

STATE OF NEVADA
HIGHWAY SAFETY PLAN
FISCAL YEAR 2010



Prepared by the
OFFICE OF TRAFFIC SAFETY
DEPARTMENT OF PUBLIC SAFETY

Pursuant to
Section 402, Title 23, USC
(Highway Safety Act of 1966, as Amended)

For the
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION
UNITED STATES DEPARTMENT OF TRANSPORTATION

August 24, 2009



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August 24, 2009

Dear Nevada Highway Users:

On behalf of the Nevada Office of Traffic Safety, I am pleased to present our State's Federal Fiscal Year (FFY) 2010 Highway Safety Plan. This plan is submitted in compliance with the Interim Final Rule, Published June 26, 1997, supplementing Section 402 of the Highway Safety Act of 1966, Title 23 of the United States Code.

This year's plan is a continuation of a series of successful programs that date back to 1966. The current plan has been extensively revised, updated and refined in response to current highway safety trends.

The plan consists of four major elements:

- **The Performance Plan explains the process used by the Department's Office of Traffic Safety (OTS) to identify problems, propose solutions, establish goals and performance measures and select projects to be funded in Nevada.**
- **The Highway Safety Plan describes specific projects selected through the application review process for funding during the current FFY. Each project is linked to one or more of the problems identified and the goals established in the Performance Plan.**
- **The Certification Statement provides assurances that the State will comply with applicable laws and regulations, financial and programmatic requirements, and is in accordance with the special funding conditions of the Section 402 program.**
- **The Program Cost Summary (HS Form 217) reflects the State's proposed allocation of funds, (including carry forward funds) by program area, based on the problems and goals identified in the Performance Plan and projects and activities outlined in the Highway Safety Plan.**

The primary goal of the Office of Traffic Safety is the reduction, in both number and severity of traffic crashes in Nevada. This plan provides the most effective blueprint for the achievement of that goal.

Sincerely,

**Jearld Hafen
Governor's Highway Safety Representative
Director, Nevada Department of Public Safety**

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Executive Summary

Mission Statement

The Nevada Office of Traffic Safety provides funding and expertise, creates partnerships and promotes education to reduce deaths, injuries and property damage on Nevada roadways.

As directed by N.R.S. 223.200, and in keeping with federal guidelines, the Department of Public Safety - Office of Traffic Safety (DPS-OTS) prepares a Highway Safety Plan (HSP) for each federal fiscal year. The plan offered on the following pages includes the details and funding levels for various projects to improve traffic safety in the State during the fiscal year beginning October 1, 2009.

Impaired driving (alcohol/drugs) is the most common cause of crashes resulting in death. Nevada's percentage of impaired driving fatalities has been relatively flat since 2004. The new definition of Alcohol Related Fatality (ALRF) shows a decrease in the number of fatalities but the percentage of ALRF remains similar. From 2004 to 2006 the number of ALRF increased from 112 to 144 with the corresponding percentage increasing from 28.4% to 33.4%. For 2007 and 2008, the total number of ALRF decreased to 118 in 2007 (31.6%) and to 107 in 2008 (33.0%).

While Nevada's percent of alcohol related fatalities is near average, the rate per Annual Vehicle Mile (AVM) is high. Factors compounding this problem include our explosive growth rate, concentration of population, and alcohol availability 24/7. Safety campaigns, particularly those discouraging impaired driving must be constantly reinforced to reach our new residents as well as those visiting Nevada for recreation or business. Nevada did pass a 0.08 BAC per se law effective September 23, 2003. The increased enforcement in 2004 used the new law to great effect. Since then, constant effort by law enforcement has maintained the pressure and is keeping the percentage of impaired drivers nearer to the national average.

Even with our explosive growth, both traffic crashes and fatalities declined each year from 1999 until 2002. The year 2002 showed a dramatic increase in fatalities. This increase was apparent in all categories: motor vehicle occupants, motorcycle, pedestrian, and bicycle. In 2003, there was a decrease in total fatalities but an increase in the percentage of alcohol related fatalities. In 2004 and 2005 there was an increase in total fatalities but a significant decrease in alcohol related fatalities. 2006 showed a modest increase in alcohol related fatalities. There was a significant decrease in total fatalities in 2007 and again in 2008. The decrease was entirely in Motor Vehicle Occupants, with Motorcycle, Pedestrian, and Bicycles remaining virtually unchanged. This volatility in the numbers and percentages complicates the short-term measurement of effectiveness of efforts to reduce the incidence of impaired driving in Nevada.

Nevada has been working to get a Primary Seat Belt Law (PBL) enacted. During the last five sessions of our legislature the PBL has never made it to the floor of the Assembly. While each session was able to pass PBL in the Senate, the bill has always been stopped by an Assembly Committee. DPS-OTS and its partners will continue to work on passage of a PBL.

Nevada does have a primary law for child restraints (under 6 years old and under 60lbs). The 2003 legislative session modified this law from children under 5 and under 40 pounds. This

change became effective June 1, 2004. While CPS advocates have requested a booster seat law for 'under age nine and under 80 pounds,' the Legislature has maintained the ages and weight limits at the lower levels during the 2005, 2007, and 2009 sessions.

Beginning in 2002, Nevada has participated in aggressive seatbelt campaigns including paid media and enhanced enforcement activities. The results are very encouraging. In 2002, the observed belt usage rate starting point was 74.5%. The law enforcement effort combined with paid media has resulted in a consistent increase in usage rates. The official usage rate reached 94.8% in 2005, an increase of over 27% compared to the 2002 starting point. In 2006, 2007, and 2008 Nevada was again over 90%. Nevada's preliminary 2009 usage rate indicates a rate of 90%.

For the fiscal year beginning October 1, 2009, a total of \$2.2 million in federal traffic safety funds will be allocated to traffic safety programs. The \$2.2 million represents new 402 funding plus some 402 carry-forward funds. This document details those plans. At the conclusion of this summary is a review of traffic safety problems in Nevada. This is followed by the objectives, which outline the program goals and provide the measurements used for evaluation of the plan. While the primary goal of this plan is to reduce the number of people killed or injured on Nevada's highways, measurement of objectives within specific program areas will be used to assess its overall effectiveness.

Following the program objectives, details of specific projects constituting the traffic safety program are provided. Most projects are undertaken by community partners, which include law enforcement, engineering, medical services, and nonprofit agencies. Some of these projects are continued from the current year and others will be implemented for the first time this fiscal year. Projects were selected based on DPS-OTS priorities and ranking within those priorities. It is the accumulated impact of all the projects, conducted year after year, that makes the difference.

The projects list all funding sources including: 402, 405, 406, 408, 410 and 2010. Funding charts show percent (%) by program area and 'share to local' for 402, with a second set of charts showing the same information for all funding sources combined.

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

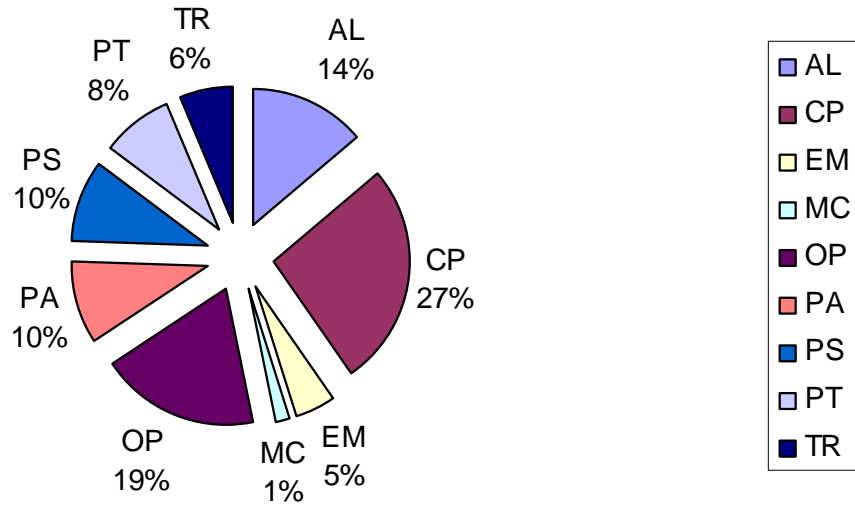
As required by Federal statutes, a detailed cost summary is included. An annual report to evaluate the implementation, administration, and effectiveness of the FFY2009 Highway Safety Plan will be prepared in December 2009.

The following charts show the percent of total funding by program area and the distribution by jurisdiction. The first two charts are based on the projected new 402 funding amount and estimated carry-forward for 402. The second set of charts shows the same information with the total projected funding from all sources: 402, 405, 406, 408, 410 and 2010.

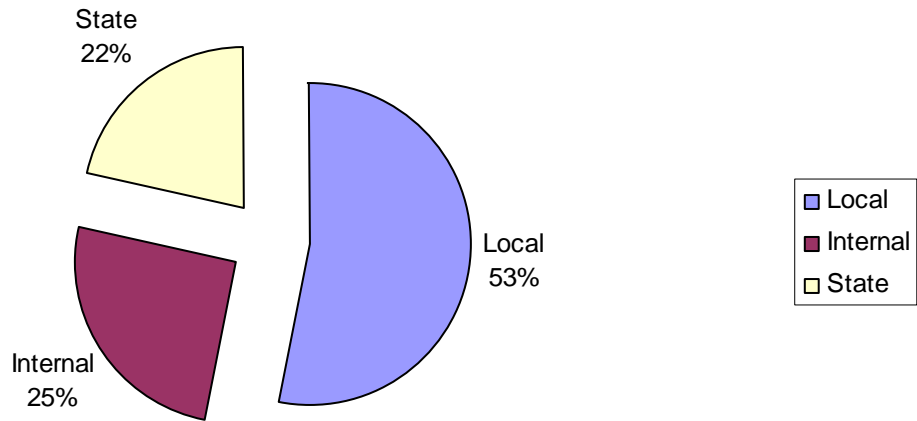
The total anticipated funding for 402 is \$ 2,279,404 (new funding + carry forward).

The total anticipated funding for all sources is \$ 6,567,502.

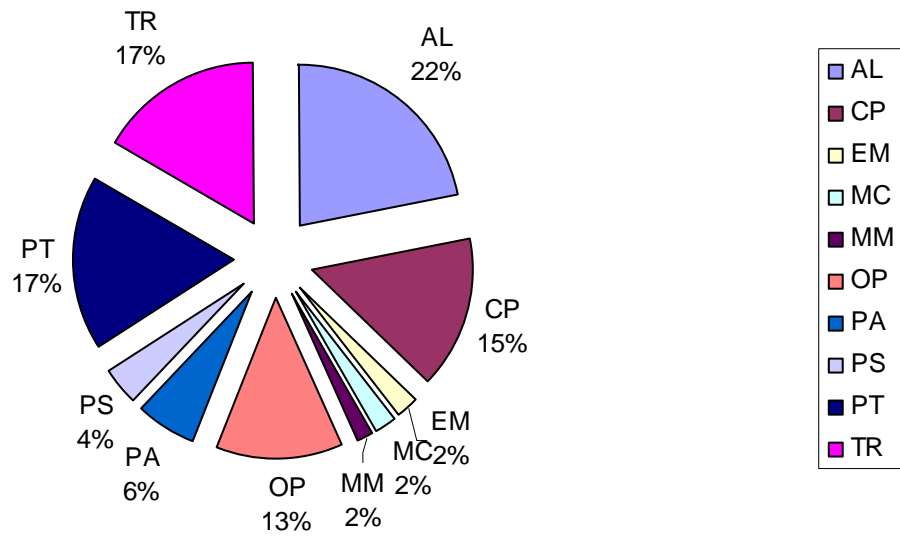
402 Share by Program



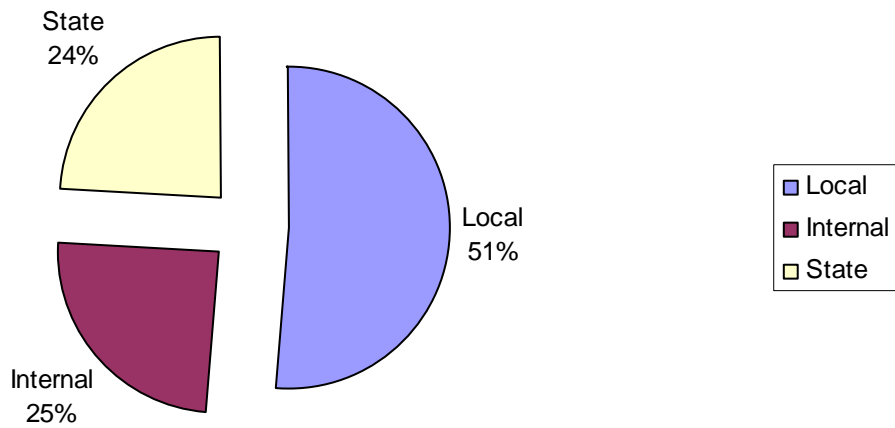
402 Funding, Share to Local



Total Funding from all Sources by Program



Total Funding, Share to Local



The total projected funding includes: Sections 402, 405, 406, 408, 410 and 2010.

Introduction

The Highway Safety Plan (HSP) outlines both the current traffic safety situation in Nevada and the plan for improving traffic safety during FFY 2010. A major component of the Highway Safety Plan is the projects that will be funded during the year. These projects are implemented by local agencies, community coalitions, regional and state agencies, and cooperative efforts by multiple entities throughout Nevada.

In developing the HSP, Nevada uses two methods of identifying projects/programs for the upcoming fiscal year.

Law Enforcement overtime enforcement efforts such as "Click it or Ticket" (CIOT), or "Over the Limit. Under Arrest" DUI campaigns are key to the success of the HSP. As such, an OTS program was developed specifically for overtime enforcement. If a law enforcement agency wishes to have overtime funding they must participate in the *Joining Forces* Program during the Memorial Day CIOT and Labor Day DUI campaigns. After agreeing to these two campaigns any other special events may be selected. Even with additional events being optional, an annual Joining Forces calendar outlining each month's focus area/event type is disseminated to all of NV law enforcement. In this way, all agencies with overtime activities will be working on the same program area and campaigns' earned media and paid media statewide will have the same message.

The net effect of this program is that the larger agencies participate with 10 to 14 overtime events throughout the year and many double this number by using other funding and their own resources. At the start of the program in 2002, with 9 of 32 agencies, the number of agencies participating has increased and currently has over 96% of the state's population within jurisdictions participating in the program.

In addition all eligible organizations are invited to submit an application for grant funds. A Request for Funds (RFF) is sent to all organizations that have applied within the past three years (successful and unsuccessful) and any new organization/agency that requests a copy of the RFF. These applications were due by the end of March. Applications must identify a problem, be supported by relevant data, and be beyond the current resources of the applicant. The applications must also identify how the funding by OTS will be used to address the problem and what degree of improvement is expected.

All of the proposals received are ranked by office staff and selected individuals with traffic safety expertise specific to Nevada. After this review and ranking process, the overall traffic safety goals of Nevada's Office of Traffic Safety are compared to the new proposals. These areas of concern (priority program areas) were clearly identified in the RFF. If areas of concern are not adequately addressed, funding is reserved for a community partner or appropriate agency who is then solicited to implement a program in the desired area. The most recent example of a program that was solicited to fill a need was the implementation of a DUI court in Washoe County.

Other funding is also identified in the Plan such as; public information and education programs/materials, training programs, and planning and administrative costs related to the operation of the OTS. State hard and soft matches cover costs not listed in this plan.

PERFORMANCE PLANNING

DATA ANALYSIS

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

- Fatality Analysis Reporting System (FARS)
- Nevada DOT Annual Crash Summary (NDOT)
- Nevada Citation and Accident Tracking System (NCATS)
- Nevada Department of Motor Vehicles Special Reports
- Occupant Protection Observational Survey Report
- Nevada Highway Patrol 'Safe Stat'
- University of Nevada Las Vegas Transportation Research Center
- NHTSA Special Reports
- Emergency Medical Services NEEDS / NEMESIS
- State Demographer Reports

PROBLEM IDENTIFICATION

Strategies and projects included in the Highway Safety Plan are based on; 1) the analysis of Nevada highway safety information system data, 2) program assessments and management reviews conducted by NHTSA, and 3) the Nevada Strategic Highway Safety Plan (SHSP). The SHSP determines critical emphasis areas, and recommended strategies to address those program areas are subsequently included in the DPS-OTS Highway Safety Plan as feasible. Statewide strategies and projects are also developed by the staff of DPS-OTS, in cooperation with other State, local and non-profit agencies. Local strategies and projects are developed by working with interested agencies and organizations that have expressed an interest in implementing a safety project in their community or area of responsibility. Negotiations are conducted, when needed, to develop measurable goals and objectives and to ensure that budgets are appropriate for the work to be performed. Key stakeholders include but are not limited to:

Nevada Department of Transportation
Nevada Division of Health,
Office of Emergency Medical Systems
STOP DUI
Attorney General Advisory Commission
NV Sheriffs and Chiefs Association
Regional Transportation Commissions (MPO)
Various non-profit organizations and agencies
NV DPS Office of Criminal Justice Assistance
Traffic Records Coordinating Committee

Nevada Department of Motor Vehicles
Nevada DPS Highway Patrol

Northern Nevada DUI Taskforce
State CPS Task Force
Safe Kids & CPS Advocate Groups
University of Nevada (Reno & Las Vegas)
Health Child and Family Svc (EUDEL)
NV Committee on Testing for Intoxication
UNLV-TRC's Safe Communities Partnership

PERFORMANCE GOALS

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

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

This year is the first to use the NHTSA & GHSA newly developed Core Outcome Measures. These 14 performance measures will be used to measure progress in reducing fatalities on Nevada's roadways. Where possible the base period starts with data from 2004 and will be maintained into the future.

Nevada has also chosen to use specific rates for measuring progress. This will help ensure the extreme growth in population and vehicles is taken into account when identifying success. To be as current as possible, Nevada uses fatalities and crashes per 100,000 population. Sources are non-imputed FARS fatalities, NCATS, and demographic estimates of the population for the corresponding year. The performance measure for each program area is shown in the project by program area section.

PROJECT SELECTION

State, local and non-profit agencies are provided a request for application for projects that address DPS-OTS performance goals and strategies. Applications are selected based on the following:

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

MONITORING AND TECHNICAL ASSISTANCE

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

In addition to monitoring projects and programs, DPS-OTS technical staff also provide assistance to project managers on an as needed basis. Assistance includes providing and analyzing data, purchasing and fiscal management, reporting, and project management.

ANNUAL REPORT

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

Problem Identification

Demographics

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

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

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

When reviewing this data, the Office of Traffic Safety classifies Clark County as an urban county, (98% of Clark County’s population is in the greater Las Vegas Metropolitan Area). Washoe, Carson City, Lyon, and Douglas Counties are also considered as urban in character (population over 50,000). Storey and Churchill counties in the Reno area and a small corner of Nye County in the Las Vegas area are within the 70-mile zone and are also growing. Of these counties only Nye and Churchill are mostly rural. We are tracking this subset of rural counties as they are developing “bedroom” communities for the urban areas and significantly increasing the commuter traffic on the predominately two-lane roads and highways. The balance of the State is classified as rural/frontier.

Fatalities

Nevada had an unusual circumstance from 1999 to 2001. The actual number of fatalities decreased while the population increased at the highest rate in the Nation. Fatalities were down by 13.9% and the population was up by approximately 20%. Starting in 2002, the trend has been

upwards in both fatalities and population. Fatalities during the 2002 to 2005 period were up 36.4%, from 313 in 2001 to 427 in 2005. The population continues to grow at an extraordinary rate, for example, Las Vegas estimates over 5,000 people and 3,000 new vehicles are added each month.

Motor vehicle occupant fatalities increased until 2006 and then had a significant decrease in 2007 and again in 2008. Motorcycle fatalities jumped in 2004 from previous lower levels but may be flattening out (at the higher level) based on 2006-8 data. Pedestrian deaths have been relatively flat for the past three years. A problem with motorcycle, pedestrian, and bicycle fatalities is that the numbers are relatively small and thus prone to wide fluctuations in percent change.

TRAFFIC FATALITIES – NEVADA 1991 – 2008

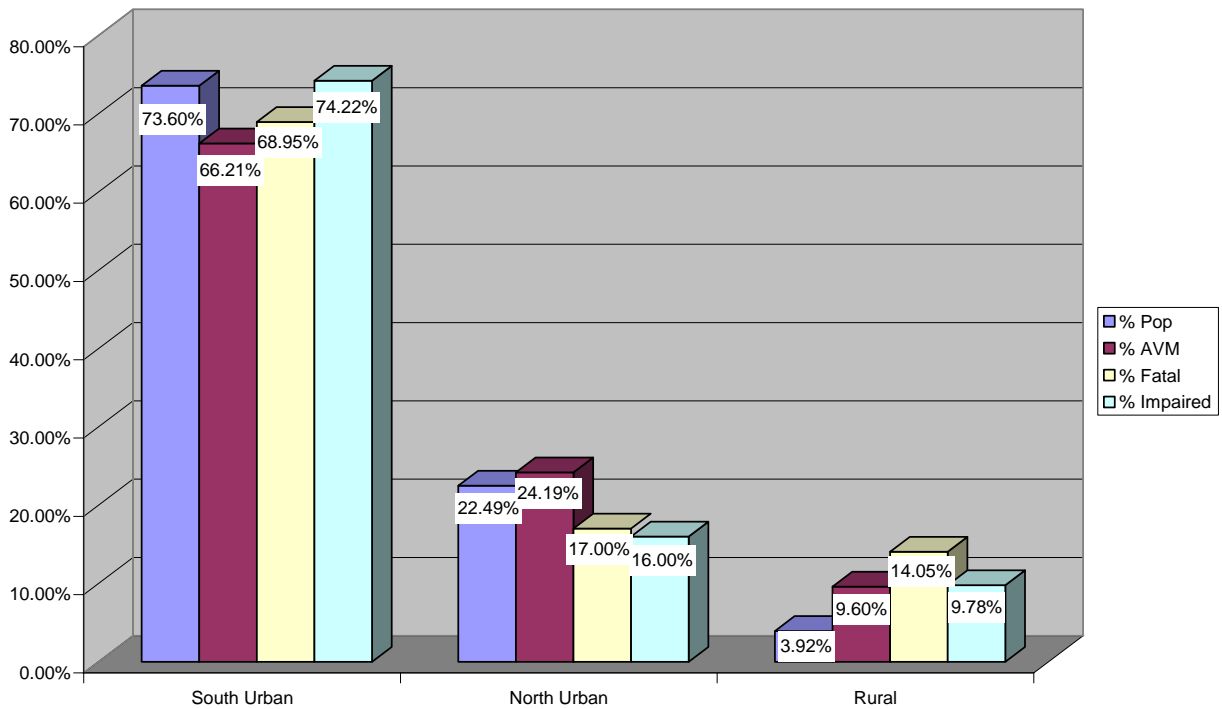
Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
1991	237	18	40	3	*	298
1992	200	19	31	4	*	254
1993	195	14	45	9	*	263
1994	209	18	55	10	2	294
1995	226	21	61	3	2	313
1996	254	19	68	6	1	348
1997	255	23	60	8	1	347
1998	297	13	46	5	0	361
1999	253	14	70	8	5	350
2000	250	21	46	5	1	323
2001	241	21	46	4	1	313
2002	284	33	57	6	1	381
2003	267	25	66	10	0	368
2004	270	48	62	14	0	395
2005	306	51	60	10	0	427
2006	319	49	54	10	0	432
2007	257	51	55	10	0	373
2008	198	57	57	7	5	324

When the fatality rate per AVM is used for Nevada it reveals a different picture of the problem within the state.

While the population/vehicles on Nevada’s roadways is increasing by 6% to 10% each year, the miles driven has only increased 6% over the past three years in total. Much of the reason is in the combination of location of the major metropolitan areas, and the concentration of population in those two areas.

With 96% of Nevada’s population living within a mean distance of 35 miles from work, the commute distance is relatively low. The heavily populated area of Las Vegas is essentially a 12 to 15 mile radius. The 10’s of thousands of visitors who drive to Nevada have limited exposure on Nevada highways, since the large majority comes from California. Las Vegas is 275 miles from Los Angeles with only 40 miles in Nevada. Reno is 230 miles from San Francisco with only 10 miles in Nevada. The following chart shows the relationship between fatalities, impaired fatalities, population, and AVM.

% Comparison, Three Regions of Nevada (2004-2007 average) Population, AVMT, Fatal, Impaired



The Las Vegas metro area has over 73% of the population with only 66% of the AVMT and 69% of the fatalities. The Reno metro area has 22.5% population, 24.2% of AVMT with 17% of the fatalities, while the rural areas have 2 ½ times the AVMT and 4 times the fatalities compared to their population.

Much of the difference between urban and rural Nevada AVMT is related to the 5 major highways that traverse our state:

- I-80, across the northern part of Nevada, total miles is 410 (84 urban and 326 rural);
- I-15, across the southern part of the state, total miles 122 (103 urban and 19 rural);
- US 50 east/west through central Nevada, total miles 463 (70 urban and 393 rural);
- US 95 (western north/south route), total miles 640 (140 urban and 500 rural);
- US 93 (eastern north/south route), total miles 706 (140 urban and 566 rural);

There are a total of 537 urban miles and 1,751 rural miles for these five major highways. Resources are extremely limited for the rural 1,751 miles of major highways as only 4 % of the states population lives in these rural areas.

In setting goals and identifying problems Nevada has chosen to concentrate on the fatality rate for the state/region as appropriate. To Nevada, this is the true “bottom-line”. The rate is calculated based on fatalities per 100,000 population to reflect the most current information.

Alcohol/Impaired Driving

Impaired driving (alcohol and/or drugs) continues to be a serious problem in Nevada. Impaired driving was responsible for 37% of all fatalities during 2008 (121 of 324). Nevada passed a 0.08 BAC law during the 2003 session (effective September 23rd, 2003). Additional legislation was passed in 2005 that included felony offenses for all subsequent convictions after the first felony conviction (no look-back limitation).

After many years of effort, Nevada finally achieved a percent of impaired fatalities that was near the national average of 36% (old definition). The new definition of ALRF shows Nevada at 33% vs. the national average of 32%. However, because of the relatively low AVM driven in Nevada (see discussion above in Fatalities), Nevada ranked 13th in the nation in impaired fatalities per AVM in 2007.

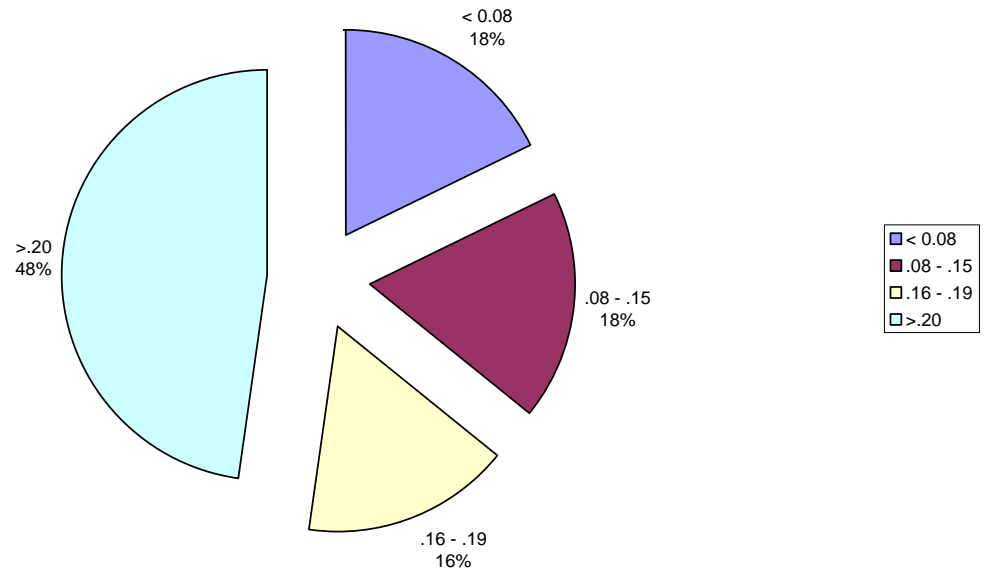
The hardcore abuser, high Blood Alcohol Content (BAC) driver, continues to be a major problem in Nevada. The chart on the following page is representative of the BAC levels found in fatal crashes. This pattern holds true for individual age groups (including underage drinkers, 18 - 20). The average BAC in ALRF for adults is 0.18 and those under 21 the BAC is 13.6%.

As these drivers are the hardest to reach, consistent methods must be maintained to identify and remove these individuals from the roadways. In addition, these people are typically alcohol dependent and once identified, special emphasis needs to be placed on correcting the alcohol problem or these individuals will continue to drive impaired.

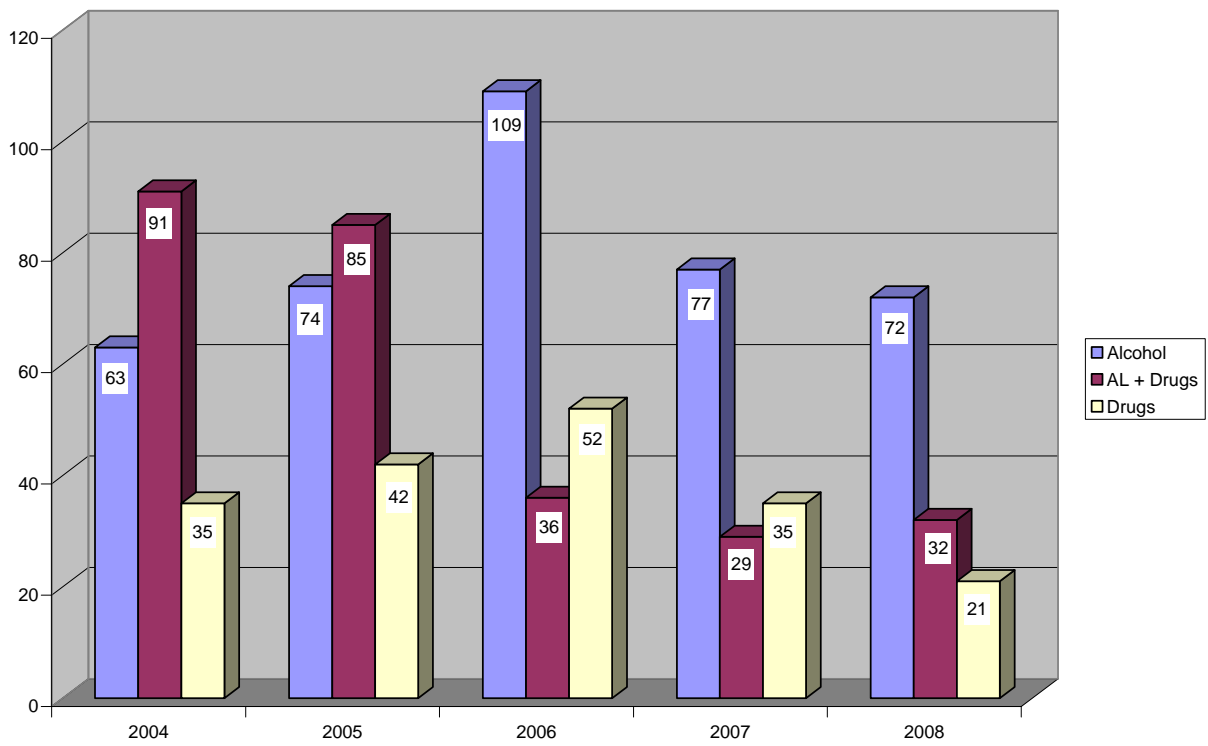
An additional problem for Nevada is while progress has been made in reducing the percent of alcohol impaired drivers, some of the decrease in alcohol related fatalities is hidden by an increase in drug-only related fatalities. Since 2000, there has been a significant increase in the number of impaired drivers that are drug-only drivers. The chart on the following page shows the increase in drug related fatalities since 2000 (both alcohol + drug and drug only).

Note: The drug-only drivers represent only those drivers with prohibited drugs in their system per the Nevada Revised Statutes. The numbers do not include other drugs (controlled, prescription, etc.).

BAC Levels, Nevada 2008 Fatalities



Drivers Impaired by: Alcohol, Alcohol + Drugs, Drugs Only - Nevada, 2004 - 2008



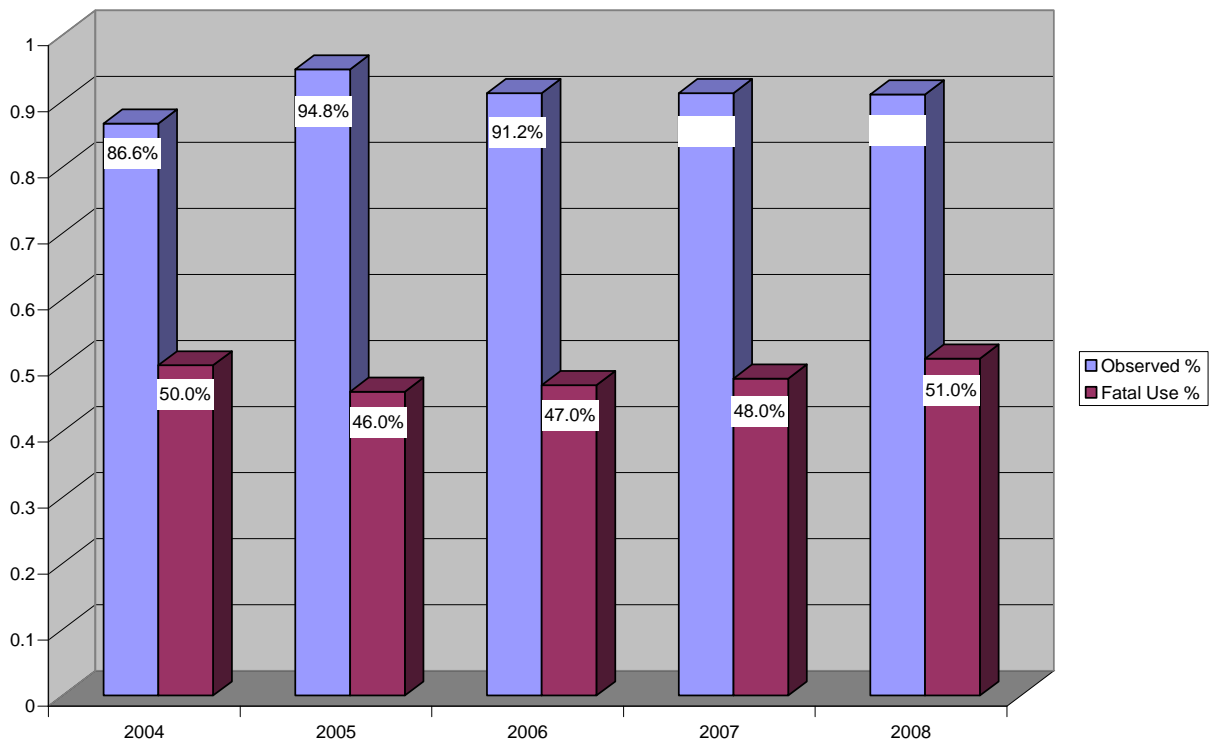
Occupant Protection

Nevada is a secondary seat belt law state. The rate for 2002 was 74.5%. The findings for the 2008 usage survey show that Nevada was at 91.0%. This is the fourth year that Nevada exceeded 90% usage rate. Preliminary information is that Nevada will once again exceed 90% usage for 2009. Consistent enforcement and paid media have resulted in a 27% increase in the usage rate since 2002.

While the overall observed usage (shoulder belt survey) is well above the national average, the rate for child seat usage is considerably lower. Much more work is needed in this area. Nevada does have a primary law for under age 6 and under 60 pounds (this was increased from 5/40 in 2004).

The restraint use by fatal occupants in motor vehicle crashes is still far too low. For 2002 the overall seat belt use rate in fatal crashes was 44.7%. The use rate for motor vehicle occupant (MVO) fatalities is 51% for 2008, while still very low this represents a 14.0% improvement.

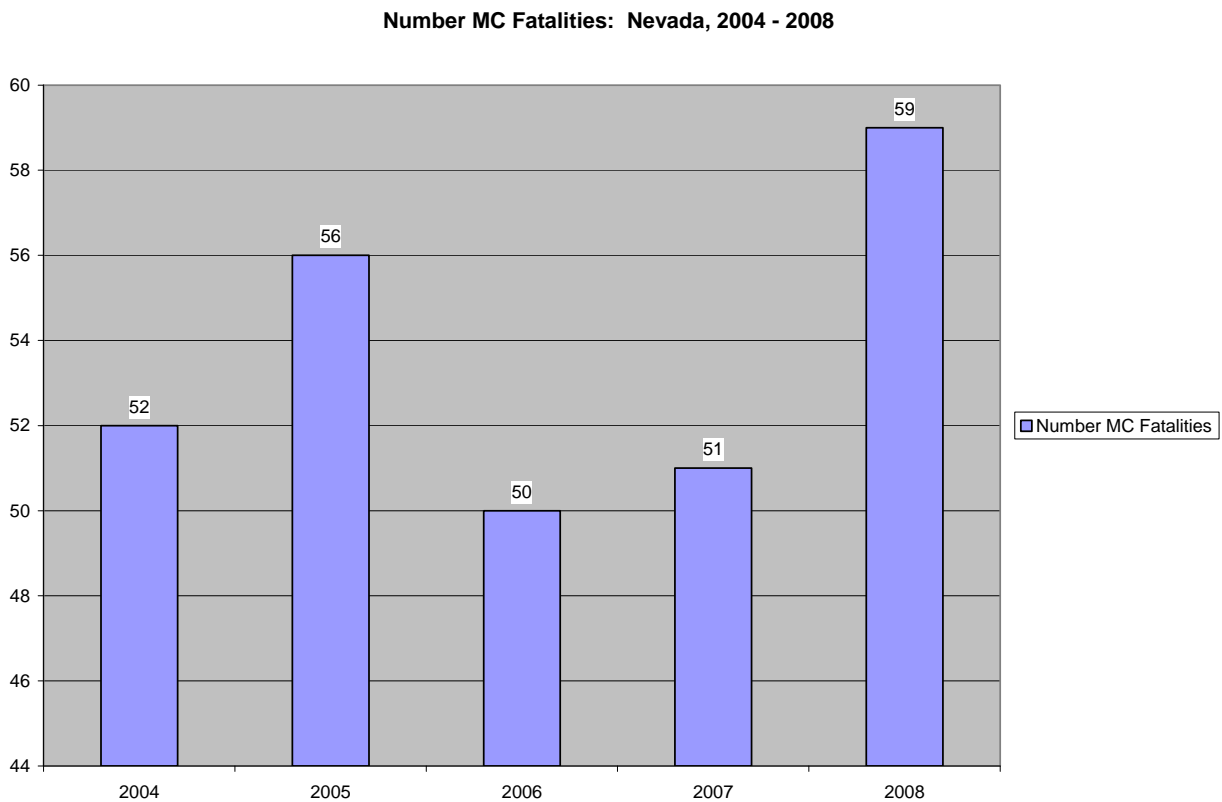
Seat Belt Usage: Observed % vs Fatal Usage % Nevada, 2004 - 2008



Motorcycle

The fatalities for motorcycle crashes are still subject to large percentage swings but the trend is upward for the past few years. After a significant increase in 2004, there's been a leveling off in the number of fatalities. Nevada is experiencing the same problems as many other regions of the country. Older riders returning to motorcycling are finding the performance of current machines far different than they were used to and traffic is much heavier leading to increased crashes in this older age group. The second group experiencing problems is the younger rider that is buying the high performance motorcycle which exceeds their riding skill.

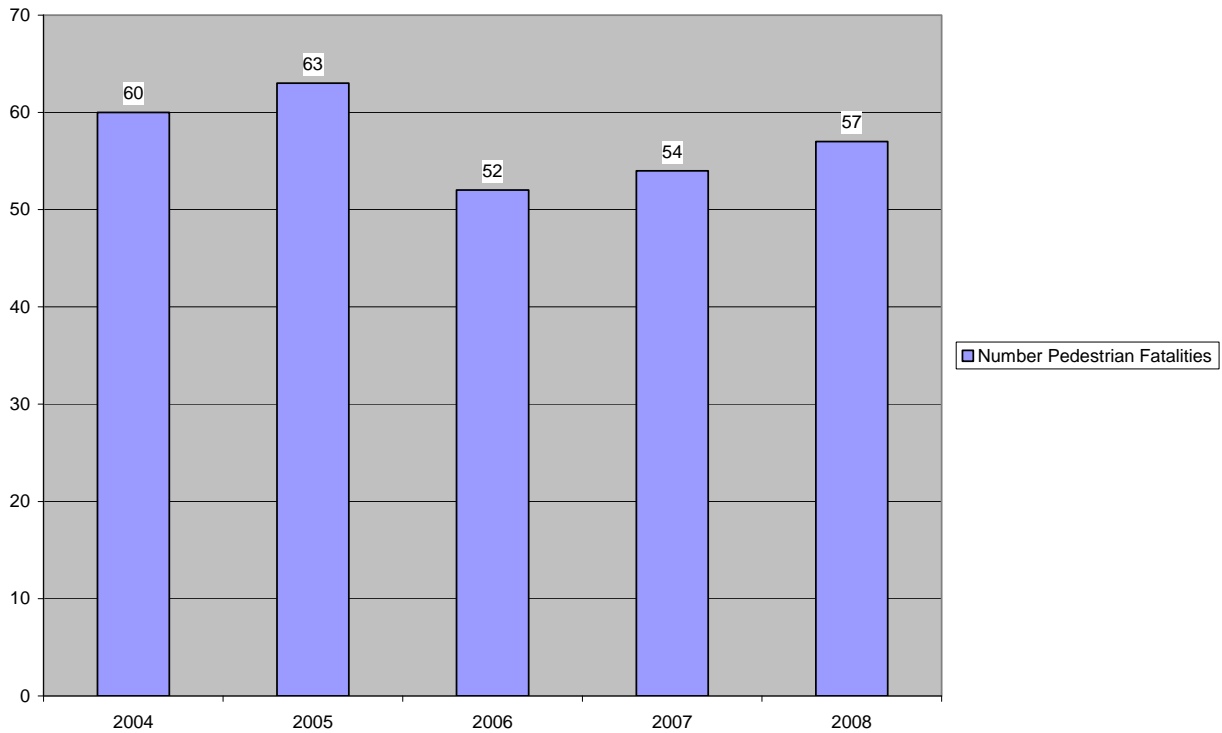
Nevada has excellent new rider and experienced rider programs. Capacity issues will be the limiting factor in continuing the growth of the program in the near future (the capacity relates to the course locations/facilities available, not the number of instructors).



Pedestrians

The majority of the pedestrian fatalities occur in the Las Vegas metropolitan area (75% in 2008). Even with approximately 40 million visitors per year the pedestrian fatalities are not the visitors but the residents of Las Vegas. The 24/7 nature of the gaming/hospitality industry means individuals who work in this industry are going to or coming home from work at all hours of the day/night. An additional complication to the pedestrian fatality problem is the infrastructure. Wide, multilane streets; high speeds; poor lighting in some areas; minimal sidewalks; long blocks; etc., are conditions that have created an “unfriendly” environment for pedestrians.

Number Pedestrian Fatalities: Nevada, 2004 - 2008



Performance Measures

Core Measures

C-1 Number of Traffic Fatalities
TOTAL FATALITIES C-1

Number Fatal	Number of Fatalities				
	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009					
2010					
2011					
2012					
2013					
2014					
2015					

(diff. is a small number of unknown location)

C-2 Number of Serious Injuries (non-fatal crashes)
NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

Year	Injuries			Total Crashes
	Incapacitating	Non-incapacitating	Total	
2004	1,595	6,305	7,900	6,440
2005	1,689	6,544	8,233	6,726
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008				
2009				
2010				
2011				
2012				
2013				
2014				
2015				

(KABCO codes, Serious Injury equals code A + B)

C-3

Fatalities/AVMT (total, urban, and rural)

TOTAL FATALITIES C-3

Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2004	20,248	395	1.95	249	1.23	146	0.72
2005	20,776	427	2.06	259	1.25	168	0.81
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008		324		200		123	
2009							
2010							
2011							
2012							
2013							
2014							
2015							

C-4

Number of Unrestrained MVO Fatalities (all seating positions)

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

4

Year	Restrained		Unrestrained		Unknown		Total Number
	Number	Percent	Number	Percent	Number	Percent	
2004	126	48.09%	123	46.95%	13	4.96%	262
2005	121	42.76%	140	49.47%	22	7.77%	283
2006	133	42.63%	147	47.12%	32	10.26%	312
2007	114	45.06%	123	48.62%	16	6.32%	253
2008	95	48.47%	91	46.43%	10	5.10%	196
2009							
2010							
2011							
2012							
2013							
2014							
2015							

C-5

Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08 or above.

ALCOHOL RELATED FATALITIES

C-5

Number of Fatalities						
Number Fatal	Total		Urban		Rural	
	Number	Percent	Number	Percent	Number	Percent
2004	112	28.35%				
2005	135	31.62%				
2006	144	33.41%				
2007	118	31.64%				
2008	107	33.02%				
2009						
2010						
2011						
2012						
2013						
2014						
2015						

(diff. is a small number of unknown location)

C-6

Number of Speeding Related Fatalities

NUMBER OF SPEEDING-RELATED FATALITIES

Year	Number of Fatalities		
	Total	Speed	% Speed
2004	395	135	34.18%
2005	427	160	37.47%
2006	431	159	36.89%
2007	373	97	26.01%
2008	324	93	28.70%
2009			
2010			
2011			
2012			
2013			
2014			
2015			

C-7 Number of Motorcycle Fatalities

C-8 Number of Unhelmeted Motorcycle Fatalities

NUMBER OF MOTORCYCLE FATALITIES C-7

NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8

Year	Total	Helmeted		Unhelmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009							
2010							
2011							
2012							
2013							
2014							
2015							

C-9 Number of Drivers Age 20 or Younger Involved in Fatal Crashes

NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

Year	Number of Drivers			Percent of Drivers			Total Drivers
	<21	21+	Unknown	<21	21+	Unknown	
2004	55	463	11	10.40%	87.52%	2.08%	529
2005	68	504	12	11.64%	86.30%	2.05%	584
2006	71	525	22	11.49%	84.95%	3.56%	618
2007	67	433	14	13.04%	84.24%	2.72%	514
2008	50	386	8	11.26%	86.94%	1.80%	444
2009							
2010							
2011							
2012							
2013							
2014							
2015							

C-10

Number of Pedestrian Fatalities

NUMBER OF PEDESTRIAN FATALITIES C-10

Year	Total Fatalities	Pedestrian	
		Number	% Ped.
2004	395	60	15.19%
2005	427	63	14.75%
2006	431	51	11.83%
2007	373	52	13.94%
2008	324	56	17.28%
2009			
2010			
2011			
2012			
2013			
2014			
2015			

B-1

Observed Seat Belt Use for MVO, Front Seat Outboard Occupants

OBSERVED SEAT BELT USE SURVEY

Year	% Observed
2004	86.6
2005	94.8
2006	91.2
2007	92.2
2008	90.2
2009	
2010	
2011	
2012	
2013	
2014	
2015	

A-1 Number of Seat Belt Citations Issued During Grant Funded Activities

A-2 Number of Impaired Driving Arrests During Grant Funded Activities

A-3 Number of Speeding Citations Issued During Grant Funded Activities

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2004			0		
2005			0		
2006	2119	291	2410	2098	315
2007	1619	123	1742	7752	504
2008	5594	580	6174	14052	507
2009			0		
2010			0		
2011			0		
2012			0		
2013			0		
2014			0		
2015			0		

Additional Performance Measures for Nevada

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

Because of the difference in data sets used, Nevada uses these measures to identify trends to determine progress and goal setting.

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

Basic Rates per Population

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2000	1,998,257	323	259	21	51	158	16.16	12.96	1.05	2.15	7.91
2001	2,106,074	314	248	21	50	135	14.91	11.78	1.00	2.14	6.41
2002	2,206,022	380	293	35	63	157	17.23	13.28	1.59	2.36	7.12
2003	2,296,563	367	306	26	76	139	15.98	13.32	1.13	1.52	6.05
2004	2,410,769	395	283	52	76	146	16.38	11.74	2.16	2.49	6.06
2005	2,518,870	427	308	56	70	138	16.95	12.23	2.22	2.50	5.48
2006	2,623,050	431	329	50	64	162	16.43	12.54	1.91	1.98	6.18
2007	2,718,336	373	269	50	65	133	13.72	9.90	1.84	1.99	4.89
2008	2,738,733	324	198	57	63	132	11.83	7.23	2.08	2.34	4.82
2009											
2010											
2011											

Basic Rates per AVMT

Year	AVMT	Fatalities					Rate per 100,000,000 AVMT				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2000	17,900,000,000	323	259	21	51	158	1.80	1.45	0.12	0.24	0.88
2001	18,350,000,000	314	248	21	50	135	1.71	1.35	0.11	0.25	0.74
2002	19,219,800,000	380	293	35	63	157	1.98	1.52	0.18	0.27	0.82
2003	19,477,878,222	367	306	26	76	139	1.88	1.57	0.13	0.18	0.71
2004	20,474,628,065	395	283	52	76	146	1.93	1.38	0.25	0.29	0.71
2005	20,832,891,297	427	308	56	70	138	2.05	1.48	0.27	0.30	0.66
2006	22,041,403,502	431	329	50	64	162	1.96	1.49	0.23	0.24	0.73
2007	22,199,805,751	373	269	50	65	133	1.68	1.21	0.23	0.24	0.60
2008											
2009											
2010											
2011											

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**PROGRAMS, PROJECTS, STRATEGIES,
AND PERFORMANCE MEASURES**

FFY2010

ALCOHOL IMPAIRED DRIVING

The Nevada Department of Public Safety - Office of Traffic Safety, in cooperation with other state and local agencies, has a comprehensive program to combat impaired driving. The key elements of the plan include prevention, deterrence, treatment and rehabilitation.

Despite the many activities and programs to reduce impaired driving, alcohol continues to be a significant problem for Nevada. The percentage of alcohol and drug related crashes and fatalities spiked significantly in 2003, dropped again in 2004 and from 2005 to 2008 has remained between 31% to 33% (based on most recent NHTSA FARS data). The State impaired fatality rate per vehicle miles traveled (alcohol related fatalities per 100 million VMT) was the 13th worst in the nation in 2007.

ALCOHOL RELATED FATALITIES

C-5

Number of Fatalities

Number Fatalities	Total		Urban		Rural	
	Number	Percent	Number	Percent	Number	Percent
2004	112	28.35%				
2005	135	31.62%				
2006	144	33.41%				
2007	118	31.64%				
2008	107	33.02%				
2009		32%				
2010		31%				
2011						

Rate per 100 Million Vehicle Miles

Year	Miles	Total	
		Number	Rate
2004	20,248	112	0.55
2005	20,776	135	0.65
2006	21,824	144	0.66
2007	22,146	118	0.53
2008		107	0.50
2009			0.47
2010			0.45

PERFORMANCE GOAL

Decrease the percentage of Alcohol Related Fatalities from 33% in 2008 to 31% by 2010.
Decrease the Alcohol Related Fatalities per 100m VMT from 0.53 in 2007 to 0.45 by 2010.

STRATEGY

- Emphasize driver education through well-publicized enforcement of State DUI laws supported by earned and paid media and appropriate PI & E material. (Nevada Strategic Highway Safety Plan strategy #2 and #5).
- Continue to expand support to the judicial system and encourage the development of new DUI Courts and prosecutor training.
- Continue to expand the use of technology to reduce impaired driving such as:
 - Breath Ignition Interlock Devices
 - Internet-based monitoring of DUI offenders
 - Simulators and demonstration devices (Seat Belt Convincer and Fatal Vision Goggles) for school and other young driver education programs.
- Continue to foster an effective statewide impaired driving action committee (the Nevada Attorney General Advisory Coalition on Impaired Driving).
- Utilize the Office of Traffic Safety Law Enforcement Liaison to enhance the capabilities of Nevada's law enforcement through awareness of available enforcement training for Nevada DUI violations.
- Continue to encourage Law Enforcement Agencies to conduct well-publicized compliance checks of alcohol retailers to reduce sales to underage drinkers (Nevada Strategic Highway Safety Plan strategy #2).
- Promote increase in community programs emphasizing alternatives to driving impaired such as: designated drivers, rides for impaired drivers (with and with/out getting vehicle home), and public transportation.

ALCOHOL IMPAIRED DRIVING PROJECTS

Total Section 402 Funding Committed to Impaired Driving:	\$ 276,080
Total Section 406 Funding Committed to Impaired Driving:	\$ 41,000
Total Section 410 Funding Committed to Impaired Driving:	\$1,033,303
Total Funding Commitment to Impaired Driving:	\$1,350,383

402 Programs

210-AL-1 Office of Traffic Safety – Program Management \$ 30,000

This project provides funding for the staff salary and expenses such as travel and training incurred by OTS that are directly related to the management and oversight of related programs funded by Section 402 funds.

210-AL-3 Office of Traffic Safety – Judicial/Prosecutor Outreach \$ 25,000

This will fund an annual outreach effort for judges and prosecutors to present an eight hour course on issues related to the prosecution and adjudication of DUI offenders. Partnerships for this program include the National Judicial College and the Prosecutor’s Advisory Coalition.

210-AL-8 / 210-DOT-1 Office of Traffic Safety – Paid Media – Impaired Driving \$ 180,000

The Drunk Driving, “Over the Limit. Under Arrest” impaired driving enforcement/media campaign is conducted over the Labor Day and December holidays in cooperation with the National Highway Traffic Safety Administration (NHTSA) and law enforcement agencies nationwide. The annual campaign includes a hard-hitting, paid media message combined with stepped-up enforcement of impaired driving laws. This project will provide funding for additional paid media buys and contractor fees for the Federal Fiscal Year 2010 effort. Paid media funds for additional *Joining Forces* impaired driving campaigns for the February Super Bowl, July Independence Day, and October Halloween time frames provided by SHSP partner Nevada Department of Transportation 'Flex' funding. See "Flex Funding."

210-AL-7 Office of Traffic Safety – Alcohol Mini-grants \$ 12,000

This provides a source of funding for small, onetime events for alcohol programs. These are limited to \$ 2,000.00 per award and are for projects that can take advantage of ideas that were unforeseen at the beginning of the grant process.

29-AL-5 Henderson Police Dept. - Every 15 Minutes Program \$ 29,080

This will allow Henderson PD to provide the “Every 15 Minutes” program to three high schools in Clark County during the '09 – '10 school year. This program has been proven to increase the awareness of the dangers of impaired driving to new young drivers. It is a continuing project conducted by Henderson PD to present the “Every 15 Minutes” program to each high school in their jurisdiction every other year (total of 5 high schools). The funding awarded will cover overtime costs for Henderson PD.

406 Programs

210-406AL-1 Office of Traffic Safety – Program Management \$ 15,000

This project provides funding for the necessary staff salary and travel expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing and evaluation of the Section 406 funds.

210-406AL-2 Fallon Paiute-Shoshone Tribe – Speed / DUI Program \$ 26,000

This grant will allow the purchase of in-car radar units and PBTs to increase the effectiveness of DUI enforcement and overall traffic control. The Tribal Police Department has committed to increasing the overtime schedule for DUI and general traffic enforcement.

410 Programs

210-K8-18-1 Office of Traffic Safety – Program Management \$ 110,550

This project provides funding for the necessary staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 410 funds and includes management of the sustained enforcement and publicity efforts. Included in this project is funding for the printing of brochures and pamphlets and distribution of literature and media materials.

210-K8-18-2 Office of Traffic Safety -- Joining Forces Prog Management \$ 30,000

This project provides funding for the necessary staff salary and travel expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation for the coordination of the Joining Forces Program.

210-K8-18-13 Central Lyon County Youth Connection \$ 17,059

This program will address the underage drinking problem within rural Nevada. This is a continuation of a program that has worked with law enforcement, schools, and city governments in the local area. Areas addressed include: Underage Buy Stings (including third party purchasing), school programs about the dangers of drinking, about drinking and driving, and working with city governments to strengthen local ordinances to combat underage drinking. The major accomplishment for 2009 was the completion of a complete review and recommended liquor ordinances for Boulder City, Nevada. This review/recommendation is currently under review by city officials.

210-K8-18-14 Douglas County and Carson City County DUI Court \$ 77,375

This project will provide the funding necessary to hire a coordinator to manage the DUI Court case load for Douglas and Carson City counties. It will potentially become a model for counties to share resources in order to have effective DUI Courts. The county seats of Douglas County and Carson City County are less than 15 miles apart which will enable them to share information and resources relatively easily.

210-K8-18-5 Attorney General’s Advisory Coalition on Impaired Driving \$ 15,000

An assessment of alcohol programs and a special management review conducted in 2004 & 2006 recommended a cabinet level impaired driving task force. Through the efforts of the DPS-OTS, a coalition on impaired driving was established as an advisory to the Nevada Attorney General in 2006. Funding in this project provides for video conferencing, meeting rooms, travel and other expenses for the group.

210-K8-18-6 Office of Traffic Safety – PI & E – Impaired Driving \$ 38,200

This provides funding for public information & education items on impaired driving for distribution year-round and is available to law enforcement, courts, DMV, and other applicable partner agencies.

210-K8-18-8 Joining Forces – Section 410 Overtime Funding \$400,000
(See Joining Forces Program Overview – page 59)

This funding provides for over time by law enforcement to conduct impaired driving enforcement events using STEP, Saturation, and/or DUI Checkpoints during FFY 2010 through the Joining Forces Program. The Joining Forces 2010 calendar indicates the following enforcement waves for impaired driving to be funded with Section 410:

- Dec 14, 2009 – Jan 3, 2010
- January 25, 2010 – Feb 7, 2010
- April 26, 2010 – May 9, 2010
- June 21, 2010 – July 4, 2010
- August 23, 2010 – Sept 6, 2010

210-K8-18-9 Designated Drivers – Home For The Holidays (Safe Rides) \$ 40,000

This project provides funding to help off-set the costs of free rides home in the Las Vegas area for individuals after consuming alcohol during the parties common during the Christmas through New Years holiday week. The program is very popular because not only does the individual(s) receive a ride but the vehicle is also delivered to their home. Designated Drivers is the non-profit organization in Las Vegas that provides this service.

28-K8-18-16 Second Judicial Court, Washoe County – DUI Court \$100,000

This is the third and final year for a felony level DUI court treatment program for the Washoe County District Court (2nd Judicial District Court). This became a serious need with the passage of a bill specifically authorizing the treatment option for the felony level offender (with specific restrictions). This program was started during the second quarter of FFY 08 with funding reserved for this purpose upon passage of the legislation. The funding requested ensures the Case Manager salary and travel requirements will be in place until the program becomes self-sustaining. The similar program in Clark County has shown that the felony level offender who graduates will have a recidivism rate of 1/3 that of the non-graduate.

28-K8-18-2 Washoe County Alternative Sentencing – DUI Court \$ 87,119

This is the third and final year of a three year grant agreement for Washoe County Department of Alternative Sentencing. This project provides funding for a case manager for the supervision and management of individuals that are participating in the treatment program available to offenders convicted of either a 1st or 2nd DUI charge. Funding is also provided for DUI court training (travel expenses) for the DUI Court team. A unique aspect of this program is that any limited jurisdiction judge may use this service. In the first year, four judges participated, and the program is on target to have a self-sustaining case load by the end of grant year 2010.

28-K8-18-6 Las Vegas Township Justice Court – DUI Court \$100,000

This DUI Court Program is a court-supervised, comprehensive treatment collaborative designed to deter future drinking and driving offenses by addressing core problems in treatment. It follows the nationally recognized specialty court standard and uses a team approach led by a Justice of the Peace and representatives from the District Attorney’s Office, Public Defender’s Office, Clark County House Arrest Unit, and treatment providers. This is the third and final year of a three year project. The funding requested will cover the salary of the Case Manager position that is critical to the coordination of the team effort. Related travel costs for the Case Manager and members of the DUI Court for training is included. Demand for the treatment option has required the addition of this second DUI court with the Las Vegas Township Justice Court. Recidivism rates for graduates are $\pm 10\%$ compared to $\pm 35\%$ for non-graduates.

29-K8-18-13 Prosecuting Attorneys Advisory Council - Outreach \$ 7,500

This is a continuation of a Prosecuting Attorney outreach that mirrors the Judicial Outreach program. The Executive Director of the Prosecuting Attorneys Advisory Council will be holding future programs as part of the annual Prosecuting Attorneys Conference. The emphasis areas will include several issues relevant to Impaired Driving Cases and adjudication. Funding will cover costs such as travel, facility rental, instructor fees, and preparation/printing of materials.

210-K8-18-10 Sparks Police Department – PBT \$ 10,500

This project will provide funding to Sparks Police Department to purchase PBTs for approximately 24 of their patrol officers. These officers are also responsible for traffic and do help the traffic unit during special campaigns. The PBTs will help them verify probable cause for DUI arrests as these officers are less experienced in SFST.

COMMUNITY PROGRAMS

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

Nevada's Safe Community Partnership (UNLV-Transportation Research Center) uses an integrated and comprehensive injury control system. They build broad coalitions, identify problems, use estimating techniques to determine economic costs associated with traffic related crashes, conduct program assessments from a "best practices" and prevention perspective, implement plans with specific strategies and conduct evaluations to determine the impact and cost benefits of programs.

C-1 Number of Traffic Fatalities

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatalis	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	295				
2010	280				
2011					

C-2 Number of Serious Injuries (non-fatal crashes)

NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

Year	Injuries			Total Crashes
	Incapacitating	Non-incapacitating	Total	
2004	1,595	6,305	7,900	6,440
2005	1,689	6,544	8,233	6,726
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008			10,000	
2009			9,750	
2010			9,500	

PERFORMANCE GOAL

Decrease total roadway fatalities from 324 in 2008 to 280 by 2010.

Decrease total roadway serious injuries from 10,212 in 2007 to 9,500 by 2010.

STRATEGY

- Assist community based organizations by providing workshops, educational opportunities, mentoring, and mini-grants for traffic safety projects.
- Continue to partner with the Nevada Department of Transportation and the Nevada Executive Committee on Traffic Safety (NECTS) to implement the education and enforcement strategies outlined in Nevada's Strategic Highway Safety Plan.
- Research and develop public education programs on 'how to maintain driving lane and/or safely recover' (Nevada Strategic Highway Safety Plan strategy #1).
- Promote the development of a community based pedestrian-focused public education campaign (Nevada Strategic Highway Safety Plan strategy #4).

COMMUNITY PROJECTS

Total Section 402 Funding Committed to Community Programs:	\$ 576,100
Total Section 406 Funding Committed to Community Programs:	\$ 524,000
Total Funding Committed to Community Programs	\$ 1,100,100

402 Programs

210-CP-1 Office of Traffic Safety – Program Management \$ 35,000

This project provides funding for necessary staff salary and expenses such as travel/training incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-CP-2 UNR-CRDA – Attitudinal & Awareness Survey \$ 45,250

The University of Nevada-Reno's Center for Research Design and Analysis (CRDA) will conduct a telephone survey to collect information regarding the public's attitudes toward key traffic safety issues. The Office of Traffic Safety will utilize these data for internal evaluation efforts, traffic safety improvements, media releases, and other community education programs.

210-CP-3 UNLV-TRC – Safe Communities Partnership \$ 230,000

DPS-OTS will provide funding to the Center for Safety Research at UNLV's Transportation Research Center for implementation of program projects in areas of the State's Strategic Highway Safety Plan which are located in Clark County and which have an educational component. Specific, targeted earned media campaigns will be developed to match emphasis areas including teen drivers, occupant protection, older drivers and pedestrian safety. Funds will support the Director's salary as well as some of Safe Communities' operating costs, PI&E, earned & paid media needs, minimal travel, contractor fees, and student workers. This project will also serve as the regional coordinator for the southern urban region's PACE program in 2010 (Prevent All Crashes Everyday). (Overview of PACE is on page 65 – Funding by DOT Flex funds)

29-CP-7 Office of Traffic Safety – Thursday Night Lights \$ 35,455

This is a new paid media opportunity with Channel CW-TV in Las Vegas who will be broadcasting eleven local high school football games Fall 2009. A minimum of 4 PSAs per game will be aired plus signage at the playing fields. (Paid media plan overview – page 66)

29-CP-2 Nye Community Coalition–Driving Safety Through Education \$ 17,921

This project will use a computer simulator to help provide education and increased awareness of driving and traffic safety issues for beginning drivers. The Nye Community Coalition is uniquely qualified to reach out to young drivers age 15-20 because of existing access to the community and ongoing youth efforts. The funding will cover the coordinators salary and travel expenses.

29-CP-3 Clark County School District – Driver Training Curriculum \$ 37,474

This is the second year of a project to develop a standard curriculum for driver training in the Clark County High Schools (42 of them). Drivers' training is now a required subject in high schools after passage of a related law last legislative session, and it is hoped that this curriculum will be eventually approved for use statewide by the Nevada Department of Education. Funding covers the extra duty costs for CCSD staff and operational expenses directly related to the project. The indirect costs were negotiated at 3.25%.

29-CP-4 Payne Foundation – Driver's Edge \$ 175,000

This helps off-set costs associated with this non-profit organization that provides (at no cost to participants) a hands-on experience and training of desired driving skills to novice teen drivers. The 4-hour program includes skid control, panic braking, and avoidance procedures and is taught by nationally certified driving instructors (who also happen to be race car drivers). Other modules focus on impaired driving, seat belt use, and motor vehicle maintenance. Pre-testing of participants' knowledge of driving skills show a significant increase in the post-tests after the program. Funding provides for travel, instructor fees, lodging, car rental, gas, and insurance for events held in Nevada only, as this program is offered in various parts of the country (www.driversedge.org). The Payne Foundation may also work with the Clark County School

District (29-CP-3, above) to provide a behind-the-wheel component to the drivers' training curriculum being developed.

406 Programs

210-406CP-1 Office of Traffic Safety – Program Management \$ 15,000

This project provides funding for necessary staff salary and travel expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 406 funding. Included in this project is funding for the printing of brochures and pamphlets for our partners and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-406CP-2 Office of Traffic Safety – Traffic Safety Summit \$ 50,000

The last Traffic Safety Summit in Nevada was hosted by NDOT in March, 2008. Considerable progress and activities in relation to the SHSP have been accomplished since then. SHSP partners and the state's TRCC are invitees for the FFY2010 Traffic Safety Summit to be hosted by DPS-OTS. Focus areas include the possibility of adding a sixth CEA to the SHSP for Data Integrity and Needs. This project will fund the travel, facilities use, and other operating costs necessary to conduct a summit in Spring/June 2010.

210-406CP-6 Media Master for OTS \$ 100,000

This project will fund the production costs associated with upgrading/producing the TV and Radio spots that OTS has been using for the past five years. While these PSA are still well received it is time to update the messages used during each campaign to achieve the maximum effect. OTS is looking to upgrade both impaired driving and occupant protection messages. Costs will include: production, talent, copying, and distribution.

210-406CP-8 Office of Traffic Safety – Marketing Specialist Program Mgr. \$ 105,000

With the increasing complexity of the programs and new partnerships developed by the Office of Traffic Safety, this position was gained in FFY2009 to coordinate the marketing of Nevada's Highway Safety programs, whether funded by OTS or other SHSP safety partners. Funding provides for salary/benefits, travel, and misc. operating costs. (See "Media Plan" page 66).

29-406CP-10 Office of Traffic Safety – PI & E \$ 15,000

This provides funding for PI&E items for distribution year-round and is available to law enforcement, courts, DMV, and other applicable agencies as well as all safety partners conducting public events in relation to traffic safety.

29-406CP-11 Office of Traffic Safety – Mini-grants \$ 12,000

This provides a source of funding for small, onetime events for community programs. These are limited to \$ 2,000.00 per award and are for projects that can take advantage of ideas that were unforeseen at the beginning of the grant process (i.e., travel for a rural high school class to attend ‘Driver’s Edge’ in Reno or Las Vegas; a ‘Safe Grad Night;’ hosting a ‘Safety Day’ event, etc.)

210-406CP-5 Office of Traffic Safety – Interactive Web Site \$ 40,000

This project will be used to develop an interactive web site to enable grantees and other individuals to: review state/county FARS data, grantee information/forms, present questions to OTS, and leave comments about traffic safety related issues. The funding will cover consultants and IT support.

29-406CP-3 University Medical School – Injury Prevention Research \$ 150,000

This project is directed towards the acquisition of medical and other related data, linking those data with Nevada Crash records to then utilize the aggregated data to approximate the impact of key injuries and injury-related deaths throughout the state of Nevada. Grant funds will pay for personnel salary, equipment, travel and subcontracting.

29-406CP-4 Office of Traffic Safety – Professional Development \$ 30,000

Providing DPS-OTS a funding source for courses, conferences, and seminars, this project will enhance the professional development of internal staff and other safety partners within the traffic safety community. Funds will be primarily used for travel and conference fees.

29-406CP-5 Office of Traffic Safety – Printing \$ 7,000

Throughout the year, DPS-OTS has requirements to conduct public media events (press events) and publish general traffic safety brochures, reports (HSP and Annual Reports) and handouts to support community coalitions and organizations. This project provides funding for public relations services and printing. This is an internal grant for the use of DPS-OTS to fund these public relations material.

EMERGENCY MEDICAL SERVICES

Support is primarily provided to rural community fire and volunteer departments to help reduce delays in providing medical services to victims of motor vehicle crashes. Primary emphasis is placed on distributing extrication equipment throughout the State and on promoting extrication, first responder, EMT, and paramedic training programs.

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatal	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	295				
2010	280				

PERFORMANCE GOAL

Reduce the number of total fatalities from 324 in 2008 to 280 by 2010.

STRATEGY

- Provide EMS Technicians, highway maintenance staff, and state patrol with medical responder training (Nevada Strategic Highway Safety Plan strategy #17).
- Provide extrication equipment to rural Nevada fire districts.

EMERGENCY MEDICAL SERVICE PROJECTS

Total Section 402 Funding:	\$ 101,866
Total Funding for Emergency Medical Service Projects	\$ 101,866

402 Funding

210-EM-1 Office of Traffic Safety-Program Management, Section 402 \$35,000

This project provides funding for necessary staff salary and travel expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and for the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-EM-2 Storey County Fire Protection District – Extrication Equip \$ 30,000

This is the first year of a three year program to up-grade extrication equipment for this community. Most of existing extrication equipment is ten to seventeen years old, and when coupled with new car technology, Storey County Fire Department has great difficulties to provide timely response within the “Golden Hour.” Grant funds will be used to purchase and deploy extrication equipment to provide for entrapped victims from motor vehicle crashes thus avoiding major delays in removing victims for transport to a trauma center.

29-EM-7 Sparks Fire Department – Extrication Equipment \$ 36,866

This is the second year of a three year program to up-grade extrication equipment for this community. Over the last few years this city has grown by both development and annexation, as a result, new locations and equipment are needed for suitable coverage of the area and to help save lives during the ‘Golden Hour.’

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MOTORCYCLE

The State experienced a significant increase in motorcycle fatalities in 2004. Since then, fatalities remained relatively the same in 2005, 2006, and 2007 with an increase in 2008. With the increasing population growth and renewed popularity of motorcycles, the enforcement and education of both motor vehicle operators and motorcycle riders is becoming more critical. This is particularly true in southern Nevada where the weather is conducive to year round riding.

A key element in reducing motorcycle crashes is a sound rider education for motorcyclists. The Nevada Rider Training Program, which is in the Nevada Department of Public Safety Office of Traffic Safety, has been rated as one of the top four in the nation. The Rider Program continues to increase student enrollment and is only constrained by a lack of suitable locations/facilities to hold classes.

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

Year	Total	Helmeted		Unhelmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	52				22.0%		
2010	49				19.0%		

PERFORMANCE GOAL

Decrease the number of motorcycle fatalities from 59 in 2008 to 49 by 2010.

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

STRATEGY

- Provide public education on the importance of heightened awareness of motorcycles on our highways by other motorists
- Develop a coalition of motorcycle safety advocates to review recommendations made in the “National Agenda” (NAMS) for the purpose of identifying new strategies to educate the driving public (motor vehicle and motorcyclists) on how to share the road
- Increase the number of Basic Rider beginning and Experienced Rider motorcycle training courses being taught in Nevada

MOTORCYCLE PROJECTS

Total Section 402 Commitment to Motorcycle Programs:	\$ 45,000
Total Section 2010 Commitment to Motorcycle Programs:	\$ 100,000
Total Funding Commitment to Motorcycle Programs:	\$ 145,000

Total State Commitment from Motorcycle Registration Fees **\$ 435,000**

These Fees support: Instructor Contracts, Equipment (motorcycles), and course maintenance.

402 Funding

210-MC-1 Office of Traffic Safety – Program Management \$ 15,000

Provides funding for necessary staff salary and travel expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded through Section 402 funds.

29-MC-2 OTS Motorcycle Awareness Media – Laughlin River Run, Las Vegas Bike Fest, Reno’s Street Vibrations) \$ 30,000

This will provide funding for an awareness campaign prior and during three annual motorcycle gathering and riding events. (see Media Plan – page 66)

406 Funding

29-2010MC-1 Office of Traffic Safety/Nevada Rider – Rider Training \$ 100,000

The Nevada Motorcycle Rider Program was established in 1992 and has trained over 32,000 riders using State funds (fee-based). Through this grant, the Rider Program will continue to expand the motorcycle training to accommodate more instructors, more classes, and additional motorcycle awareness media. This project will purchase additional motorcycles to accommodate new ranges, recruit and conduct at least two instructor training courses and produce two media campaigns to remind the public to “Watch out for Motorcycles” during peak rider events. The program may also add the SMSA’s “Advanced Rider Course” curriculum in FFY2010. Adding new or more courses is dependent on availability of range, or facility sites, to conduct the training.

OCCUPANT PROTECTION

The observed seat belt use rate for Nevada has traditionally been amongst the highest in the nation for states without a primary seat belt law. The use rate in 2008 was 90.2% and indications are that the use rate in 2009 will again exceed 90%. Despite the high use of safety belts, the number of unbelted fatalities continues to be disproportionately high, although decreasing. In 2008, 46% of Nevada fatalities (occupants in motor vehicles) were not wearing a seat belt. With the State's exponential growth and transient population, more effort is needed to both increase seat belt use rates with the habitual non-users, and to educate our new residents about how occupant restraints save lives.

OBSERVED SEAT BELT USE SURVEY

B-1

Year % Observed

2004	86.6
2005	94.8
2006	91.2
2007	92.2
2008	90.2
2009	90.5%
2010	91.5%
2011	
2012	
2013	
2014	
2015	

NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANTS FATALITIES - ALL POSITIONS

C-

4

Year	Restrained		Unrestrained		Unknown		Total
	Number	Percent	Number	Percent	Number	Percent	Number
2004	126	48.09%	123	46.95%	13	4.96%	262
2005	121	42.76%	140	49.47%	22	7.77%	283
2006	133	42.63%	147	47.12%	32	10.26%	312
2007	114	45.06%	123	48.62%	16	6.32%	253
2008	95	48.47%	91	46.43%	10	5.10%	196
2009				46.0%			
2010				45.0%			

PERFORMANCE GOAL

Increase the observed seat belt use rate (NHTSA Survey) from 90.2% in 2008 to 92.0% by 2010.

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

STRATEGY

- Continue to emphasize public education of Nevada’s Safety Belt Laws through enforcement and paid and earned media venues (state Strategic Highway Safety Plan strategy #7)
 - Provide paid media to support the “Click It or Ticket” enforcement campaigns
 - Provide paid overtime for law enforcement to enforce seat belt laws
 - Continue night time enforcement of seat belt laws
 - Combine DUI and Seat Belt enforcement events throughout the year
 - Provide training to law enforcement officers, statewide, on Nevada’s seat belt and child restraint laws, proper car seat use and availability of local resources for assistance
- Continue to provide public education programs and partner with other traffic safety advocates on safety belts, child passenger safety, proper seating and the use of booster seats (State Strategic Highway Safety Plan strategy #7).
- Continue to promote Nevada’s Seat Belt Coalition (State Strategic Highway Safety Plan strategy #7)
- Conduct and disseminate statistical, public opinion and awareness surveys to determine:
 - Front seat observed seat belt use
 - Public opinion and attitude regarding occupant protection laws
 - Public awareness of media & enforcement campaigns

OCCUPANT PROTECTION PROJECTS

Total Section 402 Commitment to Occupant Protection:	\$ 422,764
Total Section 405 Committed to Occupant Protection:	\$ 312,442
Total Section 406 Committed to Occupant Protection:	\$ 116,230
Total Funding Commitment to Occupant Protection:	\$ 851,436

402 Programs

210-OP-1 OTS - Program Management \$ 45,000

This project provides funding for necessary staff time and expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-OP-2 Office of Traffic Safety – NHP CPS Training \$ 30,000

Due to a legislator's urging (Assembly Bill 2 in 2009 Legislative Session), NHP and Nevada's Child Passenger Safety (CPS) Task Force agreed to provide CPS training for NHP troopers throughout the state. The goal is for each NHP sub-station to have at least one certified CPS Technician on site to provide child seat fittings to the public upon walk-in and phone call requests. These funds will provide for travel expenses for both students and instructors, as well as instructor fees, course operating needs, training seats, and other ancillary training expenses for the NHP-specific training sessions. NHP will promote this training opportunity to all troopers. Nevada's P.O.S.T. (Peace Officers Standards of Training) will also partner in providing instruction and CEU certification for the training.

210-OP-3 Office of Traffic Safety – May, 2010 CIOT Media \$ 100,000

This grant provides funding for paid media during the Memorial Day "Click it or Ticket" campaign. See 'Media Plan.'

210-OP-4 Office of Traffic Safety – November, 2009 CIOT Media \$ 40,000

This grant provides funding for paid media during a November "Click it or Ticket" Seat Belt campaign. See 'Media Plan.'

210-OP-8 Office of Traffic Safety – Seat Belt Coalition \$ 3,000

An occupant protection assessment conducted in 2004 recommended that seat belt safety advocates facilitate the organization of a broad-based coalition of organizations, agencies, industry groups and businesses to continue educating the public on the need to wear seat belts, every trip, every time. This funding provides support services for coalition members in regard to travel, website updates and maintenance, and other small operating needs.

28-OP-2 Nye County Family to Family – CPS Programs \$ 56,072

The Southern Nye County Family Vehicle Safety Project is designed to increase usage of child vehicle restraints through car seat check events, Family Vehicle Safety Classes, media and press events, and by providing car and booster seats for low-income families and community education classes. This project targets the Pahrump and Beatty/Armargosa areas. Funding supports a program coordinator salary, some operating costs, child safety seat purchases, and minimal travel.

28-OP-3 Clark County Safe Kids – CPS Programs \$ 29,000

This funds an ongoing project that includes development of a CPS Hot-line to allow citizens to call and report non-use of CRS (Child Restraint Systems) that they observe. If the information is sufficient the owner of the vehicle is contacted and provided CPS information as to Nevada law and usage, and reference to fitting services that are available in their area. Additionally, this project's activities include partnering with various law enforcement agencies regarding a CPS Hot-line and associated activities, Hispanic outreach as well as conducting mandatory child seat checkpoints. Funds will be used for salary, promotional items, press events and radio PSA campaign.

29-OP-3 Clark County Safe Kids – Buckle Up Special Kids \$ 41,688

This project provides a resource and advocate for the safe transportation of special needs children. Methods used are education on the subject and a program that identifies the proper seat to use with attempts to fill that need by purchase or loaner program seats. Funding is for a program coordinator's salary, special needs child safety seats, and some PI&E and earned media functions.

29-OP-4 Ron Wood Family Resource Center – CPS Program \$ 54,004

Ron Wood Family Resource Center provides CPS programs and education during community events, provides regular fitting service to families needing CRS, and act as a resource for all child traffic safety issues. They are a one-stop shop for WIC, Welfare, employment training, food, medical, and family health care education for residents of the Carson Valley and conduct services for both English and Spanish-speaking only clientele. Funding provides for some coordination salary & benefits, child safety seats, fitting station supplies, minimal travel and operating needs.

29-OP-5 Office of Traffic Safety – Mini-grants \$ 12,000

This project enables the Office of Traffic Safety to provide effective and timely education to the public through traffic safety community coalitions and partners. Upon application, DPS-OTS offers mini-grants to qualified organizations to conduct CPS education programs. Maximum awards are limited to \$2,000 per agency per year.

29-OP-7 Office of Traffic Safety – CPS State Programs \$ 12,000

At the recommendation of a NHTSA occupant protection assessment conducted in 2004 and a recommendation made by Western Region NHTSA, DPS-OTS assisted in the creation of a CPS Task Force. The Task Force was established in 2003 and this project provides support (travel, video teleconference fees, meeting rooms) for the task force for up to 12 meetings per year (three of which are in-person meetings).

405 Programs

210-405OP-1 UNLV-TRC – Seat Belt Survey \$ 72,442

These funds will support wages, travel and operating costs for the UNLV-Transportation Research Center to conduct Nevada's official annual safety belt usage survey based on prescribed NHTSA survey methodology. The survey results become the official NOPUS observed seat belt usage rate for Nevada.

210-405OP-3 OTS – Joining Forces \$ 240,000

This will provide overtime funding for law enforcement to conduct seat belt enforcement during the state's two "Click it or Ticket" campaigns as well as other optional Joining Forces seat belt events on the 2010 calendar. (See Joining Forces Overview on page 59)

406 Programs

210-406OP-1 Office of Traffic Safety – Program Management \$ 45,000

This project provides funding for necessary staff salary and travel expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 406 funding. Included in this project is funding for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

29-406OP-3 University Medical Center – Family Resource Center \$ 71,230

This grant helped establish a CPS Fitting Station at the only public hospital in the Las Vegas area. Services include daily fittings of CRS, monthly community events promoting the education and use of CRS, development of a hospital discharge policy for children, and educating the general public on the need for child passenger seats. Includes service to both English- and Spanish-speaking clients. Funding provides for a program coordinator's salary, child safety seats, public information & education items, and minor operating costs.

PLANNING AND ADMINISTRATION

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

TOTAL FATALITIES C-3

Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2004	20,248	395	1.95	249	1.23	146	0.72
2005	20,776	427	2.06	259	1.25	168	0.81
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008		324	1.50	200		123	
2009			1.40				
2010			1.35				

PERFORMANCE GOAL

Decrease the total fatalities per 100m VMT from 1.68 in 2007 to 1.35 by 2010.

PLANNING AND ADMINISTRATION PROJECTS

Total Section 402 Funding Committed to Planning and Administration:	\$ 216,235
Total Section 406 Funding Committed to Planning and Administration:	\$ 124,173
Total Section 410 Funding Committed to Planning and Administration:	\$ 60,000
Total Funding Committed to Planning and Administration	\$ 400,408

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

402 Funding

210-PA-1	Office of Traffic Safety – Planning and Administration	\$ 216,235
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410 Funding

210-K8-18-3	Office of Traffic Safety – Planning and Administration	\$ 60,000
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406 Funding

210-406PA-1	Office of Traffic Safety – Planning and Administration	\$ 49,173
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210-406PA-2	Office of Traffic Safety – Grant Management System Software	\$ 75,000
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DPS-OTS has quadrupled the amount of federal highway safety funds that it awards and manages in the past six years; however, staffing resources have remained the same, stretching the abilities of staff to maintain the high level of service traditionally provided to the State of Nevada. In light of recent economic crises and state-mandated furlough requirements, it is stretched even finer. The possibilities of gaining additional positions in the office are minimal until at least CY2012. *An automated grants management system (GMS)* would enable DPS-OTS to continue to provide the same or higher levels of service, transparency, and accountability to Nevada's public at a relatively low cost, improving the efficiency and efficacy of DPS-OTS administration of federal grant funds.

PEDESTRIAN AND BICYCLE SAFETY

With the number of pedestrian and bicycle deaths varying from 49 to 75 per year for the last 10 years, it is difficult to establish clear trends with respect to these types of fatalities. Regardless, Nevada has one of the highest pedestrian fatality rates, at 2.9 fatalities per 100,000 population, compared to the national rate of 1.6.

The extreme growth in population in our large metropolitan areas is resulting in an increase in both pedestrian and vehicle traffic bringing increased risk to pedestrians and bicyclist. In 2007, most fatalities (92%) occurred in the populous Clark County.

Most crashes occurred on minor arterials and at non-intersection locations and adults between the ages of 25 – 64 were involved in 62% of all pedestrian crashes. Approximately 74% of the fatal crashes occurred at non-intersection locations.

NUMBER OF PEDESTRIAN FATALITIES

Year	Total Fatalities	Pedestrian	
		Number	% Ped.
C-10			
2004	395	60	15.19%
2005	427	63	14.75%
2006	431	51	11.83%
2007	373	52	13.94%
2008	324	56	17.28%
2009		52	
2010		48	

PERFORMANCE GOAL

Decrease the number of pedestrian fatalities from 56 in 2008 to 48 by 2010.

Strategies

- Continue to develop community-based programs for educating the public on pedestrian and bicycle safety (Nevada Strategic Highway Safety Plan strategy #4).
- Conduct enforcement campaigns at high crash locations (Nevada Strategic Highway Safety Plan strategy #8).
- Conduct at least one public awareness campaign (Everyone’s a Pedestrian Some Time) on pedestrian safety. (Nevada Strategic Highway Safety Plan strategy #4).

PEDESTRIAN AND BICYCLE SAFETY PROJECTS

Total Section 402 Funding Commitment to Pedestrian and Bicycle Safety:	\$ 206,616
Total Section 406 Funding Commitment to Pedestrian and Bicycle Safety:	\$ 35,000
Total Funding Commitment to Pedestrian and Bicycle Safety Programs:	\$ 241,616

Total State (Non-Federal) Commitment to Pedestrian and Bicycle Safety: \$ 179,783

This is Pedestrian and Bicycle money from a fee on Drivers Licenses specifically for education and programs promoting Bike/Ped Safety.

402 Funding

210-PS-1 Office of Traffic Safety – Program Management \$ 15,000

Program Management provides funding for necessary expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded through Section 402. Funding is also provided in this task for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources. The salary for the position is paid from the fee based state account for Bicycle/Pedestrian programs.

210-PS-2 RTC – Washoe County – Walk Safely Washoe \$ 47,000

RTC is the Regional Transportation Commission (MPO). “Walk Safely Washoe” will focus on increasing pedestrian safety practices while expanding awareness of pedestrian issues by both motorists and pedestrians in an effort to increase the number of pedestrian trips. Year one will focus on program building, collaboration, and mass media communication. Funding will provide for contract services including: development and printing of pedestrian safety information as well as implementation of pedestrian safety information on the RTC’s web site.

210-PS-3 Safe Kids – Washoe County—Ready to Walk & Roll \$ 34,595

This is the first year for Safe Kid’s “Ready to Walk N’ Roll” Summer Camp which will educate youth about safe walking and bicycling practices so that they become self-sufficient individuals and learn how to safely navigate residential streets on foot and on a bike. Subsequent years will focus on program sustainability through community collaboration and circulation efforts. Funding will support camp coordinators and instructors along with associated materials.

210-PS-4 Reno Police Department – Bike & Ped Enforcement \$ 35,100

The Reno Police Dept. has recognized the need to increase the enforcement of bicycle and pedestrians laws. This project will focus its efforts by funding increased police enforcement targeting pedestrians, bicyclists, and motorists in an effort to expand obedience to traffic laws while promoting a safer traffic environment. This will be the first year for this grant with a possibility of extending to years two and three.

POLICE TRAFFIC SERVICES

Nevada Department of Public Safety - Office of Traffic Safety cooperates with State and local law enforcement agencies to provide an efficient and effective Police Traffic Services program. The objective of the program is to enforce traffic laws, prevent crashes and deaths, assist the injured, document crashes, supervise clean-up and restore safe and orderly movement of traffic.

The DPS-OTS relationship with law enforcement is critical to the success of many traffic safety counter-measures and for the prevention of traffic related injuries and deaths. State traffic enforcement resources (equipment and human resources) have not kept pace with the population explosion in Nevada during the past ten years, making this funding essential to pro-active traffic program implementation.

The Police Traffic Services projects in this plan may also address other programs areas, such as speed, alcohol, occupant protection and enforcement equipment needs. Funding for enforcement events are combined with the DPS-OTS Joining Forces sustained, multi-jurisdictional enforcement program.

NUMBER OF CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES

A-1 Seat Belt

A-2 DUI Arrests

A-3 Speed

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2004			0		
2005			0		
2006	2119	291	2410	2098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009			6,500	14,500	550
2010			6,750	15,000	600
2011			0		
2012			0		
2013			0		
2014			0		
2015			0		

PERFORMANCE GOAL

- 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.

STRATEGIES:

- Conduct a statewide, sustained, multi-jurisdictional law enforcement that includes increased enforcement of Safety Belts, Alcohol, Speed, and Pedestrians (Nevada Strategic Highway Safety Plan strategy #'s 4, 7 & 8).
- Enhance the ability of law enforcement to conduct public education through localized programs that provide equipment and overtime.
- Continue to develop a coalition with law enforcement that promotes increased public education through enforcement by contracting a Law Enforcement Liaison for the DPS-OTS.
- Provide specialized training to traffic officers and instructors as needed.
- Provide incentives and awards to honor top law enforcement agencies, officers and community members within the State.
- Fund public information and paid & earned media endeavors to support safety belt, alcohol, speed and pedestrian enforcement programs.

Total Section 402 Funding Commitment to Police Traffic Service Programs:	\$ 201,752
Total Section 406 Funding Commitment to Police Traffic Service Programs:	\$ 964,450
Total Funding Committed to Police Traffic Services	\$ 1,166,202

402 Funding

210-PT-1 OTS – Program Management \$ 35,000

Provides funding for necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area that are funded by Section 402. Funding is also provided in this task for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources. Management of the Joining Forces multi-jurisdictional enforcement is also included in this project.

210-PT-2 Mesquite Police Department – In-car video equipment \$ 29,000

Purchase in-car video to record stops and SFST exams. With video records maintained on file of all DUI stops, the officers will be better equipped for their court presentations, resulting in an increase in DUI prosecution rates.

210 PT-3 Nevada Highway Patrol, Northern Command - \$ 36,500

This project will train up to 40 officers in traffic crash reconstruction to ensure the crash reports are accurate and timely which will improve crash data quality, leading to improved enforcement

and engineering efforts to reduce crashes. Funds will purchase Northwestern training manuals and supplies so the class can be taught in Nevada with minimal travel or contractor expense.

210-PT-4 Nevada Highway Patrol, Southern Command - \$ 22,540

This project will provide the equipment necessary to read the “crash record” from the vehicles on-board computer (black box). Training in the use of this equipment will be part of the project. The intent is to equip the NHP Major Accident Investigation Team with this device and train them in the use. Funds are primarily for the equipment itself.

210-PT-5 Sparks Police Department – Speed Enforcement \$ 10,500

This project will equip 20 traffic officers with hand held radar units. This will help these traffic officers reduce the average 85th percentile of speed on the major roadways within Sparks (a stated goal of the traffic division).

210-PT-6 Washoe County Sheriff’s Office – Combined Enforcement \$ 31,838

This project is for overtime to conduct very broad checkpoints to increase the visibility of traffic officers and emphasize violations such as: suspended/revoked licenses, no registration, no insurance. The priority offenses of seat belts, DUI, etc. will be included in this overall effort.

210-PT-7 Lincoln County Sheriff’s Office - Speed Enforcement \$ 16,374

This project will purchase 6 radar units for the patrol vehicles. Lincoln County is in need of upgrading their vehicle equipment. The 6 units would give the sheriff’s department a total of 12 patrol units with radar. Lincoln SO will provide the training to certify it officers in the use of the new equipment. As a “frontier” county, speed is a major problem on the highways traversing Lincoln County.

210-PT-8 Law Enforcement Liaison \$ 20,000

This project will fund the salary of our Law Enforcement Liaison for his work on behalf of DPS/OTS. This work includes promoting traffic enforcement and other specific requests for help in specific areas, such as; establishing a standardized BAC testing procedure for all drivers involved in a fatal crash, FARS reporting, and SFST course distribution.

406 Programs

210-406PT-1 Office of Traffic Safety – Program Management \$ 49,450

Provides funding for necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area that are funded by Section 406. Funding is also provided in this task for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources. Management of the Joining Forces multi-jurisdictional enforcement is also included in this project.

210-406PT-2 Washoe County Sheriff's Office – DDACTS \$ 48,000

This grant will provide overtime monies to the Washoe County Sheriff's Office for enhanced traffic enforcement. Washoe County SO is piloting a DDACTS program and this grant will help with the additional traffic enforcement needs identified by DDACTS (Data Driven Approaches to Crime & Traffic Safety).

29-406PT-3 Office of Traffic Safety – Joining Forces \$ 55,000
Recognition Conference and PI & E

This will provide funding for training and recognition events for officers of agencies participating in the Joining Forces program. An annual Recognition event is held annually in September. Costs include facilities use, meals (working meals), training sessions, business needs, lodging, audio/visual services, and the like. Promotional, Incentive and Educational material will also be purchased & provided to participating agencies for use throughout the year.

29-406PT-4 Office of Traffic Safety – Joining Forces Incentive Program \$ 30,000
End of Project Year Award for Outstanding Agencies

This grant is to provide incentive awards for participation in the Joining Forces Program. With a year-long calendar of enforcement events to coordinate, it is important to show the appreciation of DPS-OTS for their efforts. Three agencies will receive an award of equipment not to exceed \$10,000. The equipment is chosen by the winning agency and must be related to traffic enforcement. Agencies earn points by meeting administrative requirements during the grant period, such as reports on time, claims accurate and on time, etc. In this way each agency, no matter the size, has an equal chance to win one of the awards. The following restrictions apply to this award:

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

Any equipment funding awarded for an individual value of >\$5,000 will first seek approval from NHTSA before finalizing the award. [The time of the recognition conference is late September, thereby not meeting the Sept 1 deadline for the upcoming year's HSP].

29-406PT-5 Office of Traffic Safety – Joining Forces Participation Incentive \$ 12,000

These are primarily mini-grant funds of up to \$2,000 each for needs a participating law enforcement agency may have in respect to Joining Forces enforcement events (excluding over time) throughout the year.

29-406PT-6 Office of Traffic Safety – Joining Forces Enforcement \$ 750,000

This funding is for overtime for participating law enforcement agencies to cover any events on the Joining Forces Calendar that are not covered by program specific funding (405, 410).

This funds the travel necessary for the participants of the Joining Forces Program to attend quarterly meetings to review progress and coordinate the efforts for the upcoming quarter.

**Police Traffic Services
Joining Forces Program Overview-**

29-JF-1 Joining Forces – Law Enforcement Over-Time

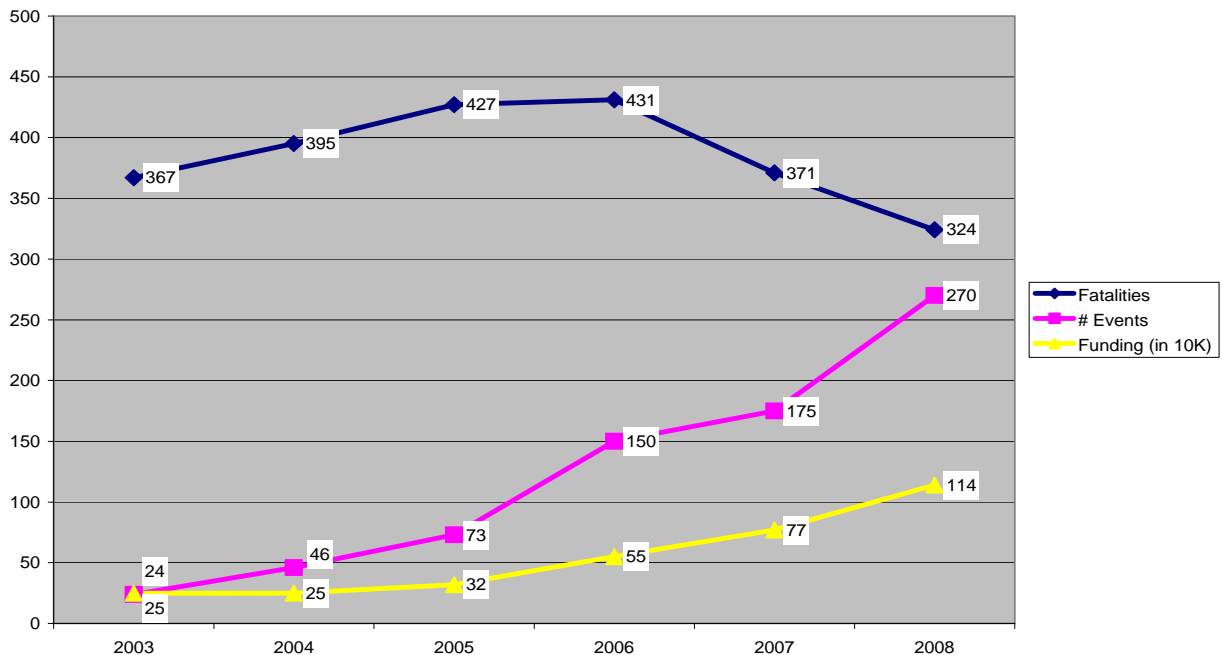
Joining Forces is a program that funds over-time payroll expenses for law enforcement agencies to conduct traffic enforcement events. Multiple funding sources are used to maximize the benefits of the program and to cover the critical program areas such as Impaired Driving, Occupant Protection, Speed, and Pedestrian Safety.

This is the master grant for the program, funded as shown below.
(Individual grants are listed under appropriate program area in HSP)

Consolidated Funding for Joining Forces Overtime Program, FFY2010

Joining Forces – 210-405OP-3 (405 funding)	\$ 240,000
Joining Forces – 29-406PT-6 (406 funding)	\$ 750,000
Joining Forces – 210-K8-18-8 (410 funding)	\$ 400,000
Total Overtime Funding – Joining Forces	\$ 1,390,000

Fatalities, # Events, Funding Comparison Nevada, 2003 - 2008 Joining Forces Enforcement Program



TRAFFIC RECORDS

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

A major project for this year is the NCATS Multiple Projects to Support Data collection (MOD). Over the last few years, the Traffic Records Coordinating Committee (TRCC) has been successful in implementing a statewide Police Accident Report (PAR) which addresses many of the data elements contained in the Model Minimum Uniform Crash Criteria (MMUCC). The PAR is better known as the NCATS Project (Nevada Citation & Accident Tracking System). State Emergency Medical Services providers are utilizing and reporting data into the National Emergency Medical Services Information System (NEMESIS) and most law enforcement agencies are transmitting PAR reports into the NCATS Crash file. Several courts are now providing citation disposition electronically to the Department of Motor Vehicles and the Traffic Records Coordinating Committee is working to adopt an automated Property Damage Only report.

PERFORMANCE GOAL (CONSISTENT WITH TRCC STRATEGIC PLAN)

Collect, analyze and use crash data to determine appropriate countermeasure activities. Currently about 95% of current crash reports are accepted into the NCATS system (2008). The performance measures are to increase report acceptance (approval) by a minimum of 1% per year in 2010 and 2011; decrease the number of days between NCATS refreshes from 120 to three days or less with electronic download of crash reports, by the end of CY 2010; and increase the percentage of law enforcement agencies reporting traffic *citations* to NCATS from 0 % in FFY 2008 to 10% in 2010, 50% in 2011 and 75% in 2012.

STRATEGY

- Continue development of the statewide Nevada Citation and Accident Tracking System (NCATS), including solicitation of a new software vendor contract, and developing the citation piece of the software and data collection process.
- Begin development of technology that will share and provide useful data to highway safety information system users
- Continue to conduct Traffic Records Coordinating Committee Meetings on at least a quarterly basis.
- Revive the efforts and executive level support for NCATS by the Traffic Records Executive Committee.

Total Section 402 Funding Commitment to Traffic Records Programs:	\$ 180,000
Total Section 406 Funding Commitment to Traffic Records Programs:	\$ 250,000
<u>Total Section 408 Funding Commitment to Traffic Records Programs:</u>	<u>\$ 670,000</u>
Total Funding Committed to Traffic Records Programs	\$1,100,000

402 Funding

29-TR-3 Office of Traffic Safety – TRCC Meetings \$ 30,000

The TRCC (Traffic Records Coordinating Committee) is a users group, with representation of all the states NCATS users, traffic engineers, traffic records units, IT professionals, and anyone with a professional relationship with NCATS. The TRCC receives direction from the Traffic Records Executive Committee (TREC), researches and implements projects directed or approved by the TREC, and is a roundtable for discussion of mutual problems, training and dissemination of information about Nevada traffic records.

210-TR-1 Office of Traffic Safety – Program Management \$ 70,000

Provides funding for necessary staff and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area that are funded by Section 402. Funding is also provided in this task for the printing of brochures and pamphlets and for the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-TR-2 Office of Traffic Safety – Sub- and Mini-grants \$ 40,000

Crash reports are submitted to the NCATS repository through hand held and/or desk top PCs. Throughout the development of the project, law enforcement agencies periodically require changes to software and small items of equipment such as servers, hand-helds, and PCs. This category provides funding for small grant projects for law enforcement agencies in support of traffic records project needs.

210-TR-5 Office of Traffic Safety – NCATS DPS Technology Support \$ 40,000

Integrating the NCATS crash database into the Department of Public Safety’s Records & Technology Bureau equipment requires periodic programming and maintenance by Department IT personnel. This project provides funding for the construction, maintenance, changes to business rules, downloads, and validation of records for entry into the Department’s IT platform.

406 Funding

210-406TR-1 Office of Traffic Safety – NCATS Program Development \$ 100,000

The NCATS database is operational and now contains approximately 201,000 crash records from 2004 to the present. Accessing this data is as important as its collection. NCATS lacks a defined, automated, query process. This project will help design and implement a query process for NCATS crash information, as well as provide maintenance to the participating law enforcement agencies.

210-406TR-2 Office of Traffic Safety – NCATS Mod & Other TR Projects \$ 150,000

The State Long Range Highway Safety Information System Plan establishes key projects to sustain the development of information systems in Nevada. The priorities for Federal Fiscal 2010 include the NCATS Modernization project, or the letting out of a new RFP for the NCATS software system.

408 Funding

210-408TR-1 Office of Traffic Safety – Program Management \$ 80,000

Provides funding for necessary staff and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area that are funded by Section 408. Funding is also provided in this task for the printing of brochures and pamphlets and for the distribution of literature and media materials developed through successful projects, or obtained from other sources.

210-408TR-2 Reno Police Department \$ 40,000

A project to allow for equipment purchases for the electronic capture of citations and crash reports with the intent to link to the State NCATS data base. Includes purchase of Motorola C7598 handheld units.

210-408TR-4 Office of Traffic Safety – NCATS Project (IT) Management \$ 115,000

This project addresses the preparation and management of projects in the State Highway Safety Information System Plan. It includes the salary and benefits of the full-time IT Program Manager, who is responsible for operations of the TRCC, NCATS agencies and participants, NCATS training development, contracting for NCATS services, vendor performance and planning.

210-408TR-5 Office of Traffic Safety – NCATS Mod & Other TR Projects \$ 400,000

The State Long Range Highway Safety Information System Plan establishes key projects to sustain the development of information systems in Nevada. The priorities for Federal Fiscal 2010 include the NCATS Modernization project, or the letting out of a new RFP for the NCATS software system.

210-408TR-6 Office of Traffic Safety – Traffic Records Program Assessment \$35,000

Nevada's last NHTSA Program assessment of Traffic Records was conducted in November, 2005. NHTSA staff and field experts will be conducting a follow-up assessment of Nevada's TR program the week of April 5-9, 2010.

NDOT ‘FLEX’ FUNDING (FHWA)

Starting in FY 2006, States with Strategic Highway Safety Plans (SHSP) that meet the requirements of 23 USC 148 may obligate Highway Safety Improvement Plan (HSIP) funds for projects on any public road or publicly owned bicycle and pedestrian pathway or trail. Each State must have an SHSP to be eligible to use up to 10 percent of its HSIP funds for other safety projects under 23 USC (including education, enforcement and emergency medical services). It must also certify that it has met its railway-highway crossing and infrastructure safety needs (SAFETEA-LU Section(s): 1101(a)(6), 1401).

Nevada’s Department of Transportation met these required needs, and let out an application process to the SHSP’s partners for flex funded-projects related to behavioral change: increase seat belt use, reduce incidence of impaired driving, pedestrian safety, lane departures, and intersection crashes (5 CEA areas). DPS-OTS applied for and received a flex fund award for FFY2010 in the amount of \$724,000 to conduct three separate projects related to SHSP traffic safety issues, as follows. These projects will be scheduled and in line with the *Joining Forces* enforcement calendar and focus program areas throughout the year.

PERFORMANCE GOAL

Effectively reach and educate at-risk drivers and pedestrians with the needed frequency that will influence and change their behavior on Nevada roads.

Performance measures include increased seat belt usage in the 2010 observational survey broken down by ethnicity, with a noted increase in Latino usage; a reduction in impaired driving crashes and fatalities in 2010; and a reduction in pedestrian fatalities in 2010. In addition a statewide awareness survey will be conducted in July 2010 to evaluate the success of the paid and earned media messages and campaigns associated with same.

STRATEGY:

- Conduct highly visible enforcement and paid media campaigns during the annual “Click it or Ticket” *Joining Forces* enforcement events.
- Conduct highly visible enforcement and paid media campaigns during the annual “Over the Limit. Under Arrest” *Joining Forces* enforcement events, as well as additional holiday periods that involve a higher rate of impaired driving in Nevada.
- Conduct the third annual PACE Program in Nevada during FFY2010, expanding it beyond Clark County to statewide. PACE is for ‘Preventing All Crashes Everyday.’ This is a year long program on traffic safety issues that targets high school age drivers. By partnering with the Driver’s Edge Program and creating a competition between student teams of teen drivers on safety issues, media creative, and driving skills, an effective program has been developed. This started as an idea by the UNLV-TRC’s *Safe Communities* Coalition of Las Vegas, and is now a solid program for youth outreach.
- Develop and implement a Latino Community Safety Outreach Program to engage Latino audiences through culturally responsive media campaigns, enforcement operations and educational programming targeting highway safety messages in the areas of seat belt usage, impaired driving and pedestrian safety concerns.

FLEX-FUNDED PROJECTS

210-DOT-1

\$300,000

Nevada Department of Public Safety - Office of Traffic Safety
“Click it or Ticket” and “Over the Limit, Under Arrest” Paid Media

The Click it or Ticket safety belt enforcement campaign is conducted over the Memorial Day holiday period in May and the Thanksgiving holiday period in November in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard hitting paid media message combined with stepped up enforcement of safety belt laws through the OTS *Joining Forces* program. This project will provide additional paid media spots for the Federal Fiscal Year 2010 efforts.

“Click it or Ticket”

<i>Campaign</i>	<i>NHTSA 402 funds</i>	<i>NDOT Flex Funds</i>	<i>Total Media Buy \$</i>
<i>May, Memorial Day, 2010</i>			
<i>November, Thanksgiving 2009</i>			
<i>Total for CIOT FY2010</i>	<i>\$140,000</i>	<i>\$120,000</i>	<i>\$260,000</i>

Reducing the incidence of impaired driving is also a critical emphasis area in Nevada’s Strategic Highway Safety Plan. Nevada has traditionally conducted two “Over the Limit. Under Arrest” enforcement and paid media campaigns each year, during the September Labor Day holiday and December holiday seasons. This project will provide additional paid media for the FFY2010 Labor Day and December Holiday efforts, as well as providing for three additional campaigns to cover high-risk holidays in Nevada: Super Bowl in February, Independence Day in July, and Halloween in October.

“Over the Limit. Under Arrest.”

Campaign	NHTSA 402 funds	NDOT Flex Funds	Total Media Buy \$
October 2009 Halloween			NEW
December Holiday season			
February Super Bowl			NEW
July 4 th Independence			NEW
September Labor Day			
Total for CIOT FY2010	\$180,000	\$180,000	\$360,000

210-DOT-2**\$114,400****Nevada Department of Public Safety - Office of Traffic Safety
“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 will entail the third annual PACE program as originally introduced by the Safe Community Partnership of Clark County. This NDOT Flex funded project will expand PACE to a statewide program coinciding with the school year, with up to three regional coordinators: Northern Urban Nevada (Washoe, Douglas, Carson, Lyon counties), Central Rural Nevada, and Southern Urban Nevada (Clark County).

210-DOT-3**\$310,000****Nevada Department of Public Safety – Office of Traffic Safety
Latino Community Safety Outreach Program**

Increasingly, outreach programs across the state are working to meet the needs and interests of Latino Americans. The rapid growth of the Latino population since 1990 has caused many counties that previously had little or no Latino representation to become home to significant numbers of Latino residents. Often Latinos represent a new audience for outreach programs and one that is not readily integrated into existing programs.

The objective of the Latino Community Safety Outreach Program is to increase awareness of priority traffic safety issues—seat belts, impaired driving, and pedestrian concerns—through an intensive education and media campaign that is culturally and linguistically appropriate.

Similar to the PACE project, regional coordinators will be solicited throughout the state to administer Latino Outreach initiatives to their local communities.

402 Funds

29-MC-2 Office of Traffic Safety- Motorcycle Awareness Media Campaign \$30,000

At the recommendation of motorcycle advocate groups in Nevada, DPS-OTS will launch a new outdoor media campaign focusing on impaired motorcycle riding during three key motorcycle events (Laughlin River Run, Las Vegas Bike Fest, and Street Vibrations in Reno).

Although motorcycle safety is an issue any time of the year, it is particularly essential during the motorcycle festivals that are held in Las Vegas, Laughlin and Reno annually. At these festivals, there is a large influx of motorcycles on both the major freeways and the surface streets.

With limited funding, DPS-OTS will reach the target audience of male adults ages 25-54 as well as increase passenger vehicle driver awareness of motorcycles on Nevada roadways. Based on the fact that we need to reach riders, the best market is while they are in their vehicles. Outdoor advertising is selected as it provides the optimum reach and frequency of message necessary to provide education on motorcycle safety with minimal verbiage to get the message across.

Based on crash data, outdoor advertising will be located at high crash locations in the three communities 30 days prior to each festival. Placement will include:

Las Vegas – 40-50 locations

Reno – 20 locations

Laughlin – 1 location with mobile bill board 2 weeks prior

210-CP-4 Office of Traffic Safety - “Thursday Night Lights” \$35,455

In partnership with UNLV’s Safe Communities and CW-TV in Las Vegas, traffic safety messages and creative from PACE (teen) campaign winners will be produced and paid media aired at least 4 times for each of (11) local high school football games aired live on TV during the Fall, 2009 high school football season.

210-OP-3 Office of Traffic Safety-Memorial Day CIOT 2010 \$140,000

210-OP-4 November CIOT, 2009

“Click it or Ticket” Campaign Paid Media

The Click it or Ticket safety belt enforcement campaign is conducted over the Memorial Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard-hitting paid media message combined with stepped up enforcement of safety belt laws. Nevada also has a CIOT campaign during November of each year and supports this effort with paid media. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2010 effort.

DPS-OTS will utilize a media mix to cover the primary target audience of men age 18-34. By using radio and television, there will be the opportunity to maximize both the reach and frequency to the available target.

Flight Dates:	May 10-24, 2010 (approx) & November 16-30, 2009 (approx)
Target Audience:	Male: Primary –18-34/Secondary –35-44/Tertiary – Hispanic
Geographic Target:	Statewide
Media Type	Television in Reno, Las Vegas, Pahrump and Elko/General Radio in Las Vegas and Reno/Hispanic Radio in Las Vegas and Reno

Television will be used in the local markets throughout Nevada in conjunction with the national Click it or Ticket paid media campaign that will run at the same time. The cost of television has increased in both major markets. The primary markets will be the Las Vegas metro area including Pahrump, the Reno/Sparks metro area and Elko. Cable television will be used to reach viewers in the Nellis Air Force Base and Laughlin areas, Carson/Douglas, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe.

While the primary target audience of males age 18-34 are not heavy television viewers, they can be reached through network prime, some sport events and selected cable networks. Additionally, programming that reaches the target audience on the broadcast networks in other day parts will be recommended. Sporting events will include NBA Basketball playoffs, NASCAR, the Indy 500, and MLB Baseball. Sports ratings delivery to this target is difficult to predict from year to year.

Elko will be reached with a combination of cable and KENV which is NBC and affiliated with KRNV in Reno. The other rural northern Nevada markets will be reached with cable using as many of the above cable networks as available in each market. Nellis and Laughlin will be reached with cable and included in the southern Nevada buy.

Hispanic males will be reached through both the general market schedule and Spanish language television. Both reach and frequency may be higher than previous years due the increased paid media funding from NDOT's Flex funds to support this campaign.

*70.5% of Males 18-34 will be reached approximately 7 times
75% of Males 35-44 will be reached approximately 5 times
87% of all households will be reached approximately 9 times*

**210-AL-8 Labor Day holiday, 2010 and December Holiday Season, 2009 \$180,000
Office of Traffic Safety -"Over the Limit. Under Arrest" Paid Media**

The Drunk Driving "Over the Limit. Under Arrest" impaired driving enforcement/media campaign is conducted over the Labor Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. The annual campaign includes a hard hitting paid media message combined with stepped up enforcement of impaired driving laws. Smaller media efforts also support "Over the Limit, Under Arrest" campaigns during December and July. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2010 effort.

DPS-OTS will utilize television and radio to deliver a targeted DUI message in the time periods surrounding the Labor Day weekend, which are typically heavy party and drinking times for young men. During the weeks of the campaign, television and radio will air with heavier emphasis on the Labor Day weekend. This year's campaign will launch with radio rather than a combination of TV and radio due to the large number of summer travelers who will be on the road.

Flight Dates:	Labor Day (September, 2010); December Holidays, 2009; July 4 th , 2010
Target Audience:	Men ages 25-45 (General Market & Hispanic)
Geographic Markets:	Las Vegas Metropolitan area/Laughlin and Nellis/ Reno/Sparks/Carson/Fernley, Fallon and Winnemucca/Elko
Media:	Television and Radio

The mix of media use by location is similar to the CIOT media effort outlined above.

406 Funds

210-406CP-5 Office of Traffic Safety - Interactive Website \$40,000

This project is for web design and software support for updating the OTS website. The website currently has drop down menus with links to other traffic safety organizations, as well as schedules for events. The goal is to create interactive links, forms and downloadable materials that connect users with a variety of traffic safety resources. This project provides funding for any needed contract public relations services, printing, web design and computer programs and software related to the website.

210-406CP-6 \$100,000

CIOT and OTLUA PSA/Commercial Production

The local commercial inventory for “Click it or Ticket” and “Over the Limit, Under Arrest” has not been updated in three years. DPS-OTS will produce new commercial spots for both campaigns, with productions in both English and Spanish languages. New Nevada-specific spots will compliment the hard-hitting national messages and will increase the reach with a variety of messages without risking overexposure. The Spanish language spots will air statewide on Spanish television stations in concert with the national campaigns.

210-406CP-8 Office of Traffic Safety - Marketing Manager \$105,000

The Office of Traffic Safety has established a new position within OTS. This position was created because of the significant increase of media activities, both earned and paid, conducted throughout the year. The coordination of these efforts statewide now requires a full time effort to ensure all program areas have the strongest possible effect. This position also works closely with the Strategic Communications Alliance of Nevada’s SHSP to ensure its partners are consistent in their safety messaging to the public.

Some of the responsibilities of the new Marketing position include:

- Assist Program Managers in the selection, purchase, budgeting and distribution of all public information and educational materials for OTS and campaigns within their program areas
- Develop and manage the internal PI&E budget
- Manage assigned projects and grants, specifically when the success of the program requires an emphasis on marketing strategies and execution
- Assist sub-grantees in developing their media strategies
- Facilitate all news media contacts and inquiries for OTS
- Manage and develop OTS brand and campaigns, including all promotional messages, slogans, print materials, web content and broadcast copy
- Liaison with DPS Media contractor
- Determine when contract work is necessary and negotiate pricing for contracted media work
- Marketing point person for OTS Program Managers and OTS Administration: Manage the execution of all marketing and public information needs, whether produced in-house or through an external contractor
- Liaison with other public safety organizations, law enforcement, state, county and municipal PIOs, media, program sponsors and other public affairs relationships that relate to media, marketing, branding or as assigned
- Serve as a representative of OTS on various traffic-safety committees and task forces as assigned

The two major areas of improvement will be better use of earned media by developing partnerships with the various media outlets, and better communication and coordination of messages utilizing other partners who have their own Public Information Officers or spokespeople on traffic safety issues, thereby maximizing limited resources.

210-406PS-1 Office of Traffic Safety - Media Bike/Ped \$30,000

With the cost of gas and unemployment rising, more people are turning to bicycles, buses and walking as their primary transportation. DPS Office of Traffic Safety will focus awareness efforts on both pedestrians and cyclists as well as motorists in Federal Fiscal year 2010. DPS-OTS will utilize radio Public Service Announcements (PSA's) to urge drivers to share the road, as well as promote enforcement campaigns. Buses will be used as a venue to reach pedestrians with messages about walking and crossing roads safely. Bus stop shelter posters and bus posters will be used in the Clark County metro area.

Geographic Markets: Las Vegas Metropolitan area, Reno/Sparks/Carson/Fernley
Media: Radio and bus stop shelters

PLEASE NOTE: Some of the above media projects may be duplicated in this plan under other program areas (i.e., Community Programs, Ped & Bike Safety, etc).

EQUIPMENT PURCHASES OVER \$5,000

In pursuing the DPS-OTS traffic safety goals and objectives, several agencies will receive awards that allow for the purchase of equipment. In compliance with federal requirements, equipment to be purchased, of over \$5,000 in individual value, is listed below.

210-PT-2

Mesquite Police Department – In-Car Video Cameras

Funding Level -- \$29,000

Currently, the Mesquite Police Department has a car-per-man policy which allows officers to “take home” vehicles. None of these vehicles are equipped with in-car video cameras. Typically one officer performs a traffic stop, including those involving potentially impaired drivers. If a driver is suspected to be impaired, another officer responds as a back up officer. With the purchase of in-car video cameras, MPD will be able to record/monitor traffic stops, field sobriety tests, and use these recordings as evidence in a court of law. Video cameras will also allow MPD to review and ensure proper procedures for investigating impaired drivers, as well as review general safety procedures for all traffic stops.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
ROBO-CAM in-car video system:	(6) @ \$5,848

29-406PT-4

Joining Forces Incentive – End of Project Year Award for Outstanding Agencies \$30,000

Joining Forces is an over-time funding program for all law enforcement agencies within the state. With a year-long calendar of events to coordinate the enforcement effort it is important to show the appreciation of OTS for their effort. *Three agencies will receive an award of equipment not to exceed \$ 10,000.* The equipment is chosen by the winning agencies and must be related to traffic enforcement. Awards are announced at the annual recognition event in September, with Project Agreements drafted and approved in December. Prior NHTSA approval for any project awards for individual equipment value exceeding \$5,000 will be obtained Fall 2009 prior to award. (See 29-406PT-4, page 58)

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
Traffic Safety Enforcement Equipment Awards @ \$10,000 Each / \$ 30,000 Total	

29-EM-7

Sparks Fire Department – Extrication Equipment

Funding Level - \$15,000: Year Two of Three: Sparks is a rapidly growing city adjacent to Reno. With aggressive annexation and development, Sparks has dramatically increased both the population and geography of its service area. This will enable the Fire Department to increase its ability to cover the increased population and area, and decrease risk of death during the "Golden Hour" of experiencing a trauma injury from a motor vehicle crash.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
Spreader	\$ 5,917
Cutter	\$ 5,423
Dual Power Pump	\$ 8,605

210-EM-2

Storey County Fire Department – Extrication Equipment

Funding Level - \$30,000

This is the first year of a three year program to up-grade extrication equipment for this community. Most of existing extrication equipment is ten to seventeen years old, and when coupled with new car technology, Storey County Fire Department has great difficulties to provide timely response within the “Golden Hour.” Grant funds will be used to purchase and deploy extrication equipment to provide for entrapped victims from motor vehicle crashes, thus avoiding major delays in removing victims and their transport to a trauma center.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
Spreader	\$ 5,947
Cutter	\$ 5,453
Dual Power Pump	\$ 8,635



Jim Gibbons
Governor

Jearld Hafen
Director

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August 24, 2009

Dear Nevada Highway Users:

On behalf of the Nevada Office of Traffic Safety, I am pleased to present our State's Federal Fiscal Year (FFY) 2010 Highway Safety Plan. This plan is submitted in compliance with the Interim Final Rule, Published June 26, 1997, supplementing Section 402 of the Highway Safety Act of 1966, Title 23 of the United States Code.

This year's plan is a continuation of a series of successful programs that date back to 1966. The current plan has been extensively revised, updated and refined in response to current highway safety trends.

The plan consists of four major elements:

- **The Performance Plan** explains the process used by the Department's Office of Traffic Safety (OTS) to identify problems, propose solutions, establish goals and performance measures and select projects to be funded in Nevada.
- **The Highway Safety Plan** describes specific projects selected through the application review process for funding during the current FFY. Each project is linked to one or more of the problems identified and the goals established in the Performance Plan.
- **The Certification Statement** provides assurances that the State will comply with applicable laws and regulations, financial and programmatic requirements, and is in accordance with the special funding conditions of the Section 402 program.
- **The Program Cost Summary (HS Form 217)** reflects the State's proposed allocation of funds, (including carry forward funds) by program area, based on the problems and goals identified in the Performance Plan and projects and activities outlined in the Highway Safety Plan.

The primary goal of the Office of Traffic Safety is the reduction, in both number and severity of traffic crashes in Nevada. This plan provides the most effective blueprint for the achievement of that goal.

Sincerely,

Jearld Hafen
Governor's Highway Safety Representative
Director, Nevada Department of Public Safety

State Certifications

Revised 8/25/05

STATE CERTIFICATIONS AND ASSURANCES

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

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

- o 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- o 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- o 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- o 23 CFR Chapter II - (??1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- o NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- o Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

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

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

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

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

- o **National law enforcement mobilizations,**
- o **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in**

State Certifications

Revised 8/25/05

STATE CERTIFICATIONS AND ASSURANCES

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

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

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

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

- o **National law enforcement mobilizations,**
- o **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in**

excess of posted speed limits,

- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

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

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

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

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

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

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

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

may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

- a. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
- b. Establishing a drug-free awareness program to inform employees about:
 1. The dangers of drug abuse in the workplace.
 2. The grantee's policy of maintaining a drug-free workplace.
 3. Any available drug counseling, rehabilitation, and employee assistance programs.
 4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
- c. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
- d. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
 1. Abide by the terms of the statement.
 2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
- e. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
- f. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
 1. Taking appropriate personnel action against such an employee, up to and including termination.
 2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
- g. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

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

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. ?? 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

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

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

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

RESTRICTION ON STATE LOBBYING

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

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

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

1. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
2. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
3. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
4. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
5. The terms *covered transaction*, *debarred*, *suspended*, *ineligible*, *lower tier covered transaction*, *participant*, *person*, *primary covered transaction*, *principal*, *proposal*, and *voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
6. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
7. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
8. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred,

suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

9. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
10. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

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

- (1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:
 - (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;
 - (b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;
 - (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and
 - (d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.
- (2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

1. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal

government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

3. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
4. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
5. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
6. The prospective lower tier participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
7. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
8. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
9. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

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

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

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

ENVIRONMENTAL IMPACT

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



Governor's Representative for Highway Safety

8-19-09

Date