

NEVADA OFFICE OF TRAFFIC SAFETY **2023 Annual Report**





ANNUAL PERFORMANCE REPORT - FEDERAL FISCAL YEAR 2023

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1. Nevada Office of Traffic Safety (OTS) Mission

Mission

The mission of the Nevada Office of Traffic Safety is to eliminate deaths and injuries on Nevada's roadways, so everyone arrives home safely.

Program Funding

Designated by the Governor, the Nevada Department of Public Safety (DPS) is responsible for applying for and administering federal highway safety funds awarded to the State to conduct traffic safety programs that positively affect driving behavior. The Director of the Department serves as the Governor's Representative for Highway Safety and has designated the Administrator of the Office of Traffic Safety as the Highway Safety Coordinator. To accomplish this task, the Department of Public Safety, Office of Traffic Safety (DPS-OTS), along with partners and stakeholders, develops and implements the Nevada Highway Safety Plan (HSP) that identifies critical highway safety issues and problem areas in the state. DPS-OTS works with state, local, and community partners to build programs and to solicit proposals for projects to address identified problems. Funds are awarded to state and local government and non-profit agencies to implement evidence-based traffic safety programs and projects. Programs are also supported using State funds, grants received from private organizations, and FHWA funds passed through from Nevada Department of Transportation, as allowable.

This report summarizes the activities of the FFY 2023 Highway Safety Plan and serves as Nevada OTS' Annual Report.

DPS-OTS annually awards federal funds to state, local, and non-profit organizations desiring to partner in solving identified traffic safety problems. Funds awarded are strictly for use in reducing deaths and serious injuries caused by motor vehicle crashes through the implementation of programs or strategies that address driver behavior in the priority problem areas. These program areas, in alignment with the Strategic Highway Safety Plan (SHSP), are:

- Impaired Driving
- Occupant Protection (seat belts and child safety seats)
- Pedestrian Safety
- Traffic Records
- Distracted Driving
- Young Driver/Older Driver Safety
- Speed
- Motorcycle Safety
- Bicycle Safety



Similar to trends seen across the country, Nevada continued to experience an observed increase in risk-taking behaviors such as speeding and impaired driving. Coupled with decreased law enforcement and other organizational resources available for traffic safety initiatives, we are not seeing a significant decrease in crashes or fatalities.

Performance Measures

Rules established by the NHTSA guide state to identify problems and funding needs in each of the nationally designated program priority areas. State Highway Safety Offices (SHSOs) have the flexibility to identify additional program areas from their data, along with the amount of funding allocated to each. Nevada utilizes this flexibility in working with its SHSP partners toward achieving its goal of 'Zero Fatalities. The projects chosen for funding in FFY 2023 included strategies from the SHSP's critical emphasis areas, and their results are detailed on the following pages. (For more on the SHSP, please visit www.zerofatalitiesnv.com).



2. Performance Measure Targets, Projections, and Planning

The following table summarizes the agency's assessment of likely 2023 achievement of performance targets. Preliminary 2023 year-end data provided by the state's FARS Analyst will be calculated in January of 2024 and will be used to inform the 2025 Highway Safety Planning process. Nevada sets its performance targets based on five-year trends and incorporates data that reflects growing, decreasing, or maintaining traffic safety trends into the Highway Safety Plan accordingly. Adjustments to the 2025 Triennial Highway Safety Plan (THSP) to address overall continued improvement, and improvement in meeting unrealized performance targets, will be based on key crash factors and those that represent a high percentage of fatalities, including impairment, speeding, and non-motorized road users. The OTS will continue to increase funding and identify projects in both education and enforcement to reduce fatalities and serious injuries due to speeding, impairment, and non-motorized road users.



Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/ FY 23 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 years	2019-2023	347.8	2018-2021 FARS, 2022 STATE 353.2	No
C-2) Serious Injuries in Traffic Crashes	5 years	2019-2023	1021.3	2018-2021 FARS, 2022 STATE 994.2	In Progress
C-3) Fatalities/Vehicle Miles Traveled (VMT)	5 years	2019-2023	1.279	2018-2021 FARS, 2022 STATE 1.294	In Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2023	68.5	2018-2021 FARS, 2022 STATE 73.0	No
C-5) Alcohol-Impaired Driving Fatalities	Annual	2023	73.2	2018-2021 FARS, 2022 STATE 88.4	No
C-6) Speeding-Related Fatalities	Annual	2023	105.3	2018-2021 FARS, 2022 STATE 100.4	Yes
C-7) Motorcyclist Fatalities	Annual	2023	69.1	2018-2021 FARS, 2022 STATE 70.2	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2023	3.3	2018-2021 FARS, 2022 STATE 5.4	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	3 years	2021-2023	31.6	2018-2021 FARS, 2022 STATE 37.0	No
C-10) Pedestrian Fatalities	5 years	2019-2023	78.6	2018-2021 FARS, 2022 STATE 78.6	No

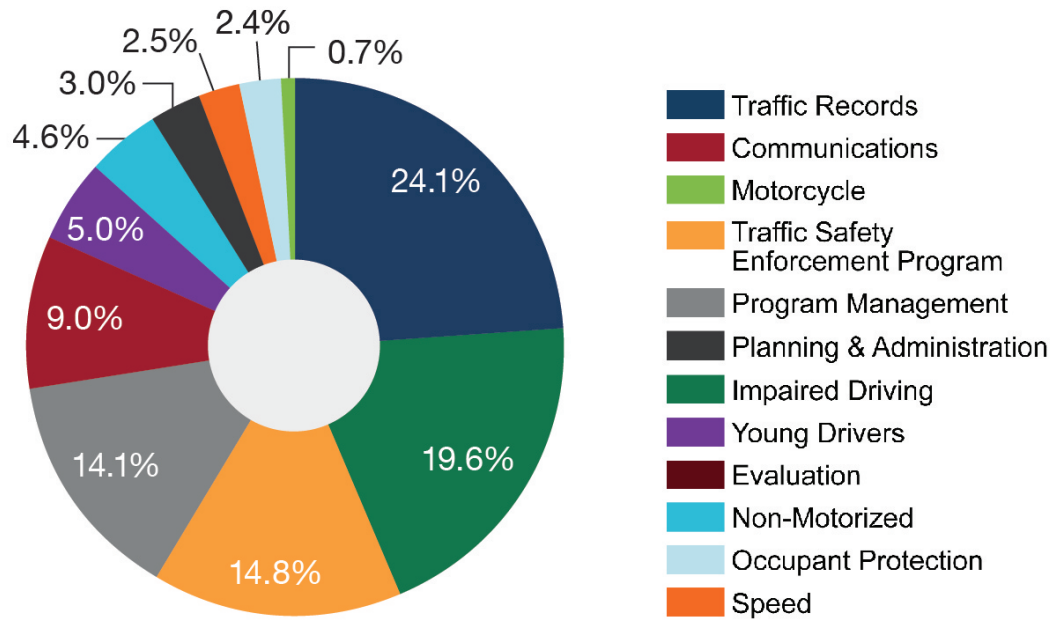


Performance Measure:	Target Period	Target Year(s)	Target Value FY 23 HSP	Data Source/ FY 23 Progress Results	On Track to Meet FY 23 Target: YES/NO/In-Progress (Must be Accompanied by Narrative)
C-11) Bicyclist Fatalities	5 years	2019-2023	7.9	2018-2021 FARS, 2022 STATE 9.6	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2023	93.63	State Survey 2018-2022 93.31	In Progress
A-1) Child (ages 0-4) Fatalities (only when restraint use was known)	5 years	2019-2023	0.8	2018-2021 FARS, 2022 STATE 2.4	No
A-2) Distracted Driving Fatalities	5 years	2019-2023	7.7	2018-2021 FARS, 2022 STATE 7.4	Yes
PM-1) Number and percent of citations that include race and/or ethnicity information.	Annual	2023	Race: 79.8% Ethnicity: 9.7%	Enforcement Mobile (3/23) Race: 99.0% Ethnicity: 99.0%	In Progress
PM-2) Number of and percent of crashes that have a valid yes/no response for secondary collision or not.	Annual	2023	100%	Enforcement Mobile (3/23) 100%	In Progress

Table 1: Performance Report Chart FFY2023



Total Funding by Program Area



Note: Chart reflects funding from all sources, State and Federal.

Figure 1: 2023 Total Funding by Program Area



3. Common Performance Measures

PM 1: Traffic Fatalities

PM 2: Serious Injuries in Traffic Crashes

PM 3: Fatality Rate per 100 million VMT

TS-2023-NVOTS 658-00199 Nevada Office of Traffic Safety-Joining Forces Master Funding Sources: 164, 402

Budget: \$1,900,000.00

Obligation Spent: \$1,444,533.12

Nevada has a robust Traffic Safety Enforcement Program (TSEP) across multiple law enforcement agencies that conducts specific enforcement events covering all of Nevada’s Critical Emphasis Areas (Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Riders). Of the approximately 50 law enforcement agencies statewide, including school districts, tribal law enforcement, state patrol, and local police and sheriff departments, 30 agencies participated in the coordinated high visibility enforcement events, covering 98% of the state’s public roadways. The Nevada TSEP is truly a one-of-a-kind program that has been striving to make Nevada roads safer for the last 10 years. Enforcement activities were significantly impacted in FY2023 due to workplace and staffing disruptions, etc. During the 12 events in FY23, 42,235 traffic enforcement contacts were made for a variety of violations. A breakdown of citations written is shown in **Table 2**.

Category	FY2023
DUI	560
FST's Conducted	1,204
Seat Belt	487
Child Seat	80
Speed	21,581
Vulnerable Road User	618
Distracted Driving	2,441
Reckless Driving	141
Failure to Yield	279
Red Light Running	765
Warnings	10,324
Number of Contacts	42,235

Table 2: Program Activities in FY2023



TS-2023-NVOTS 658-00200 Master P&A

Funding Sources: 402

Budget: \$391,773.80

Obligation Spent Funds: \$ 307,161.39

TS-2023-NVOTS 658-00200 Master Program Support A1

Funding Sources: 402

Budget: \$744,435.40

Obligation Spent Funds: \$ 744,435.40

TS-2023-NVOTS 658-00200 Program Support Occupant Protection

Funding Sources: 405(b)

Budget: \$217,883.60

Obligation Spent Funds: \$ 214,487.87

TS-2023-NVOTS 658-00200 Program Support Traffic Records

Funding Sources: 405(c)

Budget: \$105,547.20

Obligation Spent Funds: \$84,913.08

TS-2023-NVOTS 658-00200 Program Support Impaired Driving

Funding Sources: 405(d)

Budget: \$116,414.10

Obligation Spent Funds: \$90,884.17

TS-2023-NVOTS 658-00202 Contracts Master Agate

Funding Sources: 402

Budget: \$293,962.00

Obligation Spent Funds: \$178,702.61

TS-2022-NVOTS 658-00190 Media and Marketing

Funding Sources: 402 and 405(d)

Budget: \$600,000.00

Obligation Spent Funds: \$ 395,478.15

This project continues to facilitate the messaging between NDOT Safety Engineering and the Nevada OTS to partner on the Zero Fatalities Nevada efforts. NDOT and OTS, working in partnership with their media firm, have developed a local partner's outreach plan that supports traffic safety messaging through community organizations. There is also messaging statewide through rideshare promotions, media interviews, paid and earned media, and social media. Additionally, feedback is solicited from the member agencies of the Nevada Advisory Committee on Traffic Safety and additional coordination is achieved by member agencies meeting on a regular basis to support one another's messaging.



TS-2023-NVOTS 658-00188 Professional Development

Funding Sources: 402

Budget: \$20,000.00

Obligation Spent Funds: \$19,618.66

This project was a resource for OTS staff and Nevada traffic safety partners to attend or participate in conferences, training, courses, or similar events that further enhance their knowledge and skills to combat traffic fatalities and serious injuries. As needed, this project aims to provide continuing educational opportunities for OTS staff as well as its safety advocate partners to further combat motor vehicle fatalities and serious injuries on Nevada roadways.

TS-2023-NVOTS 658-00189 HSP and Annual Report Project

Funding Sources: 402

Budget: \$40,000.00

Obligation Spent Funds: \$19,992.63

This project funds the Triennial Highway Safety Plan (3HSP), which describes data analysis of Nevada traffic safety issues and the strategies which will be used to address those issues in partnership with the State Highway Safety Plan (SHSP), the Annual Grant Application, and the Annual Report that provides information on the implementation, outcomes, and evaluations of the funded projects.

TS-2023-NVOTS 658-00187 Traffic Safety Summit and Training

Funding Sources: 402

Budget: \$70,000.00

Obligation Spent Funds: \$70,000.00

This project provides funding in partnership with NDOT to host the annual Nevada Traffic Safety Summit. The 2022 Traffic Safety Summit was held in October in northern Nevada and the 2023 Traffic Safety Summit was held in September, 2023 in southern Nevada. These summits included speakers, workshops, breakout sessions, and vendor demonstrations. Attendees of the Summit included private and public agencies, the public, sub-recipients, tribal representatives, local law enforcement and regional transportation commissions, and Nevada SHSP partners.

TS-2023-NVOTS 658-00211 Program Development State JOL

Funding Source: 402

Budget: \$35,500.00

Obligation Spent Funds: \$35,500.00

This project funded the Nevada State Judicial Outreach Liaison (SJOL). The SJOL serves as a statewide resource for the judiciary and other members of the highway safety community dealing with traffic cases, particularly cases involving impaired driving. The duties of the SJOL include serving as an educator, writer, community outreach advocate, consultant, and liaison, regarding impaired driving and other traffic issues in Nevada. In this year, the program shifted from the former American Bar Association (ABA)-funded



position to one funded by OTS. Additionally, the previous SJOL retired from the bench and a new judge was onboarded. The new SJOL developed relationships with other stakeholders involved in traffic safety, including taking a lead role in the CARS training project, attending the Nevada Impaired Driving Task Force meetings, and enhancing JOL skills through ABA conferences and close communication with the Region 8 JOL. Overall, the project has developed well considering the challenges. A foundation has been developed to provide further growth and development.

TS-2023-Lifesaver-00081 NV Railroad Crossing Crash Reduction

Funding Sources: 402

Budget: \$12,500.00

Obligation Spent Funds: \$12,400.00

This project funded the Nevada Operation Lifesaver (NVOL) Rail Safety organization. NVOL conducted community safety outreach through media and presentations throughout the State. NVOL was able to conduct 18 rail safety presentations, 7 public railroad events, and 2 remote radio events. Media outreach was done through radio to reach audiences of approximately 650,000 in the Las Vegas area, 80,000 in Southern Nevada smaller towns, and 5,000 in Elko area. NVOL regularly attends and is a member of the Traffic Incident Management (TIM) program in Nevada. NVOL established Rail Auxiliary Teams in two law enforcement agencies: Reno Police Department and Sparks Police Department. NVOL was able to complete all the projected educational objectives it set.

PM 4: Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

TS-2023-UNLV-00067 Observational Seat Belt Use Survey

Funding Sources: 405(b)

Budget: \$90,000.00

Obligation Spent Funds: \$73,936.35

This project provides funding in support of the required NHTSA Annual Observational Seat Belt Survey for FFY 2023. The sub-recipient conducted the pre-mobilization and post-mobilization observational seat belt surveys, analyzed the results, and compiled the draft and final report which was submitted to OTS.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187**



PM 5: Fatalities Involving a Driver or Rider with a BAC of .08 or Above

TS-2023-NVOTS 658-00209 Internal Project Impaired Driving Assessment

Funding Source: 405(d)

Budget: \$43,000.00

Obligation Spent Funds: \$40,191.50

The purpose of this project was to have select experts from around the country review the effectiveness of how the State works together to address impaired driving and develop recommendations on how to improve the Impaired Driving Program in Nevada. The expert panel was able to provide 11 recommendations, all but one of which have been acted upon. The Final Report was issued on March 20, 2023. The report successfully provided a comprehensive and detailed review of the Impaired Driving Program in Nevada following Guideline 8 format: Program Management and Strategic Planning, Prevention, Criminal Justice System, Communication Program, Alcohol and Other Drug Misuse Screening, Assessment Treatment and Rehabilitation, and Program Evaluation and Data. The report has been valuable in providing a central resource for information necessary to write the Impaired Driving Strategic Plan.

TS-2023-CC District Court-00174 Carson City District Court-DUI

Funding Sources: 405(d)

Budget: \$39,800.00

Obligation Spent Funds: \$32,150.00

The First District Specialty Court is located in Carson City, Nevada's capital, and is part of the Western Region serving Carson City and Storey County. This grant partially funds the DUI Case Manager position, which serves as a liaison for Alternative Sentencing and works together with the teams who operate the Third DUI Diversion Court, Misdemeanor Treatment Court, and the Mental Health Court – any of which may include impaired drivers. The Third DUI Court Program targets third-time offenders and the Misdemeanor Treatment Court targets misdemeanor drug and alcohol offenders including DUI second offenders. The Mental Health Court focuses on defendants whose untreated or undiagnosed mental illness contributes to their criminal conduct to include driving while under the influence of alcohol and/or illegal or prescribed drugs and medications. The Court serves a small population and therefore runs a small program. This year they exceeded their goal to increase the number of DUI offenders enrolled in the Third DUI Court Program, Misdemeanor Treatment Court and Mental Health Court from 21 in 2021 to 26 by the end of 2023 by successfully enrolling 46 participants. The Court claims a low recidivism rate of around 1%.

TS-2023-DC-00078 8th Judicial DC Specialty Court Clark County

Funding Sources: 405(d)

Budget: \$52,000.00

Obligation Spent Funds: \$52,000.00

The purpose of the Clark County Eighth District Court Felony DUI program is to reduce recidivism of felony DUI offenders who have substance use disorders as an underlying



cause for their arrest. The program is a three- to five-year substance abuse program providing offenders the opportunity for rehabilitation instead of incarceration. The 8th District Felony DUI Court program supervised a total of 319 participants from October 1, 2022, to September 30, 2023. The program produced 43 graduates over the year. Their retention rate was 92.4% and the violation rate is reported at 1%. The court coordinators increased their community engagement to six events in 2023. They have struggled with a lack of reliable community resources and treatment providers, especially outpatient treatment providers. The turnover of therapists results in inconsistent treatment schedules for the participants and affects their ability to engage, connect, and trust in the recovery process. Clark County has the highest felony DUI rate in Nevada, and each successful graduate represents one repeat offender who will not repeat again.

TS-2023-LVJC-00014 Las Vegas Justice Court – DUI

Funding Sources: 405(d)

Budget: \$62,000.00

Obligation Spent Funds: \$62,000.00

This project was funded to partially support one of two full-time DUI Court Coordinators. The DUI Court program contributes to the goals of the Highway Safety Plan by reducing the recidivism of misdemeanor DUI offenders who have substance use disorders as an underlying cause of arrest, and effectively works to lower future death and serious injury due to impaired driving by addressing the underlying causes of impaired driving. From October 2022 through September 2023, the DUI court increased enrollment by 15%, with 69 enrollments and a retention rate of 85%. The recidivism rate over the year dropped from 1.7% to less than 1%.

TS-2023-4th Judicial Elko-00011

Funding Source: 405(d)

Budget: \$38,500.00

Obligation Spent Funds: \$38,500.00

This project partially funded a Case Manager position as well as engaged an outside Evaluator for three years to ensure adherence to best practices for a DUI Court. The program is under the supervision of a new Judge who is intent on raising standards and bringing the program into total compliance with best practices; great strides have been made towards that goal in the past year. The Court employs a contracted case worker to work with the DUI court participants and fulfill the case management activities throughout the year. The Case Manager was able to implement the CARS evaluation on all DUI Court participants and submit a report on her findings. The DUI Court staff worked together with the new Judge to tune up the court processes and bring the court into compliance with evidence-based practices. Continuing internal training has been a priority. Additionally, the Court has continued to meet or exceed their set goals for the year.

**TS-2023-Reno Justice-00212****Funding Source: 405(d)****Budget: \$125,307.00****Obligation Spent Funds: \$5,821.30**

This project was funded to implement a pilot program within the Reno Justice DUI Court to evaluate the efficacy of adding evidence-based educational curricula to the requirements of a convicted first-time DUI offender. This is conceived as a two-year test where DUI Court Program participants are divided into two groups: control groups using one of the current choices for their DUI education, and test groups who voluntarily participate in a longer period of synchronous education that meets the American Society of Addiction Medicine (ASAM) Criteria for level .05 Early Intervention. The comparison and analysis of outcomes of the two groups at the end of the study will provide information and data which will support future program direction. However, the necessary groundwork that needed to be done prior to launching the project was not done ahead of time and the award was not fully utilized. An evaluation team was finally agreed upon and a new Grant Manager was hired. Program activities are now beginning and the project should experience successful results in FY2024.

TS-2023-WCDA-00175 Washoe County DA-Nevada TSRP**Funding Sources: 402, 405(d)****Budget: \$231,500.00****Obligation Spent Funds: \$231,001.34**

This project funded the Traffic Safety Resource Prosecutor, or TSRP, to serve as a liaison between law enforcement and the District Attorney's prosecutors and provide information and training to both law enforcement and the prosecutors, with the goal of improving the success rate of DUI prosecutions. During the year 389 hours of formal training were provided that reached 261 prosecutors. Additionally, 4,193 hours of training were provided to 1,015 law enforcement officers in the areas of impaired driving detection and enforcement. The TSRP maintains a YouTube channel providing topical enrichment to trainers. The TSRP is also a certified Drug Recognition Expert (DRE) and provides leadership to assist statewide toxicology labs and evidentiary testing devices selection.

TS-2023-Judicial-00113 Tribal Court Outreach – Impaired Judicial and Prosecutor Training**Funding Sources: 402****Budget: \$23,777.00****Obligation Spent Funds: \$7,788.73**

This project funded a Tribal Judicial Outreach Director to liaise with the Tribal Courts across Nevada and to facilitate communication among tribes. This program ended in July 2023 due to the retirement of the Tribal Judicial Director, Judge Morris. The objective of this grant was to provide a traffic safety/impaired driving liaison to Nevada's Indian Country. During the year, the Tribal Judicial Outreach Director met with tribal judges from the Fort Mojave Tribal Court, the Yerington Paiute Tribal Court, the Washoe Tribal Court,



the Winnemucca Tribal Court, and the Fallon Paiute Court. He successfully provided the tribal court judges with information about programs and resources available to them. This program successfully managed to reach out to all the tribal entities and discuss traffic safety programs, but ultimately the tribal activities were too infrequent for them to have need of OTS. It is likely that this project will not be renewed in FY2024.

TS-2023-NVOTS 658-00213 Internal Project Statewide eWarrant

Funding Source: 164

Budget: \$40,000.00

Obligation Spent Funds: \$40,000.00

This project funded the establishment of an eWarrant platform for any law enforcement agency or court jurisdiction wishing to participate across Nevada. Electronic warrants are an important tool to help law enforcement remove impaired drivers from the road, and the vision for the project was to establish a statewide program to give any law enforcement agency wishing to join a streamlined tool to ensure people who drive impaired are held accountable. Agencies and courts from all areas of the state joined the platform, nearly all of which would not have the financial capacity to participate without this project. In total, nearly 40 jurisdictions joined the platform during this grant year.

TS-2023-DPS NHP-00053 NHP eWarrant

Funding Sources: 164

Budget: \$18,000.00

Obligation Spent Funds: \$18,000.00

This project is the second year of funding for the establishment of an eWarrant platform for the Nevada Highway Patrol (NHP). Electronic warrants are an important tool to help law enforcement remove impaired drivers from the road, and NHP's vision for the project was to establish a statewide program. In the first year of the project, focus was given to the large urban areas of Las Vegas and Reno. In this past year, NHP worked with the vendor to train and connect courts and jurisdictions in the rural areas of the state. Progress was made in the south, north, and east. NHP will self-fund this project in the future.

TS-2023-DPS NHP-00186 Ignition Interlock Program Enhancement

Funding Sources: 405(d)

Budget: \$10,000.00

Obligation Spent Funds: \$4,319.00

This project was funded to enhance the best practices regarding the use of ignition interlock devices and to ensure the effectiveness of their use. Knowledge gained through conferences is passed along to the courts, law enforcement agencies, public defenders, and the public, providing an important tool in the efforts to improve traffic safety. Monthly meetings are held with four ignition interlock vendors, and semiannual meetings are held with three more vendors, and six companies are reporting violations on a regular basis. Due to increased communication, 150 to 250 violations reports are now being received



daily. There have been over 3,000 attempts to start vehicles with a BAC level of .08 or higher in the last year. The increased gathering of statistical information is valuable in helping achieve the goals of growing the program.

TS-2023-NVOTS 658-00073 DRE/ARIDE Training**Funding Sources: 405(d)****Budget: \$130,000.00****Obligation Spent Funds: \$59,726.16**

This project provided funding for statewide DRE and ARIDE. This year, funding was utilized to pay a DRE/ARIDE Training Coordinator. The Training Coordinator assisted with ARIDE training for several police academies throughout the state and assisted with DRE Training in Southern Nevada. This year there were a total of 3 DRE classes and 2 Green Lab classes. This training coordinator improved the availability and consistency of impaired training in Nevada. The DRE State Coordinator, Regional DRE Coordinators, and 7 DRE/ARIDE instructors attended the IACP Impaired Driving and Traffic Safety conference in Anaheim, California with funding from this project. Travel funds were also utilized to send 2 representatives to the Institute of Police Technology and Management (IPTM) symposium on Traffic Safety, and one DRE instructor was able to attend a green lab class in Maine to watch and learn prior to our green lab classes.

TS-2023-LVMPD-00017 Las Vegas Metro PD DUI Enforcement**Funding Sources: 164****Budget: \$500,000.00****Obligation Spent Funds: \$499,357.57**

This project funded overtime hours for high visibility DUI saturation patrols in the City of Las Vegas and Clark County. Relying upon their local data, high visibility saturation teams worked every weekend and every holiday, as well as many special events known to produce an increase in impaired drivers. Officers also taught Traffic Safety classes to key community partners and participated in school and community safety events. From October 1, 2022, to September 30, 2023, a total of 1,478 impaired drivers were arrested under this grant. Standardized Field Sobriety Tests were conducted 2,079 times, exceeding their goal of 389. Las Vegas Metropolitan Police Department (LVMPD)'s DUI saturation teams were deployed on every weekend and holiday throughout the year, in conjunction with LVMPD's DUI Mobile Processing Vehicles as well as the LVMPD DUI Strike Team. This project contributes to the goals of the Highway Safety Plan through community education and by removing impaired drivers from the roads to create a safer driving environment for the greater Las Vegas communities.

TS-2023-LVMPD-00018 Las Vegas Metro PD DUI Mobile Processing**Funding Sources: 164****Budget: \$545,000.00****Obligation Spent Funds: \$543,264.09**



LVMPD was awarded \$545,000 to purchase and deploy an updated DUI Mobile Processing Unit and staff an officer and a contract phlebotomist to perform roadside evidentiary testing on drivers suspected of being impaired. \$149,508 of this award was used to purchase an updated van. The remainder of the award funded overtime hours for law enforcement officers and contracted services of phlebotomists. From October 1, 2022, to September 30, 2023, LVMPD's DUI Mobile Processing Vehicles were deployed on 355 occasions. The mobile processing vehicles assisted officers in processing and arresting 2,092 impaired drivers. This assistance included transporting impaired drivers to different jail facilities. Officers working the mobile processing vehicle also conducted proactive enforcement. This enforcement led to additional impaired driving arrests which are included in the total of 2,092 impaired driving arrests. Officers also issued citations for collision-causing violations during this proactive enforcement.

TS-2023-DPS NHP-00033 NHP DUI Enforcement

Funding Sources: 164

Budget: \$154,677.00

Obligation Spent Funds: \$142,624.65

This project funded the Nevada State Police Highway Patrol's (NHP) DUI enforcement saturation grant. Funding was distributed among the three commands for statewide DUI reduction efforts with most of the funding concentrated in their Southern Command (Las Vegas) and Northern Command West (Reno/Carson City). \$54,677 of the funding was utilized to provide 150 LifeLoc FC-10+ Preliminary breath testing devices for the Southern Command. NHP conducted monthly saturation patrols through this project. During these enforcement events NHP made a total of 2,285 traffic stops and issued 2,671 citations. Of the citations 962 were for speed violations. As a result of their enforcement activities, 168 drivers were arrested for impaired driving and 211 field sobriety tests were administered.

TS-2023-RPD-00064 Reno PD DUI Enforcement

Funding Sources: 164

Budget: \$53,097.00

Obligation Spent Funds: \$53,097.00

The purpose of this funding to Reno Police Department (RPD) was for the implementation of an Impaired Driving Grant to sustain overtime high visibility DUI enforcement patrols targeting impaired drivers. Over the course of the funding cycle, RPD utilized 644.75 overtime hours resulting in 685 stops, 97 Standardized Field Sobriety Tests (SFSTs), 58 DUI arrests, 194 citations, 401 warnings, and investigated 20 DUI crashes. They reported zero ignition interlock violations. Between February 2023 and September 2023, they also performed 24 roadside oral fluid tests of which 10 were positive, and 6 tests during a green lab which showed positive for cannabis. Of the negative tests where no drugs appeared positive, the drivers admitted to taking anti-depressants and cannabis, Xanax, and/or Percocet. Of the 10 positive tests, 6 were positive for polysubstances. RPD uses



social and traditional media to increase community awareness of the risks and consequences of impaired driving.

TS-2023-NLVPD-00063 N. Las Vegas PD DUI Enforcement

Funding Sources: 164

Budget: \$100,000.00

Obligation Spent Funds: \$100,000.00

This project funded overtime hours for an Impaired Driving enforcement program within the North Las Vegas Police Department (NLVPD). NLVPD utilized local data to determine the location of their enforcement events to schedule saturation patrols. NLVPD communicated with neighboring agencies as to the date, time, and location of patrol events to allow the agencies to work events in coordination with them. During these enforcement events NLVPD made a total of 1,257 traffic stops and issued 1,831 citations. Of the citations issued, 669 were for speed-related violations. As a result of their enforcement activities, 67 drivers were arrested for impaired driving and 131 field sobriety tests were administered.

TS-2023-WCSO-00039 Washoe County SO DUI Toxicology Testing

Funding Source: 405(d)

Budget: \$127,990.00

Obligation Spent Funds: \$127,990.00

This project funded the Washoe County Sheriff's Office Forensic Toxicology Lab to purchase updated equipment to increase testing capacity. Due to supply chain issues, the equipment wasn't received until April. During that period, the Lab lost half its staff. However, even with only one remaining fully trained analyst available, the lab reported their activities for every month of the grant. From October 1, 2022, to September 30, 2023, the lab received 3,236 toxicology kits. The highest positive results were for the following drugs: Delta 9 THC, amphetamine, methamphetamine, and cocaine. The remaining \$72,990 was added to purchase 2 Intoxilyzer 9000 evidentiary breath testing systems to begin training on the new equipment in preparation to receive and test future I-9000s for calibration, delivery, and training throughout Nevada.

TS-2023-WCSO-00040 Washoe County SO DUI Enforcement

Funding Sources: 164

Budget: \$25,000.00

Obligation Spent Funds: \$18,300.48

The purpose of this grant was to fund overtime hours for high visibility saturation patrols targeting impaired drivers in Washoe County. The operations occurred on Friday and Saturday nights when there are more impaired drivers on the roads. This year they increased grant-funded impaired driving arrests from 1 to 30. Even so, they still struggle with vacancies in the agency which caused their overall DUI arrest numbers to decline by 3, from 235 to 232. The Washoe County Sheriff's Office is an integral part of Nevada law



enforcement but are recovering from a high rate of retirement among their officers. They have shown improvement over last year.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2022-NVOTS 658-00190, TS-2023-NVOTS 658-00187, TS-2023-NVOTS 658-00200**

PM 6: Speeding Related Fatalities

TS-2023-ClarkCo Schools-00038 Clark County School District Speed Enforcement

Funding Sources: 402

Budget: \$50,000.00

Obligation Spent Funds: \$49,946.34

This project funded overtime hours for a speed enforcement program within the Clark County School District Police Department (CCSDPD). Grant funding was used in part to purchase 5 handheld electronic citation writers with scanning capabilities. These units were utilized throughout this grant year to assist officers with inputting data and less time on the roadside from the potential dangers of traffic. CCSDPD Officers worked 22 speed enforcement events in which they made a total of 1,346 traffic contacts and issued 1,229 citations to the motoring public. CCSDPD also used their social media accounts to bring attention to their speed enforcement events. The educational and informative posts had a large following and were well received by the public.

TS-2023-LVMPD-00020 Las Vegas Metro PD Speed Enforcement

Funding Sources: 402

Budget: \$125,000.00

Obligation Spent Funds: \$123,409.61

LVMPD's speed and reckless driving enforcement campaign included detectives focused on eliminating takeover and speed demonstration events in the Las Vegas Valley. Nevada's crash data indicates a consistent contributing factor to serious-injury and fatal crashes is speed. LVMPD conducted enforcement events in nearly every month of the grant year with sustained success. They made 2,852 enforcement contacts, issued 1,754 citations for speed, 130 citations for reckless and/or trick driving, and made 87 arrests for reckless driving.

TS-2023-HPD-00049 Henderson PD Speed Management

Funding Source: 402

Budget: \$72,000.00

Obligation Spent Funds: \$69,341.76

This project funded the Henderson Police Department (HPD)'s speed enforcement campaigns. Nevada's crash data reveals a significant number of serious-injury and fatal



crashes have speed as a contributing factor. Throughout the course of the grant year, ten speed enforcement activities were completed within the city of Henderson. The data collected from these events demonstrates HPD's commitment to the project. In total the agency worked 910 enforcement hours resulting in 2,099 enforcement stops and 1,533 speed citations.

TS-2023-NLVPD-00060 N. Las Vegas PD Speed Management

Funding Source: 402

Budget: \$82,354.00

Obligation Spent Funds: \$82,264.86

This project funded overtime hours for speed enforcement within the City of North Las Vegas. It also provided funding for 6 Lidar speed detection devices to be utilized by officers to enforce speed-related statutes. From October 1, 2022 to September 30, 2023, NLVPD conducted 17 speed enforcement events resulting in 1,593 traffic stops and 1,100 citations for drivers exceeding the posted speed limit.

TS-2023-SPD-00087 Sparks Speed Management

Funding Source: 402

Budget: \$24,210.00

Obligation Spent Funds: \$24,210.00

This project provided a smart radar trailer to the Sparks Police Department (SPD). SPD recently reinstated their traffic section and used the metrics available from the smart trailer to spotlight enforcement needs around the city. Manufacturer delays resulted in a late project start and programming issues further delayed the start. SPD did have the radar trailer available for the final Joining Forces speed event in September, and it was deployed several times during the last quarter of the grant year.

TS-2023-MCSO-00137 Mineral County SO Speed Management

Funding Source: 402

Budget: 19,775.00

Obligation Spent Funds: \$19,775.00

This project provided a smart radar trailer to the Mineral County Sheriff's Office (MCSO). With limited staffing, MCSO used the data from the smart trailer to focus enforcement efforts in areas where flagrant violations were occurring. Shipping and weather setbacks delayed the start of the project several months. Throughout the summer and fall, MCSO placed the trailer in highly traveled corridors and conducted subsequent enforcement activities when speed issues were identified.

**TS-2023-UNLV-00178 University Las Vegas PD Speed Management****Funding Source: 402****Budget: \$4,345.00****Obligation Spent Funds: \$4,235.00**

This project with the UNLV Police Services, was for the purchase of two handheld Light Detection and Ranging (Lidar) units for speed enforcement on and around the UNLV campus. The project was delayed, and the units were not ordered until March and not acquired until June. UNLV Police Service officers were able to use the devices during the last Joining Forces speed event of the year and during normal patrol duties from July through September.

TS-2023-Nye Co SO-00041 Nye County SO Speed Management**Funding Source: 402****Budget: \$20,160.00****Obligation Spent Funds: \$20,086.01**

This project funded a speed enforcement program with the Nye County Sheriff's Office. Recent Nevada fatal crash data shows an undue number occurring on US 95 which traverses Nye County. Many of these crashes can be attributed to speeding while passing unsafely. During enforcement activities, NCSO made 594 enforcement stops and issued 351 speeding citations. This project will be renewed in 2024 with more funding to increase mitigation focus for this growing traffic safety concern.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187**

PM 7: Number of Motorcyclist Fatalities**TS-2023-NVOTS 658-00001 Motorcycle Safety****Funding Sources: 405(f)****Budget: \$70,000.00****Obligation Spent Funds: \$5,041.53**

This project was to conduct Moto 101 sessions to educate potential motorcycle riders under the age of 20 on safe motorcycling, design and purchase media assets for outreach and media purposes, and to train new instructor trainer to improve the recruitment and retention of motorcyclist safety instructors. Watch for Motorcyclist assets were created and purchased for outreach events and an Instructor Trainer was certified. Due to OTS program manager position turnover and program officer vacancy, the Moto 101 project was not implemented and just one outreach event was conducted.



Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2022-NVOTS 658-00190, TS-2023-NVOTS 658-00187**

PM 8: Unhelmeted Motorcyclist Fatalities

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187, TS-2023-NVOTS 658-00001**

PM 9: Drivers Age 20 or Younger in Fatal Crashes

TS-2023-MADD-00095 Mothers Against Drunk Driving Young Driver Program

Funding Source: 402

Budget: \$80,000.00

Obligation Spent Funds: \$71,136.80

This project funded MADD to focus on underage drinking prevention to help reduce underage drinking in Nevada. MADD will utilize their programs, Power of Youth and Power of Parents, to help educate parents and teens on the dangers of underage drinking and that the decisions they make can have serious consequences. Data shows that teens who start drinking at a young age are 7 times more likely to be involved in a crash. OTS is working to be proactive by providing resources to parents and teens to change behavior at a young age. This was the first year with MADD's grant so there were some challenges building the partnerships with schools, organizations, and the community in the beginning. Now that MADD has a baseline and has been introduced to the schools, organizations, and community, OTS looks forward to an increased amount of outreach and education in FY2024.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187, TS-2023-NVOTS 658-00200**

PM 10: Pedestrian Fatalities

TS-2023-UNR-00079 University of Nevada, Reno – Pedestrian Safety & Enforcement

Funding Sources: 405(h)

Budget: \$7,000

Obligation Spent Funds: \$3,025.98

This project provided funding to the University of Nevada, Reno Police Department (UNRPD). UNRPD provided education and outreach on Vulnerable Road User Safety in



and around the campus. They conducted enforcement campaigns and tabling events throughout the 2023 grant year that resulted in engagement with over 600 students and community members. UNRPD was able to purchase marijuana goggles for their community events and were able to educate students on the dangers of walking and biking under the influence.

TS-2023-LVMPD-00019 Las Vegas Metropolitan PD – Pedestrian Enforcement

Funding Sources: 405(h)

Budget: \$90,000.00

Obligation Spent Funds: \$89,957.64

This project funded overtime hours for Pedestrian Safety Enforcement in the City of Las Vegas and Clark County. From October 1, 2022, to September 30, 2023, LVMPD's Pedestrian Safety enforcement teams were deployed on 76 occasions. The Pedestrian Safety enforcement resulted in a total of 4,493 violations. Officers also arrested five drivers which included DUI violations. Pedestrian Safety enforcement events were scheduled around holidays and major events held in the Las Vegas area. Some events were focused on driver behavior (crosswalk decoys). Enforcement events were deployed in all areas of the Las Vegas Valley including the resort corridor. Officers and supervisors used their knowledge, historical crash data, and public outcry and input to determine the best areas to work. 969.75 hours of non-grant funded (matching funds) were spent by LVMPD to staff Pedestrian Safety enforcement. This activity, combined with grant funds, resulted in over 2,081 hours of LVMPD Traffic officers on Las Vegas roadways enforcing Pedestrian Safety statutes. LVMPD Traffic officers worked closely with Pedestrian Safety advocates like UNLV, Safe Kids, etc. The LVMPD worked with other Southern Nevada law enforcement agencies/officers in highly publicized crosswalk decoy events to target drivers who do not yield to pedestrians in crosswalks. These events were often coordinated around holidays and school schedules.

TS-2023-RPD-00066 Reno PD – School Zone Pedestrian Enforcement

Funding Sources: 405(h)

Budget: \$21,525.00

Obligation Spent Funds: \$21,259.13

This project funded a project with the Reno Police Department (RPD) to increase safety for students in the Washoe County School District who commute to school. RPD has been the project's lead agency for the last several years and has sought creative solutions to advance this initiative. RPD has educated students and drivers on the inherent dangers present in and around school zones and partnered with allied law enforcement agencies to enforce pedestrian and speed laws in those same areas. During enforcement activities, RPD made 668 enforcement stops and issued citations for 598 violations including 509 citations for speed.

**TS-2023-DPS NHP-00034 NHP School Zone Pedestrian Enforcement****Funding Sources: 405(h)****Budget: \$15,000.00****Obligation Spent Funds: \$14,815.54**

This project funded the Nevada Highway Patrol (NHP)'s inclusion with a school safety initiative in Washoe County. The goal of the project was to increase safety for students who actively commute to school and included student education and school route focused enforcement. Due to a large staffing shortage within the agency, NHP was unable to conduct enforcement activities during each month of the traditional school year. They were able to conduct enforcement events for six months of the school year and achieved positive results. Troopers made 612 enforcement contacts and issued citations for 387 violations including 297 citations for speed. They also issued 24 distracted driving citations and made a DUI arrest.

TS-2023-RPD-00065 Reno PD – Pedestrian Enforcement**Funding Sources: 405(h)****Budget: \$40,000.00****Obligation Spent Funds: \$37,718.40**

This project provided the Reno Police Department (RPD) with funding to increase the awareness of pedestrian safety. The RPD was able to lower pedestrian fatalities from 11 in the 2022 grant cycle to 7 in the 2023 grant cycle through monthly pedestrian-focused operations and community outreach. RPD conducted 11 total events with a total of 503.75 hours and 753 educational interactions. Traditional media and social media were used to raise awareness for pedestrian safety through the RPD.

TS-2023-NLVPD-00061 N. Las Vegas – Pedestrian Safety and Enforcement**Funding Sources: 405(h)****Budget: \$60,000.00****Obligation Spent Funds: \$ 59,855.01**

This project funded overtime hours for the North Las Vegas Police Department (NLVPD) for a Pedestrian Safety enforcement program. They utilized local data to determine the location of their enforcement events and used a combination of targeted enforcement and decoy operations where officers in plain clothes are used to cross the street in marked crosswalks to ensure that drivers are yielding to pedestrians as required by law. NLVPD conducted 12 pedestrian enforcement events. During these enforcement events NLVPD made a total of 1,304 contacts and issued 1,314 citations. Of the citations issued 313 were for drivers not yielding to pedestrians, 90 for pedestrian violations, and 469 for speeding violations.

**TS-2023-WCSO-00216 Washoe County SO School Zone Enforcement****Funding Source: 405(h)****Budget: \$21,525.00****Obligation Spent Funds: \$2,211.81**

This project funded the Washoe County Sheriff's Office (WCSO) and their inclusion with a school safety initiative in Washoe County. The goal of the project was to increase safety for students who actively commute to school and included student education and school route focused enforcement. The project was delayed for Washoe County as they did not submit for funding until well after the grant year's inception. WCSO was able to provide multiple educational opportunities for students and worked enforcement events in late spring and during the summer at schools that were in-session year-round. Sixty eight enforcement contacts were made resulting in 57 violations including 55 for speed.

TS-2023-WC School Dist PD-00056 Washoe County School PD Pedestrian Enforcement**Funding Source: 402****Budget: \$36,000.00****Obligation Spent Funds: \$36,000.00**

This project funded the Washoe County School District Police Department (WCSDPD)'s efforts to educate the students and public in and around Washoe County schools. The goal of the WCSDPD was to reduce vehicle versus pedestrian interactions. WCSDPD purchased 17 ticket writers with grant funds to conduct a total of 325 hours of operations in school zones. They focused on educating drivers and students about the importance of crossing safely and using due care in the school zones.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-20232-NVOTS 658-00190, TS-2023-NVOTS 658-00187**

PM 11: Traffic Records**TS-2023-UNLV-00010 Nevada Data Collection****Funding Sources: 1906****Budget: \$500,130.00****Obligation Spent Funds: \$387,979.24**

This project funded the collection and analysis of traffic stop data in pursuit of transparency and accountability. It is intended to assure that the Statistical Transparency of Policing (STOP) Data Research Project will provide the Governor, the Department of Public Safety, the Chair of the Senate Standing Committee on Judiciary, and the Chair of the Assembly Standing Committee on Judiciary and other stakeholders research and statistical analyses to promote transparency and accountability, increase public trust, and ultimately improve traffic safety.



In the 2021 Nevada legislative session, Senate Bill No. 236 (SB236) was enacted. It requires law enforcement agencies to establish “provisions relating to the recording, collection and review of information concerning traffic stops made by law enforcement officers.” Researchers at the University of Nevada, Las Vegas (UNLV) in partnership with the Nevada Office of Traffic Safety (NV-OTS) and strategic university programs, including the Kirk Kerkorian School of Medicine (KSOM-UNLV), School of Public Health (SPH), and Dept. of Criminal Justice, will collaborate to provide related data analysis.

TS-2023-NVOTS 658-00192 TRCC SHSP Integration

Funding Sources: 405(c)

Budget: \$75,000.00

Obligation Spent Funds: \$73,526.33

This project funded a contract with a third-party vendor for the purpose of coordination of the Traffic Records Coordinating Committee (TRCC) and associated SHSP integration. The Traffic Records Program Manager serves as Chair of the TRCC. The TRCC made progress working with TRCC members and SHSP Task force members in pursuit of TRCC established priorities and action steps. The TRCC met four times in FY22 (Dec, Mar, Jun, and Sept).

TS-2023-NVOTS 658-00193 TRCC Enhanced Mobility Working Group

Funding Sources: 405(c)

Budget: \$10,000.00

Obligation Spent Funds: \$ 0.00

This project supported the Enforcement Mobile Working Group (formerly Brazos Working Group) to facilitate regular communication of Law Enforcement agency representatives on ongoing improvements and changes to the Nevada e-Cite and e-Crash reporting environment. As work continued throughout the year it was determined that grant funding was not needed to support the Enforcement Mobile Working Group.

TS-2023-NVOTS 658-00194 Enhanced Mobility Interfaces & Equipment

Funding Sources: 405(c)

Budget: \$65,000.00

Obligation Spent Funds: \$0.00

This grant funds fixed deliverables that are necessary for successful implementation of Enforcement Mobile as statewide e-Cite and e-Crash system. As new agencies migrate into the Enforcement Mobile system, they at times require funding assistance to support initial equipment needs which include citation/report writers and printers. This grant is combined with Enforcement Mobile interfaces. There were no new agencies that required interfaces or equipment throughout the grant year so no funds were expended in this grant in FFY23.

**TS-2023-NVOTS 658-00195 Traffic Records Data Quality Project****Funding Sources: 405(c)00198****Budget: \$50,000.00****Obligation Spent Funds: \$0.00**

The Data Quality grant was initiated as a result of recommendations made by the NHTSA GO Team in 2020. Because the Enforcement Mobile working group meets regularly to discuss system challenges within the e-Cite and e-Crash system to include data quality, there was not a need to utilize this funding in FY2023.

TS-2023-State Parks-00108 Nevada State Parks Enforcement Mobile Equipment**Funding Source: 405(c)****Budget: \$80,000.00****Obligation Spent Funds: \$79,170.00**

This project was funded to directly purchase Enforcement Mobile eCitation and eCrash reporting devices and printers to implement State Park law enforcement participation in the State's Enforcement Mobile system. Although the interface with the Enforcement Mobile system is still in process, this project is complete.

TS-2023-DPS NHP-00097 Nevada Highway Patrol Crash Training & Equipment**Funding Source: 402 & 405(c)****Budget: \$224,275.00****Obligation Spent Funds: \$224,208.69**

This project with the NHP funded two 3D forensic scanners and advanced technical crash reconstruction training. This agency typically investigates roughly 50% of the fatal crashes that occur annually in Nevada. Multiple classes were held for both Technical Crash Investigation and Advanced Crash Investigation and law enforcement officers from county and city agencies were invited to attend. NHP also had personnel trained to instruct this advanced crash training and their goal is to develop an in-house cadre of instructors to maintain their three fatal crash investigation teams around the state, as needed.

TS-2023-UNLV-00116 University of Nevada, Las Vegas AI Speech Recognition**Funding Source: 402****Budget: \$238,269.00****Obligation Spent Funds: \$237,812.56**

This project was funded for the purpose of identifying, creating, and utilizing Artificial Intelligence (AI) to engineer a solution for data collection by law enforcement officers in the field. In addition to reducing the time to enter data, accuracy will improve and the entire data entry process will be simplified in crash reports and citation entry. The project will also identify and harness AI capability to mine data from narrative fields of crash reports to provide data not specifically collected elsewhere in the uniform crash report.

**TS-2023-UNLV-00125 University of Nevada Las Vegas ACE Data****Funding Source: 402****Budget: \$91,626.00****Obligation Spent Funds: \$76,628.46**

This project was funded to identify and compile effective practices to integrate adjudication, citation, and enforcement datasets and provide a synthesis of the same so as to enhance safety for road users. Further, it will outline critical steps to help adopt such practices in Nevada.

TS-2023-St. Health-00210 Nevada Dept. of Health Data Integration**Funding Source: 405(c)****Budget: \$98,164.00****Obligation Spent Funds: \$22,162.50**

This project was funded for the purpose of facilitating and improving trauma registry data sharing between State Health and UNLV School of Medicine, as well as other healthcare preparedness community partners to better understand the cause of traumas in Nevada and how to work toward reducing traffic fatalities, injuries, and crashes.

Related Projects

See Projects **TS-2023-NVOTS 658-00200**

PM 12: Child Passenger Safety**TS-2023-NVOTS 658-00082 Internal Project CPS Tech/Instructor Support****Funding Source: 405(b)****Budget: \$45,000.00****Obligation Spent Funds: \$40,086.88**

This project provided funding in support of Occupant Protection activities which included providing Lead Instructor and additional Instructors for six Child Passenger Safety Technician courses where 55 new technicians obtained certification, assisted 34 individuals with payment of their SafeKids Worldwide certification/recertification fees, educated 51 sworn personnel in Child Passenger Safety Seat Misuse identification, and provided 228 child safety seats to various statewide community organizations who did not have funding available to provide seats for their communities.

TS-2023-HGHosp-00089 Humboldt General Hospital Occupant Protection and CPS Programs**Funding Source: 402****Budget: \$19,000.00****Obligation Spent Funds: \$8,284.42**

This project provided funding in support of Occupant Protection activities which included one Instructor partnering with the Occupant Protection Program Manager and the Child



Passenger Safety Coordinator in teaching two Child Passenger Safety Technician courses where 17 new technicians obtained certification, held 58 educational appointments, and hosted nine community events and two community event partnerships. During all the above public contact activities, 61 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 54 child safety seats were inspected, and 21 child safety seats were provided to those demonstrating a need.

TS-2023-REMSA-00048 REMSA Occupant Protection and CPS Programs

Funding Source: 405(b)

Budget: \$20,000.00

Obligation Spent Funds: \$19,986.24

This project provided funding in support of Occupant Protection activities which included one Instructor partnering with the Occupant Protection Program Manager and the Child Passenger Safety Coordinator in teaching two Child Passenger Safety Technician courses where 17 new technicians obtained certification, held 427 educational appointments, hosted 11 community events, and attended five community events partnerships. During all the above public contact activities, 891 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 871 child safety seats were inspected, and 385 child safety seats were provided to those demonstrating a need.

TS-2023-Clark Co Schools-00118 Clark County School District Seat Belt Project

Funding Sources: 405(b)

Budget: \$15,000.00

Obligation Spent Funds: \$12,131.44

This project supported Occupant Protection activities, including payroll and benefits for Law Enforcement Officers in the Clark County School District to conduct child passenger safety technician courses and community events. In total, they were able to assist their community partners in conducting two child passenger safety courses, partner for three community events, distribute 48 seats at their office location, and utilize 40 hours of officer overtime to advance child passenger safety for their communities.

TS-2023-EV Fam-00092 East Valley Community Center Occupant and CPS Programs

Funding Sources: 405(b)

Budget: \$6,245.00

Obligation Spent Funds: \$2,649.48

This project provided funding in support of Occupant Protection activities which included 25 educational classes, purchases of child restraint systems, fees for Safe Kids Worldwide, and supplies related to activities in child passenger safety. In total, East Valley Family Services provided 25 educational classes, 14 caregiver appointments, 7 seat inspections, and 27 distributed seats.



TS-2023-Kinship-00091 Kinship Caregiver Car Seats for CPS Programs

Funding Sources: 405(b)

Budget: \$8,200.00

Obligation Spent Funds: \$6,000.00

This project provided funding in support of Occupant Protection activities which included funding to purchase child restraint systems, supplies for activities related to child passenger safety, and certification fees for Safe Kids Worldwide. In total, Foster Kinship provided 69 distributed seats, educated 498 caregivers, inspected 540 child restraint systems, and held 16 caregiver classes.

TS-2023-LCHS-00167 Lyon County Child Safety Occupant Protection and CPS Program

Funding Sources: 405(b)

Budget: \$6,445.00

Obligation Spent: \$5,674.67

This project provided funding in support of Occupant Protection activities which included an increase in the number of certified technicians on staff by two and hosted five community events throughout Lyon County. These educational encounters resulted in 65 caregivers being educated in the utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 80 child safety seats being inspected, and the distribution of 55 new child safety seats. The grantee's staff educated the community on Child Passenger Safety through community coalition meetings, local providers, community stakeholders, and social media.

TS-2023-Nye Comm-00057 Nye Community Coalition CPS Program

Funding Sources: 405(b)

Budget: \$29,000.00

Obligation Spent Funds: \$28,730.56

This project provided funding in support of Occupant Protection activities which included participation in one Child Passenger Safety Technician course where three new technicians obtained certification, two caregiver classes, 92 educational appointments, hosted 12 community events and attended two community events partnerships. During all the above public contact activities, 251 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 300 child safety seats were inspected, and 294 child safety seats were provided to those demonstrating a need.

TS-2023-RWFRC-00009 Ron Wood Family Resource Center CPS Program

Funding Sources: 405(b)

Budget: \$30,000.00

Obligation Spent Funds: \$29,997.54



This project provided funding in support of Occupant Protection activities which included an increase in the number of certified technicians on staff by four, 15 caregiver classes, 165 educational appointments, hosted seven community events, and attended two community events partnerships. During all the above public contact activities, 236 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 129 child safety seats were inspected, and 118 child safety seats were provided to those demonstrating a need.

TS-2023-UMCSN-00004 University Medical CPS Program

Funding Sources: 405(b)

Budget: \$22,000.00

Obligation Spent Funds: \$22,000.00

This project provided funding in support of Occupant Protection activities which included an increase in the number of certified technicians on staff, conducted community events with a total educated population of 100 individuals, and held child passenger safety technician courses. In addition to completing their project objectives, the University Medical Center was able to conduct a total of 5 child passenger safety courses, held 4 community events, educate 40 new technicians, inspect 475 individual child restraint systems, and distribute 341 child restraint systems.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187, TS-2023-NVOTS 658-00200**

PM 13: Bicycle Safety

TS-2023-UNLV-00059 University of Nevada Las Vegas Bicycle Safety

Funding Source: 402

Budget: \$28,602.00

Obligation Spent Funds: \$ 20,180.62

This project funded the University of Nevada, Las Vegas to provide education and bicycle safety equipment to students through classroom presentations and handouts at various school bike racks. UNLV was able to hand out 200 safety kits, which included a bicycle headlight, side and rear reflectors and a bicycle safety education card in English and Spanish. Presentations were given with a total of 140 students in attendance, which exceeded the original goal of 80 students. UNLV was able to collect 131 surveys on Nevada bike law knowledge from students with 85% of the answers being correct. A bike safety toolkit was provided to 10 community associations for use on their websites.

Related Projects

See Projects **TS-2023-NVOTS 658-00199, TS-2023-NVOTS 658-00190, TS-2023-NVOTS 658-00187**



PM 14: Distracted Driving

Related Projects

See Projects **TS-2023-NVOTS 658-00199**, **TS-2023-NVOTS 658-00190**, **TS-2023-NVOTS 658-00187**



4. Paid Media and Public Relations

Coordination

NDOT Safety Engineering and the Nevada OTS continue to partner on the Zero Fatalities Nevada efforts. This includes greater coordination with a single advertising firm. Duplication of efforts has been reduced with public relations, paid media, and outreach implemented by a single source. NDOT and OTS, working in conjunction with their media firm, have developed a local partner outreach plan that supports traffic safety messaging through community organizations. Additionally, feedback is solicited from the member agencies of the Nevada Advisory Committee on Traffic Safety, and additional coordination is achieved by member agencies meeting on a regular basis to support one another's messaging.

Elements

This year, the Zero Fatalities traffic safety campaigns focused on the following areas:

- Impaired driving
- Distracted driving
- Occupant protection
- Intersection safety
- Bicycle safety
- Drowsy driving
- Aggressive driving
- Teen driving
- Older driver safety

Media and Public Relations Funding by Program Area

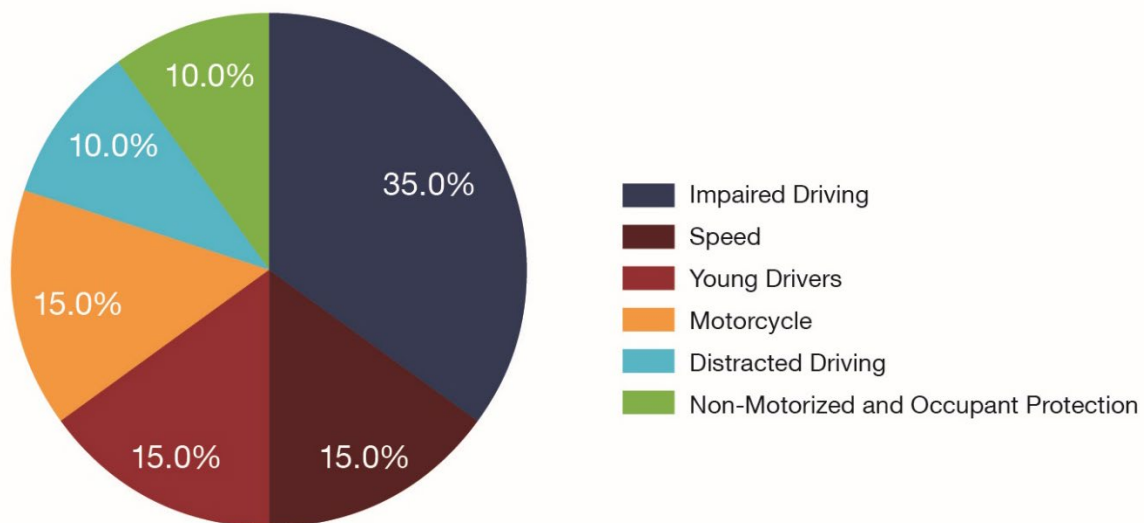


Figure 2: *Media and Public Relations Funding by Program Area*



From October 2022 to September 2023, our media campaigns that involved Outdoor (posters) or Digital (online banners):

- Radio (traditional broadcast and online outlets such as Spotify)
- Outdoor (Posters, Wall Clings, Gas Pump Static ads)
- Digital (online banners)
- Social (Facebook, TikTok, Amazon, Twitch, YouTube)
- Sports sponsorships (Raiders Program, Las Vegas Lights)
- Outreach (Community and Safety Events)
- Public Relations (press releases and media interview)

Updates and Results

Overall, from October 2022 to September 2023, the OTS Zero Fatalities branded campaigns delivered over 24.4 million media impressions. The Zero Fatalities program continues to have recognition of over 53% with Nevada residents.