recertification requirement. The New Mexico Emergency Services Bureau and the New Mexico Law Enforcement Academy also awarded eight professional CEUs to qualifying applicants. The Emergency Nurses Association awarded seven and a half professional CEUs to nurses attending the training.

Police Traffic Services Program

Program Administration

The Police Traffic Services Program is administered by TSD staff. Individual projects are administered TSD staff and Safer New Mexico Now.

Primary Projects – Federal and State Funds

- ❖ Selective Traffic Enforcement Program (STEP)
- ❖ 100 Days & Nights of Summer
- ❖ Safety Corridors
- ❖ Statewide Police Traffic Services Training
- ❖ Law Enforcement Liaisons – Enforcement Coordination
- ❖ Law Enforcement Coordinators' Symposium

NHTSA Federal 402 Funds: \$727,697.26

POLICE TRAFFIC SERVICES PROGRAM

Police traffic services (PTS) problem areas are identified and strategies prioritized to maximize impact with the funding available. Prevention and enforcement activities should occur at city, county and state levels, and assistance to local law enforcement should include access to training and equipment. The Police Traffic Services Program provides funds to local law enforcement agencies for targeted enforcement efforts in identified high-risk areas. Training is provided to increase the efficacy of law enforcement operations.

PTS sustained enforcement activities include checkpoint and saturation patrol operations that are conducted throughout the year. In support of NHTSA national traffic safety objectives, sustained enforcement activities focus not only on speed enforcement, but on DWI, occupant protection, distracted driving, and other traffic safety issues.

Performance Target

New Mexico met and exceeded its FFY13 performance target for reducing the number of speeding-related fatalities by more than the projected figure. Preliminary FARS data indicate that speeding-related fatalities have been reduced by 12 percent since 2010 and by 18 percent since 2011.

New Mexico's STEP, 100 Days and Nights and Safety Corridor projects have greatly increased law enforcement's ability to conduct targeted enforcement operations on New Mexico's roadways and to reduce speeding-related fatalities and injuries.

Police Traffic Services Projects

The following FFY13 Police Traffic Services Program projects continue to assist the State in its efforts at reducing fatal and serious injury crashes, fatalities and injuries in high-risk areas.

Selective Traffic Enforcement Program (STEP)

NMDOT/ TSD funds police traffic services projects for Selective Traffic Enforcement Programs (STEPS). STEPs are used in areas that have been identified through local analysis as needing targeted intervention due to high rates of crashes and/or speeding, DWI or other traffic-related problems. These operations support NHTSA traffic safety objectives by focusing primarily on enforcement of speed, DWI, and seatbelt statutes.

Results

A total of 16 law enforcement agencies were funded for STEPs in FFY13. The 12 State Police districts are counted as one of the 16 agencies. These agencies totaled 6,237 hours of law enforcement activities in saturation patrols, checkpoints, safety corridor, speed and commercial traffic enforcement operations.

These activities resulted in officers issuing the following citations:

- 8,920 for speeding
- 1,231 for seatbelt or child restraint violations
- 1,682 for uninsured motorist
- 372 for suspended or revoked license
- 53 for reckless driving

Officers apprehended 42 fugitives, made 47 DWI arrests, 317 misdemeanor arrests, 22 drug arrests and 13 felony arrests. Another 4,141 citations were issued for violations other than these listed.

100 Days & Nights of Summer

The 100 Days & Nights of Summer campaign is conducted annually by State, city and county law enforcement agencies throughout New Mexico. The summer months are typically the deadliest on New Mexico's roadways and NMDOT has supported this comprehensive traffic safety enforcement and media operation for the past six years. The 100 Days & Nights of Summer campaign seeks to decrease the seasonal roadway trauma and increase the public's awareness about safe driving. In addition to conducting increased DWI enforcement activity, officers are on patrol looking for speeders, drivers who don't wear their seatbelts or ensure their children are buckled into child safety seats, and other traffic safety violators.

Results

In FFY13, 52 law enforcement agencies participated in the 100 Days & Nights of Summer campaign. The 12 State Police districts are counted as one of the 52 agencies. TSD provided overtime funds, and law enforcement agencies used other State, city or county funds to conduct this campaign. The campaign began on June 21, 2013 and concluded on September 30, 2013.

This 100 Days law enforcement operation resulted in the following:

- 52 DWI arrests
- 14,734 citations for speeding
- 2,423 citations for no or improper use of seatbelts or child restraints
- 473 citations for driving with a suspended or revoked license
- 54 citations for reckless driving
- 3,969 citations for no insurance
- 27 felony arrests
- 322 misdemeanor arrests
- 37 drug arrests
- 115 fugitives apprehended
- 6 stolen vehicles recovered
- 9,023 citations for violations other than these listed

Sustained Enforcement of Speeding Statutes using New Mexico Safety Corridors

The NMDOT/ TSD currently funds 11 safety corridors throughout the State. These corridors are designated sections of roadway where fines for speeding are doubled and enforcement is increased. The location of a safety corridor is based on high numbers of fatal and serious injury crashes. The first safety corridor was implemented in July 2002, but it wasn't until 2006 that safety corridors were in place in all six NMDOT districts.

Results

The Safety Corridor project has been very beneficial to the State, as it has provided information to the NMDOT on the necessity of making changes in high crash road areas. Roadway engineering changes have had a major impact in some of the safety corridor areas, resulting in decreases in the high incidence of crashes. Improvements were completed on I-40 in the Tijeras Canyon safety corridor area, resulting in reduced crashes and negating the need for a safety corridor in this area.

Statewide Police Traffic Services Training

The contract for this ongoing project was established with a new contractor in FFY13. Safer New Mexico Now (Safer) now serves as the State's coordinator for Selective Traffic Enforcement Program (STEP) and DWI checkpoint training for law enforcement.

Results

In FFY13, the following training for law enforcement officers was conducted:

- Three STEP classes training 66 officers from 20 municipal, county, tribal and State law enforcement agencies (LEAs)
- Two 8-hour DWI Sobriety Checkpoint Training courses for 24 officers from 10 LEAs

Each student receives a copy of the certified instruction material. Students are required to submit a course evaluation at the completion of the training. Safer uses this information to ensure that any deficiencies regarding the instructors, course material, training facility and overall value of the training can be addressed.

Law Enforcement Liaisons - Enforcement Coordination

NMDOT contracts for the services of three law enforcement liaisons (LELs) through Safer New Mexico Now (Safer). LELs activities include: negotiating overtime agreements with participating law enforcement agencies, conducting site visits to these agencies, providing technical assistance, assessing the need for checkpoint equipment and assisting with an annual statewide law enforcement coordinators' meeting.

Results

In FFY13, LELs maintained oversight of 94 individual law enforcement agencies, completing 290 project negotiations. LELs made a total of 161 site visits to the agencies during the year. Annually, approximately 80 law enforcement agencies, including all 12 State Police districts, participate in TSD enforcement and other traffic-related projects and programs. The LELs communicated regularly throughout the year with each of the participating law enforcement agencies.

In addition, in FFY13, LELs had over 6,609 technical assistance contacts with NMDOT, TSD, NHTSA, law enforcement agencies and other relevant entities.

Law Enforcement Coordinators' Symposium

The annual Law Enforcement Coordinators' Symposium was held in Albuquerque in May 2013. The Symposium provided law enforcement with an opportunity to obtain current program information, legal and administrative updates, and other relevant information and materials.

More than 170 law enforcement representatives from agencies that participate annually in NMDOT/TSD enhanced law enforcement activities attended. Such activities include Operation DWI, Operation Buckle Down, Click It or Ticket, STEP and the 100 Days & Nights of Summer Campaign. Law

enforcement officers had the opportunity to earn ten continuing education units through the New Mexico Law Enforcement Academy.

The symposium included the following sessions:

- Texting and Driving - It Can Wait!
- Mapping Strategies
- Nighttime Seatbelt Enforcement
- Effective DWI Enforcement Strategies
- Functional Child Passenger Safety Awareness
- Increasing Rural Seatbelt Use
- Identifying the Drug Impaired
- Enhancing New Mexico Enforcement Programs
- Perils of the Roadway - Not Just Drunk Drivers Anymore!

Speakers for the Symposium:

- NMDOT Traffic Safety Division Director Robert Archuleta
- Keynote speaker and AT&T representative Karen Kruse
- Guest luncheon speaker Pete DeBenedittis PhD. from Media Literacy for Prevention

Instructors included:

- New Mexico Law Enforcement Training Program Coordinator Faron Segotta
- NMDOT Bureau Chief Yolanda Duran
- Rio Rancho DPS Captain Rich Misbach
- NMDOT Traffic Safety Law Enforcement Liaison Coordinator Cindy Abeyta
- Albuquerque Police Department (APD) Sergeant Zack Cottrell
- APD Officer Roy Martinez
- APD Officer Robert Liccione
- Safer New Mexico Now Director of Operations Mark McCracken
- Farmington Police Department Lieutenant Taft Tracy
- New Mexico State Police Lieutenant Kevin Bruno
- Las Cruces Police Department Sergeant Kiri Daines

Traffic Records Program

Program Administration

The Traffic Records Program is administered and managed by TSD staff.

Primary Projects – Federal and State Funds

- ❖ Crash System Projects
- ❖ STRS Distribution Center
- ❖ Traffic and Criminal Software (TraCS) Projects
- ❖ Traffic Safety Problem Identification and Information

NHTSA Federal 408 Funds: \$499,944.92; NHTSA Federal 164 HE Funds: \$709,018.06

TRAFFIC RECORDS PROGRAM

A new five-year Statewide Traffic Records System Strategic Plan was developed and approved by the Statewide Traffic Records Executive Oversight Committee (STREOC) in FFY13. The STREOC and the Statewide Traffic Records Coordinating Committee (STRCC) held two joint meetings and the STRCC held two additional meetings during the year. Traffic safety data collection and information systems are coordinated with the HSP and the State Strategic Highway Safety Plan.

Performance Target

The Traffic Records Program met its FFY13 HSP performance target of increasing State crash system uniformity.

State Crash Database - *Crash System Uniformity*

Increase the number of data fields captured into the State crash data system from New Mexico's uniform crash report (UCR) and linked to other traffic record data files from a baseline of 81 separate data elements captured April 1, 2011 – March 31, 2012 compared to the number of data elements captured April 1, 2012 – March 31, 2013.

Results

April 1, 2011 – March 31, 2012:

Data elements captured into the old data collection system = 81 of 175 (46%)

April 1, 2012 – March 31, 2013:

Data elements captured into the new data collection system = 121 of 175 (69%)

New Mexico achieved its 2013 Traffic Records performance target of increasing the number of data fields captured into the State crash data system from the UCR and linked driver data files by 23 percent. The crash system projects detailed below helped the State achieve this performance target. A contract was established with the University of New Mexico Traffic Research Unit to develop and implement a new crash database. This database has allowed the State to collect more data elements from the UCR and linked databases. This project to improve the collection of crash data was undertaken based on a recommendation from the 2011 Traffic Records Assessment.

Traffic Records Projects

The following Traffic Records Program projects have increased the State's capability to improve the accuracy, timeliness, completeness and accessibility of crash records and crash fatality data.

Crash System Projects

Updates are in process for the current NMDOT Crash System to improve the timeliness, accuracy, completeness and consistency of all crash data in the system and to facilitate its use as part of the Statewide Traffic Records System.

Results

In FFY13, the NMDOT worked with the University of New Mexico (UNM) Traffic Research Unit (TRU) to develop a structured query language (SQL) database to replace the NMDOT's old database system. SQL is standard language for relational database management systems. The front end of the SQL database relies on an optical character recognition (OCR) scanning system that will help decrease misinterpretation of data and increase accuracy. Actual electronic exchange of crash data from law enforcement agencies to the UNM servers are close to the testing phase.

The TRU is developing a relational SQL server database for the collection of crash data. The design of the database will accommodate any modifications made to the State's uniform crash report, including planned collection of additional MMUCC V.4 elements.

The NMDOT Traffic Records Crash Section worked with a contracted agency to develop a scanned file with all resource files containing crashes involving death. The resource files contain Office of Medical Investigator reports, State Lab reports, death certificate information and other related documentation. The PDFs are searchable by several attributes.

Statewide Traffic Records System (STRS) Distribution Center

The STRS Distribution Center (DC) is designed to provide multiple agencies with the ability to link traffic data systems that contain crash, citation, DWI, justice, driver, roadway, medical and economic data (via records management systems –RMS). It is being designed to improve the compatibility and interoperability of these State data systems with National data systems.

Results

Dona Ana Sheriff's Office (DASO) to Administrative Office of the Courts (AOC)

This project has allowed for the transfer of DASO TraCS (10.x platform) traffic and DWI citation data (via the DASO RMS) to the Dona Ana Magistrate Court Odyssey RMS. In FFY13, full deployment of this live data exchange process was achieved. The application allows for the filing (development of a case) of citations to occur from between 1-5 days from the offense date. Previously, the manual data exchange process took 14 days.

This architecture will be used in the next year to implement citation data exchanges between the New Mexico State Police and the Dona Ana Magistrate Court, and between the Albuquerque Police Department and the Bernalillo County Metro Court.

Traffic and Criminal Software (TraCS) Projects

This Training and Support Project is designed to establish and implement a TraCS statewide training and support system, and to train and equip agency personnel throughout the State that use TraCS.

Results

In FFY13, the Dona Ana Sheriff's Office continued to provide support services to officers and agencies in the southern part of New Mexico and the Albuquerque Police Department to provide support services to agencies in the central and northern part of New Mexico.

TraCS 10.05 was rolled out to the entire force in the Dona Ana Sheriff's Office.

Funding for upgraded TraCS equipment was provided to the Albuquerque Police Department, the Santa Fe Police Department and the Rio Rancho Police Department to ensure continued operations using TraCS.

In FFY14, the NMDOT will initiate a rollout of TraCS with the NM State Police beginning with one pilot district. More districts will be rolled out upon completion of the pilot project.

Traffic Safety Problem Identification and Information

The University of New Mexico (UNM) Traffic Research Unit (TRU) maintains a comprehensive traffic crash database for the State of New Mexico. TRU also maintains data on drivers, driver history, DWI arrests, roadways and population for use in analysis of traffic safety issues.

Results

In FFY13, UNM TRU finalized and made available the 2010 New Mexico Traffic Crash Annual Report and the 2010 New Mexico DWI Report. New Mexico 2011 Community Reports and 2011 Traffic Crash Maps designed to aid in local problem identification and policy decision making were completed and posted on the Traffic Crash website: <http://www.dgr.unm.edu/index.html> Traffic crash fatality data is posted on a monthly basis.

UNM TRU staff provided data for the New Mexico Highway Safety Plan and the TSD Annual Report. TRU continued to maintain their geographical information system (GIS) capabilities and provide geographic analyses.

Pedestrian and Bicyclist Safety Program

Program Administration

The Pedestrian and Bicyclist Safety Program is administered by TSD staff. Individual projects are administered by UNM/ Department of Emergency Medicine – Center for Injury Prevention, Research and Education (CIPRE).

Primary Projects – Federal and State Funds

- ❖ Pedestrian Safety Awareness
- ❖ Public Awareness Campaign
- ❖ Walk to School Day

NHTSA Federal 402 Funds: \$55,763.12

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM

Pedestrian and bicyclist fatalities and injuries can be decreased by reducing the number of pedestrian and bicyclist-involved crashes. NMDOT believes that this is accomplished through community-based public awareness and intervention programs that are guided by pedestrian injury data specific to individual communities. TSD works with the University of New Mexico Center for Injury Prevention, Research and Education (CIPRE) to support these programs.

Performance Target

New Mexico did not meet its Pedestrian Safety performance target of limiting the number of pedestrian fatalities to 43 in 2012. Based on preliminary FARS data, New Mexico had 61 pedestrian deaths in 2012 compared to 39 in 2011. New Mexico was not alone in experiencing higher pedestrian deaths in 2012. According to a recent NHTSA study, the number of crashes involving a pedestrian increased by 9.5 percent nationally between 2011 and 2012. Nationwide, pedestrian deaths increased by 6.4 percent in 2012. Factors cited for these increases included milder winter and early spring weather and increasing numbers of individuals distracted by texting on cell phones.

NMDOT and stakeholder agencies worked to increase pedestrian safety throughout the year via the TSD pedestrian safety projects, the 'Look for Me' media campaign, distribution of pedestrian and driver safety tip brochures and pedestrian safety educational videos, letters to the editor, news conferences, public meetings, and responses to media requests for information and interviews.

Pedestrian Safety Projects

The following Pedestrian and Bicyclist Safety Program projects have been in place for the past few years, and they continue to assist the State in its efforts at reducing pedestrian and bicycle-related fatalities and injuries.

Pedestrian Safety Awareness

In FFY13, TSD and CIPRE staff worked with the Albuquerque Police Department to develop and conduct a campaign for pedestrian safety on a busy highway corridor in Albuquerque. The campaign included outreach to social service providers in the area, including homeless shelters and health care centers.

Materials on pedestrian safety were provided and distributed to health and social services provider and the Albuquerque Indian Center. Officers on foot or bike patrols along the target corridor monitored pedestrian crossing behavior and if a pedestrian was observed not crossing at designated crosswalks, the officer would stop and warn the pedestrian and talk to them about the importance of using crosswalks and following safe pedestrian rules. This intervention was conducted during the spring and summer months.

Public Awareness Campaign

A pedestrian safety campaign was initiated in a high school in McKinley County to increase awareness about the high number of pedestrian fatalities and injuries in the county and to highlight the importance of pedestrian safety practices. A student poster contest was developed and will be conducted in the next fiscal year.

'Look for Me' bookmarks and 'Road Rules' playing cards were distributed statewide to driver's education classes, DWI schools and driver safety classes.

A 'Look for Me' pedestrian safety radio spot was aired via non-commercial sustaining announcements (NCSAs/PEPs) on all New Mexico Broadcasters Association (NMBA) member stations statewide from February-September 2013 for a value of \$156,294.

A general pedestrian safety radio spot message from Operation Lifesaver was translated into Navajo and aired on radio stations in McKinley and San Juan counties between March and September 2013.

The UNM CIPRE website was maintained and provides information on pedestrian safety events, resources and other relevant pedestrian and bicyclist safety information.

<http://hsc.unm.edu/som/programs/cipre/NMPSIP.shtml>

Walk to School Day

The annual 'Walk to School Day' effort was lead by the NMDOT 'Safe Routes to School' coordinator. In FFY13 TSD purchased 'I'm Safe' educational activity books and posters for Walk to School Day. Over 2,600 books were distributed to schools and law enforcement agencies. NMDOT contracted with Safer New Mexico Now to distribute information and educational materials regarding pedestrian safety.

Motorcycle Safety Program

Program Administration

The Motorcycle Safety Program is administered by TSD staff. Individual projects are administered by TSD staff and New Mexico Motorcycle Safety Program staff.

Primary Projects – Federal and State Funds

- ❖ Motorcycle Safety Training
- ❖ Motorcycle Safety Awareness

NHTSA Federal 2010 Funds: \$45,580.00

MOTORCYCLE SAFETY PROGRAM

NMDOT and motorcycle safety stakeholders work to keep the number of fatalities steady, despite the increasing number of motorcycles on the highways. Although certified motorcycle training is required for licensing in New Mexico, not all motorcyclists obtain a license or receive training.

Performance Targets

New Mexico did not meet its performance target for reducing the number of motorcyclist fatalities. Preliminary 2012 FARS data show there were 64 motorcyclist fatalities, an increase of 36 percent from 2011.

New Mexico did not meet its performance target for maintaining the number of unhelmeted motorcyclist fatalities at 37. Preliminary 2012 FARS data show there were 39 unhelmeted motorcyclist fatalities. The number of unhelmeted fatalities has remained steady since 2009.

Nationally, motorcyclist fatalities increased in 2012 in 2/3rds of the states, up 9 percent nationwide from 2011. Factors cited by NHTSA for the increase in motorcyclist deaths included more motorcyclists on the roadways, impaired motorcyclists, warmer late winter and spring weather, roadway deterioration and higher gas prices in 2012. Nationally, speeding was a factor in more than 35 percent of motorcyclist fatalities. In addition, data collected from motorcycle crashes indicate that not all motorcyclists are licensed or properly trained. New Mexico strives to keep the number of fatalities from increasing by focusing its efforts on motorcycle safety training and motorcycle safety awareness, despite its not having a helmet law.

Motorcycle Safety Projects

Motorcycle Safety Training

The TSD administers a statutorily required motorcycle training program statewide designed to assist motorcycle riders develop skills. The Program is funded by a \$2 motorcycle registration fee, in addition to training fees assessed each student.

Results

In FFY13, training was provided to 1,585 students throughout New Mexico. Under contract to the NMDOT, the New Mexico Motorcycle Safety Program (NMMSPP) offered 196 classes for basic and experienced riders at training sites in Albuquerque, Clovis, Alamogordo, Farmington, Roswell and Santa Fe. The NMMSPP also participated in the Motorcycle Safety Awareness Days, provided technical assistance to New Mexico research, legislative and licensing programs, and chaired one Motorcycle Advisory Council meeting for the Traffic Safety Division.

The NMMSPP trained several examiners for the Motor Vehicle Division and for one Driver Education School to conduct the MSF Rider Skill Test (RST). The RST is the newest nationally accepted 2-wheel

and 3-wheel motorcycle skills test. The MVD is considering the use of the RST for all motorcycle endorsement skills tests at MVD offices throughout the State.

Motorcycle Safety Awareness & Media

A 'Share the Road' event was held at the New Mexico Balloon Fiesta Park in Albuquerque in May 2013. The New Mexico Motorcycle Safety Program and TSD sponsored booths and provided brochures, safety and training information, T-shirts and other safety promotional items.

The NMMSP office participated with a local motorcycle accessory dealer at several monthly awareness events during FFY13. NMMSP brochures, business cards and other general information were provided for these events.

The 'I Never Saw Him' spot ran as a PSA on radio in English and Spanish and the 'Two Perspectives' television spot ran as a PSA in English and Spanish from May through the end of September.

Traffic Safety Programs Marketing and Media

Program Administration

In FFY13, the NMDOT/TSD Marketing and Media Program was administered by NMDOT/ TSD staff. Individual projects were managed by contractors, including Marketing Solutions, Vaughn Wedeen Kuhn and the New Mexico Broadcasters Association.

NHTSA Federal 164AL Funds: \$876,403.62; NHTSA Federal 164PM Funds: \$844,315.15; NHTSA Federal 405 Funds: \$98,619.84

MEDIA CREATIVE DESIGN AND PRODUCTION

NMDOT contracted with a creative-design consultant firm, Vaughn Wedeen Kuhn (VWK) to create, design and produce television, radio, outdoor marketing and educational materials for DWI, seatbelt, distracted driving and underage drinking awareness and enforcement efforts.

Media is an essential component that supports TSD's high-visibility enforcement operations. High-visibility media is coordinated with enforcement operations to let the public know that officers are on the street enforcing DWI, occupant protection, speeding and other traffic safety laws. Recently, more media has been focused on distracted drivers who may be using cell phones to talk or text when they should be focused on driving. Media helps to remind drivers to not drink and drive, to not use cell phones while driving, to buckle up themselves and their passengers and to slow down. NMDOT's media messages are short, to the point, and effective at delivering important traffic safety messaging to the driving public.

Results

In FFY13, the NMDOT continued the successful ENDWI campaign strategy. 'The End' was upgraded with kinetic animated features (still ending with the message of ENDWI). New outdoor was introduced that continued to promote the ENDWI positioning: END THE CRASHES/ENDWI, END THE MISERY/ENDWI. The campaign was designed for all outdoor to be 'evergreen' since outdoor displays frequently stay up in New Mexico for years. Since the messaging works in whatever order it is presented, the ENDWI outdoor messaging continues to spin off itself via outdoor, print, and animated and static web banner ads. The ENDWI, DNTXT, and BKLUP outdoor messaging was extended and modified for summer exposure: END THE LOSS/ENDWI, DNTXT/JUST DRIVE, and BKLUP/B4U DRIVE.





The ENDWI strategy not only encourages people to stop the misery, loss and crashes associated with impaired driving, but to also be responsible in helping each other ENDWI. Obviously, being a sober designated driver is one of the ways to do that. A new, dramatic spot, 'Crossing Paths' (again featuring consequences and enforcement) was shot in the spring of 2013 and broadcast during the Cinco de Mayo mini-blitz.

Since 2012, the NMDOT and VWK had created and produced very intense and dramatic 'consequence/enforcement' themed spots. However, it was critical to keep in mind that the key demographic for DWI prevention efforts is the 18-34 year old male base skewed slightly to the young Hispanic male. This is a challenging audience to engage, but can often be attracted by humor, irreverence and unexpected concepts. The younger demographic is increasingly savvy with regard to traditional media and is not necessarily impacted much by it.

Consequently, VWK created and developed a series of spots for the 2013 100 Days and Nights of Summer Campaign that would reach this key demographic and create buzz in the media. 'Dwight Goodman, Personal Assistant' was featured in DWI, distracted driving (texting), and seatbelt awareness television, print and social media.

For television, Dwight Goodman was the designated driver for ENDWI, a distracted driving coach for the DNTXT spot and a BKLUP coach. The humorous spots were supplemented in social media with Dwight Goodman's own web page, Facebook, Twitter, Instagram and LinkedIn accounts and profile.

A series of social videos were shot that highlighted Dwight's efforts to help ENDWI, encourage people to BKLUP, and DNTXT. Media and press coverage of Dwight Goodman's efforts were significant. His popularity among the targeted demographic has been impressive (video/Facebook shares/recognition at various locations/events etc.).

New promotional materials (ENDWI shirts, ENDWI/DNTXT/BKLUP branded key chains, band-aids, window sun visors) were produced for distribution at checkpoints and other events. In addition, VWK completed a robust update to the ENDWI app.

MARKETING AND MEDIA PLACEMENT AND MONITORING

High-Visibility Media Activities

December 2012 - January 2013

Winter Superblitz

The annual Winter Superblitz was advertised on broadcast and cable television, statewide radio and outdoor. The campaign ran December 17, 2012 through January 20, 2013. Creative for television was 'ENDWI' and for Spanish television was the Spanish version of ENDWI. Radio also featured ENDWI in English and Spanish. Billboard creative incorporated ENDWI.



The campaign generated:

Cash Spots: 4,590

Budget: \$135,000 inclusive

Bonus Spots: 2,978

Actual: \$134,458

GRPs: 3,096

February 2013

Super Bowl

Since Super Bowl is the equivalent of a holiday weekend, NMDOT was a sponsor of the game and pre-game coverage on both KRQE and KASA television, and on internet ads. The game itself generated 49.4 GRPs and was the DMA's highest ranked program ever. The spot used for all ads on this package was ENDWI. Marketing Solutions coordinated interview segments on KASA television's New Mexico Style program which featured a spokesperson from MADD talking about 'mocktails', responsible hosting and designated drivers.

The campaign generated:

Cash Spots: 1

Budget: \$20,300 inclusive

Bonus Spots: 17

Actual: \$20,300

GRPs: 120

March 2013

St. Patrick's Day Superblitz

NMDOT embarked on a statewide advertising campaign to support its Spring Superblitz efforts. The ENDWI spots in English and Spanish were used for the television campaign. Television purchased for this campaign included a March Madness schedule and postseason UNM Lobo games.

The campaign generated:

Cash Spots: 118
Budget: \$44,000 inclusive

Bonus Spots: 105
Actual: \$43,623

GRPs: 326

May 2013

Cinco de Mayo Superblitz

NMDOT's Superblitz media focused on the days surrounding the popular Cinco de Mayo celebrations in select markets around the State. This campaign was aimed at the predominately Hispanic population during a time period when there are a large number of parties. The campaign utilized a new spot entitled 'Crossing Paths.'

The campaign generated:

Cash Spots: 179
Budget: \$ 47,790 inclusive

Bonus Spots: 177
Actual: \$ 43,490

GRPs: 316

May/June 2013

Click It or Ticket National Campaign

NMDOT kicked off the Click It or Ticket National Seatbelt campaign with the television spot 'Catapult' in Spanish and English, that shows a young man being thrown by a catapult simulating how a person can be ejected from their car if not buckled up. Statewide radio featured 'Nighttime' in English and Spanish.

The campaign generated:

Cash Spots: 1,874
Budget: \$100,000 inclusive

Bonus Spots: 1,898
Actual: \$98,620

GRPs: 3,641



May and September 2013

Underage Drinking Awareness Campaign

NMDOT launched a multi-media campaign on underage drinking prevention that coincided with the end of the school year and the start of the school fall semester and homecoming activities around the State. The campaign included radio, television, outdoor and internet advertising. The campaign targeting the 12-20 year olds is called 'My Instead' that encourages younger people to do something *instead* of drinking. Other television and radio spots targeted the parents, or the enablers, who provide alcohol to those under the age of 21.

The campaigns generated:

Cash Spots: 2,682

Budget: \$135,000 inclusive

Bonus Spots: 1,483

Actual: \$134,495

GRPs: 2,292



June/July/August 2013

100 Days & Nights of Summer Campaign

State officials kicked off the annual *100 Days & Nights of Summer* campaign — the intensive summer-long effort to keep New Mexico's roads safe by cracking down on drunk and unsafe drivers — with paid media that included television, radio, internet and outdoor advertising. The outdoor consisted of three simple and direct messages: **END THE MISERY; DNTXT JUST DRIVE; END THE LOSS; AND BKLUP B4UDRIVE.**



The radio and television creative was a family of spots introducing new spokesman, Dwight Goodman for English television and radio; and drawing from the NMDOT library for Spanish television and radio spots:

DWI: 'Dwight Goodman Designated Driver' for English television; 'Aftermath' for Spanish television; ENDWI for English radio, and 'It's Time' for Spanish radio.

Traffic Safety: 'Dwight Goodman BKLUP' and 'Dwight Goodman DNTXT Just Drive' on English television; 'Distracted Driving,' and 'Seatbelt-Speeding' for Spanish television. Radio featured 'BKLUP B4U Drive' and 'DNTXT Just Drive' on English radio; and 'Distracted Driving' and 'Seatbelt-Speeding' on Spanish radio.

The campaigns generated:

DWI: Cash Spots: 6,026 Bonus Spots: 4,506 GRPs: 9,742
Budget: \$200,000 inclusive Actual: \$202,256

Traffic Safety: Cash Spots: 5,818 Bonus Spots: 4,431 GRPs: 7,787
Budget: \$205,000 inclusive Actual: \$202,790

Internet Impressions: 5,168,810 Clicks: 7,201
Budget: \$25,000 Actual: \$24,344

August/September 2013

Labor Day Superblitz

The Labor Day Superblitz media focused on the days leading up to and through the end of the summer holiday. This campaign incorporated 'Dwight Goodman Designated Driver' on English television and 'Aftermath' on Spanish television; 'ENDWI' on English radio and 'It's Time' on Spanish radio.

The campaign generated:

Cash Spots: 3,448 Bonus Spots: 2,379 GRPs: 4,898
Budget: \$113,000 inclusive Actual: \$112,843

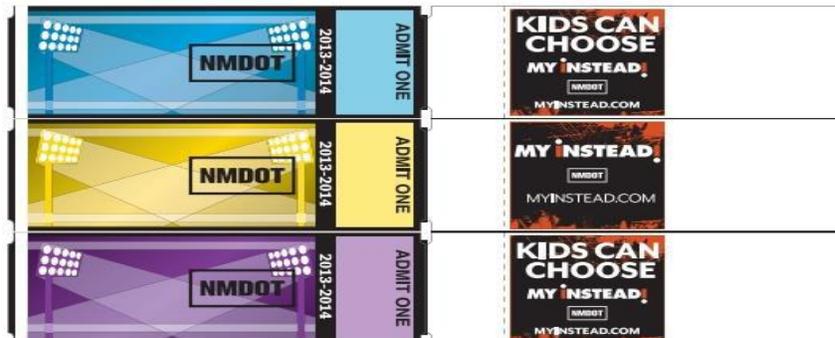
FFY13 Campaign Summaries:

CAMPAIGN	GRPs	REACH	FREQ.	CASH SPOTS	BONUS SPOTS	TOTAL SPENT
Winter Superblitz	43,096	88.8%	4.1	4,590	2,978	\$134,458
Super Bowl	120			1	17	\$20,300
St. Patrick's Day Superblitz	326	61.4%	2.4	118	105	\$43,623
Cinco de Mayo Superblitz	316	57.2%	3.1	179	177	\$43,490
Labor Day Superblitz	4,898	69.2%	2.5	3,448	2,379	\$112,843
100 Days & Nights – DWI	8,337	93.0%	7.1	6,026	4,506	\$202,256
100 Day & Nights – Traffic Safety	7,787	81.5%	4.0	5,818	4,431	\$202,790
Click It or Ticket	3,641	73%	2.1	1,874	1,898	\$98,620
Underage Drinking	2,292	77.4%	4.4	2,682	1,483	\$134,495
				24,736	17,974	\$992,875

June - December 2013

Sponsorships

NMDOT undertook several sponsorships of note during FFY13, several of which will continue into FY14. NMDOT sponsored the ticket backs for all New Mexico high school sports tickets for the 2013/2014 school year. The messaging and artwork on the ticket backs promoted the new MYINSTEAD underage drinking program.



NMDOT also sponsored the University of New Mexico and New Mexico State University's football and basketball programs. These two public universities represent the largest student populations in the state. Sponsors included this full page color ad in the game programs.



**Use a
designated
driver.**

ENDWI.COM



Alcoholic beverages are not served in any of the sports facilities, except in the suites and boxes. Marketing Solutions negotiated with UNM to use cocktail napkins with the above graphic in the suites and boxes where alcoholic beverages were being served.



The athletic sponsorships included the above banner being displayed in key areas of the football stadiums and basketball arenas, as well as audio and video messaging before and during the broadcasts of the games.

Cost of the sponsorships:

UNM Sponsorship	\$41,200 (½ for FFY13 and ½ for FFY14)
NMSU Sponsorship	\$41,200 (½ for FFY13 and ½ for FFY14)
High School Sports Ticket Backs	\$52,500 (100% for FFY13)

October 2012 – September 2013

Park & Ride Advertising

NMDOT renewed its advertising on the Park & Ride shuttles that operate between Santa Fe, Los Alamos and Española. This advertising option is ideal for accessing the Santa Fe/ Española areas where billboards are either not available or have limited availability.



New Mexico Broadcasters Association (NMBA)

The New Mexico Broadcasters Association works with many agencies within State government and the Governor's Office to help disseminate public safety and other messages to the public. NMDOT/TSD contracts with the NMBA to provide media training to law enforcement, community coordinators and local government officials involved with traffic safety. NMBA provides media workshops to public information officers to better enable them to deliver traffic safety messages. The workshops include role-playing and media panels to teach more professional interaction with the media.

Results

In FFY13, distracted driving non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA-member stations throughout the State from February-September 2013 for a value of \$148,622. Pedestrian safety non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA member stations throughout the State from February-September 2013 for a value of \$156,294. Underage drinking non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA member stations throughout the State in December 2012 and from February-September 2013 for a value of \$96,427.

The NMBA provided five regular and one advanced training courses for participants from 32 agencies throughout the State. Accreditation papers were filed for all law enforcement attending the classes. Representatives from television, print and radio media firms, along with communications specialists from State and local agencies, facilitated the media panels. Attendees included representatives from the following agencies:

City of Espanola	Truth or Consequences PD	Los Lunas PD
ABQ Animal Welfare	Bosque Farms PD	Catron County
Rio Rancho PD	City of Rio Rancho	UNM PD
Moriarty PD	Pojoaque Schools	Roswell PD
Santa Fe PD	Rio Arriba Sheriff's Office	Farmington PD
San Juan College	San Juan County	Las Cruces PD
Ruidoso PD	Tularosa PD	Alamogordo PD
USAF	Cochiti Lake PD	Sunland Park PD
Vaughn PD	NMSU PD	Eddy County
Tucumcari PD	Hobbs Fire Dept	NMDOT
Aztec PD	Mora Sheriff's Office	

The NMBA reviewed and updated the Community Media Guide in FFY13 to assist police and safety organizations in their media outreach and coordination efforts.

Again in FFY13, broadcasts of the NMAA High School Basketball Tournament were sponsored by the NMDOT/TSD. PSAs on buying drinks for minors, underage drinking and distracted driving aired over local stations in Alamogordo, Portales, Hobbs, Clovis, Las Cruces, Santa Fe, Farmington, Espanola, Chama, Artesia, Lovington and Albuquerque for an estimated value of \$6,200.

Driver Education and Safety Program

Program Administration

The Driver Education and Safety Program is administered by TSD staff. Individual projects are managed by TSD staff, University of New Mexico Continuing Education and Safer New Mexico Now.

NHTSA Federal 402 Funds: \$398,074.12

DRIVER EDUCATION AND SAFETY PROGRAM

Through the contract with the University of New Mexico, Division of Continuing Education (DCE) staff provided training services including training of novice driver education instructors, training of novice and experienced DWI schools instructors and a course of basic training in the classroom. An 8-hour Training Recertification Conference was held in June 2013 with 89 attendees. DCE staff conducted site visits at 39 program schools, including 53 instructor observations. They conducted 19 program school investigations to ensure compliance with New Mexico Administrative Code (NMAC) Regulations.

Novice Driver Education Courses

New Mexico statute requires that persons under the age of 18, applying for their first New Mexico driver's license, must successfully complete a driver education course that includes a DWI prevention and education program approved by the TSD, or offered by a public school. Driver schools and public schools providing such education must be licensed by the TSD. These courses build a solid foundation for developing safe driving skills, attitudes and behaviors.

Results

In FFY13, three Driver Education Instructor Training classes were conducted with 39 attendees and a Teaching Techniques class was held for 11 attendees. Original or renewal licenses were approved for 94 Driver Education schools and 293 instructors. Individuals attending Driver Education schools totaled 7,994.

A total of 468 requests were made for a correspondence driver education course. This correspondence course is offered to students where training is not available through a local public school or through a for-profit program or if the student is home-schooled.

Driver Improvement Schools

The TSD is responsible for certifying and approving Driver Improvement/ Defensive Driving Schools. The curriculum is geared toward changing behaviors among problem drivers.

Results

In FFY13, original or renewal licenses were approved for 34 schools and 56 instructors. Individuals attending Driver Improvement schools totaled 5,299.

DWI Schools

By statute, first time convicted DWI offenders must attend a TSD-approved DWI school. The goal of the school is to lay the foundation for positive changes in each person's drinking and driving behavior.

Results

In FFY13, two DWI Schools Facilitator Training classes were conducted with 40 attendees. Original or renewal licenses were approved for 26 DWI schools and 37 facilitators. Individuals attending DWI schools totaled 4,028.

DWI Awareness Classes

The TSD is responsible for assuring that adult learning techniques are incorporated into a curriculum designed to raise awareness about the dangers of drinking and driving. All first-time licensees in New Mexico between the ages of 18 and 24 are required to take a DWI awareness class.

Results

In FFY13, the UNM Continuing Education Department registered 13,164 individuals and provided DWI awareness classes to 10,177.

Traffic Safety Research and Materials

This project provides for the preparation, printing and distribution of traffic safety materials used for public information and education or promotion of NMDOT/ TSD program activities.

The University of New Mexico Continuing Education maintains the Transportation Safety Center website: <http://transportation.unm.edu/>. The website has information on driver education schools, DWI schools, driving safety schools, graduated licensing, DWI penalties, underage drinking resources and ignition interlock.

Traffic Safety Information Clearinghouse

The NMDOT/ TSD contracts with the Safer New Mexico Now (Safer), Injury Prevention Resource Center (IPRC) to maintain and distribute traffic safety materials to the public and to support NMDOT/ TSD programs statewide.

The IPRC maintains bi-lingual staff and a 1-800 toll-free telephone number that enables individuals and agencies to request traffic safety and injury prevention information and educational tools. An order form is also available on the Safer website (see below). The IPRC maintains an inventory of more than 380 traffic safety and injury prevention related titles, CDs and videos, including items on DWI prevention, child safety seat selection and use, driver education, motorcycle safety, school bus safety, bicycle safety, pedestrian safety and air bag safety. Of all available items, 23 percent are available in Spanish.

Safer maintains a website where the public can access ODWI/ OBD summary reports, program descriptions, maps, contact information, FAQs, the IPRC materials order form and an interactive calendar of scheduled activities and events (<http://www.safernm.org>). In FFY13, the Safer website received 24,756 hits, an increase of 17 percent from the previous year.

Safer also maintains a social media presence through Facebook and Twitter pages located at www.facebook.com/saferNM and www.twitter.com/SAFERNM.

Information regarding child passenger safety activities, DWI campaigns and current events are posted on the pages. Demographic analysis indicates the viewers are predominantly females, aged 25-44.

Results

In FFY13, the IPRC filled 646 orders and distributed 428,172 pieces of material. Of these, 39 percent were driver education-related, 24 percent were DWI-related and 37 percent were related to child safety seats, seatbelts, bicycles, pedestrians and motorcycles. Most of the materials distributed were promotional items such as key chains, pens, notebooks (37%) and brochures/ handouts (32%); 16 percent were posters and stickers, and another 15 percent were activity sheets or books. Seven percent of all materials were in Spanish.

In addition, IPRC distributed over 43,800 pieces of material through mass mailings. These mailings were sent to ODWI, OBD, CDWI and LDWI program coordinators, substance abuse prevention programs, DWI and driver education instructors, motorcycle dealerships, pediatricians and other

community providers. The Motor Vehicle Division maintains display racks in each of its 33 State MVD offices. Over 7,400 brochures and other materials were provided to MVD offices during FFY13. The IPRC loans educational traffic safety aids, such as the Vince & Larry crash test dummy costumes, BuckleBear costumes and BuckleBear lap puppets. In FFY13, Safer provided these items to six organizations for presentations to over 2,200 children.

Planning and Administration

The TSD supports a comprehensive Planning and Administration Program that involves training, public information, planning, financial management, coordination and communication among partners crucial to successful implementation of New Mexico's Highway Safety Plan.

NHTSA Federal 402 Funds: \$195,121.11

Program Administration

The Planning and Administration Program is managed by TSD staff. Many program funds are coordinated through partnerships with contractors or other lead agencies such as University of New Mexico, Department of Health, Department of Public Safety, and Regulation and Licensing.

TSD funded a financial systems position to assist with accounting and reporting processes for the Financial Management Section. TSD also funded a contract for technical writing services.

Two of the three FFY13 Planning and Administration performance targets were achieved. The NMDOT did not submit a draw-down through the NHTSA grants tracking system by the 30th of each month. Mechanisms were put in place to achieve this target in FFY14. The HSP, Annual Report and MAP-21 grant applications were submitted on time and reimbursement claims were paid within 30 days.

FFY13 NHTSA Grant Funds Summary

Program Area	Obligation Limitation	Expended Funds Totals	Carried Forward From FFY12
Section 402	1,999,060.19	1,851,732.41	239,216.12
Section 405(b) OP	511,608.03	0.00	0.00
Section 405(c) TR	436,151.36	0.00	0.00
Section 405(d) Interlock	179,271.07	0.00	0.00
Section 405(d) ID	1,241,733.32	0.00	0.00
Section 405(f) Motorcycle	38,899.09	0.00	0.00
*Section 405 OP	0.00	223,367.42	297,028.90
*Section 408	0.00	499,944.92	706,994.16
*Section 410	0.00	547,238.46	547,238.46
*Section 2010	0.00	45,580.00	157,447.24
Section 164 HE	0.00	709,018.06	3,988,487.17
Section 164 AL & PM	7,605,439.00	6,202,742.11	4,145,353.98
TOTALS	12,012,162.06	10,079,623.38	10,081,766.03

*SAFETEA-LU funds



TRAFFIC SAFETY DIVISION

1120 Cerrillos Road SANTA FE, NM 87504 1 800 541 7952
http://dot.state.nm.us/en/Traffic_Safety.html

Staff Contact Information

Robert Archuleta, TSD Director
robertj.archuleta@state.nm.us
505 977 2461

IMPAIRED DRIVING
Kimberly Wildharber, Staff Manager
kimberly.wildharber@state.nm.us
505 490 1121

Mike Quintana, Program Manager
District 2
johnny.quintana@state.nm.us
505 827 0491 or 505 490 0951

Tamara Bourger
Underage Drinking Prevention Coordinator
tamara.bourger@state.nm.us
505 795 1446

Lolita Martinez, Program Manager
District 1
lolita.martinez@state.nm.us
505 795 1918

OCCUPANT PROTECTION
David Lapington, Staff Manager
david.lapington@state.nm.us
505 231 0893

Cindy Abeyta, Program Manager
District 3
Management Analyst-A
cindy.abeyta@state.nm.us
505 827 0490 or 505 490 2637

Judith Duran, Program Manager
Districts 4&6
judith.duran@state.nm.us
505 827 0486 or 505 795 2017

Juliet Armijo, Program Manager
District 5
juliet.armijo@state.nm.us
505 827 1425 or 505 470 8358

PUBLIC EDUCATION
Franklin Garcia, Staff Manager
franklin.garcia@state.nm.us
505 827 3200 or 505 490 0890

Jolyn Sanchez, Program Manager
jolyn.sanchez@state.nm.us
505 827 1687 or 505 795 2407

Cora Herrera
Business Operations Specialist
cora.herrera@state.nm.us
505 827 0456 or 505 490 1183

Paula Gonzales
Business Operations Specialist
paula.gonzales@state.nm.us
505 827 5177

Louie Lam, Program Manager
louie.lam@state.nm.us
505 827 5562 or 505 469 0511

TRAFFIC RECORDS SECTION
Santiago 'Jimmy' Montoya, Staff Manager
santiago.montoya@state.nm.us
505 827 5552 or 505 660 0511

Andrea Naranjo, Crash Analyst
andrea.naranjo@state.nm.us
505 827 5292

Roberta Griego, Traffic Records Analyst
roberta.griego@state.nm.us
505 827 5584

Sean Noonan, FARS Analyst
sean.noonan@state.nm.us
505 827 0361 or 505 231 2548

David Gilbert, FARS Analyst
david.gilbert@state.nm.us
505 827 5553

Valerie Quintana, Support Staff
valerie.quintana12@state.nm.us
505 827 1578

FINANCE SECTION
Dorothy Shepherd, Staff Manager
dorothy.shepherd@state.nm.us
505-228-5350

Rey Martinez, Financial Specialist
rey.martinez@state.nm.us
505 827 5543

Thomas Lujan, Financial Specialist
thomas.lujan1@state.nm.us
505 827 5546

Geraldine Sanchez, Mgt. Analyst
geraldine.sanchez@state.nm.us
505 827 5506