

**State of Nevada
Department of Public Safety**

Office of Traffic Safety



PROMOTING AWARENESS

SAVING LIVES

**ANNUAL PERFORMANCE REPORT
FFY 2010
OCTOBER 1, 2009 – SEPTEMBER 30, 2010**

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Jim Gibbons
Governor



Jearld L. Hafen
Director

Nevada Office of Traffic Safety

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December 31, 2010

Dear Fellow Nevadans,

The Department of Public Safety, Office of Traffic Safety, was established by public law and has operated continuously since 1966. Our goal is simple: to reduce the number of fatalities and serious injuries from traffic related crashes.

Traffic crashes and their resulting fatalities and injuries are presenting a public epidemic. Nationally we lost over 31,000 people from car crashes in 2009, losing 243 of our own fellow citizens here in Nevada. This is unacceptable. In 2006, a formal plan known as the Strategic Highway Safety Plan was submitted to the Federal government to address this public safety and public health emergency. Nevada traffic fatalities were their lowest in more than 20 years in 2009, thanks to the efforts of you and many others around the state who have worked tirelessly to address this public safety issue. We will continue these efforts toward a 'zero fatalities' goal; this FFY2011 Highway Safety Plan is our vehicle to make all roads safer and to save lives.

For this FFY2011 year, we will continue to emphasize programs that focus on the four 'E's' to reduce traffic injuries and fatalities: education, enforcement, emergency medical systems; and engineering. Our combined efforts with Nevada's Department of Transportation and other traffic safety partners across the state utilize strategies that show proven results and help us all to maximize our resources in these tough economic times.

During 2010 we focused our efforts on impaired driving, occupant protection, speed enforcement, and pedestrian safety. In 2011 we will continue to use proven countermeasures to address these and other priority areas such as motorcycle safety and distracted driving issues. Public awareness and education play an important role in changing driver behavior, and we need to be outspoken in our communities about our commitment to traffic safety. If you are a driver, this includes you. If you ride a bicycle, it includes you. If you walk, it includes you. If you ride a motorcycle, own a business, or are a mom, dad, brother, sister, son, daughter, aunt, uncle, grandmother or grandfather, this includes you.

As the Director of the Nevada Department of Public Safety, I commend the collaborative efforts of the Office of Traffic Safety and I am committed to supporting their efforts in 2011 to save lives and prevent injuries on our roadways.

Sincerely,


Jearld Hafen
Director, Nevada Department of Public Safety
Governors Highway Safety Representative

ANNUAL PERFORMANCE REPORT

FEDERAL FISCAL YEAR 2010

PREPARED BY

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

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2009 NEVADA TRAFFIC SAFETY FACTS

- 243 Number of people who died on Nevada's highways in 2009
- 68 Number of fatalities in crashes that involved an alcohol-impaired driver (*new definition**)
- 28.0 Percentage of fatalities that involved an alcohol-impaired driver*
- 149 Number of single vehicle crashes that resulted in a fatality
- 74 Number of fatalities that occurred at an intersection
- 101 Number of roadway departure crashes that resulted in fatality
- 81 Number of passenger car occupants killed in crashes
- 69 Number of light truck / van occupants killed in crashes
- 5 Number of large trucks involved in fatal crashes
- 2.0 Percentage of fatal crashes that involved a large truck
- 42 Number of motorcycle riders killed on Nevada's highways
- 17.0 Percentage of all fatalities who were riding a motorcycle
- 95.0 Percentage of motorcyclist wearing helmets at the time of crash
- 91.2 Percentage of motor vehicle occupants observed using safety belts in Nevada
- 34 Percentage of motorists killed who were not wearing safety belts
- 6 Number of bicyclists killed
- 2.0 Percentage of all fatalities who were riding a bicycle
- 36 Number of pedestrian fatalities in 2009
- 14.0 Percentage of all fatalities who were pedestrians
- 91 Number of speeding related fatal crashes
- 37.4 Percentage of fatal crashes where speeding was considered a factor
- 8.96 Number of fatalities per 100,000 population in Nevada, all ages
- 1.16 Number of fatalities per 100 million miles driven in Nevada

* Source: Fatality Analysis Reporting System (FARS), see pg 17 of this report, or visit <http://www-nrd.nhtsa.dot.gov/Pubs/811385.pdf> for more information on old vs. new definitions of 'alcohol -impaired' fatalities

THE OFFICE OF TRAFFIC SAFETY VISION

OUR VISION

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

OUR MISSION

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

OUR PHILOSOPHY

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

OUR GOALS

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

PERFORMANCE GOAL

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

PERFORMANCE MEASURE

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

Performance Objective:

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

- *Reduce the Fatality numbers from 324 recorded in 2008 to 313 in 2009*
- *Reduce the Serious Injury numbers from 1558 recorded in 2008 to 1503 in 2009*
- *Reduce the Fatality Rate per 100,000 population from 11.83 recorded in 2008 to 11.3 in 2009 (or a .5% reduction each year)*

Actual Performance:

- *Fatalities totaled 243 souls on Nevada roadways in 2009, reflecting a significant 25% drop from the previous year*
- *Serious injuries were numbered at 1,412, a reduction of 9% from the previous year*
- *The fatality rate, per 100,000 population in 2009 was 8.96, significantly lower than the goal of 11.3 fatalities / 100,000 population.*

PROGRAM FUNDING

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

Funding from the federal government is provided by the National Highway Traffic Safety Administration (NHTSA) in accordance with the Highway Safety Act of 1966. The funding for programs conducted in 2010 resulted from the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). This federal authorization bill that expired on September 30, 2009 includes several funding programs that specifically address behavioral highway safety issues. (DPS-OTS is currently operating on continuing resolutions of funding from Congress until reauthorization of the Highway Safety Act is successful).

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

A limited amount of DPS-OTS operating funds for 2010 consisted of award funds carried forward from prior grant years and matching State Highway Fund appropriations.

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

AREAS OF CONCENTRATION

Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in Federal Fiscal Year 2010 are detailed in the following pages.

ALCOHOL AND IMPAIRED DRIVING

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

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

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

The third area is a broad classification of education. This includes partnerships with other agencies and coalitions. Examples of these include:

- Attorney General’s Advisory Coalition on Impaired Driving

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

□ Community Coalitions/Partnerships

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

□ Nevada Department of Transportation

The Office of Traffic Safety is active in the ongoing partnership with NDOT in the planning and implementation of the state's Strategic Highway Safety Plan. We also partner with NDOT in the statewide communication alliance which strives for coordination and consistency of traffic safety messaging.

□ Judicial and Prosecutor Outreach

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

□ School Programs

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

Law Enforcement

Nevada has long emphasized continuing enforcement efforts to reduce impaired driving.

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

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

During FFY 2010 our office committed \$ 400,000 in specific alcohol funding (410) for overtime efforts to combat impaired driving. An additional \$ 180,000 of 410 funding was committed to paid media to support the enforcement efforts. While not all of the seven (7) specific impaired

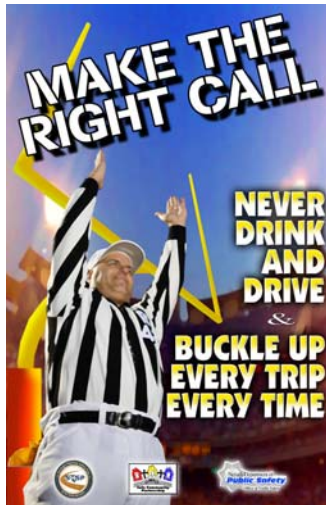
driving months were supported by paid media, Labor Day, Christmas to New Years, and the 4th of July were supported with paid media dollars.

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

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

Media Support – Law Enforcement

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



Results – Law Enforcement

The partnership with Nevada’s enforcement agencies has resulted in each agency enforcing all of the key campaign’s intent during all activities. In a practical sense, the outcome of a seat belt enforcement campaign yields an expected amount of DUI arrests and speed citations, just as a DUI campaign yields a large number of seat belt violations. The outcomes below are the result of all Joining Forces activities for FFY 2010 (please see also [Police Traffic](#), page 28).

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

270+ Enforcement Events conducted included, but not limited to:

- 128 Seat Belt Enforcement/Public Awareness Events
- 143 Impaired Driving Enforcement/Public Awareness Events
- 67 Speed Enforcement/Public Awareness Events
- 38 Pedestrian Enforcement/Public Awareness
- 23 Motorcycle Safety Enforcement/Awareness Events

Joining Forces FFY2010 **Arrests/Citations/Warnings**

- 1,203 Teen Arrests/Citations/Warnings
- 742 DUI’s
- 4,660 Seat Belt
- 344 Child Passenger
- 16,995 Speeding
- 212 Pedestrian at fault
- 321 Driver at fault (Pedestrian violation)
- 99 Felony Arrests
- 137 Drug Arrests

•	17	Stolen Vehicles Recovered
•	222	Fugitives
•	1,115	Suspended/Revoked Licenses
•	1,532	Driver's license – other
•	2,064	Registration violation
•	894	Equipment violation
•	3,597	No insurance
•	115	Reckless Driving
•	769	Red light
•	336	Failure to yield
•	4,732	Other citations
•	15,073	Warnings
Total	53,966	

Other Law Enforcement

Mesquite Police Department

This grant project was for the Mesquite Police Department to procure in-car-video equipment. Unfortunately, because this was funded by 402 funding, OTS was not able to authorize the grant project in a timely manner (continuing resolutions delayed our receipt of sufficient funds). The Mesquite PD decided to not use grant funds for the purchase during FFY 2010.

Fallon Paiute-Shoshone Tribal Police Department

This grant project was for equipment and overtime (this tribal agency is not a part of the *Joining Forces* program because of a limited ability to partner with other agencies). The equipment was not purchased because of internal complications, but the schedule for overtime DUI enforcement was implemented. This small agency was able to increase their DUI arrests from 2 per month to almost 5 per week.

DUI Courts

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

The following courts have received startup grant funding from OTS:

- 8th Judicial District Court – Felony Level (first in Nevada)

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

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

The two “oldest” courts, 8th Judicial District and Clark County Justice Court, have been running for enough time to generate valid evaluations of the effectiveness of these courts. Both of these courts (one felony level and one misdemeanor level) are showing dramatic decreases in the recidivism of their graduates. The evaluation uses the three year period after successful completion of the program (three years for felony and 1 year for misdemeanor). Successful graduates’ recidivism rate is compared to non-participants’ recidivism for the same three years. Graduates’ rate of recidivism is $\pm 11\%$ compared to non-graduates of $\pm 35\%$. Currently there are approximately 1,000 participants in the DUI Court Treatment Programs in Nevada.

The OTS investment of funding the first three years startup costs of a DUI court results in an ongoing program that is one of the keys to reducing DUI incidents on Nevada’s roadways.

Education

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

Attorney General’s Advisory Coalition on Impaired Driving

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

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

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

Community Coalitions

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

Examples of the types of programs we have helped fund include the Boulder City Coalition that developed a model set of alcohol related local ordinances to help reduce underage drinking and driving. These proposals are now before their City Council for consideration. Note: Nevada does not have an Alcohol and Beverage Control agency for the state. All liquor laws are the responsibility of local governments.

Nye County Coalition is completing a three year program on impaired driving, making use of a computer-aided driving simulator, impaired driving goggles, etc. This program has been presented to three other small communities in Nye County as well as three more communities in other counties by working with neighboring coalitions.

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

Another community project was the 'Home for the Holidays' campaign. This program subsidized free rides home during the holiday season (and getting your car home, too). This program is in Las Vegas and our funding along with other sponsors and match supplied by the cab company support the program. This has proved very popular, so much so that without additional sponsors there may have to be a cap on the number of rides offered. This is one more example of members of a community working to add to the effort to reduce impaired driving.



Outreach

Judges/Prosecutors

Special outreach efforts are made each year to both the Judges and Prosecutor Associations in Nevada. We are fortunate that Reno is the home to the National Judicial College. Through the NJC we are able to offer a one-day course on the issues of impaired driving that is specific to Nevada. Sample topics include: Physiology/Psychology of substance abuse/dependency; Sentencing options, Training and expertise of DRE Officers, Trends in drug use, and Effective technology.

OTS also helped individual judges with travel expenses to attend longer courses related to impaired driving and traffic court in general.

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

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

Schools

Outreach to schools ranges from several small projects on a school-by-school basis to larger programs for a sustained effort by a non-school agency.

A large program was conducted by the Henderson Police Department and enabled them to present the “Every 15 Minutes” program on impaired driving to each of Henderson’s 5 high schools every other year. (Henderson recently surpassed Las Vegas as the fastest growing city in the nation, before the recession kicked in). OTS funded some of the overtime required to put on the presentation. Henderson Police Department has been able to present this program to all five of its high schools over the past two years due in large part to in-kind contributions from other public safety agencies in the community.

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

Funding Summary (Impaired Driving)

	<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
<u>Law Enforcement</u>			
Joining Forces	\$ 400,000	400,000	100%
Paid Media	180,000	180,000	100%
Other LE	65,500	23,590	36%
<u>DUI Courts</u>	361,494	299,716	83%
<u>Education/Other</u>	179,560	133,561	74%
Total	\$1,186,554	1,036,867	87%

Performance Objective: *Decrease the percentage of Alcohol Impaired Fatalities from 33% in 2008 to 31% by 2010 (new definition*)*

Actual Performance: FARS data indicate alcohol-impaired fatalities in 2009 were numbered at 68, or 28% of total fatalities (new definition*)

Performance Objective: *Decrease the Alcohol Impaired Fatalities per 100m VMT from 0.53 in 2007 to 0.45 by 2010 (old definition*)*

Actual Performance: *FARS data indicates Alcohol-Impaired fatalities in 2009 per 100m VMT were at 0.48 (old definition*) vs. 0.33 per 100m VMT (new definition*)*

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

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



OCCUPANT PROTECTION

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

The observed day time safety belt use rate for Nevada in 2010 (93.1%) was one of the highest in the nation for states without a primary safety belt law. Despite this success, 33.7 % of all 243 fatalities in 2009 (the most current complete annual data available) involved vehicle occupants who were not wearing restraints. Continued effort is needed to both increase safety belt use for the habitual non-user, and to educate Nevada residents about the importance of occupant restraints and their effectiveness to save lives.

Young males and females, night-time drivers, and impaired drivers disproportionately are non-users of belts in Nevada fatal crashes. Data show that unbelted fatalities are more likely to occur on weekends. Safety campaigns, particularly those that encourage safety belt use and emphasize enforcement, must constantly be reinforced to reach new residents as well as those visiting motorists for recreation or business, particularly commercial truckers.

During the past nine years, Nevada has conducted annual *Click It or Ticket* (CIOT) campaigns that include earned and paid media messages and enhanced enforcement activities during the month of May. Secondary campaigns are usually held during the last two weeks of November of each year, during the highest period of holiday traffic volume on our roadways. Results of these efforts are encouraging. During 2002, our base year, the State seat belt use rate was 74.5%. Following determined efforts of law enforcement and paid media campaigns, the official usage rate in June 2010 was 93.1%.

DPS-OTS allocated a total of approximately \$876,979 for FFY 2010 to OP program grantees which included paid media, law enforcement activities, program management funds, funds allocated for OP & OPC grantees, law enforcement child passenger safety (CPS) training, seat belt observational survey, etc. This OP program funding included \$55,617 for various grants to purchase child car seats, many of which were distributed at car seat checkpoint events throughout Nevada.

There were no motor vehicle fatalities among children under age 12 during 2009. However, 14 serious injuries were reported for children less than 12 years of age. Data reported by CPS

grantees show that approximately 2,099 child car seats were inspected during check point events with less than 2% of these inspected seats having been installed correctly. During car seat check events, approximately 1,751 child safety seats including special need car seats were provided to low income families at little or no cost. The OP program efforts by CPS grantees provided training and information to thousands of Nevada parents and caregivers regarding proper use and the importance of using approved child passenger safety seats. Also during 2009, the Office of Traffic Safety donated 162 child car seats for distribution by various non-profit organizations to parents with very low incomes.

It must be mentioned that the Safe Kids Worldwide organization recognized Nevada's Safe Kids Clark County Child (SKCC) Passenger Safety program as one of the best in the Nation during 2009. During FFY 2010, OTS provided \$69,293 in grant funding to SKCC to conduct two CPS programs – "Buckle-Up Kids Hotline" and "Buckle-Up Special Kids."

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

Total grant funding was \$69,985. According to the post-CIOT mobilization survey held in June 2010, the statewide average for seat belt usage in the State of Nevada is 93.1%, based on the weighted usage rate by vehicle miles traveled (VMT). This is an increase of 2.74% over the weighted seat belt usage estimated during the pre-CIOT mobilization survey (90.4%) held during the month of April, 2010. These percentages were estimated by conducting empirical surveys at 64 locations across the State of Nevada.

Data collection is an integral part of the safety belt studies in Nevada. Every year, data collection is performed biannually throughout Nevada to estimate the safety belt usage rates for front seat occupants, categorized over five variables: gender, ethnicity, age, vehicle registration and type. In 2010, the data collection was done at 64 locations in Nevada during the months of April and June, for the estimation of pre-mobilization and post-mobilization safety belt usage rates.

In comparison with previous years, six locations were added for the 2010 survey to reflect the most recent (2008) Annual Vehicle Miles Traveled Information (AVMT) published by the Nevada Department of Transportation. A probability based procedure was adopted to select the aforementioned six observation sites. Furthermore, data collection, day and time schedules were corrected. Since the AVMT distribution changes every year, it is recommended that the most recent AVMT information be consulted accordingly for the safety belt survey design.

Real time data collection on the field has to be accurate and efficient, especially in safety belt studies where the vehicle being observed might be traveling at a speed of 60-70 mph. In 2010, improved data collection software was developed at the UNLV Transportation Research Center. The new software reduces the number of clicks on the data collection equipment from 17 to 4 for a single vehicle in the worst case. The observers were then trained in the field to accurately use the new PDA equipment and the feedback acquired from the observers was then used to further improve the design. It was noticed that the strategy of keeping static defaults on the software still required some more work due to the variable nature of the demographics in Nevada. Currently,

work is being done to adopt a 'default strategy' which adapts according to the past observations at every site.

Collected data is integrated into an interactive data visualization platform developed at the Transportation Research Center, UNLV. This software not only can be used to run custom queries on the statewide data, but also to provide crucial insights into safety belt usage rates at each observational site.

The results of this grant activity are recognized nationally and will be shared at the Transportation Research Board annual meeting during the ANB 45 Occupant Protection Committee meeting in January, 2011.



Our Successes

As stated above, findings for the 2010 usage survey show that Nevada's seat belt usage rate was 93.1%. This marks the sixth consecutive year that Nevada exceeded a 90% usage rate. The overall observed usage (shoulder belt survey) is well above the national average which is 84%.

Consistent enforcement and paid media advertising have resulted in an increase in the observed seat belt usage rate since 2002. Restraint use by occupants involved in fatal motor vehicle crashes is still too low when compared to the observed usage rate, but there appears to be a direct correlation to a declining trend in unrestrained fatalities as observed seat belt usage rates increase. For 2003, the overall seat belt use rate in fatal crashes was 59%. The use rate for motor vehicle occupant (MVO) fatalities was 33.7% for 2009 comparing to 46% of unbelted fatalities in 2008. While still high, this represents a 12.3 % improvement.

Occupant Protection for Children (OPC) Mini-Grant Program: This program continues to provide mini-grants (up to \$2,000 each) to agencies for one-time special events or training on seat belt or OPC issues in their communities. Only agencies with a currently certified CPS Technician, or those preparing to provide CPS Technician training to their staff, are eligible for the OPC mini-grant funds. An example of a success story involves a child safety program event conducted by *University of Nevada Cooperative Extension (UNCE)* in Northeast Clark County (rural). UNCE, by using funds available through a mini-grant for their child restraint program, has made an impact. During the months of October 2009 - September 2010, the agency reported 52 check-up days that included regularly scheduled check-ups held once a month in Mesquite, and twice a month in Logandale, and Family Vehicle Safety Program (FVSP) classes at various locations. Two featured articles and several short class announcements as well as "Community 2010 Calendar" notices were written and sent to the local newspapers in Moapa and Virgin Valleys. Sunrise WIC also placed posters announcing check-up opportunities both in English and Spanish. UNCE inspected 262 child seats and educated 130 adults in the proper installation, care and use of child safety seats. A total of 74 new seats were installed or replaced at no cost or for a

small donation during that period. Total donations from participants in the program, including the FVSP program were \$1,389 for the grant period. The agency reported that those funds were used to purchase additional child car seats.

Safe Kids Clark County (SKCC) program continued to assist children with special needs. Initially, the grant activities revolved around the special needs of children in SPICA casts, low-birth weight infants and children with hydrocephalic conditions. Total grant funding for this project was \$41,688. It was found that children who have Autism have special needs as well. Generally, this population doesn't need special devices for proper restraint; however, their caregivers and parents need guidance. A child with Autism in a loose harness is as good as unbuckled! They are indeed the "Houdini's" of the Special Needs world. A loose harness or incorrectly placed chest clip spells disaster in many ways. Demonstrating proper fit techniques to the caregivers and stressing the importance of a snug fit changed the way these children were transported. *E-Z On Vests* are a virtual miracle to these caregivers. These vests enable children to remain buckled during transport. Over 200 special child car seats including Hippo, small and large E-Z-On vests, Safety First/Apex 65, and Mia Moda models for infant low birth weight seats were purchased under this grant.

Unrestrained Serious Injuries Rates: 287 unbelted serious injuries were reported in 2009, which is 20.3% of the 1412 serious injuries statewide.

Unrestrained Fatality Rates: 33.7% percent of Nevada's motor vehicle fatalities last year were unbuckled. Comparison to 2003 reveals consistent improvement:

Nevada	2003	2004	2005	2006	2007	2008	2009
% fatalities not restrained	59%	47%	49%	47%	48%	46%	33.7%

This consistent improvement in unrestrained fatalities is a trend that correlates with the State's observed belt usage rates:

Nevada	2004	2005	2006	2007	2008	2009	2010
Safety belt usage rates	88.6%	94.8%	91.2%	91.2%	90.1%	91.0%	93.1%

Enforcement: Traffic law enforcement is a major tool in educating the public and affecting driver behavior. In FFY2010, our occupant protection efforts included aggressive enforcement during May (Memorial Day, Click it or Ticket), and November (Thanksgiving, Click it or Ticket). Again, the enforcement waves were conducted by the State's Joining Forces program, which includes key law enforcement agencies that cover over 95% of the State's population. Of the more than 272 Joining Forces traffic enforcement events conducted in FFY10, 128 were focused on seat belt enforcement, issuing over 5,000 seat belt and child seat citations during these events throughout the year.

Training: DPS-OTS continued to sponsor Child Passenger Safety Technician courses. Sponsorship included payment of online fees, use of a mobile CPS training trailer, and/or scholarships for lead agencies facilitating the training. During FFY 2010, OTS provided financial assistance to obtain 40-hour CPS certification or CPS re-certification for law enforcement and emergency response personnel. This assistance helped 62 troopers, police officers and fire fighters to obtain 40-hour CPS technician certification. There was also a measurable increase in Child passenger Safety violator referrals for FVSP training, specifically in Southern Nevada.

Partnerships: DPS-OTS continued to serve as the staff for the State's CPS Task Force. This group is responsible for administering the Family Vehicle Safety Program's (FVSP) two-hour training program for child seat violators (NRS 484.474). They also maintain quality control of the state's certified Instructors and Technicians, developing or updating existing CPS curriculums in both English and Spanish, recruitment of new CPS advocates, proposed legislative updates, and overall CPS educational needs.

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

Our Challenges

Primary Safety Belt Law: There is substantial evidence to support the fact that states with primary safety belt laws not only increase their safety belt usage rate, but experience a decrease in traffic related injuries and fatalities as well. Nevada's current safety belt law is secondary, in that an officer cannot pull over a vehicle simply because of an observed safety belt violation.

A primary seat belt law has been introduced during the past seven of Nevada's biennial legislative sessions without success. There was much debate about a primary seat belt bill presented by Nevada's Sheriffs & Chiefs Association in the State's 2009 Legislative Session and, despite passage of the bill in the Senate, it was eventually defeated in the Assembly Transportation Committee.

Nevada is in an awkward position in that we have a high safety belt usage rate of over 90%. It is difficult to convince legislators to pass a primary law, when the usage is already high and theoretically isn't likely to go much higher (studies show that states that go from secondary to primary laws increase their usage rates by up to 12% during the first year after enactment). The focus in Nevada's 2011 Legislative Session for a primary belt law will be to highlight those populations that are disproportionately not buckling up in their cars (e.g., young male and female, Black Americans and Latinos, night-time drivers, drivers of pick-up trucks and impaired drivers are those most likely to be involved in injury or fatal crashes). Efforts are underway to develop data showing the costs of medical services that are incurred by public health institutions

and local jurisdictions because of inadequate or nonexistent insurance coverage for unrestrained drivers or vehicle occupants involved in crashes.

Also during the 2007 legislative session, the State’s CPS Task Force pursued revisions to the State’s child restraint Law to require restraints for all children under age 8 (unless >4’ 9” tall). Current Nevada Law requires appropriate child restraints for children under age 6 and weighing less than 60 pounds.

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

Performance Objective: *Maintain a statewide observed safety belt use rate of 90% or higher in 2010.*

Actual Performance: *The observed safety belt use rate in 2010 was 93.1%, where the six previous consecutive years are documented to be greater than 90%.*

Performance Objective: *Decrease the percentage of un-restrained fatalities from 46.4% in 2008 to 45.0% by 2010.*

Actual Performance: *The rate of unrestrained fatalities rose in 2006 and 2007 from 47% to 48%, declining to 33.7% in 2009. Nevada’s population also grew by 8% from 2005 to 2008 and only slightly grew in 2009 to 2,711,206 people. Data demonstrate that the state made a significant improvement in its unrestrained fatalities number per 100,000 of population in 2009.*

<u>Year</u>	<u>Number Unrestrained Fatalities (UR)</u>	<u>Number UR per 100,000 population</u>
2005	139	5.52
2006	148	5.64
2007	124	4.56
2008	91	3.50
2009	82	3.02

MOTORCYCLE SAFETY



Over the years, the number of fatalities resulting from crashes involving motorcycles has been subject to large percentage swings. However, as in many

other regions of the country, the general trend in Nevada has been upward for the past few years. There appears to be several reasons for this increase, with one notable reason being an increase in fatalities and crashes involving the older, returning rider. The older rider often finds the performance of newer model motorcycles exceeds his or her ability to ride safely. A second group experiencing problems is the younger rider on the high performance motorcycle.

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

Our Successes

The Nevada Rider Motorcycle Training Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers four courses: the Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to state driver’s license endorsements (motorcycles and helmets are provided for the students). In 2009, there were 499 Beginning Rider classes conducted through the program, graduating 4,999 students. The program also teaches the Experienced Rider Course which is a one day course designed to update skills for current riders who currently own a motorcycle. One hundred and six Experienced Rider classes were conducted graduating 713 students in 2009. The third course, called the Sidecar and Trike Education Program, is a one and one half day course for experienced three-wheel riders. Students provide their own machine and protective gear. Two (2) classes were conducted in 2009, graduating eight (8) students. The newest course, called the Advanced Rider Course was added in 2010. This course is designed to improve the skills of a licensed and experienced rider to increase their knowledge of traffic management and their riding skills as it relates to traction management.

In a 2005 NHTSA publication titled *Promising Practices in Motorcycle Rider Education and Licensing*, Nevada’s Rider Program was identified as one of the top 4 in the Nation, based on a comprehensive review of program administration, rider education and licensing.

Another important best practice for improving motorcycle safety is to increase motor vehicle drivers' awareness of motorcyclists, by educating drivers on the importance of sharing the road with motorcycles. Due to the small profile of a motorcycle in traffic, it is common for drivers to not be aware of approaching two wheel vehicles. Raising awareness levels during peak riding periods, such as motorcycle rallies and sporting events, reminds motorists to take that second look when entering an intersection.

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

Beginning in 2008, an impaired riding campaign was started with program monies. It consisted of outdoor advertising and counter pamphlets placed in various motorcycle shops.



Our Challenges

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

Legislation: Nevada's motorcycle helmet law, NRS 486.231, has been solicited for repeal in every biennial Legislative Session in Nevada held in the past decade. Although the DPS-OTS Motorcycle Safety Program Coordinator cannot and does not testify for or against any

legislation, but does provide data to the Legislature upon request, motorcycle advocacy groups in Nevada are opposed to the OTS Motorcycle Safety Program in general. Continual efforts are made to maintain existing partnerships as well as accrue new ones in Nevada in relation to motorcycle safety.

Performance Objective: *Decrease the number of motorcycle fatalities from 59 in 2008 to 49 by 2010.*

Actual Performance: *FARS data indicates motorcycle fatalities in 2009 were numbered at 42; Preliminary FARS data for 2010 indicates that number to be 43*

Performance Objective: *Decrease the percentage of un-helmeted fatalities from 25.4% in 2008 to 19.0% in 2010.*

Actual Performance: *FARS data indicates un-helmeted motorcycle fatalities in 2009 were at 5% (2 out of 42); the data is yet unknown for 2010*

PEDESTRIAN AND BICYCLE SAFETY



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

Our Successes

State Funded Bicycle and Pedestrian Safety Program: This DPS-OTS program continues to focus on creating partnerships with the local community and non-profit organizations to provide

education and promote community-involved programs centered on bicycle and pedestrian safety, usage and health promotion. This year was comprised of creating and printing Bicycle and Pedestrian centered Activity Guides and promotional materials for distribution statewide—*Be Safe on Your Feet and on Your Wheels*, and *Riding or Walking—It's Always Cool to Know the Rules!*.

North Las Vegas “Retain Your Brain” Bicycle Safety Program: 2010 marked the final year for the “Retain Your Brain Bike Safety Program.” This project continued providing helmets and bicycle safety education to 3rd, 4th and 5th grade elementary school students in the City of North Las Vegas. This year it provided 1,355 helmets at 5 school assemblies reaching 1,360 students. During the three year grant over 7,500 students were educated through this enforcement based program.

Safe Kid’s Washoe County Walk n’ Roll Camp: The SAFEKID’S Washoe County organization introduced a bicycle/pedestrian summer camp for kids which promoted safe riding and walking behavior among the participating youth. Safe Kids held a six week summer camp and served 53 campers. The goals of this project include: promoting self-sufficiency for transportation and personal responsibility for safety; encouraging safe and active participation for life; connecting youth to career, education, and cultural centers; providing a unique out-of-school time youth development opportunity in underserved areas; and, creating strong neighborhood involvement through excursions and service projects.

Regional Transportation Commission (RTC’s) Walk Safely Washoe: The purpose of this project is to reduce the number of pedestrian injuries and fatalities within the Truckee Meadows area by increasing safety awareness and practices by both pedestrian and motorists. Due to a hold-up with the funding and partnership overload, RTC was not able to achieve much in the first year and re-applied for a second year of funding. While it is unfortunate that this occurred, we are anticipating good results for 2010.

Reno Police Department Bicycle Safety Program: This enforcement based program increased enforcement targeting pedestrians, bicyclists, and motorists, while increasing obedience to traffic laws and educating the judiciary. The program had a targeted 15 enforcement events planned but achieved a total of 26. They issued 377 pedestrian citations—149% increase; and 406 bicycle citations—178% increase from the previous year. In addition, they began a positive dialogue between the City Attorney’s Office, organized cycling clubs and various Bicycle/Pedestrian Transportation Advisory groups.

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

Pedestrian Safety Action Plans: In tandem with the state’s Strategic Highway Safety Plan, where pedestrian safety is one of Nevada’s five critical emphasis areas, distinct northern and southern Nevada advocacy groups meet regularly and work on implementation of proven strategies to improve pedestrian safety. The majority of Nevada’s pedestrian crashes occur in the urban areas of Reno and Las Vegas; however, similarities stop there, as these two cities are

significantly different in relation to infrastructure capabilities, geography, and public road make-up (i.e., Las Vegas will typically have an 8-lane road set at 45 mph, where Reno has more two-lane roads at 25 to 35 mph).

Our Challenges

The greatest challenge continues to be pedestrian safety education in that the amount of material provided nationally for pedestrian safety is limited. The bicycle community and advocates for bicycle safety and education awareness are numerous—the same cannot be said for pedestrians. As such, a great majority of the projects center on bicycle safety and training, even though bicycle fatality numbers are about one-sixth of the pedestrian number. Still, OTS will continue to “carry the torch” for the lone pedestrian.

Performance Objective: *Decrease the number of pedestrian fatalities from 56 in 2008 to 48 by 2010.*

Actual Performance: *In 2009, a total of 36 pedestrians were killed on Nevada’s highways. Although this is well under the goal of 48, preliminary FARS data for 2010 indicates 38 pedestrians have lost their lives in Nevada as of December 13, 2010, or a slight increase for 2010 (Bicycle fatalities numbered 7 each for both 2009 and preliminary 2010).*

POLICE SERVICES -- JOINING FORCES



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

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

Joining Forces was established in Nevada in 2001, and continues to be a successful multi-jurisdictional law enforcement program. Impaired driving, occupant protection, speed

enforcement, pedestrian safety, and motorcycle safety are the primary areas addressed with this program. Joining Forces includes a multitude of local campaigns and as well as coinciding national campaigns. The program events provide stepped-up enforcement through the Selective Traffic Enforcement Program (STEP), saturation patrols, and DUI checkpoints, in addition to pedestrian and motorcycle safety enforcement. Through the Joining Forces program, DPS-OTS provides funding for overtime enforcement activities. In addition to providing large agencies with the tools to conduct enforcement, it allows smaller, rural agencies to provide enforcement and media coverage that would otherwise not be possible.



Our Successes

Robust law enforcement, combined with highly visible and aggressive media, has a definite impact on public driving behavior. During FFY 2010, Nevada law enforcement conducted more than 270 specialized enforcement events throughout the year, specifically during the *Click it or Ticket*, the *Over the Limit*, *Under Arrest*, and the *Buzzed Driving is Drunk Driving* campaigns. Several agencies also participated in North Las Vegas Police Department's highly effective pedestrian enforcement events as well as hosting many of their own.

Joining Forces is the enforcement component within our priority areas including Seat Belts, Impaired Driving, Speed, and Pedestrian and Motorcycle Safety. Coupled with aggressive media campaigns it has become an enforcement educational tool that law enforcement clamors to be involved in. Law enforcement agencies love the program as it provides the tools for them to be visible and to change unsafe driving behaviors. Participating agencies are afforded not only additional manpower in these activities but have a voice in the actual development of campaigns and events, affording them the opportunity to make a difference. Overall our statewide fatalities continue to decrease. While the number of DUI arrests remains high, the number of alcohol involved fatalities is again down from 2009. Seat belt usage is up in Nevada, including for those ages 16-20 years old.



Statistical Summary

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

270+ Enforcement Events conducted included but not limited to:

- 128 Seat Belt Enforcement/Public Awareness Events
- 143 Impaired Driving Enforcement/Public Awareness Events
- 67 Speed Enforcement/Public Awareness Events
- 38 Pedestrian Enforcement/Public Awareness
- 23 Motorcycle Safety Enforcement/Awareness Events

Results of Joining Forces Program during 2010

Arrests/Citations/Warnings

- 1,203 Teen Arrests/Citations/Warnings
- 742 DUI's
- 4,660 Seat Belt
- 344 Child Passenger
- 16,995 Speeding
- 212 Pedestrian at fault
- 321 Driver at fault (Pedestrian violation)
- 99 Felony Arrests
- 137 Drug Arrests
- 17 Stolen Vehicles Recovered
- 222 Fugitives
- 1,115 Suspended/Revoked Licenses
- 1,532 Driver's license – other
- 2,064 Registration violation
- 894 Equipment violation
- 3,597 No insurance
- 115 Reckless Driving
- 769 Red light
- 336 Failure to yield

- 4,732 Other citations
 - 15,073 Warnings
- Total 53,966**

2010 Joining Forces Program SPENDING

Total Joining Forces Budget - \$ 1,390,000

FUNDING SOURCE	AMOUNT	SPENT	UNSPENT BALANCE
402	\$ 0.00	-	-
405	\$ 240,000	\$ 189,469.88	\$ 50,530.12
406	\$ 750,000	\$ 669,485.76	\$ 80,514.24
410	\$ 400,000	\$ 361,518.86	\$ 37,481.14
TOTAL SPENT		\$1,220,474.50	
UNSPENT BALANCE			\$169,525.50
12.2% Funds Unspent			

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

Partners included, but are not limited to:

- UMC-Trauma Center
- Safe Communities Partnership
- Palm Mortuary
- Ewing Brothers Towing
- Quality Towing
- Golden Gaming
- Clark County School District
- Washoe County School District
- UNR PD
- UNLV PD
- My LVTV
- CW Las Vegas
- PT's
- Buffalo Wild Wings
- Martini's
- Outside Inn
- Mixed Nuts
- RedHawk
- Las Vegas Motor Speedway
- Las Vegas Review Journal
- Reno Gazette Journal
- Other Local Newspapers, TV & Radio
- Las Vegas 51's Baseball Team
- Las Vegas Wranglers Hockey Team
- And many more

Our Challenges

Law enforcement agencies are generally understaffed and often unable to conduct the additional enforcement that is needed. By providing law enforcement with overtime and officers from neighboring agencies to 'Join Forces' the activities become highly visible regardless of the size of the agency.

For the past few years, Nevada's funding was at an all time high, however, this year the Joining Forces program budget was cut more than 10%. In addition to the budget reduction, layoffs, furloughs and short staffing were obstacles that the Joining Forces coordinators worked through this past year.

Performance Objective: *Assist law enforcement in their endeavor to change driver behavior. Provide funding for and create high visibility enforcement activities coupled with public educational messages that aim to reduce severe injury and fatal crashes.*

Actual Performance: *FARS data reported:*

Year	Total fatalities	Speed related fatalities	Percentage
2006	431	159	36.9%
2007	373	97	26.0%
2008	324	93	28.7%
2009	243	91	37.4%
2010*	252*		

**Preliminary FARS 2010 data*

Performance Objective/Citations:

- To increase the number of citations for Occupant Protection (SB & CPS) from 6,174 in 2008 to 6,750 in 2010.
- To increase the number of citations for Speed from 14,052 in 2008 to 15,000 in 2010.
- To increase the number of arrests for DUI from 507 in 2008 to 600 by 2010.

Actual Performance/Citations:

- Occupant Protection (Seat Belt and CPS) citations issued in FFY2010 through the Joining Forces program totaled 5,004
- Speeding citations issued in FFY2010 through the Joining Forces program totaled 16,995
- DUI arrests in FFY2010 through the Joining Forces program totaled 742

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



COMMUNITY PROGRAMS

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

Our Successes

University of Nevada Las Vegas – Safe Community Partnership (SCP): The SCP in Clark County is one of the more effective Safe Community Partnerships in the nation, going strong since 1996. In FFY2010, its focus areas (in support of the SHSP) were:

- Pedestrian Safety
- Seat Belt Safety
- Young / Novice Driver Education
- Older / Senior Drivers

Some of the SCP Activities for the Year included:

- October, 2009: Walk Our Children to School Day at a dozen area schools, dozen plus partners joining Safe Communities and Safe Kids Clark County for this event
- October, 2009: Teen Driver Safety Week, best covered event by the media since the Blue Diamond Road ‘white crosses’ project, with seven days of coverage of different feature stories throughout the week
- November, 2009 was ‘Click it or Ticket’ month, with press events and several radio remotes for seat belt awareness; sponsorship of The Gift of Lights, a holiday spectacular attended by roughly 50,000 people. The lighted display was of Santa in his sleigh being pulled through the air by reindeer with the message “Buckle Up, Every Trip, Every

Time,” and an OTS ‘bag for goodies’ of PI&E material was distributed to those attending, including a coloring book for kids in both English and Spanish languages

- December, 2009 the annual Home for the Holidays campaign was held, offering free rides for drinking drivers and their vehicles. The event received a lot of media coverage, and included a poster of Santa behind bars with the message “Anyone Can be Arrested for DUI.” The program provided multiple messages on television and radio and ultimately provided 1,200 rides home to drinking drivers, their parties and their vehicles
- January 2010, SCP partnered with *Disney on Ice* to bring high needs kids to the production at the Thomas and Mack Center. A safety fair for the kids was sponsored with eight other partners

There are many projects worked on consistently throughout the year, under the lead of the Strategic Highway Safety Plan with NDOT and OTS. SCP is actively involved with the seat belt and pedestrian safety CEA committees, along with the Strategic Communication Alliance and newly developed distracted driving group.

SCP was also involved in several Road Safety Audits during the year, with particular emphasis on pedestrian treatments on the road segments. SCP participates year round with the Safe Routes to School (SRTS) Program and the Safe Kids Clark County Coalition. This year, in addition to Walk Our Children to School Day, SCP partnered with the SRTS program for “Nevada Moves Day” which included bicycling safety as well.

In March they co-sponsored the third annual “Step Out for Safety” walk designed to call attention to safety issues, especially seat belts. This year a 5K run was added to the event. Land Rover was one of the sponsors and provided the starting gate and timers, sound system and giveaways. It was a great event attended by about 250 people.

In the Spring of 2010, SCP was invited to work with the Las Vegas Metropolitan Police Department on an in-house campaign to get cops to slow down and buckle up. SCP was the only non-law enforcement group invited, aside from R & R Partners, the ad agency. The “Belt Up” campaign was launched in June and there are hopes of incorporating it into the CIOT 2011 campaign.

Throughout the year we also helped to coordinate media for many traffic safety events by planning and running press conferences as well as helping with media messages being developed and purchased.

Another year round effort is being a member of the Clark County, and the state’s Injury Prevention Task Forces, both working to reduce unintentional injury and deaths from motor vehicle crashes.

In the fall the SCP launched a community wide pedestrian safety effort called the “Did You Know” campaign, which originated in 2008 but was rerecorded by Strip headliner Frank Caliendo for radio messaging. The bus shelter message to motorists and the in-bus message to pedestrians also featured Caliendo in his John Madden personality. A bus shelter and in-bus advertising campaign were also launched in September, and remain in place at the end of calendar 2010 and will remain for at least a few more months.

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

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

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



In FFY2010, Driver's Edge conducted twenty-nine (29) Nevada events (each event is 4 hours, two per day on a weekend), with a total of 2,556 students and 2,123 parents attending the program during the year, or for a grand total of 28,452 Nevada participants since the program's inception (85,000 nationwide). They also assisted OTS with two special events for the PACE project's teen driving competition, along with a 'thank-you' driving competition for their sponsors.

The average pre-test score for students was 34.83%, with an average post-test score of 82.34% (an improvement from last year's 81%).

The program gained extensive media coverage including national coverage on all four major networks and 30 network television affiliates across the nation during their National Tour. Edge also received national coverage from USA Today, Good Housekeeping and AutoWeek.

Driver's Edge gained national support from Senator John Ensign (R) Nevada, who arranged for a \$300,000 project from the Center for Applied Research (CAR) to evaluate the program on its success. However, the evaluation report is still pending since it began work in 2007, and is looking unlikely that it will be completed any time in the near future, as it has been difficult to obtain driver history data from Nevada's Department of Motor Vehicles.

University of Nevada-Reno/Center for Research Design and Analysis - Traffic Safety Community Attitudes Survey

The Center for Research Design and Analysis at the University of Nevada- Reno conducted a telephone survey about Nevadans' driving behavior and attitudes. Total grant funding allocated for this activity was \$44,870. The objectives of this survey included gathering behavioral self-reported data and opinion data on key safety issues, such as impaired driving, safety belts, speeding, and distracted driving. OTS also was interested in examining the effect that a "Click It or Ticket" campaign had on respondents' answers to safety belt questions. Therefore, data were collected in two waves; the first wave began in April 26, 2010 and ended on May 21, 2010, and the second wave commenced on June 7, 2010 and concluded on July 31, 2010.

There were 841 total completed interviews for the study. All interviews were conducted via landline and cell phones.

The grantee indicated that there were two challenges (and subsequent recommendations) that are worth mentioning:

(1) The survey recommendations from NHTSA for the nationwide surveys are helpful, but they are only standardized with respect to question wording (question stems), not question responses. Both the question stem and the question responses should be standardized nationwide in order for data to be truly comparable across states. In addition, some of these standardized/mandatory questions being used nationwide could use some improvement if there is no flexibility to make suggested improvements to some of the survey items. CRDA recommended discussion regarding possible suggestions to survey wording changes on the more key safety data that NHTSA, OTS, and other states may want to utilize for cross-state comparisons.

(2) Although this survey was not meant to be a media campaign, the various safety campaign dates that go out during various time periods (and sometimes simultaneously) throughout the year make it difficult to determine any "true" (not confounded) pre-and post-campaign impact on driver behavior and attitudes for *any* issue due to confusion or less than perfect memories of respondents. In other words, they may have heard a campaign message from OTS in the last 60 days about *something*, so they reported it as a "yes," but it may or may not have been about seat belt usage at all. CRDA recommended to measure pre-and post campaign attitudes and behavior for its individual campaigns without other campaigns running simultaneously.

University Medical School/Trauma Center - Injury Prevention Research

This project continued to provide OTS and other traffic safety partners analysis of traffic crashes, serious injuries and fatalities from 2006-2009 crash data. Grant activities focused on data pertaining to NHTSA's 14 new performance measures as well as "serious injuries." Total funding for this grant was \$124,646.

UMC Trauma data were linked to NDOT data for 2004-2008. Linkage was performed using date-of-birth, first/last names and date of the accident/injury information. We were able to link complete years of data from 2004-2007 at a 66% rate. The initial reports concentrated on seat belt usage, drinking, drugs and driving. More than 50 charts and graphs were created, using a combination of driver and passenger; age, gender and ethnicity; injury cost; fatalities and injury cost; medical costs both in dollars cost and hospital disposition. The newsletter **TREND** (Nevada's Traffic Research and Education Newsletter) was developed to target specific medical outcomes for motor vehicle, motorcycle, pedestrian and other motor vehicle related accidents. **TREND** is a one page newsletter disseminated to a mailing list that initially reaches more than 340 traffic safety, law enforcement and medical personnel.

Five **TREND** newsletters were published during this year:

- Volume 1, No. 1: Cost of Care for Patients Who Are Not Wearing a Seat Belt
- Volume 1, No. 2: Cost of Care - Drinking, Drugs and Driving
- Volume 1, No. 3: Hospital Charges for Children – Restraint Use
- Volume 1, No. 4: Motorcycle Crashes in Nevada 2004-2007: Injury Severity when not wearing a helmet
- Volume 1, No. 5: Pedestrians and Insurance: The Costs to Nevada Taxpayers for Uninsured Pedestrians

These newsletters, along with additional information on this project, were posted on the UMC web site - <http://www.medicine.nevada.edu/trend>.

During the third quarter of this grant cycle, NDOT crash data for the balance of 2008 and all of 2009 were obtained as well as 2009 trauma data from UMC, giving six complete years (2004-2009) of data from both sources for our analysis. Charts and graphs created during the first three phases of this grant were updated during the fourth quarter to include 2008-2009 data. Additional medical data were obtained from the following:

- Trauma data from Sunrise Medical Center (2005-2009), including personal identifiers required for linking;
- UB04 hospital discharge data (2004-2009) and six quarters of emergency department data from the Center for Health Information Analyses (CHIA) at UNLV. Date of birth information is included in these data; and

- Nevada trauma data from the National Trauma Data Bank (2002-2008). The NTDB is a product of the American College of Surgeons. These data are collected from states for analyses on a state, regional or national level. Although the data they collect are from individual records, they do not collect name or date of birth information. A plan will be developed to utilize inferential analysis as a means to extract data for NTDB data and other data where personal identifiers are not available for linking.

Professional Development

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

- LifeSavers Conference
- Auto-Pedestrian Crash Investigation Training (Law Enforcement)
- Strategic Highway Safety Plan presentation at APWA Conference
- Nevada Executive Committee on Traffic Safety
- National Information Officers Association Training Conference
- Governors Highway Safety Association meetings
- National Highway-Rail Grade Crossing Safety Training
- Institute of Police Technology & Management: Advanced Crash Zone Training
- Accident Reconstruction Training (Law Enforcement)
- Idaho's Annual Traffic Safety Summit
- International Association of Chiefs of Police Conference
- Nevada Department of Transportation 'Road Shows'
- Drug Recognition Expert Training (Law Enforcement)

“Prevent All Crashes Everyday” (PACE)

The objective of PACE is to encourage safe-driving habits among young drivers (15-20 years old) and increase awareness of seat-belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group. This fiscal year included the fourth annual PACE program as originally introduced by the Safe Community Partnership in Clark County. This NDOT Flex funded project expanded PACE as a statewide program with regional coordinators and staff for Northern Urban Nevada (Washoe, Douglas, Carson, Lyon counties), Central Rural Nevada, and Southern Urban Nevada (Clark County). Students participated from Las Vegas, Henderson, Pahrump, Tonopah, Reno, Sparks, Wendover, Elko and Ely communities.

OTS and the PACE program were the official sponsors of this year's "Thursday Night Lights" media campaign, running eleven weeks in the fall when airing local high school football games on the television.

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

The other major piece of the program competition is the production of a traffic safety message in any medium by each team. Various PSA's were submitted in video, audio, RAP songs, posters, Power Points, and story venues. The winning project was from Coronado High School in Las Vegas, with a video of two cars speeding toward each other. In one of the vehicles the two teen boys are not buckled up, only going 'a couple of blocks,' as the cars crash head on. The narrator appears and presses a remote control button to rewind the scene, stating that 'in real life, there is no rewind.' Winning videos were produced by the CW (TV station) in Las Vegas to air for two months during this year's "Thursday Night Lights" campaign. State Farm Insurance partnered with OTS this year in sponsoring the award event, a trip to Disneyland in April for 86 winning teenagers!

Our Challenges

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

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

Performance Objective:

- *Decrease total roadway fatalities from 324 in 2008 to 280 by 2010.*
- *Decrease total roadway injuries from 10,212 in 2007 to 9,500 by 2010**

Actual Performance:

- *Total roadway fatalities in 2009 were 243; preliminary FARS 2010 data indicates that number to be 250, still a considerable drop from Nevada's highest # of 432 in 2006*
- *Total roadway serious injuries in 2009 were 1,412**

** Actual serious injury numbers for Nevada in 2007, 2008, and 2009 are (1,930), (1,558), and (1,412) respectively*

TRAFFIC RECORDS

Nevada's Citation and Accident Tracking System (NCATS) is envisioned as a source of comprehensive data on all aspects of traffic safety, beginning with traffic crash reports and citation issuance data. NCATS is currently a crash data repository. Citation data from some agencies was added in 2010. The NCATS database contains over 250,000 Nevada crash report records dating from 2004 to the present. Import of citation issuance data should begin in FFY2011. This on-going effort involves many departments and agencies throughout the State who work within their own fiscal and logistical constraints, especially in the current fiscal climate where state revenues have plummeted 30% since June 2009. The challenge in 2010 and also into 2011 will be to help local cooperative and contributing agencies to meet their own mission and goals, as well as to support NCATS as we deal with waiting for SAFETEA-LU reauthorization, and declining state budgets.

Policies and procedures for implementing changes to the NCATS are done through a cooperative effort of all parties involved in the collection and dissemination of crash data. In 2000, the DPS-OTS initiated the Traffic Records Coordinating Committee (TRCC). The TRCC is governed by charter and is comprised of state law enforcement, traffic engineers and educational professionals. In 2002, the Traffic Records Committee initiated a project resulting in the implementation of NCATS for the electronic capture of crash and citation data. The TRCC also initiated and implemented a new state-wide crash report form, called the Form 5. In 2005, the TRCC was bifurcated into executive and user group committees. During 2007, the TRCC finished and approved a new Property Damage Only (PDO) reporting form. The PDA version of the PDO form was developed in 2009. The TRCC completed the NCATS Strategic Plan update in December, 2008.

The Traffic Records Coordinating Committee (TREC) again revised the Strategic Plan in October 2010, and the TREC (Traffic Records Executive Committee) concurred and approved the plan.

There are currently 17 of Nevada's 31 law enforcement agencies issuing citations, reporting crashes and transferring data to their own databases electronically. This accomplishment is ahead of the 2006 Strategic Plan goal of 14 agencies by 2008, but has remained fairly stagnant since. This is primarily due to two occurrences: the first is that the contracted software vendor of eight years showed steadily declining performance over the last few years. There are currently six different versions of the software being used by 17 Nevada LEAs, making it virtually impossible to create an economical interface between the Department of Motor Vehicles (DMV) and the Administrative Office of the Courts (AOC). Several critical objectives were not met by the vendor in order to move the NCATS project forward. The TRCC worked diligently in FFY2010 to write a Request for Proposal (RFP) for a new software vendor to replace the current one (NCATS Modernization Project).

The second reason that LEA participation has not increased much since 2008 is because the Traffic Records Program Coordinator position at DPS-OTS was vacant from July 2009 until March of 2010.

From July 2009 to the present, the NCATS Modernization sub-committee worked diligently with the State Procurement Office to develop a clear, concise RFP that matched user agency needs as well as meeting the goal of obtaining quality, timely, accurate crash data. It was let out in February, 2010, and awarded to Brazos Technology in November 2010. Nevada's Department of Transportation (NDOT), with assistance from FHWA, is also heavily involved with the NCATS Modernization project and has awarded \$1.8M of FHWA 'flex' funding toward the project for FFY2011.

TRCC Meetings

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

In addition to the regular TRCC meetings, thirteen additional sub-committee meetings were held in FFY2010 to plan for and implement the NCATS Modernization project to procure a new software vendor for the NCATS database (Nevada Citation and Accident Tracking System). These meetings ran throughout the year from the beginning of the RFP write-up, to the final awarding of the contract to the new vendor, Brazos Technology. Although the Modernization sub-committee meetings were scheduled in tandem with the TRCC quarterly meetings, this still required additional travel days/time out of the office for sub-committee members. Travel costs covered included a site visit of sub-committee members to Amarillo, Texas, where an existing LEA client was met and walked the team through their project as a part of the RFP selection process.

Three members of the TRCC were also funded to attend the annual Traffic Records Forum in New Orleans, LA in July 2010.

Traffic Records Assessment

The traffic records assessment (assessment) is mandated by the National Highway Traffic Safety Association (NHTSA) for continuation of 408 funding to states that meet or exceed the required grant qualifications. The assessment must be conducted every 5 years in the respective states. Nevada had its first TR assessment in November 2005, with a follow up one conducted in April of 2010. The scope of this assessment covered all of the components of a traffic records system. The purpose was to determine whether the traffic records system in Nevada is capable of

supporting the State's needs to identify the State's highway safety problems, to manage the countermeasures applied to reduce or eliminate those problems, and to evaluate those programs for their effectiveness.

The Traffic Records Assessment of 2005 identified deficiencies that were the basis for recommendations contained in that report. This assessment noted progress achieved by the State resulting from implementing some of those suggested remedies.

Following are the major recommendations for improvements to the State's traffic records system.

Traffic Records Assessment FFY2010 MAJOR RECOMMENDATIONS

Crash Records System

- Establish inter-agency agreement on the crash data custodial responsibilities. Pending clarification by law, the stakeholders need to agree on who will fulfill the critical management functions and serve in an official capacity. The executive committee of the TRCC should be asked to formally endorse whatever agreement is reached.
- Consolidate the NDOT and DPS crash databases into one. Ideally, the consolidation will include sharing of resources, and result in a data file that meets the needs of all key users (especially DPS and NDOT).
- Establish the formal Quality Control Program as recommended in 2005. Assign this task to the designated crash file custodian.
- Enable use of the CARE tool/software to analyze Nevada crash data for problem identification and provide it to State, local, and other traffic safety professionals, and the public.

Integration

- Task the TRCC to develop a data access recommendation to records custodians recognizing the legitimate research uses of sensitive data.
- Make merged datasets accessible to a broader user community, potentially to include full public access to redacted data.

Statewide Injury Surveillance System (SWISS)

- Obtain executive level support for data collection needs in the SWISS reporting systems.
- Support implementation of electronic reporting systems for all SWISS components, as the systems are in production and are awaiting implementation.

- Recruit members from SWISS components onto the TRCC and encourage their involvement in strategic planning.

Roadway Information

- Provide the vision, resources, and policy direction for the development and implementation of a department-wide roadway data system.
- Delegate authority for the development and implementation of the department-wide roadway enterprise system in the NDOT.

Strategic Planning

- Charge the TRCC with the development of a new Strategic Plan for Traffic Records Improvement addressing the deficiencies and recommendations in this Traffic Records Assessment.
- Use an objective facilitator to conduct workshops with the TRCC members to ensure their participation and input to issues to be addressed and the priority order of the issues selected for action.
- Assure that the compatibility and continuity between the Traffic Records Strategic Plan, the Highway Safety Plan, and the Traffic Records Assessment, in addition to the Strategic Highway Safety Plan, is part of the strategic planning process.

Driver and Vehicle Records

- Participate actively in the Traffic Records Coordinating Committee and as a participant and stakeholder in the crash records project (.e.g., designing interface standards between DMV systems and the new crash/citation system).
- Work through the TRCC with the Administrative Office of the Courts and individual courts to automate the process of receiving conviction information from all courts in Nevada.
- Support efforts to create a citation tracking system to track tickets from issuance to disposition to reduce the incidence of inconsistent commercial vehicle data and assess the enforcement process.
- Work to provide linkage to crash systems to allow pulling of driver and vehicle data for automated entry into those systems and to automate the processes of receiving crash and financial responsibility data for DL records and DMV processing.

Citation and Adjudication Records

- ❑ Form a multi-agency working group to develop a project plan with the objective of creating the infrastructure for a total electronic citation process that provides for a citation to be electronically generated, submitted to the court, entered into the court's case management system, and, for all convictions, sent to the driver history file.
- ❑ Continue expansion of the Nevada Courts' System (NCS) case management system project housed at the AOC. Expand electronic transfer of data throughout the system.

Traffic Records Coordinating Committee

- ❑ Insure executive level support for the NCATS Modernization Project. While the TRCC can effectively deal with project level issues, changes, etc., there will be occasions where a decision will require the ability to commit agency resources or reach a formal agreement between agencies. Defining the process and getting their buy-in before problems arise will expedite resolution. This executive level support is not only important at the program level but is crucial at the project level.
- ❑ Designate the Nevada Executive Committee on Traffic Safety to perform the duties of the Traffic Records Executive Committee to provide the oversight, policy direction and authority for project approvals that are vested in an Executive Level TRCC.
- ❑ Diversify the TRCC membership to insure a balance among all safety partners. Further, the meeting agendas need to include other topics beyond NCATS business to foster more interest and encourage participation from other partners.

PERFORMANCE GOAL

Collect, analyze and use crash data to determine appropriate countermeasure activities.

PERFORMANCE MEASURE

Capture 85% of traffic crash reports, statewide, into the State Repository (NCATS) every 60 days by the end of 2009.

Although Nevada has maintained the ability to capture at least 85% of the state's crash reports into NCATS, the Nevada Citation & Accident Tracking System experienced a setback when the contracted software vendor was unable to meet key objectives, like the NACL (NV Automated Crash Upload) project, which was never completed. The TRCC did award a new contract in November of 2010 to Brazos Technology, but DPS-OTS must continue the maintenance portion of the original vendor contract until the new system is implemented in 2011.

PAID MEDIA AND PUBLIC RELATIONS

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

As with most states, Nevada's media market is very unique. Media availability varies between three markets: the Las Vegas market, which is highly sophisticated, tends to be very expensive and coverage can not always be guaranteed. Media in the Northwestern portion of the State (Reno, Carson City, Lake Tahoe and Gardnerville) tends to be more reasonable with excellent opportunities to get the message out. In Northeastern Nevada (Elko, Winnemucca, and Ely), there are very few resources and very limited coverage.

In Federal Fiscal Year 2010, the DPS-OTS embarked on a new journey in purchasing its media spots directly when conducting multiple paid media campaigns, instead of utilizing a public relations firm, or 'middle man.' In November 2009 and May 2010 Nevada conducted high visibility enforcement emphasizing *Click it or Ticket* using Sections 405 and 406 funding sources. During the national Labor Day crackdown, and during the December holiday period, DPS-OTS continued to buy DUI messaging for TV and radio campaigns emphasizing 'Over the Limit, Under Arrest.' in conjunction with highly visible enforcement.

"Click it or Ticket" Paid Media – May 2010



Both TV and radio messaging were used in the local markets in conjunction with the national *Click it or Ticket* (CIOT) campaign in May 2010, with an additional monetary boost from FHWA flex funding awarded to OTS from the Nevada Department of Transportation. (The national TV spot buy ran concurrently as purchased via the NHTSA Contractor).

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

Utilizing Section 402 and FHWA Flex funds for this campaign, the media budget for the May 2010 *Click it or Ticket* campaign buy was doubled from the previous year to include:

<u>Media Type</u>	<u>Spots</u>	<u>Media Costs</u>
Television & Cable, Las Vegas, Reno & Elko areas	4,941	\$ 142,481
General Market Radio (English and Spanish) Las Vegas and Reno areas	2,408	\$ 56,572
Paid Print Ads		\$ 5,794
Media TOTAL	7,349	\$ 204,847

In addition, two press conference ‘kick-off’ events were held. Earned media for this campaign generated 62 seconds of ‘free’ air time equaling approximately \$42,000 in value and reaching over two million people (Nielsen Audience rating).

Nevada’s secondary ‘Click it or Ticket’ campaign is held in November during the Thanksgiving holiday, or ‘busiest holiday driving time of the year.’ November 2009’s campaign was also conducted via TV and radio mediums. Section 402 and FHWA Flex funds supported this media campaign as well, investing \$55,566 in the Las Vegas and Northern Urban Nevada area markets.

To reach the Latino male audience, TV and radio ads were broadcast in both English and Spanish languages, where the November CIOT media buy almost doubled from the previous year.

“Over the Limit. Under Arrest”

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



Designed to coincide with the enforcement efforts of Nevada’s *Joining Forces* program calendar as well as the national campaigns, Nevada’s statewide DUI message aired during 12/07/09 – 1/03/10 (Christmas & New Year), 01/30/10 – 02/07/10 (Super Bowl), 03/13/10 – 03/21/10 (St. Patrick’s Day), 06/25/10 – 07/05/10 (Independence Day), and 8/24/09 – 9/13/09 (Labor Day). These holidays are typically a heavy party and drinking time for the target audience of men ages 25-45.

Again, FHWA Flex funds were awarded to OTS in support of the state’s Strategic Highway Safety Plan. The message was delivered in both the general and Latino markets. Sections 402 and 410 funding, as well as FHWA Flex funding was utilized as follows:

<u>Campaign</u>	<u>NHTSA funds</u>	<u>FHWA Flex funds</u>
Christmas and New Year	\$ 45,330	\$ 44,608
Super Bowl	\$ 9,294	\$ 39,765
St. Patrick's Day	\$ 9,640	\$ 45,215
Independence Day	\$ 36,759	- 0 -
Labor Day	\$ 26,168	\$ 78,872
Total Impaired Driving Paid Media	\$ 127,191	\$ 208,460

Flex funding of \$25,000 also supported an impaired driving media campaign during the Halloween weekend, as October 31st is a state holiday (Nevada Day). This is another high volume drinking and partying day in Nevada. Both TV and radio ads aired, in both English and Spanish languages. Both total enforcement hours worked for the December 2009 crackdown, and number of checkpoints conducted more than doubled from the campaign of December 2008.

Motorcycle Safety Awareness Media -

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

OTS has explored several options for media to reach the target audience, specifically, car and truck drivers age 25-64 whose driving experience is altered by the high number of motorcycles sharing the road. Based on the fact that we need to reach "drivers," outdoor advertising was recommended. The primary medium used for motorcycle awareness was digital outdoor, mobile billboard, and 30-sheet poster campaign(s). A 'watch out for motorcycles' TV spot was aired in Nevada for the first time during the April 12 – May 2 media campaign. The Las Vegas 51's baseball team also gave exposure to motorcycle awareness during their games this season.

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

<u>Campaign</u>	<u>Run Time</u>	<u>Media Costs</u>
Motorcycle Awareness April-May (statewide)	April 12 – May 2, 2010	\$ 17,155
Laughlin River Run (Clark County)	April 27 – May 1	4,895
Rumble in the Rubies (Elko County)	June 17 – 19	7,978
Street Vibrations (Washoe County)	September 23 - 28	4,931
Total Motorcycle / Paid Media		\$ 34,959

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

Thursday Night Lights



This is the second consecutive year that DPS-OTS procured sponsorship and naming rights for 11 live high school football games broadcasts in Clark County (Las Vegas area). Ads, live interviews, posters, tables, giveaways, and PSAs promoted the PACE program (Prevent All Crashes Everyday) and other teen driving initiatives—The sponsorship price included production of the PSA, at least 4 commercial spots per game, live interviews, web elements, and scoreboard sponsorship for games, to name a few.

In addition, there were numerous mentions of safety while driving during the game both on the air and on the field. Information booths were set up on both the home and guest sides to advertise PACE and sign teens up for further information.

Campaigns

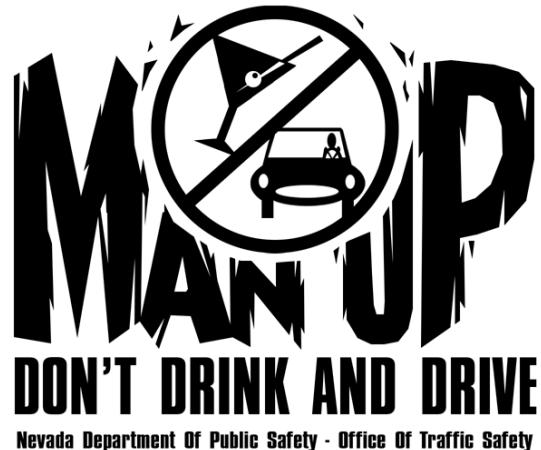
Traffic Safety media campaigns for Nevada’s Office of Traffic Safety were conducted in FFY2010 as follows:

- “Click it or Ticket” (CIOT), November 2009 (Thanksgiving)
- “Over the Limit. Under Arrest” (OTLUA), December 2009 and January 2010 (Christmas & New Year)
- Impaired Driving (“You make the Call”), February 2010 (Super Bowl)
- Impaired Driving (“Luck o’ Irish”), March 2010 (St. Patrick’s Day)
- Motorcycle Awareness (“Watch out for me”), April – May 2010
- Bicycle Awareness (“Share the Road”), April 2010
- Bicycle, “Bike to Work Week”, May 2010
- “Click it or Ticket” (CIOT), May 2010 (Memorial Day)
- “Over the Limit. Under Arrest” (OTLUA), July 2010 (Independence Day)
- “Over the Limit. Under Arrest” (OTLUA), August-September (Labor Day)
- Motorcycle Awareness, (“Watch out for me”), September

Although all OTS TV and radio ads are produced in both English and Spanish, our office also conducted specific Spanish language campaigns for Latino audiences as follows:

- Holy Week, March 22 – April 4, 2010 (Impaired Driving and Seat Belts)
- Cinco de Mayo, May 2 (Impaired Driving)
- “Click it or Ticket,” May 17 – June 6 (Seat Belts)
- World Cup Soccer, July 2010 (Impaired Driving)
- Labor Day, August 16 – September 6, 2010 (Impaired Driving)

Other marketing projects conducted included placing the “Click it or Ticket” logo under the ice for the Las Vegas Wranglers hockey team season; multiple email blasts and web-streaming messages; PI&E materials produced for sporting venues (i.e., soccer balls during the World Cup with an impaired driving message), “Girlfriends Don’t Let Girlfriends Drive Drunk” for primarily female-attended events, and “Man Up” PI&E for primarily male-attended events (Impaired Driving).



Overall, Nevada OTS funded \$ 329,097 in paid television, and \$ 145,246 in paid radio advertising of traffic safety messages in FFY2010. Total earned media was approximately 23 hours of time, for an ad equivalency value of \$ 162,124, reaching over six million people (Nielsen Audience).

DPS-OTS Marketing Program Manager

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

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

PERFORMANCE MEASURE:

- Maintain an observed seat belt use rate above 90%. –
--The 2010 observed seat belt usage rate in Nevada was 93.1%.
- Reduce the number of persons killed in alcohol impaired collisions from 4.34 fatalities per 100,000 population (2007), to no more than 4.00 in calendar year 2010 (new definition*)
--Alcohol Impaired fatalities in 2008 represented 3.91 per 100,000 population
--Alcohol Impaired fatalities in 2009 represented 2.51 per 100,000 population
- Reduce the number of persons killed in speed involved collisions from 6.04 fatalities per 100,000 population (recorded in 2006) to no more than 5.5 in calendar year 2010.
--Speed-related collisions killed 93 people in 2008, representing 3.4 fatalities per 100,000 population
--Speed-related collisions killed 91 people in 2009, representing 3.3 fatalities per 100,000 population

* Based on old/new definitions of impaired driving

Old = All roadway fatalities with ANY alcohol present

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

PERFORMANCE SUMMARY

	2005	2006	2007	2008	2009
Population	2,528,869	2,631,057	2,718,336	2,738,733	2,711,206
100 Million Vehicle					
Miles Traveled	20.8	22.04	22.14	21.02	20.9
Traffic Fatalities	428	431	373	324	243
Per VMT	2.0	1.9	1.6	1.5	1.16
Per 100,000 Population	16.9	16.4	13.72	11.83	8.96
Impaired Fatalities **	169 / 135	186 / 144	158 / 118	137 / 107	101 / 68
% of Total	40.0/ 32.0	43.0/ 33.0	42.0/ 32.0	42 / 33	42 / 28
Per VMT	0.629	0.690	0.53	0.51	0.48 / 0.33
Population (100,000)	6.68/ 5.34	7.07/ 5.47	5.81/ 4.34	5.00 / 3.91	3.73/2.51
Occupant Protection					
Safety Belt Rate	94.8%	91.2	91.2	90.1	91.0
Child Seat Rate	55.6%	*	*	*	*
Unrestrained Fatalities	49%	47%	48%	46%	34%
Pedestrian / Bicycle					
Pedestrian	63	51	52	56	35
Bicycle	10	10	10	7	6
Motorcycle					
Fatalities	56	50	51	59	42
% Helmeted	70%	82%	86%	75%	95%
Speeding Involved Crashes					
Total Crashes	160	159	97	93	91
% of All Crashes	37.4%	36.9%	26.0%	28.7%	37.4%

Source: FARS Intranet

* Data not yet available

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

Old = All fatalities with alcohol present

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

(Impaired Fatalities is New Definition)

FEDERAL FUNDING SUMMARY FFY 2010

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 216,235	\$ 216,152	\$ 118,869	\$ 97,283
Alcohol	\$ 276,080	\$ 259,022	\$ 203,856	\$ 55,166
Emergency Medical Services	\$ 101,866	\$ 92,298	\$ 82,027	\$ 10,271
Motorcycle Safety	\$ 45,000	\$ 45,000	\$ 42,303	\$ 2,697
Occupant Protection	\$ 422,764	\$ 448,688	\$ 391,704	\$ 56,984
Pedestrian & Bicycle	\$ 206,616	\$ 184,366	\$ 150,248	\$ 34,118
Police Traffic Services	\$ 201,752	\$ 211,752	\$ 140,564	\$ 71,188
Traffic Records	\$ 180,000	\$ 180,000	\$ 82,194	\$ 97,806
Community Safety	\$ 576,100	\$ 602,345	\$ 582,947	\$ 19,398
402 Total	\$ 2,226,413	\$ 2,239,623	\$ 1,794,712	\$ 444,911
NHTSA 406 Funding				
Planning and Administration	\$ 124,173	\$ 514,569	\$ 8,999	\$ 505,570
Alcohol	\$ 41,000	\$ 120,000	\$ 26,434	\$ 93,566
Emergency Medical Services	\$ 0	\$ 0	\$ 0	\$ 0
Occupant Protection	\$ 116,230	\$ 258,983	\$ 100,993	\$ 157,990
Pedestrian & Bicycle	\$ 35,000	\$ 170,986	\$ 25,121	\$ 145,865
Police Traffic Services	\$ 964,450	\$ 1,722,388	\$ 802,735	\$ 919,653
Traffic Records	\$ 250,000	\$ 571,924	\$ 146,986	\$ 424,938
Safe Communities	\$ 524,000	\$ 777,881	\$ 317,416	\$ 460,465
406 Total	\$ 2,054,853	\$ 4,136,731	\$ 1,428,684	\$ 2,708,047
NHTSA 405 Occupant Protection	\$ 232,425	\$ 316,064	\$ 259,426	\$ 56,638
NHTSA 408 Traffic Records	\$ 670,000	\$ 1,164,057	\$ 239,123	\$ 924,934
NHTSA 2010 Motorcycle Safety	\$ 60,000	\$ 215,509	\$ 0	\$ 215,509
NHTSA 410 Alcohol SAFETEA LU	\$ 1,033,303	\$ 3,194,634	\$ 201,674	\$ 2,992,960
NHTSA 410 Planning and Admin	\$ 60,000	\$ 134,119	\$ 40,867	\$ 93,252
NHTSA 410 High Fatality Rate	\$ 0	\$ 664,683	\$ 664,683	\$ 0
NHTSA 410 High Visibility	\$ 0	\$ 0	\$ 0	\$ 0
410 Total	\$ 1,093,303	\$ 3,993,436	\$ 907,224	\$ 3,086,212
TOTAL FUNDING ALL SOURCES	\$ 6,336,994	\$ 12,065,420	\$ 4,629,169	\$ 7,436,251