



2015 Highway Safety Plan

TRANSPORTATION PLANNING AND SAFETY DIVISION
TRAFFIC SAFETY

Susana Martinez, Governor
Tom Church, Cabinet Secretary
Governor's Representative for Highway Safety

June 2014

Table of Contents

| | |
|--|------------|
| EXECUTIVE SUMMARY | 2 |
| A. HIGHWAY SAFETY PLANNING PROCESS | 6 |
| Information and Data Sources, Participants and Processes | 6 |
| Countermeasure Strategies/Projects – Development and Selection | 9 |
| B. PERFORMANCE PLAN | 14 |
| Data Analysis – Measures, Annual Targets, Justifications | 15 |
| Additional State Measures | 23 |
| C. HIGHWAY SAFETY STRATEGIES AND PROJECTS | 24 |
| Alcohol/ Impaired Driving | 24 |
| Occupant Protection | 39 |
| Police Traffic Services | 46 |
| Motorcycle Safety | 53 |
| Pedestrian and Bicyclist Safety | 56 |
| Media and Marketing | 60 |
| Traffic Safety Enforcement Plan | 64 |
| Traffic Records | 69 |
| Driver Education and Safety | 76 |
| Planning and Administration | 83 |
| D. PERFORMANCE REPORT | 86 |
| E. FFY2015 PROJECT DESCRIPTIONS | 95 |
| F. CERTIFICATIONS AND ASSURANCES | 115 |
| ACRONYMS | 116 |

EXECUTIVE SUMMARY

The Traffic Safety Division of the New Mexico Department of Transportation (NMDOT) has primary responsibility for managing programs designed to reduce traffic-related deaths and injuries. The Traffic Safety Division (TSD) partners with the National Highway Traffic Safety Administration (NHTSA), the Federal Highway Safety Administration (FHWA), the Federal Motor Carrier Safety Administration (FMCSA) and local agencies and traffic safety advocates to develop and fund statewide and community-level strategies and projects that will have the greatest impact on saving lives and reducing injuries due to traffic crashes.

New Mexico's Highway Safety Plan (HSP) includes countermeasure strategies and projects for six of the National Program Areas identified by NHTSA and FHWA. Countermeasure strategies and projects are based on identified problems and relate directly to achieving the project goal and performance measure targets established for 2015.

- Alcohol/ Impaired Driving
- Occupant Protection
- Police Traffic Services
- Traffic Records
- Motorcycle Safety
- Pedestrian and Bicyclist Safety

In addition, TSD provides funding for and management of Media, and Driver Education and Safety projects.

The State's 2015 Highway Safety Plan goal is to reduce the number of traffic-related crashes, fatalities and serious injuries in New Mexico.

Overall

- The State's Overall performance measures and targets are to:
 - Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)
 - Reduce fatalities per 100M VMT from 1.33 in 2012 (2011-2013 average) to 1.30 in by 2015. (FARS data) Reduce urban fatalities per 100M VMT from 0.80 in 2012 (2011-2013 average) to 0.77 by 2015. Reduce rural fatalities per 100M VMT from 1.74 in 2012 (2011-2013 average) to 1.67 in by 2015. FARS data)
 - Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,655 in 2012 (2011-2013 average) to 1,600 by 2015. Reduce the rate of serious injuries from 6.48 in 2012 (2011-2013 average) to 6.39 by 2015. (State crash files, FHWA)

Alcohol/ Impaired Driving

A major focus of New Mexico's HSP is to reduce alcohol/ impaired driving crashes, fatalities and injuries. The TSD has adopted a performance-based, evidenced-based, data-driven, enforcement program designed to influence drinking and driving behavior. TSD supports and manages both statewide and local, community-based DWI enforcement programs involving about 75 city, county and tribal law enforcement agencies and the 12 State Police Districts. High-visibility law enforcement operations like Superblitz, the National Crackdown and 100 Days and Nights of Summer are coupled with high-visibility media and public awareness activities throughout the State, especially during holiday and special event periods, and over the summer.

In addition to enforcement, aggressive prosecution of DWI offenders and underage DWI prevention programs are the strategies most likely to impact changes in drinking and driving behavior, and thereby, reduce unnecessary deaths and injuries. The TSD provides funding for DWI courts, BAC and other drug testing, Drug Recognition Expert (DRE) training, and underage drinking enforcement and prevention programs.

The TSD administers an ignition interlock program that approves ignition interlock device manufacturers, licenses service centers, and certifies installers and service providers. They also manage the State's ignition interlock indigent fund. The TSD is actively engaged in supporting and funding the development of a statewide traffic records system, including the electronic collection and transmission of DWI citation and other traffic report information by officers in the field.

- The State's Alcohol/ Impaired Driving performance measure and target is to reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 97 in 2012 (2011-2013 average) to 95 by 2015. (FARS data)

Occupant Protection

New Mexico's primary seatbelt, child safety seat/ booster seat and other related legislation have been instrumental in achieving high use of occupant protection and in reducing traffic-related deaths and injuries. Some of the State's most important occupant protection statutes provide for the following:

- ❖ All motor vehicle occupants (in vehicles weighing less than 10,000 pounds) must use a seatbelt at all times.
- ❖ Children less than one year of age must be in a rear-facing safety seat in the back seat. If the vehicle is not equipped with a back seat, the child may ride in the front seat if the passenger-side air bag is deactivated, or if there is no airbag.
- ❖ Children one to four years of age, or under 40 pounds, must be in a child safety seat. Children five or six years of age must be in a child safety seat or a booster seat. A child under 60 pounds must ride in a child safety seat or booster seat, regardless of age.
- ❖ Children, ages 7 through 12, must be properly restrained in a child safety seat, booster seat or seatbelt. Children, ages 13 through 17, must ride with a seatbelt.

For more than 10 years, New Mexico's approach to increasing seatbelt use has focused on Operation Buckle Down (OBD), a statewide program of high-visibility seatbelt law enforcement that is combined with an aggressive public awareness media campaign. In addition, all agencies receiving OBD funding are required to participate in the NHTSA Click It or Ticket National Seatbelt Enforcement Mobilization. In 2014, over 60 city, county and State Police agencies participated in OBD and the National Mobilization, providing coverage of more than 90% of the State's population.

TSD works with local community groups and local government agencies to conduct child safety seat and booster seat clinics, and to support permanent fittings stations. In addition, TSD sponsors a variety of outreach activities to promote the use of occupant protection by all ages.

- The State's Occupant Protection performance measure and target is to reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions from 104 in 2012 (2011-2013 average) to 99 by 2015. (FARS data)

- The State's Occupant Protection behavioral measure and target is to increase the observed seatbelt use percentage for front-seat occupants from 91.7% in 2013 (2012-2014 average) to 92.1% by 2015. (NM Seatbelt Survey)

Police Traffic Services

TSD manages a number of enforcement, training and prevention programs that support police traffic services. The Selective Traffic Enforcement Program (STEP) allows law enforcement to target high-risk areas in their communities with enhanced manpower and equipment. The New Mexico STEP includes enforcement activities such as 100 Days and Nights of Summer, safety corridors, saturation patrols, sobriety checkpoints, speed, distracted driving and commercial vehicle traffic safety.

TSD supports a Law Enforcement Liaison (LEL) Program that consists of three full-time individuals who are responsible for coordinating with law enforcement agencies on NHTSA and TSD initiatives related to Impaired Driving, Occupant Protection, Police Traffic Services and other related traffic safety programs. TSD also contracts to provide training for law enforcement including STEP, Standard Field Sobriety Testing (SFST), Police Officer as Prosecutor, Management of Police Traffic Services, DWI checkpoints, accident reconstruction, radar and lidar certification and Instructor courses, and public information and media workshops.

- The State's Police Traffic Services performance measures and targets are to:
 - Reduce the number of speeding-related fatalities from 122 in 2012 (2011-2013 average) to 118 by 2015. (FARS data)
 - Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)
 - Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,655 in 2012 (2011-2013 average) to 1,600 by 2015. (State crash files, FHWA)

Motorcycle Safety

The TSD administers a statutorily required statewide motorcycle training program designed to assist motorcycle riders develop skills. The program is funded by a \$2 motorcycle registration fee, in addition to training fees assessed to each student. The TSD sponsors motorcycle safety awareness events that promote safety strategies, including the Motorcycle Training Program, and emphasize the need for increased automobile driver awareness.

- The State's Motorcycle Safety performance measures and targets are to:
 - Reduce the number of motorcyclist fatalities from 50 in 2012 (2011-2013 average) to 48 by 2015. (FARS data)
 - Reduce the number of unhelmeted motorcyclist fatalities from 38 in 2012 (2011-2013 average) to 37 by 2015. (FARS data)

Pedestrian and Bicyclist Safety

TSD staff members routinely meet with various agencies and entities involved in pedestrian and bicyclist safety-related issues and programs. In New Mexico, there is high demand and need for non-motorized modes of transportation such as bicycling, walking and running. While these activities may provide health,

economic and environmental benefits, they increase exposure to traffic and traffic crashes. To successfully reduce pedestrian and bicyclist fatalities and injuries, at-risk populations need to be identified and their safety needs addressed.

- The State's Pedestrian and Bicyclist Safety performance measures and targets are to:
 - Reduce the number of pedestrian fatalities from 51 in 2012 (2011-2013 average) to 50 by 2015. (FARS data)
 - Reduce the number of bicyclist fatalities from 5 in 2012 (2011-2013 average) to 4 by 2015. (FARS data)

Traffic Records

The Traffic Records Program uses the current five-year Statewide Traffic Records System (STRS) Strategic Plan (FFY13 – FFY17) to guide its annual activities and projects. TSD executive and management staff participate in the Statewide Traffic Records Executive Oversight Committee (STREOC) and the Statewide Traffic Records Coordinating Committee (STRCC). These committees are charged with ensuring that the goal and objectives of the multi-year STRS Strategic Plan are achieved. The goal of the Strategic Plan is to create and maintain an STRS that includes the following data systems: crash, roadway inventory, traffic, driver history, injury surveillance, vehicle, citation and adjudication, Fatality Analysis Reporting System (FARS) and Federal Motor Carrier Management Information System (MCMIS).

- The States Traffic Records Program performance measure and target is to increase the percentage of electronic exchange of crash report data from law enforcement agencies and/or the NMDOT Crash Section to the Crash database from 18 percent of total crash reports for the baseline period of April 1, 2013-March 31, 2014 to 22 percent of total crash reports for the performance period of April 1, 2014 – March 31, 2015.

Driver Education and Safety

The Traffic Safety Division strives to influence the behavior of drivers on New Mexico's roadways through information dissemination and educational efforts. TSD sponsors and participates in traffic safety forums, conferences, task forces, seminars and training events to help coordinate public and private sector involvement in traffic safety issues. Media activities, public information and educational campaigns, primarily focused on occupant protection and DWI, coincide with National and local events and enforcement operations. Additional public awareness and educational activities are developed for pedestrian, safety corridor, speeding, distracted driving and other selective traffic enforcement programs.

Through driver education and safety training, individuals obtain knowledge and skills that should aid in their making better decisions as drivers, and ultimately, they should be less likely to be involved in a motor vehicle crash.

- The State's Driver Education and Safety performance measures and targets are to:
 - Reduce the number of drivers age 20 or younger involved in fatal crashes from 41 in 2012 (2011-2013 average) to 38 by 2015. (FARS data)
 - Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)
 - Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,655 in 2012 (2011-2013 average) to 1,600 by 2015. (State crash files, FHWA)

A. HIGHWAY SAFETY PLANNING PROCESS

The New Mexico Department of Transportation/ Traffic Safety Division (TSD) is committed to preventing injuries and saving lives by reducing the number of crashes on New Mexico's roadways. To accomplish this, the TSD develops, supports and implements a variety of traffic safety programs including Alcohol/ Impaired Driving, Occupant Protection, Police Traffic Services, Traffic Records, Motorcycle Safety, Pedestrian and Bicyclist Safety, and Driver Education and Safety. The effectiveness of these programs is measured using police crash reports, traffic volume and speed monitoring data, traffic safety, census and health-related data, and seatbelt use surveys.

The following sections provide a description of the data sources and processes used to identify the State's highway safety problems, select performance measures and define targets. Also listed are the participants/ partners involved in these processes.

Information and Data Sources, Participants and Processes

Information and Data Sources

Below are some of the Federal, State or local information and data sources reviewed and used to identify the State's highway safety problems. The majority of the data used for problem identification are calendar year data.

Federal : Fatality Analysis Reporting System (FARS); NHTSA Countermeasures That Work, 7th Edition, 2013; NHTSA Traffic Safety Performance Measures for States and Federal Agencies; GHSA Guidance for Developing Highway Safety Plans, May 2013; FMCSA and FHWA traffic-related statistics; and US Census Bureau population statistics.

New Mexico Crash Data System: A new data entry system was developed and implemented in the latter part of 2012 replacing the old data repository. Data is derived from police reports submitted on the uniform crash report (UCR) form used by all New Mexico law enforcement agencies. Plans are in place to further develop the new data system to accept electronic data.

Motor Vehicle Database: This comprehensive driver and vehicle databases are maintained by the Motor Vehicle Division, NM Tax and Revenue Department. They include DWI offenses and case outcomes, and vehicle registration information.

University of New Mexico (UNM) – Traffic Research Unit (TRU): Using data analysis and data linkage techniques, the TRU combines crash records, highway tabulations, driver records, geographic information and census data to produce statewide and community profiles and reports.

New Mexico Department of Transportation: Highway data provides information on highway usage, vehicle miles traveled, speed monitoring and road characteristics.

Other Information/ Data Sources: Program/project specific reports, AAA, NM State Police, statewide or local assessments.

Data analyses and identified problem areas are detailed in the Performance Plan starting on page 14 and in each of the Program Areas.

Traffic Safety Planning Participants/ Partners

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

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

Identifying Traffic Safety Problems

The TSD staff works with NHTSA and a group of traffic safety planning participants and partners to identify highway safety needs, assist with establishing targets/ goals, and develop evidence-based countermeasure strategies and projects to address problems and to achieve the performance targets established for each of the program areas (see above list of traffic safety participants/ partners).

New Mexico's Highway Safety Plan (HSP) development process begins in November and continues through June (see TSD Calendar on page 11). Monthly meetings are conducted with the NMDOT/ TSD Director, Section Heads, Program Managers (PMs) and other staff. NHTSA Region 6, Federal Highway Administration (FHWA) and Federal Motor Carrier Safety Administration (FMCSA) representatives attend these meetings, when possible.

Data Review and Problem Identification

TSD staff members begin the planning and goal setting process by reviewing data from the Fatality Analysis Reporting System (FARS), the annual New Mexico Crash Report and DWI Report. These reports provide detailed state, county and city level data, data on where and when crashes and fatalities occur, contributing factors in crashes, and who is primarily involved in these incidents. High crash locations are identified by county and city intersections, and rural highway corridors. Staff members also review the most current New Mexico Strategic Highway Safety Plan and the most recent highway data.

In addition, TSD Section Heads and PMs meet throughout the year with traffic safety planning participants/partners, including community partners/ advocates, program stakeholders, and government agency representatives interested or involved in traffic safety issues. Information from these discussions is presented at HSP planning meetings to help identify issues of concern and local problem areas, countermeasure strategies and potential projects.

As part of the problem identification process, a contracted data analyst from the University of New Mexico (UNM) Traffic Research Unit (TRU) makes a data presentation to the staff. Five-year trend data (three-year moving averages) with two years of preliminary or projected data are presented on overall crashes, fatalities & serious injuries; alcohol-involved crashes and fatalities; speeding-related fatalities; motorcyclist and pedestrian fatalities, percentage of seatbelt use; contributing factors in crashes; and high risk areas of the State. TRU staff members discuss any caveats or weaknesses to the available data, and discuss how this can impact problem identification and setting of performance targets.

In addition, the TSD recently developed operational plan templates that include a presentation of current, localized data analyses. Law enforcement agencies are required to develop operational plans to assist in planning their activities at the times and locations where data shows higher rates of crashes. The plans are to be integrated into the agencies' day-to-day operations. Operational plans are a planning tool that can be updated as trends change or to account for special events.

Goal Setting – Process for Establishing Performance Measures and Targets

Performance measure targets are set by HSP planning and TSD program management staff during scheduled HSP meetings. The University of New Mexico Traffic Research Unit provides a data presentation that includes the following:

- Trend Analyses (single year and three-year moving averages) for performance measures developed by NHTSA and GHSA in the Traffic Safety Performance Measures for States and Federal Agencies report and the new pedal-cyclist fatalities performance measure.
- Top ten county and city rankings for a number of measures including: crashes, fatalities, alcohol-involved crashes, alcohol-involved fatalities, serious crash injuries, motorcyclist fatalities, pedestrian fatalities, speeding-related fatalities.
- Other crash, fatality and injury data variables including time of day, day of week, urban/rural, contributing factors, occupant protection use, helmet use, age/ gender/ ethnicity, speeding-related, and distracted driving-related.

Program staff review and discuss any funding or grantee issues, any changes to or new relevant statutes, prevailing or projected economic factors, and the potential of planned projects to positively impact the established performance measures.

In setting performance targets, program staff does not rely solely on the trend analyses, but uses it in combination with their discussion regarding the above other relevant factors and their assessment of the potential safety impact of the planned strategies. Due to this, 2015 targets may be different than the projected three-year moving average.

Countermeasure Strategies/Projects – Development and Selection

This section describes the State’s processes, data sources used and participants involved in developing and selecting evidence-based countermeasure strategies and projects to address traffic safety problems and to achieve established performance targets.

New Mexico's Highway Safety Plan (HSP) presents the State’s countermeasure strategies and projects for reducing traffic-related crashes, fatalities and injuries. Countermeasure strategies and projects detailed in the following program areas are based on identified problems and relate directly to achieving the project goal and performance measure targets established for 2015. The HSP includes countermeasure strategies and projects for these six National Program Areas identified by NHTSA and FHWA.

Alcohol/ Impaired Driving

Occupant Protection

Police Traffic Services

Motorcycle Safety

Pedestrian/ Bicyclist Safety

Traffic Records

In addition, TSD provides funding for and management of Media, and Driver Education and Safety projects.

As part of the ongoing process of developing evidence-based countermeasure strategies and projects, TSD staff members work with NMDOT District managers, local project managers and traffic safety partners, including law enforcement and contractors to conduct needs assessments, review research and data, identify traffic safety problems and develop project proposals based upon State traffic safety goals and objectives. The TSD develops strategies based on problem identification, statistical analysis, review of literature on evidence-based countermeasures, and input from traffic safety partners. TSD encourages all entities to be proactive in identifying traffic safety problems and developing evidence-based solutions for their communities.

During the HSP meetings, staff members make presentations on their programs, describing the previous year’s strategies and projects, the status of current projects, any issues from the past year, and if or how current projects contributed to achieving the current year’s performance targets. They review evidence-based countermeasure strategies (*NHTSA Countermeasures That Work, 7th Edition, 2013*), any local or statewide assessments, and discuss which projects have been successfully implemented and should be continued. Staff members also propose any new evidenced-based strategies and projects that should be implemented to address the problems identified through the data review and discussion process, and to meet the newly-established performance targets.

The NMDOT/ TSD staff participates in the development and updating of the State Strategic Highway Safety Plan (SHSP). The SHSP outlines strategies to address issues in 12 emphasis areas including the six National Program Areas included in the HSP. These SHSP emphasis areas represent an umbrella program for all traffic safety initiatives, and SHSP strategies are integrated into relevant HSP program areas (see further detail on page 13).

TSD requires project solicitors to follow a proposal format that includes:

- ❖ Problem identification
- ❖ Identifying the project goal and performance measures targets
- ❖ Plan of action, including performance indicators, activities and needed resources
- ❖ List of partners who will be working on the project (if applicable)
- ❖ Other possible funding sources (if applicable)
- ❖ Expected outcome(s) and a plan for how the project will be evaluated

Law enforcement agencies will use the newly developed operational plan templates, as part of their proposal submission. The plan, developed by the agency, will include a presentation of current, local data

and an analysis indicating high crash or fatality areas. Law enforcement agencies will then develop and present operational plans to address these high-risk areas. Traffic Safety Division staff will use this information and information from the overall HSP data analyses to focus resources on areas with the highest numbers of crashes, injuries and fatalities.

Agencies and organizations interested in traffic safety issues submit project proposals to TSD by July 1 of each year. Proposals, if received after July 1, are used by the TSD in the development of the State HSP for the following fiscal year. If after July 1, a project proposal was submitted with a request that it be funded in the current fiscal year; the TSD considers the request based on project merit, and available time and budget.

In FFY15, the State will implement phase one of a web-based electronic grants (e-grants) system to facilitate TSD's project grant applications, award, reporting and monitoring processes.

State laws, rules and regulations, and the federal grant requirements outlined in MAP-21 Interim Final Rule guided the development of the countermeasure strategies and projects proposed in this 2015 Highway Safety Plan.

TSD Calendar

- November -** Set calendar for HSP planning and development meetings and send meeting dates to TSD staff, NMDOT Traffic Safety staff, and NHTSA Region 6, FHWA and FMCSA representatives.
- December -** Begin HSP meetings.
Review the most recent traffic and highway safety data and any comments from NHTSA, FHWA, FMCSA or traffic safety partners.
Assign program areas and responsibilities to Program Managers and Section Heads.
Begin reporting on local data to be used in program area problem identification.
Conduct project closeouts, carry forward prior year funds and submit final vouchers.
Develop and submit the NMDOT Annual Report to NHTSA.
- January -** Conduct HSP meeting.
Review current federal regulations, certifications and compliance.
Identify legislative priorities.
Begin monitoring projects.
- February -** Conduct HSP meeting.
Section Heads and Program Managers make presentations on problem identification, including a data review and on the status of each program area. Estimate budget needs.
Request data presentation by UNM Traffic Research Unit (TRU) for April meeting.
Begin Map-21 grant applications planning and development.
- March -** Conduct HSP meeting.
Section Heads and Program Managers make presentations on problem identification, including a data review and on the status of each program area. Estimate budget needs.
Program Managers report on any input from and data provided by local traffic safety partners.
- April -** Conduct HSP meeting.
Data presentation by the UNM TRU.
Set performance measures and targets for HSP.
- May -** Conduct HSP meeting.
Discuss preliminary budget projections and any changes to strategies/ projects.
- June -** Conduct HSP meeting.
Project available funding (new and carry forward) and finalize project funding.
Modify project descriptions based on available funding.
Review the draft HSP and Map-21 grant applications, and make any needed changes.
Submit draft HSP and Map-21 grant applications to NHTSA Region 6 for comments and modify, as necessary.
Submit final HSP and Map-21 grant applications to NHTSA.
- July-Jun -** Conduct project monitoring site visits year-round with grantees and contractors.
- July – Sept -** Draft and execute project agreements/ contracts for the upcoming fiscal year.
- Oct -** Implement project agreements/ contracts for new fiscal year.
Carry forward partial funds for operations until next year's funds are available.

New Mexico Demographics

At 121,298 square miles, New Mexico is the fifth largest state in the country in land area. It has 33 counties; Los Alamos County is the smallest at 109 square miles and the largest is Catron at 6,923 square miles.

New Mexico has 68,378 miles of public road, 88 percent of it rural (60,469 miles). In 2012 on NM roadways, there were 25.5 billion vehicle miles of travel, over 50 percent of them rural miles. In 2012, New Mexico had 1,043,649 licensed drivers and 1,286,063 registered vehicles.

New Mexico has a 2013 census population of 2,085,287 (2,083,540 in 2012). U.S. Census 2012 New Mexico population estimates indicate that the largest racial/ethnic group was Hispanic (47.0%), followed by non-Hispanic Whites (39.8%). New Mexico's American Indian population is one of the largest percentage-wise in the nation at 10.2 percent. Blacks and Asians make up 4 percent of the population. In 2012, 24.7 percent of New Mexico's total population was under age 18. A language other than English is spoken at home by 36 percent of the population. Persons with a high school degree or higher make up 83.4 percent of the population and 25.6 percent of persons have a bachelor's degree or higher.

Roughly 2/3 of the population lives in the NW quadrant of the State (includes Bernalillo County with 1/3 of the State's population); another 1/4 live in the SE quadrant, and the remaining live in the NE and SW quadrants of the State. In 2012, five counties accounted for 62 percent of the State's population (Bernalillo, Doña Ana, Sandoval, San Juan and Santa Fe).

There are 12 State Police districts in the State, 33 sheriffs' offices, 63 municipal law enforcement agencies, 23 tribal agencies (including the Bureau of Indian Affairs), seven university campus agencies and three military bases with law enforcement agencies.

New Mexico has 38 non-federal general acute care hospitals and nine federal hospitals (1 Veterans Administration and 8 Indian Health Service). There are 25 counties with hospitals and seven without (Valencia, Torrance, Hidalgo, Catron, De Baca, Mora and Harding). New Mexico has one level-one trauma center at the UNM Hospital, but trauma centers in El Paso and Lubbock, Texas also provide services to New Mexico residents.

2014 State Legislative Summary

Senate Bill 19 – Texting and Driving Prohibited

In 2014, Senate Bill 19 made texting and driving prohibited statewide. Drivers are prohibited from sending or reading text messages and emails, or from making internet searches from smart phones or other hand-held wireless devices. There is a \$25.00 fine for a first violation and a \$50.00 fine for subsequent violations. The bill makes exceptions for situations such as summoning medical or other emergency assistance.

Coordination with State Strategic Highway Safety Plan

As part of the ongoing process of coordinating the HSP with the New Mexico's Strategic Highway Safety Plan (SHSP), TSD staff participates in the development and updating of the SHSP. The current SHSP outlines 12 emphasis areas with strategies in each area. These SHSP emphasis areas represent an umbrella program for all traffic safety initiatives, and SHSP strategies are integrated into relevant HSP program areas.

Development and implementation of the SHSP is an iterative process involving extensive consultation and participation among State, local and Federal agencies, Native American Pueblos and Nations, Metropolitan Planning Organizations, and safety stakeholders involved in all aspects of transportation safety in New Mexico. In 2006, a SHSP Leadership Council was convened as an interagency steering committee comprised of senior leadership from the partner agencies. The Leadership Council initially met quarterly to ensure a continued commitment to the SHSP goals and objectives. The Transportation Safety Management Team, composed of line agency staff from the partner agencies, initially met monthly, then quarterly, and now on an as-needed basis to review progress in achieving SHSP goals and objectives, identify gaps in performance, identify additional strategies and programs, coordinate safety plans and data collection/ information systems, and address challenges.

In FFY15, many members of the Transportation Safety Management Team and other interested transportation safety stakeholders will be asked to join Focus Groups to work on developing updated emphasis areas and corresponding strategies for those emphasis areas in a task under the management of the NMDOT Traffic Technical Support Bureau using FHWA Federal Highway Safety Improvement Program funds to pay for professional services provided under contract with a consultant firm to develop a new SHSP per MAP-21 requirements. The goals, objectives, strategies, and performance measures and targets developed through the HSP process are being coordinated with the SHSP.

Over 80 organizations, agencies and other stakeholders involved in the ongoing task of updating the New Mexico SHSP include:

| | | |
|--|--|--------------------------------|
| BIA, Indian Highway Safety | Navajo Division of Transportation, Planning | Adventure Cycling Association |
| Governor's Commission on Disability | Southeast NM Regional Transportation Planning Org | Hub International Trucking |
| Bernalillo County Metro Court | NM Tax & Revenue Dept, Motor Vehicle Division | Santa Fe Trails Bus System |
| Federal Railroad Administration | Northern Pueblos Regional Planning Organization | AARP |
| NM Public Regulation Commission | NM Office of Substance Abuse Prevention | NM Sentencing Commission |
| NHTSA, South Central Region | U.S. Dept of Energy - Southeast NM Roadway Safety | Mid-Region COG MPO |
| Admin Office of the District Attorneys | South Central NM Regional Planning Organization | City of Las Cruces |
| FHWA, New Mexico Division | North Central NM Economic Development District | Bernalillo County Metro Court |
| FMCSA, New Mexico Field Office | Mid-Region Rural Transportation Planning Org | Bernalillo Co. Fire and Rescue |
| EMS Navajo Nation | NM Reg and Licensing Dept, Alcohol and Gaming Div. | SW & NW NM COG RTPO |
| Santa Ana Tribal Police Department | El Paso Metropolitan Planning Organization | Tesuque Tribal Police |
| NM Public Education Department | NM Department of Finance Administration | ABQ Ride Transit |
| San Juan Regional Medical Center | NM Department of Public Safety, State Police | Union Pacific Railroad |
| McKinley County Road Department | Southeast NM Roadway Safety Integrated Project | Founded WALK Albuquerque |
| NM Department of Transportation | Northeast NM Regional Planning Organization | Dona Ana Sherriff's Office |
| US Indian Health Service, Shiprock | American Medical Response - Las Cruces | Santa Fe Police Department |
| NM Motor Transportation Police | NM Department of Health, EMS Regions II & III | City of Farmington |
| UNM Civil Engineering Department | City of Las Cruces, Roadrunner Transit | City of Santa Fe |
| City of Rio Rancho Traffic Division | Burlington Northern Santa Fe Railway | County of Dona Ana |
| Santa Fe County Sherriff's Office | NM Administrative Office of the Courts | City of Rio Rancho |
| Federal Transit Administration | UNM Geospatial and Population Studies | County of McKinley |
| Albuquerque Police Department | Navajo DOT-Highway Safety | County of Bernalillo |
| New Mexico Trucking Association | County of San Juan | City of Farmington |
| Lincoln Co. EMS | Eunice Police Department | MADD New Mexico |
| NM Human Services Department | New Mexico Touring Society | NM Horse Council |
| Rio Metro | Coop Consulting | County of Curry |
| Safer New Mexico Now | NM Department of Health | CSW Enterprises, LLC |

B. PERFORMANCE PLAN

Performance Measures and Targets – CY Data

2009-2012 annual data are final except for serious injuries; 2013 data are preliminary or projected; 2014 data are projected (see charts on following pages).

| | | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 Target |
|------------|---|-------|-------|-------|--------------|-------------|------|--------------|
| C1 | Traffic fatalities (FARS) | 361 | 349 | 350 | 365 | 311 | 324 | 330 |
| | Three-year moving average | 359 | 353 | 355 | 342 | 333 | 318 | |
| C2 | Serious injuries** in traffic crashes (State) | 1,899 | 1,922 | 1,709 | 1,628 | 1,575 | 1494 | 1,585 |
| | Three-year moving average | 1,920 | 1,843 | 1,753 | 1,637 | 1,566 | 1535 | |
| C3 | Serious injuries** per 100M VMT (State, FHWA) | 7.30 | 7.60 | 6.69 | 6.37 | 6.16 | 5.84 | 6.30 |
| | Three-year moving average | 7.43 | 7.20 | 6.89 | 6.41 | 6.13 | 6.00 | |
| C3 | Fatalities per 100M VMT (FARS, FHWA) | 1.39 | 1.38 | 1.36 | 1.43 | 1.22* | 1.27 | 1.30 |
| | Three-year moving average | 1.39 | 1.38 | 1.39 | 1.33 | 1.30 | 1.24 | |
| C3 | Urban Fatalities per 100M VMT | 0.92 | 0.77 | 0.70 | 0.96 | 0.74* | 0.75 | 0.77 |
| | Three-year moving average | 0.86 | 0.80 | 0.81 | 0.80 | 0.81 | 0.74 | |
| C3 | Rural Fatalities per 100M VMT | 1.75 | 1.85 | 1.87 | 1.78 | 1.58* | 1.66 | 1.67 |
| | Three-year moving average | 1.79 | 1.82 | 1.83 | 1.74 | 1.67 | 1.62 | |
| C4 | Unrestrained passenger vehicle occupant fatalities all seat positions (FARS) | 124 | 108 | 109 | 106 | 97 | 91 | 99 |
| | Three-year moving average | 120 | 114 | 108 | 104 | 98 | 94 | |
| C5 | Fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or above (FARS) | 112 | 119 | 104 | 97 | 90 | 97 | 95 |
| | Three-year moving average | 112 | 112 | 107 | 97 | 95 | 94 | |
| C6 | Speeding-related fatalities (FARS) | 69 | 137 | 148 | 121 | 98 | 138 | 118 |
| | Three-year moving average | 92 | 118 | 135 | 122 | 119 | 118 | |
| C7 | Motorcyclist fatalities (FARS) | 40 | 41 | 47 | 64 | 40 | 50 | 48 |
| | Three-year moving average | 43 | 43 | 51 | 50 | 51 | 45 | |
| C8 | Unhelmeted motorcyclist fatalities (FARS) | 39 | 39 | 41 | 39 | 34 | 34 | 37 |
| | Three-year moving average | 42 | 40 | 40 | 38 | 36 | 34 | |
| C9 | Drivers, age 20 or younger, involved in fatal crashes (FARS) | 55 | 52 | 40 | 44 | 38 | 34 | 38 |
| | Three-year moving average | 55 | 49 | 45 | 41 | 39 | 36 | |
| C10 | Pedestrian fatalities (FARS) | 39 | 33 | 39 | 61 | 53 | 58 | 50 |
| | Three-year moving average | 37 | 37 | 44 | 51 | 57 | 56 | |
| C11 | Bicyclist fatalities (FARS) | 3 | 8 | 4 | 7 | 3 | 4 | 4 |
| | Three-year moving average | 6 | 5 | 6 | 5 | 5 | 4 | |
| B1 | Observed seatbelt use for passenger vehicles, front seat outboard occupants (State) | 90.1 | 89.8 | 90.5 | 91.4 | 92*** | 91.7 | 92.1 |
| | Three-year moving average | 90.3 | 90.1 | 90.6 | 91.3 | 91.7 | 91.9 | |

* 2013 rates are calculated using preliminary State fatallog fatalities and 2012 FHWA published rural and urban VMT data

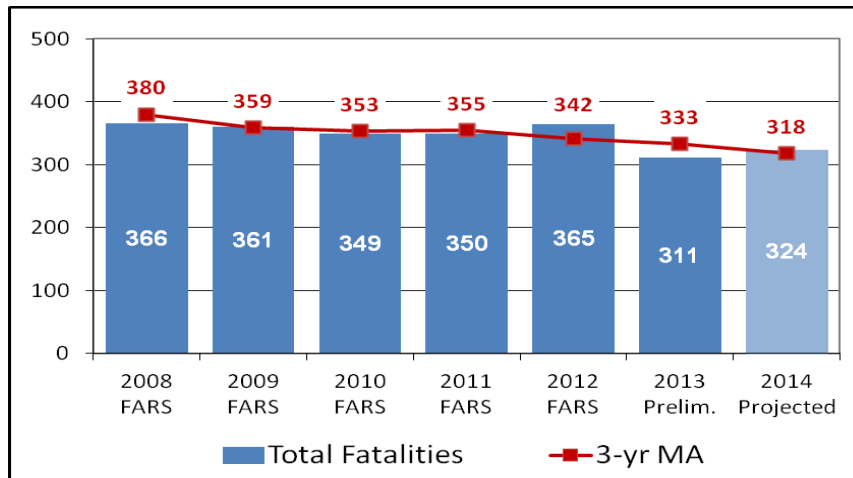
Class A – incapacitating injuries – 2012 State data are preliminary *Final State data

Data Analysis – Measures, Annual Targets, Justifications

All 2012 data are final except for State serious injury data; 2013 fatality (State fatallog) data are preliminary; 2013 NM Seatbelt Survey data are final; all other 2013 data are projections. Projected data shown in the charts below are based on a linear regression calculation and are used by staff to assist them in setting the performance targets. As 2013 data are preliminary and 2014 data are projected, the TSD established its 2015 performance targets based on both data reviews and their discussion process. Performance measures are coordinated with the State’s Strategic Highway Safety Plan.

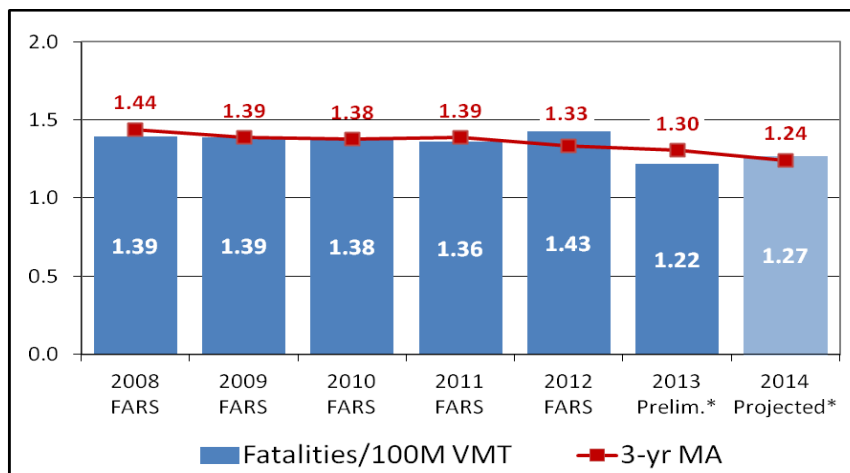
Overall

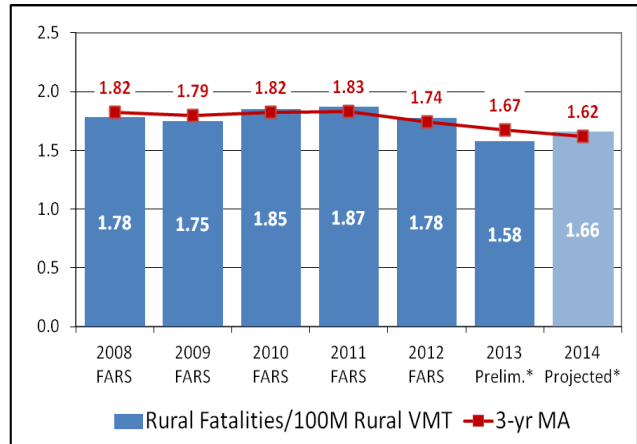
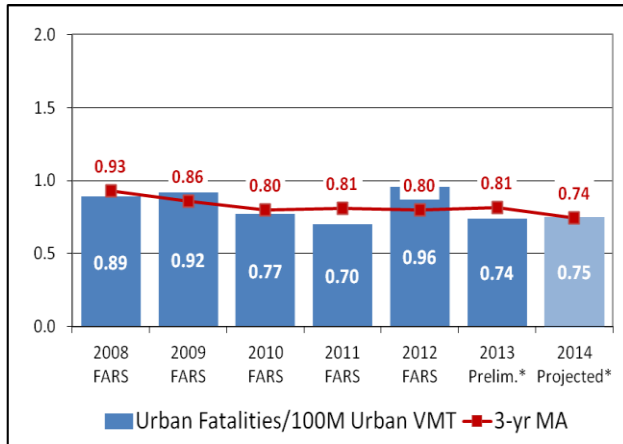
Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)



Justification: In New Mexico, overall traffic fatalities showed a downward trend between 2008 and 2010. However, fatalities rose by 4.5 percent between 2010 and 2013. Preliminary data show January – April 2014 fatalities are higher than January-April 2013 fatalities (96 vs. 86). Although the State does expect 2014 fatalities to be lower than in 2012, the decrease is not expected to be as much as projected figures indicate.

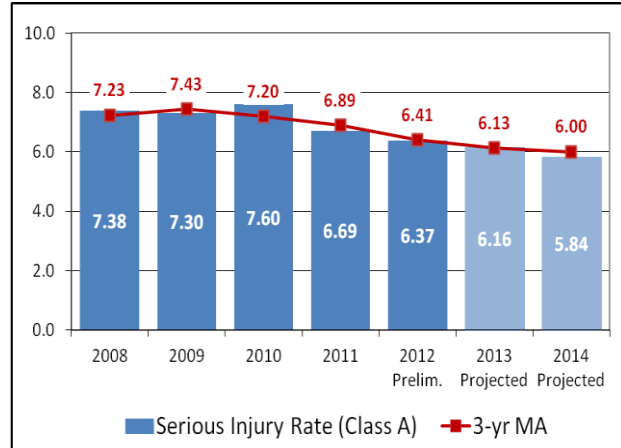
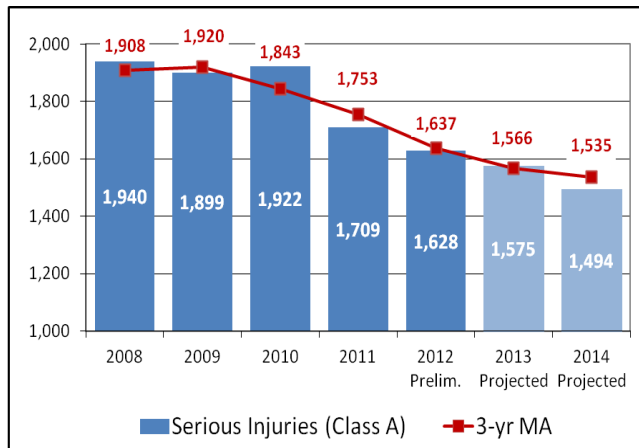
Reduce fatalities per 100M VMT from 1.33 in 2012 (2011-2013 average) to 1.30 by 2015. (FARS data) Reduce urban fatalities per 100M VMT from 0.80 in 2012 (2011-2013 average) to 0.77 by 2015. Reduce rural fatalities per 100M VMT from 1.74 in 2012 (2011-2013 average) to 1.67 by 2015. (FARS data)





Justification: New Mexico's traffic fatality rate remained steady between 2008 and 2010, declined in 2011, but rose again in 2012, above 2008 the figure. Although preliminary and projected data indicate a sizeable decrease in the rate of fatalities in 2014 from 2012, the State is already seeing a rise in fatalities January-April 2014 compared to January-April 2013, and vehicles miles traveled are expected to increase in 2014 from 2013. Based on this data, the State expects to see a decline in the fatality rate, but not as pronounced as projected data indicate.

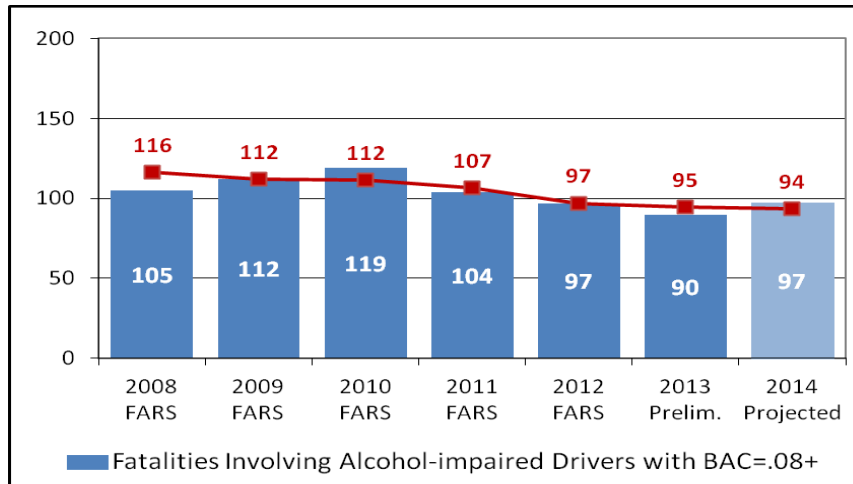
Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,637 in 2012 (2011-2013 average) to 1,585 by 2015. Reduce the rate of serious injuries from 6.41 in 2012 (2011-2013 average) to 6.30 by 2015. (State crash files, FHWA)



Justification: The number of serious injuries remained relatively steady between 2008 and 2010, but 2011 final State crash data show that these injuries were reduced by 11 percent from 2010 and projections indicate that they will remain at lower levels through 2014. With the State's high levels of enforcement of impaired driving, occupant protection and speeding laws, serious injuries in crashes have come down and should remain lower than 2011 levels over the next few years. However, with increasing vehicle miles traveled, serious injuries and the serious injury rate are not expected to decrease as much as projected levels indicate.

Alcohol / Impaired Driving

Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 97 in 2012 (2011-2013 average) to 95 by 2015. (FARS data)

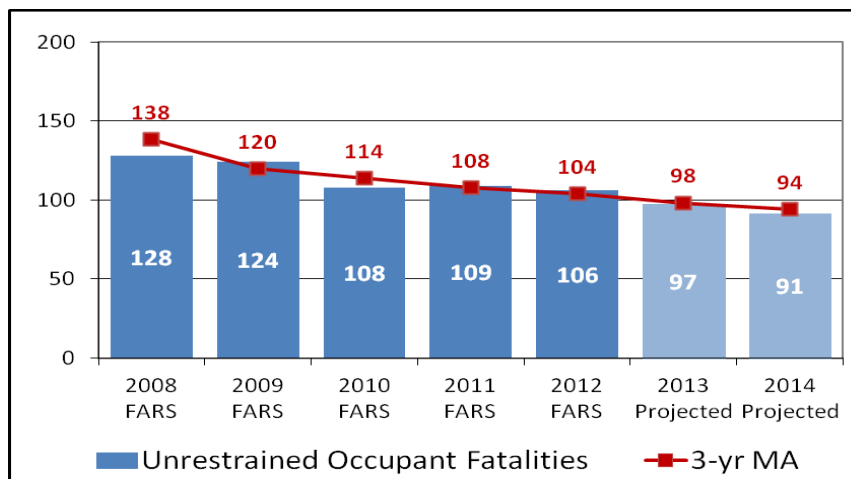


Justification: The number of alcohol-involved fatalities increased in 2009 and 2010 from a low figure of 105 in 2008, and then decreased to 104 in 2011 and to 97 in 2012. Although preliminary State data show that January-April 2014 alcohol-involved fatalities are down from January-April 2013 alcohol-involved fatalities, with vehicles miles traveled increasing, the State anticipates that alcohol-involved fatalities should remain fairly steady in 2014.

Occupant Protection

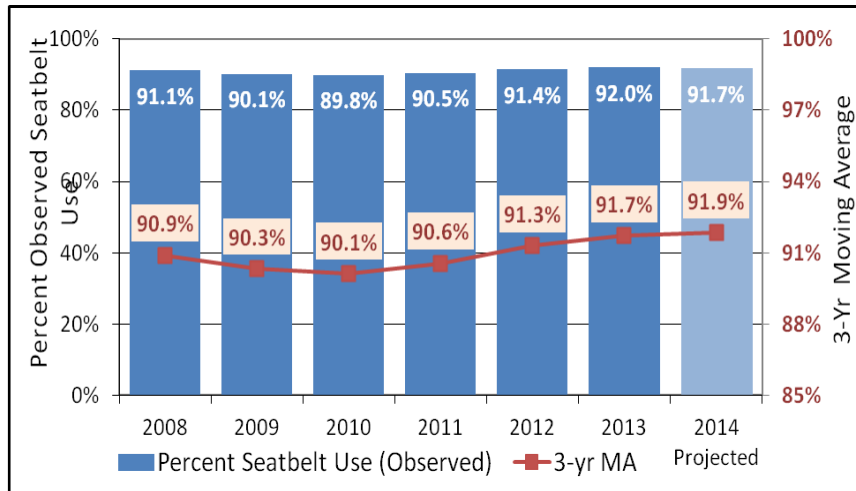
Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions from 104 in 2012 (2011-2013 average) to 99 by 2015. (FARS data)

*Both 2013 and 2014 data are projections, and taking into consideration staff and traffic safety partner discussions, the State does not anticipate unrestrained passenger vehicle occupant fatalities being reduced by the 2014 projected number.



Justification: The number of unrestrained occupant fatalities in New Mexico declined in 2008 and 2009 from a 2007 high of 163 and remained fairly steady between 2010 and 2012. Although projected data indicate a sizeable decrease between 2012 and 2014, preliminary January-April 2014 data indicate an increase in unrestrained fatalities from January-April 2013 figures. The State does expect to see a decrease in these fatalities from 2012, but not as large as the projected data indicate.

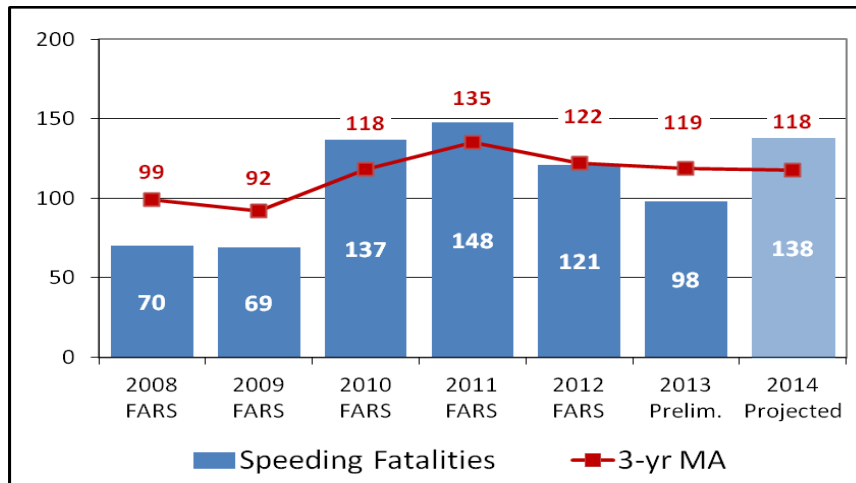
Increase the observed seatbelt use percentage for front-seat occupants from 91.7% in 2013 (2012-2014 average) to 92.1% by 2015. (NM Seatbelt Survey)



Justification: New Mexico’s observed seatbelt use percentage has remained relatively steady over the past five years, and is anticipated to remain close to the 2013 level in 2014. Based on New Mexico’s continued high-visibility occupant protection enforcement efforts, including continued funding to the State Police for the enforcement of seatbelt and child restraint laws statewide in 2014, the State anticipates keeping its seatbelt use percentage at or above 92.

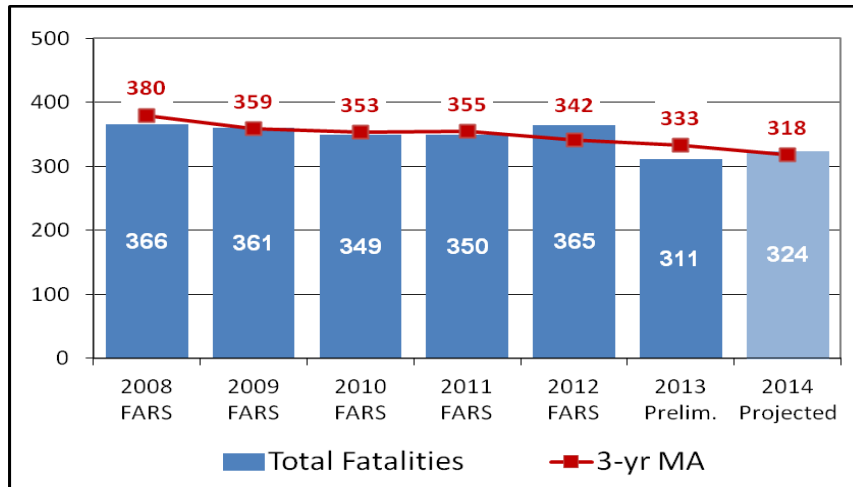
Police Traffic Services

Reduce the number of speeding-related fatalities from 122 in 2012 (2011-2013 average) to 118 by 2015. (FARS data)



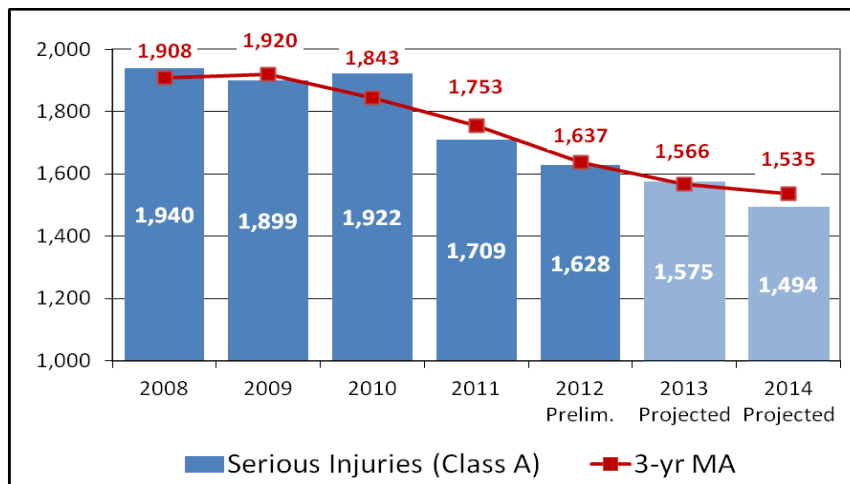
Justification: Speeding-related fatalities increased between 2010 and 2011 from the previous two years, but decreased in 2012 from a high of 148 in 2011 and are expected to decrease again in 2013. With vehicle miles traveled increasing, projections show a large increase in 2014 from 2012, but with the State maintaining high levels of high-visibility enforcement, particularly over holiday and summer periods, the number of speeding-related fatalities is expected to remain at or below 2012 figures.

Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)



Justification: In New Mexico, overall traffic fatalities showed a downward trend between 2008 and 2010. However, fatalities rose by 4.5 percent between 2010 and 2013. Preliminary data show January – April 2014 fatalities are higher than January-April 2013 fatalities (96 vs. 86). Although the State does expect 2014 fatalities to be lower than in 2012, the decrease is not expected to be as much as projected figures indicate.

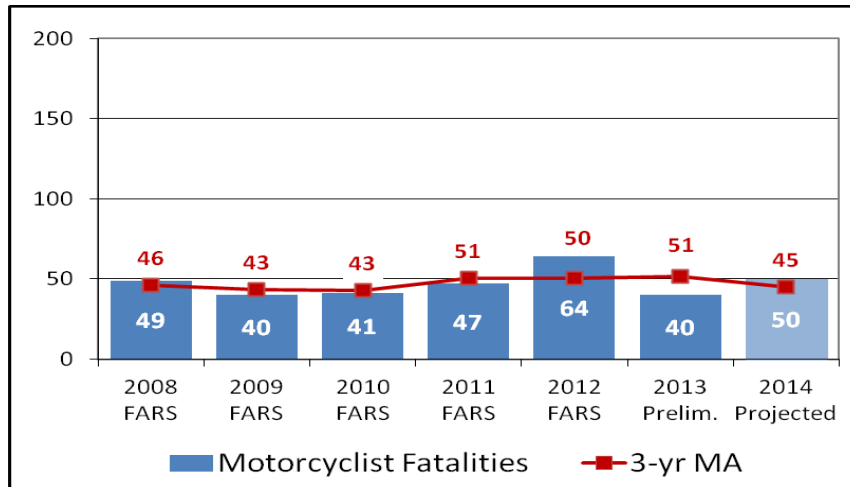
Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,637 in 2012 (2011-2013 average) to 1,585 by 2015. (State crash files, FHWA)



Justification: The number of serious injuries remained relatively steady between 2008 and 2010, but 2011 final State crash data show that these injuries were reduced by 11 percent from 2010 and projections indicate that they will remain at lower levels through 2014. With the State’s high levels of enforcement of impaired driving, occupant protection and speeding laws, serious injuries in crashes have come down and should remain lower than 2011 levels over the next few years. However, with increasing vehicle miles traveled, serious injuries and the serious injury rate are not expected to decrease as much as projected levels indicate.

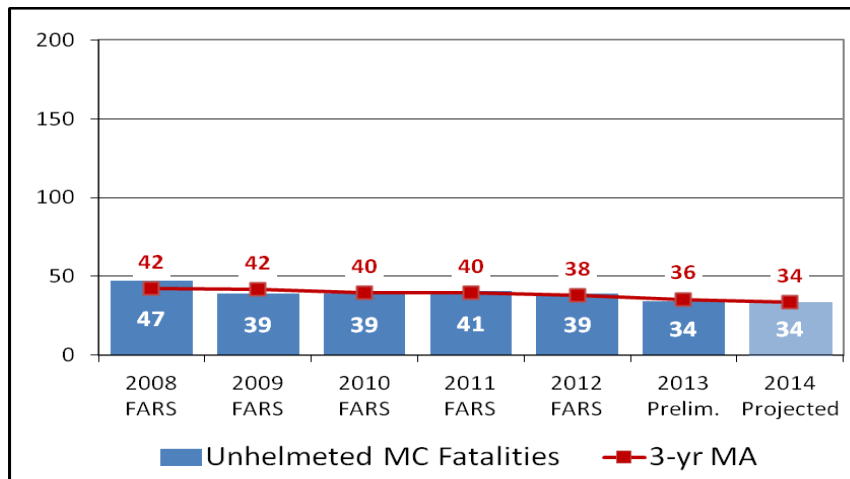
Motorcycle Safety

Reduce the number of motorcyclist fatalities from 50 in 2012 (2011-2013 average) to 48 by 2015. (FARS data)



Justification: Motorcyclist fatalities declined in 2009 and 2010 from 2008, but increased again in 2011 and then increased dramatically in 2012. Preliminary 2013 data indicate motorcyclist fatalities decreasing to 2009-2010 levels, while projections indicate 2014 levels being comparable to the 2011 figure. With some increased emphasis on motorcycle awareness and training in 2014, the State anticipates that 2014 motorcyclist fatalities will be at or below the projected figure.

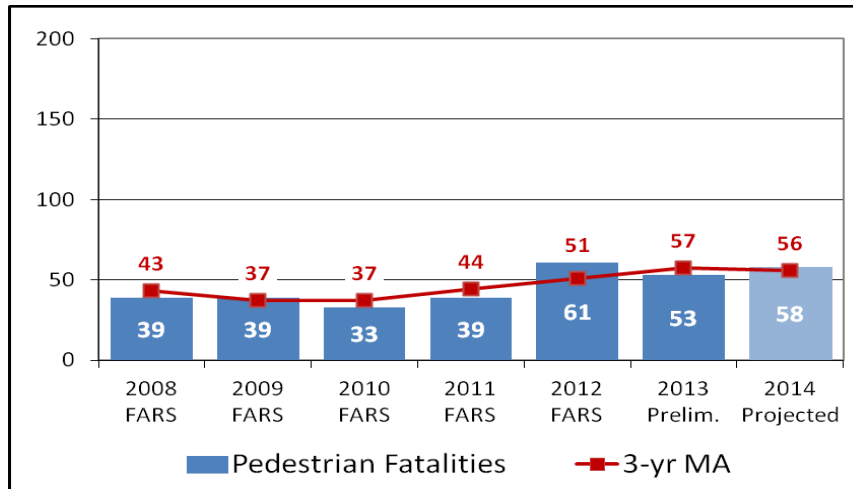
Reduce the number of unhelmeted motorcyclist fatalities from 38 in 2012 (2011-2013 average) to 37 by 2015. (FARS data)



Justification: After remaining steady between 2009 and 2012, preliminary data indicate that the number of unhelmeted motorcyclist fatalities will decrease in 2013 and remain steady through 2014. However, the final 2013 number of motorcyclist fatalities is expected to increase over the preliminary figure and with 86 percent of motorcyclist fatalities typically being unhelmeted, the State does not anticipate unhelmeted motorcyclist fatalities will decline as much as projected.

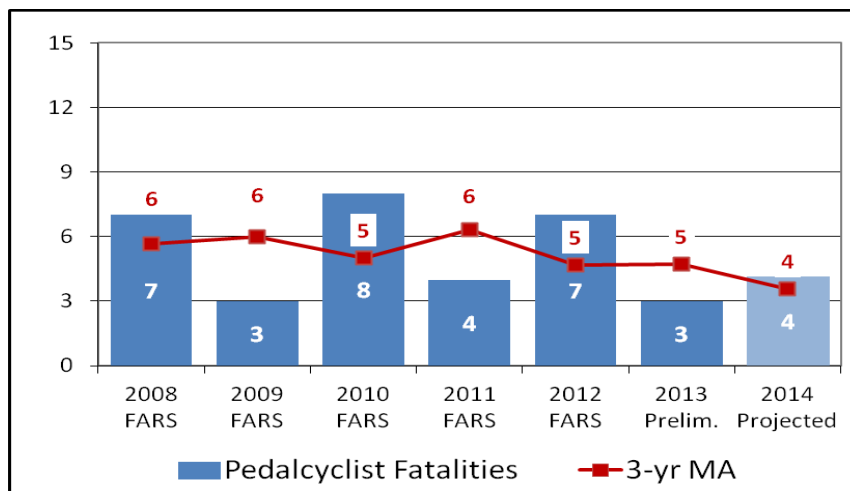
Pedestrian and Bicyclist Safety

Reduce the number of pedestrian fatalities from 51 in 2012 (2011-2013 average) to 50 by 2015. (FARS data)



Justification: Pedestrian fatalities decreased between 2009 and 2010, but increased again in 2011 and then increased dramatically in 2012. Preliminary State data January – April 2014 show that pedestrian fatalities are on a par with 2013 fatalities for the same time period. Projections indicate a small decrease in fatalities between 2012 and 2014; therefore the target for a decrease in pedestrian fatalities from the 2012 three-year average will be conservative.

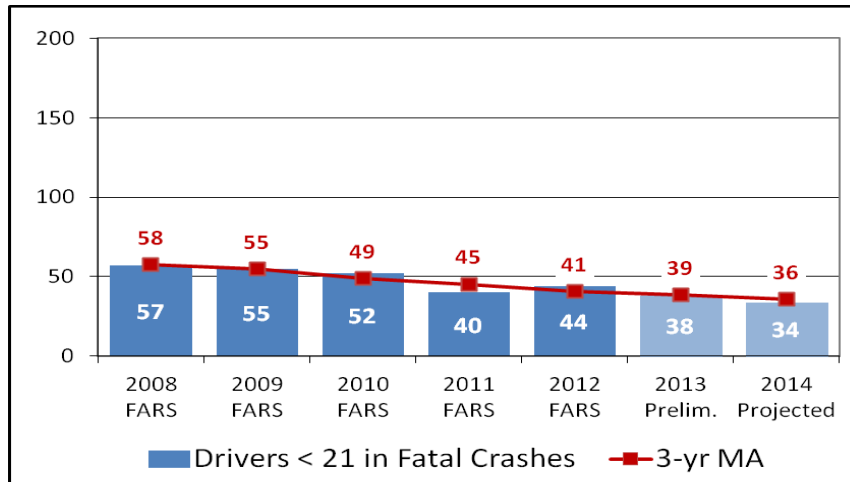
Reduce the number of bicyclist fatalities from 5 in 2012 (2011-2013 average) to 4 by 2015. (FARS data)



Justification: Bicyclist fatalities have fluctuated over the past five years from a low of 3 in 2009 to a high of 8 in 2010, following the National trend. The majority of fatalities in any given year have been in Bernalillo County, so efforts at reducing the number of bicyclist fatalities will be focused there, in conjunction with broader awareness messaging.

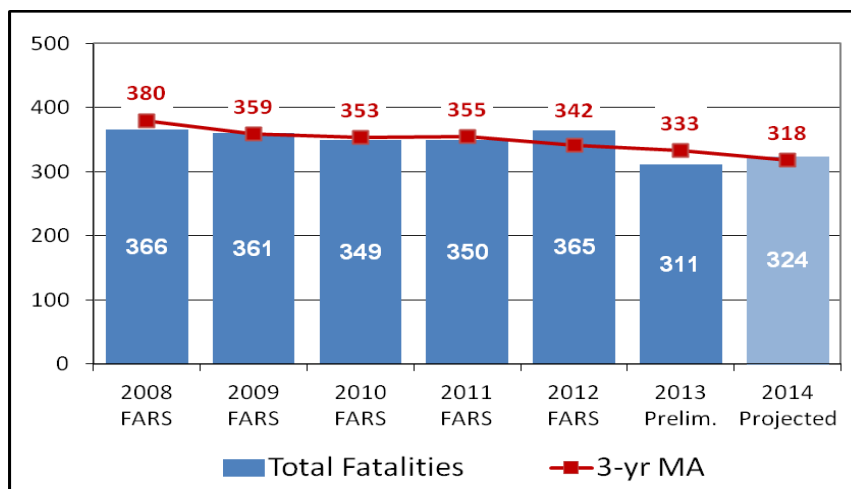
Driver Education and Safety

Reduce the number of drivers age 20 or younger involved in fatal crashes from 41 in 2012 (2011-2013 average) to 38 by 2015. (FARS data)



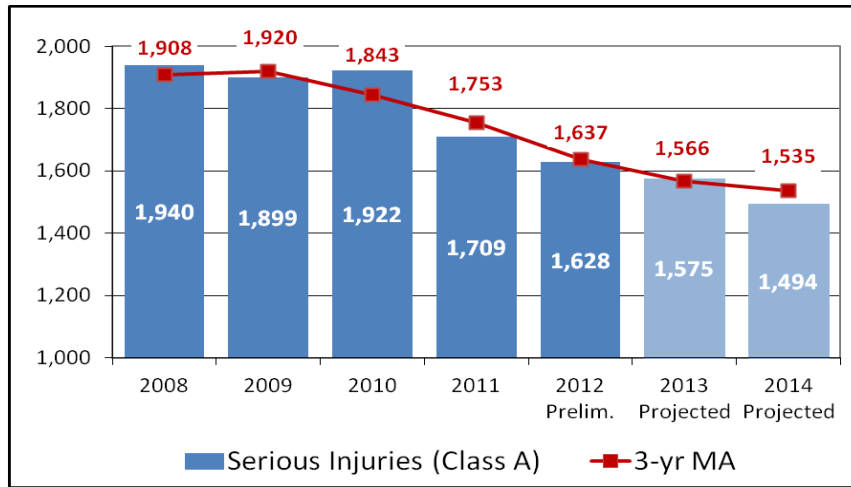
Justification: The number of fatal crashes among under age 21 drivers declined between 2008 and 2011; then rose slightly in 2012. Preliminary and projected data indicate that the number of these fatalities should be lower in 2013 and 2014. New Mexico's graduated licensing laws and support of underage drinking prevention projects focused on providing youth with appropriate training and experience with driving continue to positively impact this number.

Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)



Justification: In New Mexico, overall traffic fatalities showed a downward trend between 2008 and 2010. However, fatalities rose by 4.5 percent between 2010 and 2013. Preliminary data show January – April 2014 fatalities are higher than January-April 2013 fatalities (96 vs. 86). Although the State does expect 2014 fatalities to be lower than in 2012, the decrease is not expected to be as much as projected figures indicate.

Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,637 in 2012 (2011-2013 average) to 1,585 by 2015. (State crash files, FHWA)



Justification: The number of serious injuries remained relatively steady between 2008 and 2010, but 2011 final State crash data show that these injuries were reduced by 11 percent from 2010 and projections indicate that they will remain at lower levels through 2014. With the State’s high levels of enforcement of impaired driving, occupant protection and speeding laws, serious injuries in crashes have come down and should remain lower than 2011 levels over the next few years. However, with increasing vehicle miles traveled, serious injuries and the serious injury rate are not expected to decrease as much as projected levels indicate.

Additional State Measures

Traffic Records Performance Measures and Targets

CRASH TIMELINESS

Increase the percentage of electronic exchange of crash report data from law enforcement agencies to the Crash database from 18 percent of total crash reports for the baseline period of April 1, 2013-March 31, 2014 to 22 percent of total crash reports for the performance period of April 1, 2014 – March 31, 2015.

Justification: NMDOT is working with law enforcement agencies to electronically submit crash report data directly to the crash data entry unit at the University of New Mexico (UNM) for entry into the Crash database.

Planning and Administration - State Process Measures

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

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

Submit a request for payment through the NHTSA grants tracking on a monthly basis.

C. HIGHWAY SAFETY STRATEGIES AND PROJECTS

Alcohol/ Impaired Driving

Overview

A major focus of New Mexico's Highway Safety Plan is to reduce impaired driving crashes, fatalities and injuries. The Traffic Safety Division (TSD) has adopted a performance-based, evidenced-based, data-driven, enforcement program designed to influence alcohol/ impaired driving behavior. Through use of its operational plans, the TSD works with law enforcement agencies to focus their activities in identified, high crash, high-risk locations. Impaired driving enforcement operations involve state, city, county and tribal law enforcement agencies. These operations are coordinated with high-visibility media and public awareness activities.



In addition to high-visibility law enforcement and media, aggressive prosecution and adjudication of DWI offenders, and a comprehensive ignition interlock program are the strategies most likely to impact changes in impaired driving behavior, and thereby, reduce unnecessary deaths and injuries. Training of law enforcement officers improves their ability to identify and arrest impaired drivers. Training of prosecutors improves their knowledge about impaired driving laws, including minimum mandatory sanctions, ignition interlock use and other sentencing guidelines.

Underage DWI prevention projects and statewide and community focused education/ public information and outreach strategies are essential for reaching high-risk population groups.

In addition, TSD provides funding for training for BAC and other drug testing, DRE, ARIDE and SFST trainings and enforcement of underage drinking laws.

TSD is actively engaged in supporting and funding the Statewide Traffic Records System, including the electronic collection and transmission of DWI citation and other traffic report information by officers in the field. TSD supports moving toward a web-based data system for law enforcement agencies to report on their DWI activities.

Impaired Driving Sanctions

New Mexico has some of the toughest and most diverse DWI laws of any state in the Nation:

- *Mandated ignition interlock on vehicles of convicted first and subsequent DWI offenders; mandatory ignition interlock required for drivers from other states, convicted of DWI, that receive a New Mexico driver's license; and vehicle operators who disconnect or otherwise tamper with an interlock, when it's required by law, are subject to the same penalties as those for driving while revoked for DWI.*
- *All convicted first-time DWI offenders have their licenses revoked for a year; two years for a second conviction; three years for a third conviction; and revoked for life for a fourth or subsequent conviction, subject to a five year review in the District Court.*
- *Administrative license revocation is six months to one year for drivers aged 21 and over; and one year for all under-21 drivers, regardless of whether or not they have been previously convicted.*
- *Automatic one-year license revocation for refusing to take a BAC test.*
- *Several cities have vehicle forfeiture programs. Typically, vehicles are seized upon a second DWI conviction.*
- *Mandatory screening for all convicted offenders.*
- *Treatment mandated for all second and subsequent offenders based on screening results.*
- *Mandatory jail time of 7 days, with a maximum of 364 days for driving with a revoked driver's license.*
- *Mandatory jail time for 2nd and subsequent convictions.*

Problem Identification – 2012 State Fatality and Crash Data

Alcohol-involved crashes accounted for almost half (42.6%) of all crash-related fatalities. 'Alcohol/ Drug Involved' was the #1 contributing factor in crash fatalities (43%).

An alcohol-involved crash occurred every four hours. A person was killed or injured in an alcohol-involved crash every six hours.

Alcohol-involved drivers in crashes were almost three times (2.8) more likely to be male than female. Male drivers accounted for 72 percent of all alcohol-involved drivers in crashes. Males age 20-29 accounted for 28 percent of all alcohol-involved drivers.

Counties with a significant increase in alcohol-involved crashes since 2008 included San Miguel (28 to 39, a 39% increase) and Otero (54 to 71, a 31% increase).

The largest number of total crashes and alcohol-involved crashes occurred in the cities of Albuquerque, Las Cruces and Santa Fe in 2012.

Alcohol-involved fatalities by road system were 71 percent rural non-interstate, 29 percent urban.

In 2012, the peak of alcohol-involved crashes occurred between 9 p.m. and 10 p.m. but there was a dramatic increase by 5 p.m. that is sustained at high levels until 3 a.m.

2015 Performance Measure and Target

1) Reduce the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 and above from 97 in 2012 (2011-2013 average) to 95 by 2015. (FARS data)

Countermeasure Strategies

Alcohol/ Impaired Driving Program countermeasure strategies are selected based on a review of NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are either shown to be effective or are proven countermeasures, including: high-visibility sobriety checkpoints and saturation patrols, paired with mass media support; community programs focused on under age 21 enforcement; vendor compliance checks for under age- 21 enforcement; zero-tolerance enforcement; ignition interlocks; DWI Courts; and vehicle seizure.

New Mexico also has a graduated licensing system, including night driving and passenger restrictions, screening for all convicted offenders and treatment for second and subsequent offenders, and license revocation sanctions.

In FFY13, New Mexico's Operation DWI enforcement activities resulted in 1,774 DWI arrests, 26,043 citations for speeding, 10,686 for no insurance, 3,341 for no or improper use of seatbelts or child restraints, 1,836 for driving with a suspended or revoked license and over 28,900 citations for other traffic violations. Officers apprehended 546 fugitives, and made over 700 felony or drug arrests.

New Mexico's participation in the 2013 NHTSA National Crackdown resulted in State and local police officers making 200 DWI arrests and issuing 2,690 citations for speeding, 1,183 for no insurance, 465 for

no or improper use of seatbelts or child restraints, 239 for suspended or revoked license, 25 for reckless driving and 2,926 for other traffic violations. Officers apprehended 54 fugitives, and made 58 misdemeanor arrests, 29 felony arrests and 37 drug arrests.

In FFY15, NMDOT expects that 75-85 city, county, State and tribal law enforcement agencies will participate in the National Impaired Driving Crackdown. A press conference will kick-off the campaign, with media before, during and after the campaign. Campaign results will be provided to media outlets. The media campaign will include television and radio spots in English and Spanish, and outdoor messaging via billboards.

To increase the likelihood that arrests will lead to prosecution and convictions, law enforcement officers received training in Standardized Field Sobriety Testing, DWI Checkpoints, Drug Recognition Expert (DRE), Advanced Roadside Driving Impairment Enforcement (ARIDE) and other impaired driving courses, including courses regarding DWI prosecution, BAC testing and other legal issues. Training was also provided to District attorneys and judges.

The NMDOT supports DWI/ Drug Courts and a supervised probation project, two strategies which have been shown to decrease impaired driving recidivism.

NMDOT uses a full-time underage drinking projects coordinator to oversee a variety of prevention and intervention efforts aimed at both the underage individual and to parents and other community advocates. These information, education and outreach, and media are used to support projects at local and statewide levels.

New Mexico conducts the Youth Risk and Resiliency Survey every two years as a joint project between the New Mexico Department of Health and New Mexico Public Education Department. The 2013 Survey showed that New Mexico saw significant reductions in the following key indicators related to underage drinking in grades 9-12 between the years of 2011 and 2013:

- Current drinking decreased from 36.9 percent to 28.9 percent, down 8 percent
- Binge drinking decreased from 22.4 percent to 17.1 percent, down 5.3 percent
- Drinking and driving decreased from 9.3 percent to 8.9 percent, down 0.4 percent
- Drinking before the age of 13 decreased from 27.4 percent to 23.3 percent, down 4.1 percent

Based on these positive results, New Mexico no longer leads the Nation in the number of children who drink alcohol before the age of 13. Drinking alcohol at an early age can cause serious damage to brain development in adolescence, contribute to low academic achievement, unplanned pregnancies, violence, drunk driving and other harmful behaviors.

Prevention of underage drinking is aimed at reducing a young person's risk of using alcohol or increasing factors that help protect them against alcohol use. Prevention offers tools that families, schools and communities can use to implement effective prevention programs. As with New Mexico's successful DWI efforts, both media strategies and law enforcement involvement have proven to be a crucial and beneficial aspect of an Underage Drinking Prevention Program.

Strategy #1 – Enforcement and Training

Enforcement of DWI laws is essential to reducing crashes, fatalities and injuries due to impaired driving. Research has shown that sobriety checkpoints can reduce alcohol-involved crashes by about 20 percent and fatalities by between 11 and 20 percent.

Under NMDOT contracts, law enforcement agencies participate in statewide mobilizations like Superblitz (DWI and OP enforcement), the NHTSA National Crackdown, 100 Days and Nights of Summer, and in local sustained enforcement activities throughout the year. These activities are paired with high-visibility

media campaigns using the messages: **ENDWI**; *End the Crashes, End the Misery, End the Loss*, **ENDDWI**; *'Drive Sober or Get Pulled Over; SoberZone; and Think Before You Drink*. A press conference is conducted prior to the statewide mobilizations with participation by State, county and local officials.

Typically about 75 individual law enforcement agencies and the 12 State Police districts participate in checkpoint, saturation patrols and sustained enforcement activities throughout the year, resulting in about 15,000 DWI arrests. Law enforcement liaisons work with these agencies to provide technical assistance and ensure their participation in TSD enforcement operations.

Focusing on reducing drinking and driving by underage persons, the Department of Public Safety/ Special Investigations Division conducts underage drinking sting operations and alcohol compliance checks targeting sales to minors or intoxicated persons. In FFY13, New Mexico's Regulation and Licensing Department issued and processed 238 Liquor Control Act citations and processed/ closed a backlog of 120 citations.

In FFY15, New Mexico will continue its law enforcement efforts to reduce death and injury due to alcohol/impaired driving in New Mexico, especially in areas of the State with the highest incidence, and to increase the capacity of law enforcement to arrest and detain DWI offenders by:

- a) contracting with law enforcement agencies to conduct statewide Superblitz mobilizations, and to participate in the NHTSA's National Crackdown and the 100 Days and Nights of Summer Program;
- b) contracting with local law enforcement agencies to conduct monthly, supplemental high-visibility DWI enforcement activities, including checkpoints and saturation patrols;
- c) combining all enforcement efforts with local and statewide media and public information;
- d) providing SFST, DRE, ARIDE and other training opportunities so that law enforcement officers are current on all necessary certifications and to improve impaired driving identification;
- e) working cooperatively with New Mexico tribes and the Navajo Nation to reduce death and injury due to DWI, and to identify problems in arresting and adjudicating DWI offenders; and
- f) continuing to explore new public policy options to reduce death and injury due to DWI and to strengthen existing laws.

(Countermeasures That Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Sections 2.1 Publicized Sobriety Checkpoint Programs, 2.2 Publicized Saturation Patrol Programs, 2.3 Preliminary Breath Test Devices, 2.4 Passive Alcohol Sensors, 7.1 Enforcement of Drugged Driving. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #2 – Prosecution and Adjudication

In New Mexico there are six magistrate DWI/ Drug Courts, one metropolitan DWI/ Drug Court, and one District DWI/ Drug Court. The State's DWI/ Drug Courts are in the following courts: Bernalillo County Metropolitan, Doña Ana County Magistrate, Eddy County Magistrate, Santa Fe County Magistrate, Torrance County Magistrate, Valencia County Magistrate, San Miguel County Magistrate, and the Second Judicial District. TSD assists with funding for some of these DWI Courts.

DWI/ Drug courts are grounded in evidence-based practices and are less expensive than prison. Conservative estimates by researchers show that for every \$1 invested in Drug Court, the justice system saves \$3.36. The community saves up to \$12 (per \$1 investment) on reduced emergency room visits and other medical care, foster care and property loss. Preliminary data from three of New Mexico's Drug Courts show that DWI participants were arrested significantly less often in the two years after they began their participation in the Drug Court programs than in the prior two-year period.

Other programs shown to help reduce DWI recidivism include supervised probation, license revocation, interlocks and vehicle seizure.

In FFY15, New Mexico will support efforts to improve judicial outcomes, particularly in DWI cases by:

- a) funding DWI/ Drug Courts
- b) providing DWI specific training to prosecutors-in-training;
- c) providing ongoing/ short-term support of vehicle seizure programs;
- d) funding a supervised probation program for high-risk DWI offenders; and
- e) supporting regulatory and statutory changes to reform the administrative license revocation process in New Mexico.

(Countermeasures That Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Sections 3.1 DWI Courts; 3.4 Sanctions; 4.3 Vehicle and License Plate Sanctions; 4.4 DWI Offender Monitoring. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #3 – Prevention Education, Communications and Outreach

Communications and outreach strategies are essential components of programs seeking to inform the public of the dangers of impaired driving. Prevention and educational messages communicated through a variety of venues are especially important in reaching youths under age 21.

NMDOT supports a comprehensive program focused on preventing and reducing underage drinking. One component is a website – myinstead.com – developed to assist young people in choosing alternative activities to drinking. The website features an interactive video choice where kids (and parents) can choose the outcome of a video portraying a group of ten and eleven year olds who deal with making this choice. The website offers pertinent information for kids and their parents, important links to appropriate organizations, and the opportunity for kids to submit their own 'instead' as a story or video.

In New Mexico, all statewide enforcement activities are paired with high-visibility media campaigns that highlight the consequences of drinking and driving – to individuals, families and to communities at-large. NMDOT utilizes its own overarching 'brand' for anti-DWI efforts - **ENDWI**. The **ENDWI** logo is used statewide in simple, yet bold, billboards, television commercials and web banner ads. A website (<http://www.endwi.com/>) provides information regarding DWI laws, policies and programs as well as access to information on on-going campaigns.

In FFY15, New Mexico will support DWI media and public Information dissemination by:

- a) purchasing media for the NHTSA National Crackdown;
- b) increasing the perception of risk of DWI enforcement consequences among targeted high-risk groups through an extensive media campaign conducted in conjunction with statewide Superblitz, Miniblitz and 100 Days and Nights mobilizations;
- c) funding a clearinghouse to provide statewide distribution of DWI information and prevention materials;
- d) using community and public information/education strategies to reach identified high-risk groups; and
- e) funding creative design for media development.

(Countermeasures That Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Section 5.2 Mass Media Campaigns. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #4 – Underage Drinking and Underage Alcohol-Impaired Driving Prevention

New Mexico's strategy to prevent underage drinking and to prevent young drivers from drinking and driving encompasses prevention and intervention programs, education, enforcement, zero-tolerance laws and alcohol vendor compliance checks. Although research has shown varying levels of effectiveness for each of these interventions, New Mexico uses a combination of efforts to reduce under age 21 alcohol-related deaths and injuries.

New Mexico enforces a .02 BAC limit for drivers under age 21 (zero-tolerance). Juveniles convicted of DWI can face up to a one-year license revocation, detention and probation.

New Mexico law imposes severe penalties on alcohol retailers who sell alcohol to minors. These penalties include suspension and revocation of liquor licenses. The Special Investigative Division of the State Police coordinates an Underage Drinking Enforcement and Training Project designed to significantly increase enforcement of liquor control laws to reduce youth access to alcohol, thereby reducing underage drinking, and underage drinking and driving.

In New Mexico, it is a fourth-degree felony for a person to sell, serve, give, buy or deliver alcohol to a minor, or to assist a minor to buy, procure or be served alcohol. Penalties can include up to 18 months in jail and a \$5,000 fine. The penalty for a person in a bar or business that sells alcohol to a minor is a misdemeanor.

NMDOT/ TSD has a full-time underage drinking (UAD) prevention coordinator to oversee underage drinking/ DWI prevention projects and coordinate with other agencies and partners to reduce underage drinking statewide. The UAD prevention coordinator works to ensure that evidence-based underage prevention activities are conducted across the State and that high-problem areas are given adequate resources.

In FFY15, New Mexico will collaborate on and provide resources for new and ongoing DWI and underage drinking prevention initiatives by:

- a) developing and supporting underage drinking prevention programs statewide for youth under age 21 to delay the age of onset and reduce binge drinking;
- b) coordinating the activities and resources of DWI and youth prevention programs to help lower the number of alcohol-related fatal and serious injury crashes involving 15-20 year olds;
- c) funding and coordinating underage drinking enforcement efforts with law enforcement agencies; and
- d) managing contracts and funding of projects to sustain DWI and underage drinking prevention efforts at the local community level for youth under age 21.

(Countermeasures That Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Sections 6.2 Zero-Tolerance Law Enforcement; 6.3 Alcohol Vendor Compliance Checks; 6.4 Other Minimum Drinking Age 21 Law Enforcement; 6.5 Youth Programs. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #5 – Alcohol Interlocks

Ignition interlocks have been shown to be highly effective in preventing an alcohol-impaired driver from starting and driving a vehicle with an installed interlock. Recidivism rates among offenders with interlocks installed in their vehicles have been found to be 75 percent lower than among drivers who did not have interlocks installed.

New Mexico law mandates an ignition interlock license and the installation of the device for anyone, in the state of New Mexico, convicted of a DWI. This includes first time DWI offenders. The NMDOT/ TSD is responsible for the licensing and certification of Ignition Interlock providers. TSD staff members monitor, investigate and resolve complaints, and respond to calls for information about ignition interlock requirements from the public, service providers and other government agencies.

Currently there are eight manufacturers distributing interlocks in New Mexico with a total of 63 service centers, 106 installers and 40 service technicians. In FFY13, there were over 12,000 individuals with interlock devices installed in their vehicles.

TSD also administers a legislatively mandated ignition interlock indigent fund to provide a subsidy to indigent offenders required to install an interlock device in their vehicles.

In FFY15, New Mexico will maintain the Ignition Interlock Program and the Ignition Interlock Indigent Fund by:

- a) administering the Ignition Interlock Program to include:
 - approving ignition interlock device manufacturers
 - approving the use of certified ignition interlock devices
 - licensing service centers
 - certifying installers and service providers
 - monitoring providers and evaluating the program
- b) managing the Ignition Interlock Indigent Fund; and
- c) managing a secure ignition interlock database to collect and store ignition interlock data from all certified service centers in the State for analytic purposes.

(Countermeasures That Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Section 4.2 Alcohol Interlocks. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Alcohol/ Impaired Driving Program impact all areas of the State. Enforcement, media, outreach and prevention focused projects are conducted to reach citizens statewide and to therefore have a positive impact on reducing alcohol/ impaired driving fatalities. All proposed strategies are evidence-based and have been shown to be effective measures for impacting the issue of alcohol/ impaired driving.

Levels of funding and activity levels of the proposed strategies have remained steady over the past few years, and New Mexico saw a 14.3 percent reduction in alcohol/ impaired driving fatalities between 2008 and 2013 and a 24.4 percent reduction between 2010 and 2013. Given these results, the State is confident that proposed levels of funding and activities will allow for achievement of the performance target.

These projects in the Media and Marketing Program also contribute to the achievement of the Alcohol/ Impaired Driving Program performance target: Federal projects: 164AL-2015-AL-16-00 DWI Creative Design and Production; 164PM-2015-AL-17-00 DWI Media Placement; State projects: 15-DPE-10-P01 UAD Prevention Creative Design and Production; 15-EE-05-P02 General Creative and Production.

Project Descriptions and Budget Amounts

NHTSA Funds

15-AL-64-P01 Operation DWI **164AL** **\$2,140,000**

164AL-2015-AL-01-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Funds overtime enforcement for the Operation DWI checkpoint and DWI saturation patrol program.

Funds are used to maintain the program, as funding allows, and to expand the program in areas of the State with high rates of DWI. These activities encompass at least 60 agencies statewide and a minimum 85% of the State's population. **(See Federal project #15-ID-05-P01 \$500,000 405d. Total FFY15 funds = \$2,640,000)**

15-AL-64-P02 DWI Task Force - McKinley County **164AL** **\$400,000**

164AL-2015-AL-02-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Provides funds for a DWI Enforcement Task Force in McKinley County. Utilizing a cross-commissioning agreement, this task force will conduct checkpoints, saturation patrols and overtime enforcement in McKinley County, including the Navajo Nation. This task force consists of New Mexico Department of Public Safety, Gallup PD, McKinley County SO and Navajo Nation Department of Public Safety. McKinley County will be the lead agency for the task force and will be the entity responsible for submitting invoices to TSD on this project. Funds are also provided for a full-time prosecutor.

15-AL-64-P03 Alcohol Compliance Enforcement & Warrant Roundups **164AL** **\$150,000**

164AL-2015-AL-03-00 GTS HSP-1 NUMBER

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to the NM Department of Public Safety for Special Investigations Division to conduct warrant roundups for DWI offenders who have a pending arrest warrant for DWI and who are in violation of their court order.

Provides funds to the NM Department of Public Safety-Special Investigations Division to conduct compliance checks at establishments serving or selling alcohol and to conduct underage enforcement sting operations. The Special Investigations Division will focus on enforcing New Mexico's fourth-degree felony law against providing or purchasing alcohol for minors. In New Mexico, on a third offense of sale of liquor to a minor, the liquor establishment is fined \$10,000, and the liquor license is revoked.

15-AL-64-P04 Liquor Control Act Compliance **164AL** **\$250,000**

164AL-2015-AL-04-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving

Provides funds for a contractor for the New Mexico Regulation and Licensing Department to research, coordinate and overhaul the alcohol server training program statewide and funding for a contractor to assist with a revamping of major rules for the Liquor Control Act.

| | | | |
|--|--|--------------|------------------|
| 15-AL-64-P05 | Supervised Probation Expansion | 164AL | \$90,000 |
| 164AL-2015-AL-05-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Franklin Garcia</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving</i> | | | |
| Funds two full-time individuals in selected counties whose time is dedicated to providing supervision and monitoring of eligible convicted first-time DWI offenders. To assist, as available, monitoring the compliance of other DWI offenders with orders for an ignition interlock. This project is focused on high-risk first-time offenders that are currently placed on unsupervised probation. (See Federal project #15-ID-05-P06 \$90,000 405(d). Total FFY15 funds = \$180,000) | | | |
| 15-AL-64-P06 | #DWI/ Drunkbusters Hotline - APD | 164AL | \$75,000 |
| 164AL-2015-AL-06-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Cindy Abeyta</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving</i> | | | |
| Provides overtime enforcement patrol funding to the Albuquerque Police Department to respond to Drunk Busters hotline calls in all four quadrants of the city, concentrating on the summer months. Results of the activity are reported back to the State. The Albuquerque area receives the majority of the Drunkbusters Hotline calls. | | | |
| 15-AL-64-P07 | Vehicle Seizure Program | 164AL | \$110,000 |
| 164AL-2015-AL-07-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Mike Quintana</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education</i> | | | |
| Provides seed money to fund a prosecutor and contract attorney at the City of Santa Fe to focus on DWI vehicle seizure cases. This funding is to assist with the implementation of the new vehicle seizure ordinance. It is expected that by next year, this funding will be reduced and/or eliminated, and the program will be self-supporting based upon auction of seized vehicles. | | | |
| 15-AL-64-P08 | Vehicle Seizure Coordinator | 164AL | \$75,000 |
| 164AL-2015-AL-08-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Kimberly Wildharber</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving</i> | | | |
| Provides funds to the Santa Fe County Sheriff's Department for a full-time clerical position to assist with the processing of vehicle forfeiture cases on vehicles seized on a second or subsequent DWI. This funding will offset costs until the program becomes self-sufficient as the program revenue grows. | | | |
| 15-AL-64-P09 | DWI Task Force Meeting Facilitation | 164AL | \$50,000 |
| 164AL-2015-AL-09-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Kimberly Wildharber</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 2. Alcohol Impaired Driving</i> | | | |
| Funds a contract to provide facilitation services (i.e. meeting room, copying and distribution of meeting documents, meeting minutes, etc.) to the DWI Task Force to develop a statewide DWI Plan. | | | |
| 15-AL-64-P10 | Statewide DWI Enforcement Training | 164AL | \$270,000 |
| 164AL-2015-AL-10-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Cindy Abeyta</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans</i> | | | |
| Provides DWI information, coordination and training to law enforcement involved in DWI-related police traffic services. Provides statewide coordination and oversight of the Standard Field Sobriety training to ensure compliance with existing training standards and procedures. Training may include SFST, conducting DWI checkpoints and electronic DWI citation data entry. | | | |

15-AL-64-P11 Traffic Safety Clearinghouse 164AL \$220,000

164AL-2015-AL-11-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Funds a contract to provide clearinghouse services statewide, including distributing traffic safety materials to support programs and staffing a 1-800 toll-free service to respond to public inquiries on occupant protection, DWI prevention, speed, graduated licensing and other traffic safety programs and issues. The Clearinghouse contracted agency prepares, prints and distributes traffic safety materials, promotional items, reports and newsletters used for public information and education, or promotion of program activities; conducts research for TSD upon request; and updates materials as needed. The 164AL funds are used only for the alcohol/ impaired driving activities associated with this project. **(See Federal projects #15-DE-02-P02 \$180,000 402 and #15-OP-02-P03 \$140,000 402. Total FFY15 funds = \$540,000)**

15-AL-64-P12 DWI Prosecution Training 164AL \$65,000

164AL-2015-AL-12-00 GTS HSP-1 NUMBER

Monitored by Lolita Martinez

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education

Provides funding to train third year law students on how to properly and efficiently prosecute DWI cases. As DWI cases become increasing complex, it is important to provide training as early as possible. This project will be funded only through December 2014.

15-AL-64-P13 Impaired Driving Program Management - FTEs 164AL \$200,000

164AL-2015-AL-13-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides program management in the impaired driving program area to coordinate Operation DWI, Superblitzes, and other projects related to impaired driving. Manage, conduct and provide oversight of monitoring and quality assurance initiatives related to impaired-driving projects. Collaborate with the State's law enforcement liaisons and NM law enforcement agencies to increase the effectiveness and efficiency of law enforcement efforts to reduce DWI. Personnel services will include salaries and benefits for six FTEs, including two staff managers and four management analyst positions. Funding percentages will be based on hourly timesheets. However, based on the past year, approximately 42% of all time is spent on alcohol related projects. Travel, supplies, and training will also be included in the project for monitoring, workshops, seminars and program management at the same percentages. Remainder of funding for the six FTEs can be found in the OP and PT program areas.

15-AL-64-P14 Traffic Safety Law Enforcement Liaisons 164AL \$240,000

164AL-2015-AL-14-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4.

Fatigued and Distracted Drivers, 8. Occupant Protection, 10. Special Users, and 12. Young Driver Crashes

Funds three full-time positions (law enforcement liaisons - LELs) to provide statewide coordination of traffic safety and National initiatives between TSD and local, county, State and tribal law enforcement agencies. Their duties include, but are not limited to negotiating funding on behalf of the TSD, project agreement preparation and tracking, and participating in site visits. LELs assist with an annual statewide law enforcement coordinator's meeting where strategies and innovative programs are shared. The 164AL funds cover only the alcohol/ impaired driving activities associated with this project. **(See Federal project #15-PT-02-P02 \$260,000 402. Total FFY15 funds = \$500,000)**

15-PA-64-P15 E-Grants - Phase One **164PA** **\$290,000**
164PA-2015-PA-15-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection,

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system. The 164 funds will only be used to fund development of e-grants system directly related to impaired driving.

15-ID-05-P01 Operation DWI **405d** **\$500,000**

M5HVE-2015-05-01-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Funds overtime enforcement for the Operation DWI checkpoint and DWI saturation patrol program. Funds are used to maintain the program, as funding allows, and to expand the program in areas of the State with high rates of DWI. These activities encompass at least 60 agencies statewide and a minimum 85% of the State's population. **(See Federal project #15-AL-64-P01 \$2,140,000 164AL. Total FFY15 funds = \$2,640,000)**

15-ID-05-P02 DWI/ Drug Courts - AOC **405d** **\$225,000**

M5CS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by Lolita Martinez

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to assist New Mexico courts to maintain their DWI-specific Drug Courts, to include: support for DWI/ Drug Court Coordinator(s), part- time staff, travel and related costs, drug testing kits and drug confirmation tests.

15-ID-05-P03 BAC Testing Training - DOH Scientific Labs Division **405d** **\$75,000**

M5BAC-2015-05-03-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funding for a full-time person from the NM Department of Health - Scientific Labs Division (SLD) to assist in providing IR 8000 intoximeter (alcohol detection) training to law enforcement personnel and to calibrate all IR 8000 intoximeters in the State. The SLD provides training and education to prosecutors, law enforcement and community groups and provides information to assist in the successful prosecution of alcohol/ impaired driving cases. The SLD provides statistical data on the prevalence and trends of alcohol/ drug-impaired driving in New Mexico, data on surviving drivers in alcohol/ impaired driving crashes and bi-weekly BAC reports on all fatal accidents.

15-ID-05-P04 Drug Recognition Expert Training **405d** **\$170,000**

M5TR-2015-05-04-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

This funding provides training and re-certification of all DRE (Drug Recognition Expert) and ARIDE (Advanced Roadside Driving Impairment Enforcement) officers, using the NHTSA approved curriculum, to increase the number of ARIDE and DRE experts statewide.

15-ID-05-P05 Traffic Safety Resource Prosecutor 405d \$90,000

M5TR-2015-05-05-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education
Funds a contract to provide training to attorneys, law enforcement officers, probation officers/DWI compliance officers and County DWI program managers to improve the ability of prosecutors to effectively prosecute DWI cases. Provide NMDOT/ TSD and traffic safety partners with technical assistance and education on policy issues regarding DWI/ impaired driving, speeding, distracted driving and other risky driving behaviors. **(See Federal project #15-DE-02-P03 \$60,000 402. Total FFY funds = \$150,000)**

15-ID-05-P06 Supervised Probation Expansion 405d \$90,000

M5II-2015-05-06-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds two full-time individuals in selected counties whose time is dedicated to providing supervision and monitoring of eligible convicted first-time DWI offenders. To assist, as available, monitoring the compliance of other DWI offenders with orders for an ignition interlock. This project is focused on high-risk first-time offenders that are currently placed on unsupervised probation. **(See Federal project #15-AL-64-P05 \$90,000 164AL. Total FFY15 funds = \$180,000)**

15-ID-05-P07 Driver Manual and Driver Test Improvement Project 405d \$200,000

M7*DL-2015-05-07-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving
Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal project #15-DE-02-P07 \$100,000 402; State Projects #15-DI-09-P03 \$100,000 Fund 09 and #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

State Funds

15-CD-05-P01 Community DWI (AL) State Fund 20800 \$470,000

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to cities or counties for alcohol-related prevention, enforcement, public information/ education and offender programs. State funds come from a \$75.00 fee imposed on convicted drunk drivers, as allowed by Section 31-12-7(B) and Regulation 18.20.6 NMAC (2004). Funding amounts vary by fiscal year based on fees collected in the previous year.

| | | | |
|----------------------|--------------------------------|-----------------------------|------------------|
| 15-DPE-10-P02 | Life of an Athlete (AL) | State Fund 20700 | \$100,000 |
|----------------------|--------------------------------|-----------------------------|------------------|

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds the New Mexico Activities Association (NMAA) to implement the 'Life of an Athlete' program. This multi-year prevention-intervention will focus on alcohol education for student athletes, their parents, coaches and athletic directors statewide. Continued on-line maintenance of the existing user-friendly website which provides education to student athletes regarding the dangers of alcohol use. An on-line test is part of the curriculum. Track progress at school district level and trainings on code of conduct/ alcohol school policy.

| | | | |
|----------------------|--------------------------------|-----------------------------|------------------|
| 15-DPE-10-P03 | Community Programs (AL) | State Fund 20700 | \$200,000 |
|----------------------|--------------------------------|-----------------------------|------------------|

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds community-based agencies to implement programs, evidence-based practices (EBPs) and policies that postpone the age of first use (i.e. onset) among middle school/pre-teen youth, reduce binge drinking among middle or high school youth and reduce social access to alcohol. Local DWI Planning Councils will be encouraged to apply for these funds.

| | | | |
|----------------------|--------------------------------|-----------------------------|------------------|
| 15-DPE-10-P04 | MyInstead Campaign (AL) | State Fund 20700 | \$150,000 |
|----------------------|--------------------------------|-----------------------------|------------------|

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a contractor to educate youth, students, parents and prevention educators from across the State on the dangers and consequences of underage alcohol use. Work with New Mexico prevention stakeholders (e.g. NM MADD) to coordinate efforts. Focal areas will include outreach activities on: the importance of delaying onset of and reducing binge drinking; how to talk to your kids about alcohol; high-risk transition times (e.g., moving from elementary school to middle/junior high school, etc.); and promulgation of low-risk drinking guidelines for adults of legal drinking age. The contractor will develop best practice guidelines for a Child and Parents campaign focused on raising parental awareness, changing community attitudes, changing intentions, addressing early onset of alcohol use and reducing binge drinking. Contractor will provide technical assistance to DWI prevention specialists in developing universal guidelines for prevention efforts.

| | | | |
|----------------------|--|-----------------------------|------------------|
| 15-DPE-10-P05 | Underage Drinking TSD Initiative (AL) | State Fund 20700 | \$200,000 |
|----------------------|--|-----------------------------|------------------|

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Using a Request for Proposal process, this project will provide funds for up to five statewide programs to address prevention of underage drinking in the areas of: reducing binge drinking; delaying the early onset of drinking; education to schools and parents; and education on how alcohol affects of the brain. Teen drinking can program the brain for alcoholism, however, brain damage is the most compelling reason people move toward action.

| | | | |
|----------------------|---|-----------------------------|-----------------|
| 15-DPE-10-P06 | School-based UAD Education and Intervention (AL) | State Fund 20700 | \$60,000 |
|----------------------|---|-----------------------------|-----------------|

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a contractor to provide education and intervention at schools and major events (e.g., State Fair, athletic events). The projects will be focused on: educating middle and high school students on the risks and consequences of alcohol use in order to prevent or delay the onset of use; promoting awareness; providing opportunities to develop life skills to counter social pressure to drink; reducing risk factors at the individual level by enhancing knowledge; and addressing social and environmental risk factors (family, school and community). The contractor will utilize the MyInstead Media Campaign curriculum.

| | | | |
|---------------------|--|-----------------------------|--------------------|
| 15-II-54-P01 | Ignition Interlock Indigent Fund (AL) | State Fund 82600 | \$2,600,000 |
|---------------------|--|-----------------------------|--------------------|

Monitored by Cora Herrera

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

A fund to reimburse interlock service providers for services provided, pursuant to State statute 66-8-102 NMSA 1978. Recurring revenues are statutorily generated and deposited into the fund through fees collected by MVD from non-indigent drivers for every year interlocked and from a portion of the local liquor excise tax.

| | | | |
|---------------------|--|-----------------------------|-----------------|
| 15-II-54-P02 | Ignition Interlock Indigent Fund - FTE (AL) | State Fund 82600 | \$60,000 |
|---------------------|--|-----------------------------|-----------------|

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds one FTE to administer the ignition interlock fund program. The Department, per State statute, can use up to 10% of the fund for the overall administration.

| | | | |
|---------------------|--|-----------------------------|-----------------|
| 15-II-54-P03 | Ignition Interlock Indigent Fund Contractual (AL) | State Fund 82600 | \$75,000 |
|---------------------|--|-----------------------------|-----------------|

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds additional administrative staff as needed to support the administration of the ignition interlock fund.

Alcohol/ ID: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------------|---------------------|---|------------------|
| 15-AL-64-P01 | 164AL-2015-AL-01-00 | Operation DWI | 2,140,000 |
| 15-AL-64-P02 | 164AL-2015-AL-02-00 | DWI Task Force - McKinley County | 400,000 |
| 15-AL-64-P03 | 164AL-2015-AL-03-00 | Alc Sales Compliance Enforcement/ Warrants | 150,000 |
| 15-AL-64-P04 | 164AL-2015-AL-04-00 | Liquor Control Act Compliance | 250,000 |
| 15-AL-64-P05 | 164AL-2015-AL-05-00 | Supervised Probation Expansion (see ID-06) | 90,000 |
| 15-AL-64-P06 | 164AL-2015-AL-06-00 | #DWI/ Drunkbusters Hotline - APD | 75,000 |
| 15-AL-64-P07 | 164AL-2015-AL-07-00 | Vehicle Seizure Program | 110,000 |
| 15-AL-64-P08 | 164AL-2015-AL-08-00 | Vehicle Seizure Coordinator | 75,000 |
| 15-AL-64-P09 | 164AL-2015-AL-09-00 | DWI Task Force Meeting Facilitation | 50,000 |
| 15-AL-64-P10 | 164AL-2015-AL-10-00 | Statewide DWI Enforcement Training | 270,000 |
| 15-AL-64-P11 | 164AL-2015-AL-11-00 | Traffic Safety Clearinghouse | 220,000 |
| 15-AL-64-P12 | 164AL-2015-AL-12-00 | DWI Prosecution Training | 65,000 |
| 15-AL-64-P13 | 164AL-2015-AL-13-00 | Impaired Driving Program Management - FTEs | 200,000 |
| 15-AL-64-P14 | 164AL-2015-AL-14-00 | Traffic Safety Law Enforcement Liaisons | 240,000 |
| 15-PA-64-P15 | 164PA-2015-PA-15-00 | E-Grants - Phase One | 290,000 |
| 164AL Total | | | 4,625,000 |
| 15-ID-05-P01 | M5HVE-2015-05-01-00 | Operation DWI | 500,000 |
| 15-ID-05-P02 | M5CS-2015-05-02-00 | DWI/ Drug Courts - AOC | 225,000 |
| 15-ID-05-P03 | M5BAC-2015-05-03-00 | BAC Testing Training - SLD | 75,000 |
| 15-ID-05-P04 | M5TR-2015-05-04-00 | Drug Recognition Expert Training | 170,000 |
| 15-ID-05-P05 | M5TR-2015-05-05-00 | Traffic Safety Resource Prosecutor (see DE-03) | 90,000 |
| 15-ID-05-P06 | M5II-2015-05-06-00 | Supervised Probation Expansion (see AL-05) | 90,000 |
| 15-ID-05-P07 | M7*DL-2015-05-07-00 | Driver Manual and Driver Test Improvement Project | 200,000 |
| 405d Total | | | 1,350,000 |

Total Alcohol/ Impaired Driving NHTSA Funds

\$5,975,000

Occupant Protection

Overview

The primary goal of New Mexico's Occupant Protection (OP) Program is to reduce the number of occupant protection-related traffic crashes, injuries and fatalities. To achieve this goal, the New Mexico Department of Transportation (NMDOT) Traffic Safety Division (TSD) has developed an Occupant Protection Plan to increase seatbelt use and use of child safety seats among the driving public. Countermeasure strategies and projects have been designed to increase awareness of the importance of occupant protection, to facilitate the use of child occupant protection and to monitor outcomes related to these efforts.

Occupant Protection Laws

New Mexico's primary seatbelt, child safety seat/ booster seat and other related legislation have been instrumental in achieving high use of occupant protection and in reducing traffic-related deaths and injuries. New Mexico statutes provide for the following:

- All motor vehicle occupants (in vehicles weighing less than 10,000 pounds) must use a seatbelt at all times.
- All passengers less than 18 years of age must be properly restrained unless they are in an authorized emergency vehicle, public transportation, or school bus.
- Children less than one year of age must be in a rear-facing child safety seat in the back seat. If the vehicle is not equipped with a back seat, the child may ride in the front seat, if the passenger-side air bag is deactivated, or there is no airbag.
- Children one to four years of age, or under 40 pounds, must be in a child safety seat. Children five or six years of age must be in a child safety seat or a booster seat. A child under 60 pounds must ride in a child safety seat or booster seat, regardless of age.
- Children, ages 7 through 12, must be properly restrained in a child safety seat, booster seat or seatbelt. Children, ages 13 through 17, must ride with a seatbelt.
- All restraint devices must meet federal standards, must be appropriate for the age and size of the child, and must be properly used.
- New Mexico drivers convicted of failure to restrain child passengers properly or failure to use seatbelts properly receive a \$25 fine, plus court fees, and receive a two-point penalty assessment on their driver's license for each conviction.

Problem Identification – 2012 State Fatality and Crash Data

Seatbelt use is self-reported by the occupants of a crash to the investigating police officer. In order to avoid citations, some people in crashes, particularly less severe crashes, may declare they were wearing a seatbelt when in fact they were not. In the event of a fatality, however, whether the person was using a seatbelt is usually fairly clear to the police officer.

In order to obtain a more objective percentage of seatbelt use overall, a NHTSA-approved statewide seatbelt use survey is conducted annually in New Mexico. The survey produces an overall seatbelt use

percentage and a use percentage for each of four regions in the State. According to New Mexico's 2013 Seatbelt Survey Report, the State's overall seatbelt use was 92 percent. Driver use was 92.1 percent, while passenger use was 91.2 percent. Pickup truck overall use was 86.2 percent. Pickup truck driver use was 86 percent, while passenger use was 87.6 percent.

In 2012, 81 percent of passenger vehicle occupants reported using a seatbelt at the time of the crash.

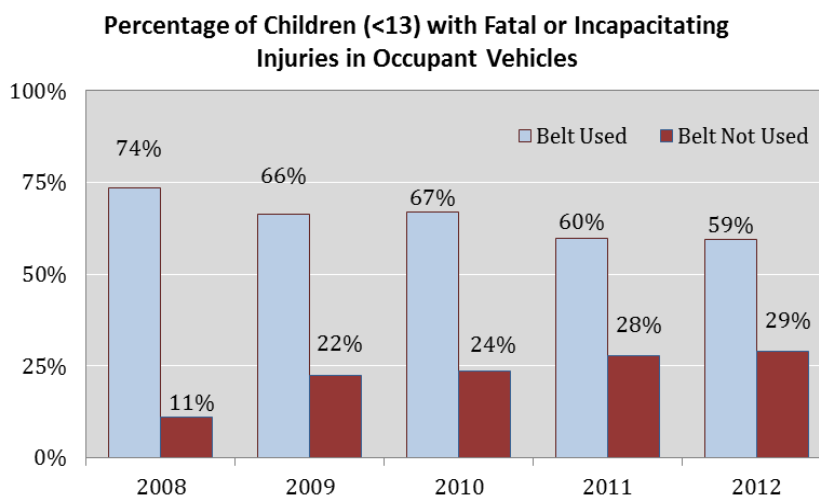
Eighty-four percent of passenger vehicle occupants who were *belted* suffered no injuries; only 0.1 percent of persons who were belted at the time of the crash were killed.

Eighty percent of unbelted fatalities occurred on rural roads.

Among children under age 13, 0.04 percent of children who were *belted* at the time of the crash were killed compared to 1.2 percent of children who were *unbelted*.

Only 0.54 percent of children under age 13 who were *belted* at the time of the crash received an incapacitating injury compared to 3.6 percent of children who were *unbelted*.

Since 2008, reported belt use among children under age 13 with fatal or incapacitating injuries has been declining (belt use is unknown for 9 to 11 percent in any given year).



2015 Performance Measures and Targets

1) Reduce the number of unrestrained passenger vehicle occupant fatalities, all seat positions from 104 in 2012 (2011-2013 average) to 99* by 2015. (FARS data)

*Both 2013 and 2014 data are projections, and taking into consideration staff and traffic safety partner discussions, the State does not anticipate unrestrained passenger vehicle occupant fatalities being reduced by the 2014 projected number.

2) Increase the observed seatbelt use percentage for front-seat occupants from 91.7% in 2013 (2012-2014 average) to 92.1% by 2015. (NM Seatbelt Survey)

Countermeasure Strategies

Occupant Protection Program countermeasure strategies are selected based on a review of

NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are either shown to be effective or are proven countermeasures, including: high-visibility occupant protection enforcement paired with mass media support; sustained seatbelt enforcement; and child safety seat and booster seat clinics, fitting stations and distribution.

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

In FFY14, 53 law enforcement agencies participated in the National Click It or Ticket campaign. The 12 State Police districts are counted as one of the 53 agencies. Through this campaign, law enforcement officers issued 2,545 seatbelt citations and 161 child restraint citations. Officers also issued the following citations: 1,050 for speeding, 186 for driving with a revoked or suspended license, 799 for uninsured motorist, and 141 for use of a cell phone. Officers apprehended 32 fugitives, and made 16 DWI arrests, 5 felony arrests and 8 drug arrests. Another 1,485 citations were issued for violations other than these listed.

In FFY15, NMDOT expects that 60 city, county, State and tribal law enforcement agencies will participate in the National Click It or Ticket Campaign. A press conference will kick-off the campaign, with media before, during and after the campaign. Campaign results will be provided to media outlets. The media campaign will include television and radio spots in English and Spanish, and outdoor messaging via billboards.



NMDOT supports an active, statewide child safety seat distribution program that provides services to both English and Spanish-speaking families. In FFY13, the program distributed over 2,300 child safety seats to low-income families and provided education and individual instruction on proper seat belt installation and use. New Mexico's eight permanent fitting stations and numerous child safety clinics inspected almost 1,600 child safety seats, replaced almost 500 seats and newly installed 117 seats. All safety instructors and technicians, participating law enforcement personnel, and program coordinators receive NHTSA-certified training and certification.

New Mexico's enforcement, communications and outreach efforts have helped the State achieve an overall seatbelt use of 90 percent or above for the past seven years. New Mexico's overall seatbelt use percentage continues to be above the National percentage (87% in 2013).

Strategy #1 – Enforcement

Enforcement of New Mexico's primary seatbelt and child restraint laws are an essential component of New Mexico's efforts at reducing fatalities and injuries among vehicle occupants in crashes. Since 2004,

observed seat belt use in New Mexico has remained steady at between 90 and 91 percent, and between 2004 and 2013, unrestrained fatalities have been reduced by 43 percent.

Research shows that using an appropriate child restraint or seatbelt is the most effective way to reduce fatalities and injuries in crashes. Appropriate, and correctly installed and used child restraints have been shown to reduce fatalities in infants and in children ages 1 to 4 by 71 percent and 54 percent, respectively.

New Mexico's primary approach to increasing seatbelt and child safety seat use is Operation Buckle Down (OBD), an intense statewide program of seatbelt and child safety seat enforcement combined with a public awareness media campaign. Law enforcement officers from over 50 agencies (State, city, county and tribal) annually participate in OBD activities resulting in more than 90% of the State's population being reached by these activities.

New Mexico participates annually in the NHTSA National Seatbelt High-Visibility Enforcement Mobilization. This mobilization combines enhanced enforcement with a focused media campaign using the media message of Click It or Ticket.

Law enforcement agencies also participate in statewide mobilizations like Superblitz (OP and DWI combined enforcement), 100 Days and Nights of Summer, and in local sustained enforcement activities throughout the year. These activities are paired with high-visibility media campaigns using the messages: *Click It or Ticket*; *BKLUP*; and *BKLUP Baby*. A press conference is conducted prior to the statewide mobilizations with participation by State, county and local officials.

In FFY13, through State-funded activities and National Mobilizations, law enforcement officers issued over 13,700 seatbelt citations and over 2,100 child restraint citations.

In FFY15, New Mexico will support enforcement of New Mexico's primary seatbelt use law by:

- a) establishing agreements with law enforcement agencies statewide to conduct Operation Buckle Down (OBD) and other local OP enforcement activities for day and night enforcement;
- b) participating in the Click It or Ticket National Seatbelt Enforcement Mobilization; and
- c) ensuring enforcement coverage of at least 80 percent of the State.

(Countermeasures That Work, 7th Edition, 2013: Chapter 2, Seatbelts and Child Restraints: Sections 2.1 Short-Term, High-Visibility Belt Law Enforcement; 2.3 Sustained Enforcement; 5.1 Short-Term, High-Visibility Child Restraint/ Booster Law Enforcement. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #2 - Communications and Outreach

Comprehensive communications and outreach strategies are essential components of programs seeking to inform the public about New Mexico's primary seatbelt use law and its child restraint use laws. These strategies can increase seatbelt and child restraint use, and reduce deaths and injuries in crashes. Education and outreach provided through a variety of venues, and at local levels are especially important in enabling parents to best protect their children.

NMDOT/ TSD funds paid media for the Operation Buckle Down, the Click It or Ticket National Seatbelt Mobilization and other special occupant protection campaigns. Television and radio spots are broadcast in both English and Spanish. NMDOT coordinates the distribution and running of the spots in all the major media markets. A press conference is conducted to kick-off each statewide event. In addition, earned media is obtained for these events and for monthly local enforcement activities.

NMDOT also funds a traffic safety information clearinghouse that provides occupant protection materials to interested agencies, schools and individuals.

In FFY15, New Mexico will promote occupant protection use by non-users by:

- a) purchasing media (television, radio and print) for Click It or Ticket and other OP enforcement campaigns that heighten the perceived risk of enforcement consequences;
- b) funding occupant protection media messages on television, radio and print, and supporting other agencies occupant protection educational/awareness efforts by providing them with sample media messages;
- c) funding and participating in a number of outreach efforts (with some emphasis on 8-15 year olds) to educate relevant agency personnel and the public in the appropriate use of occupant protection;
- d) funding a clearinghouse for statewide distribution of occupant protection educational materials on seatbelts, booster seats, child safety seats and airbags; and
- e) funding a contract to conduct the annual statewide seatbelt survey to include nighttime observations.

(Countermeasures That Work, 7th Edition, 2013: Chapter 2, Seatbelts and Child Restraints: Sections 3.1 Communications and Outreach Supporting Enforcement; 3.2 Communications and Outreach Strategies for Low-Belt-Use Groups; 6.1 Communications and Outreach Strategies for Older Children. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #3 – Child Restraint Distribution, Inspection Stations

NHTSA research (2012) found that child safety seats reduced fatal injury by 71 percent for infants (younger than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars. In 2012, among children younger than 5 involved in passenger vehicle crashes, an estimated 284 lives were saved by restraint use. Tragically, of passenger vehicle fatalities among children 4 and younger, 31 percent were not restrained at all.

In New Mexico, reported belt use among children under age 13 with fatal or incapacitating injuries has declined from 74 percent in 2008 to 59 percent in 2012. This data show that an active, effective child restraint distribution program, and ongoing education and awareness of the need for restraint use, including booster seats, are needed to reduce deaths and injuries among this vulnerable population.

The TSD works with local community groups and local government agencies to conduct child safety seat and booster seat clinics and to set up permanent fittings stations. The TSD helps support the New Mexico Child Safety Seat Distribution Program to assist low-income families obtain child safety seats. The TSD maintains a current list of these programs and funds the Injury Prevention Resource Center to provide for statewide distribution of occupant protection educational materials on seatbelts, child safety seats, booster seats and airbags.

Child passenger safety certification training is provided to law enforcement officers, fire and EMS personnel, health care professionals and other safety advocates. Currently, New Mexico has 405 Certified Child Passenger Safety Technicians and 11 instructors.

In FFY15, New Mexico will promote the use of occupant protection, including booster seats, among identified groups of non-users by:

- a) funding contracts for working with community groups and local government entities around the State to conduct child safety seat/ booster seat clinics and to set-up permanent fitting stations; and
- b) funding contracts to provide the NHTSA Child Passenger Safety Certification Training Program.

(Countermeasures That Work, 7th Edition, 2013: Chapter 2, Seatbelts and Child Restraints: Sections 7.2 Child Restraint Distribution Programs; 7.3 Inspection Stations. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Occupant Protection Program impact all areas of the State. Enforcement, communications and outreach, and child safety seat distribution and inspection stations projects are conducted to reach citizens statewide and to therefore have a positive impact on increasing the use of appropriate child safety seats and seatbelts and reducing occupant protection-related fatalities and injuries. All proposed strategies are evidence-based and have been shown to be effective measures for impacting the issue of occupant protection.

Levels of funding and activity levels of the proposed strategies have remained steady over the past few years, and New Mexico saw a 24.2 percent reduction in unrestrained occupant fatalities between 2008 and 2013. Given this result, the State is confident that proposed levels of funding and activities will allow for achievement of the performance targets.

These projects in the Media and Marketing Program also contribute to the achievement of the Occupant Protection Program performance targets: Federal project: M1*PM-2015-05-05-00, Click It or Ticket Paid Media; State Projects: 15-EE-05-P02 General Creative and Production; 15-EE-PM-P03 General Paid Media.

Project Descriptions and Budget Amounts

NHTSA Funds

15-OP-05-P01 Seatbelt Observation Survey & Nighttime Survey 405b \$200,000

M1X-2015-05-01-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Conduct statewide pre-and post-seatbelt observation surveys prior to and following the Click It or Ticket National Seatbelt Enforcement Mobilization to determine the annual seatbelt use percentage and produce an annual report. NHTSA approved survey methods and processes are used for both samples. Nighttime surveys are planned for FFY15 at various locations around the State and will include pre and post surveys.

15-OP-02-P02 Child Restraint Program 405b \$250,000

M1CPS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Continue statewide school-based and community-based occupant protection programs; train additional child safety seat/ booster seat technicians; increase child safety seat/ booster seat clinics and fitting stations throughout the State; expand the child safety seat/ booster seat distribution system; and increase availability of child safety seat /booster seat equipment for low-income families. **(See State project #15-OP-RF-P05 \$150,000 Fund 01. Total FFY15 funds = \$400,000)**

15-OP-02-P03 Traffic Safety Clearinghouse/ Booster Seats 402 \$140,000

OP-2015-OP-03-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Provides funds to purchase and distribute child safety seats and booster seats throughout the State to enhance child passenger use efforts. **(See Federal projects #15-AL-64-P11 \$220,000 164AL and #15-DE-02-P02 \$180,000 402. Total FFY15 funds = \$540,000)**

15-OP-02-P04 Occupant Protection Program Mgt - FTEs 402 \$150,000

OP-2015-OP-04-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Provides program management in the Occupant Protection program area to coordinate statewide local law enforcement efforts related to OBD operations. Oversee funding to local law enforcement agencies for overtime enforcement, and assist in developing strategies for inter-jurisdictional enforcement efforts. Provide program management for the planned 2013 NM Seatbelt Survey, the Occupant Protection for Children Survey, and the Click It or Ticket National Seatbelt Mobilization. Oversee projects related to child occupant protection, including fitting stations and child safety seat/ booster seat clinics. Personnel services will include salaries and benefits for six FTEs, including two staff managers and four management analyst positions. Funding percentages will be based on hourly timesheets. However, based on the past year, approximately 25% of all time is spent on Occupant Protection related projects Travel, supplies, and training will also be included in the project for monitoring, workshops, seminars and program management at the same percentages. Remainder of funding for the six FTEs can be found in the AL and PT program areas.

State Funds

15-OP-RF-P01 OBD Enforcement (OP) State Fund 20100 \$400,000

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Funds overtime for law enforcement agencies to conduct safety belt and child restraint/ booster seat use activities. This activity has been successful in producing a steady increase in occupant protection use in New Mexico. Conduct nighttime seatbelt enforcement, as research shows that seatbelt use is less during nighttime hours.

15-OP-RF-P05 Child Restraint Program (OP) State Fund 20100 \$150,000

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Continue statewide school-based and community-based occupant protection programs; train additional child safety seat/ booster seat technicians, increase child safety seat/ booster seat clinics and fitting stations throughout the State; expand the child safety seat/ booster seat distribution system; and increase availability of child safety seat /booster seat equipment for low-income families. **(See Federal project #15-OP-02-P02 \$250,000 402. Total FFY15 funds = \$400,000)**

Occupant Protection: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|-----------------------------|---------------------------|---|----------------------|
| 15-OP-05-P01 | M1X-2015-05-01-00 | Seatbelt Observation Survey/ Nighttime Survey | 200,000 |
| 15-OP-05-P02 | M1CPS-2015-05-02-00 | Child Restraint Program | 250,000 |
| 405b Total | | | 450,000 |
| 15-OP-02-P03 | OP-2015-OP-03-00 | Traffic Safety Clearinghouse/Booster Seats | 140,000 |
| 15-OP-02-P04 | OP-2015-OP-04-00 | Occupant Protection Program Management | 150,000 |
| 402 Total | | | 290,000 |

Total Occupant Protection NHTSA Funds \$740,000

Police Traffic Services

Overview

TSD manages a number of enforcement, training and prevention programs that support police traffic services. The Selective Traffic Enforcement Program (STEP) allows law enforcement to target high-risk areas in their communities with enhanced manpower and equipment. The New Mexico STEP includes enforcement activities such as 100 Days and Nights of Summer, safety corridors, saturation patrols, sobriety checkpoints, speed, distracted driving and commercial vehicle traffic safety.

TSD supports a Law Enforcement Liaison (LEL) Program that consists of three full-time individuals responsible for coordinating with law enforcement agencies on NHTSA and TSD initiatives related to impaired driving, occupant protection and other related traffic safety programs. TSD also contracts to provide training for law enforcement including STEP, SFST, Police Officer as Prosecutor, Management of Police Traffic Services, DWI checkpoints, accident reconstruction, radar and lidar certification and Instructor courses, and public information and media workshops.

Problem Identification – 2012 State Fatality and Crash Data

In 2012, there were 41,266 traffic crashes reported on public roadways in New Mexico. These crashes involved 103,460 persons, with 16,234 people injured and 366 killed.

Crashes on urban roads accounted for 82.7 percent of all crashes and 29.8 percent of crash-related fatalities. Crashes on rural roads accounted for 17.3 percent of all crashes and 70.2 percent of crash-related fatalities.

Driver inattention (23%), failure to yield (12%), or following too closely (11%) were the primary contributing factors in traffic crashes. Crashes with excessive speed or driving too fast for conditions were the primary cause for 8% of all crashes.

Alcohol/ drug-involved (42%), driver inattention (13%), or excessive speed (9%) were the primary contributing factors in fatal crashes.

Over the past five years, males are consistently only 1.1 times more likely than females to be in a crash. This ratio holds true across all age groups even though people aged 15-29 from both sexes constitute a significantly higher *number of people in crashes*.

From 2007 – 2010, approximately two males were killed in a crash for every one female killed in a crash. In 2011 and 2012, this ratio was much higher (2.69 in 2011 and 2.62 in 2012) due to more male fatalities and fewer female fatalities in crashes.

The number of people in crashes ages 60-69 has increased by over 14.6% compared to 2008, while the number of people in crashes ages 15-19 has decreased by 21.4%.

2015 Performance Measures and Targets

1) Reduce the number of speeding-related fatalities from 122 in 2012 (2011-2013 average) to 118 by 2015. (FARS data)

2) Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)

3) Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,655 in 2012 (2011-2013 average) to 1,600 by 2015. (State crash files, FHWA)

Countermeasure Strategies

Police Traffic Services Program countermeasure strategies are selected based on a review of NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are either shown to be effective or are proven countermeasures, including: high-visibility integrated enforcement paired with mass media support and outreach and communications efforts that support enforcement.

Under NMDOT contracts, law enforcement agencies participate in statewide mobilizations like Superblitz (DWI and OP enforcement), the National Impaired Driving Crackdown, 100 Days and Nights of Summer, and in STEP and other local sustained enforcement activities throughout the year. The 100 Days and Nights of Summer campaign and STEP operations focus not only on DWI or OP enforcement, but on general traffic law enforcement such as speeding, distracted driving (including texting) and aggressive driving.

In SFY13, New Mexico's STEP and 100 Days and Nights of Summer operations resulted in over 23,600 citations for speeding, over 5,600 citations for no insurance, over 3,600 citations for no or improper use of seatbelts or child restraints, 845 citation for driving with a suspended or revoked license and over 13,200 citations for other traffic violations. These operations also resulted in DWI, drug, stolen vehicle arrests, and other felony and misdemeanor arrests. In SFY15, 61 agencies plan to participate in the 100 Days and Nights of Summer campaign.

New Mexico has had a Safety Corridor project for over 10 years with as many as 12 active safety corridors in place. The Safety Corridor project is an effective countermeasure proven to reduce crashes and fatalities. Safety corridor locations are selected by NMDOT District based on crash data. In 2012 & 2013, roadway improvements in two of the corridors negated the need for them to be designated safety corridors. Another four corridor areas experienced a reduction in crashes (based on 2012 data) sufficient to remove them. Once 2013 data is available, the need for new safety corridors will be assessed and added, as warranted, and as funding allows.

Law enforcement officers, including tribal officers, received training in STEP and other traffic policing courses. Three law enforcement liaisons provided technical assistance, assessed the need for equipment, conducted site visits, and negotiated overtime agreements with agencies participating in NMDOT enforcement programs.

Strategy #1- Enforcement

Enforcement of traffic law violations is essential to improving overall safety on roadways and reducing crashes. High-visibility campaigns focused on violators of speeding, aggressive driving, distracted driving, impaired driving and other traffic laws have been shown to result in reducing the number of crashes and the number of violations. If the public knows that law enforcement is on the streets, they are more likely to be more aware of their driving behavior. Other effective strategies include selective traffic enforcement programs, safety corridors and using lower levels of enforcement in a randomized fashion.

With limited resources available for police traffic services, it is crucial that problem areas are identified and strategies prioritized. Prevention and enforcement activities should occur at city, county and state levels, and assistance to local law enforcement should include access to training and equipment.

To assist with prevention and enforcement activities, TSD manages and distributes a Traffic Safety Education and Enforcement Fund. A portion of each penalty assessment and/or traffic conviction goes into the fund, and these monies are then made available to the law enforcement agency issuing the citations. To receive these monies, the agency submits to TSD its plans for how the funds will be used for traffic safety education and enforcement. In SFY13 and SFY14, 23 agencies received over \$400,000 of funds.

To ensure law enforcement officers have access to essential training, TSD contracts to provide training sessions including STEP, SFST, Police Officer as Prosecutor, Management of Police Traffic Services, DWI checkpoint training, accident reconstruction, radar and lidar certification and Instructor courses, and public information and media workshops. Courses are offered regionally and are provided at no cost or low cost to officers.

In FFY15, New Mexico will increase traffic law violation enforcement activities in identified high-crash areas to reduce motor vehicle crashes, fatalities and injuries by:

- a) funding contracts for STEP projects for sustained enforcement activities such as safety corridors, saturation patrols, sobriety checkpoints, speeding, distracted driving and aggressive driving enforcement or commercial vehicle traffic;
- b) coordinating speeding, distracted driving, aggressive driving and other unsafe driving sustained enforcement efforts with New Mexico tribes and the Navajo Nation;
- c) managing and distributing the New Mexico Traffic Safety Education and Enforcement funds based on local law enforcement assessments; and
- d) funding a contracts to provide training to law enforcement officers in SFST, STEP, conducting DWI checkpoints, crash investigation, use of radar and lidar, Police as Prosecutor and other traffic safety courses

(Countermeasures That Work, 7th Edition, 2013: Chapter 3, Aggressive Driving and Speeding: Sections 2.2 High-Visibility Enforcement; 3.1 Penalty Types and Levels; Chapter 1, Alcohol-Impaired and Drugged Driving: Section 2.5 Integrated Enforcement. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Strategy #2 – Communications and Outreach

A strategy of enforcing traffic law violations through high-visibility enforcement is enhanced by a high-visibility media campaign that lets drivers know that expanded law enforcement operations are being conducted, that traffic laws will be enforced, and that offenders will be ticketed or arrested.

TSD supports a Law Enforcement Liaison (LEL) Program that consists of three individuals who are responsible for coordinating with State, city, county, and tribal law enforcement agencies on NHTSA and TSD initiatives related to police traffic services, impaired driving, occupant protection, distracted driving and other related traffic safety projects.

In FFY15, New Mexico will support efforts to decrease the incidence of speeding, aggressive driving and other unsafe driving on New Mexico roadways by:

- a) funding speeding, distracted driving (including texting), aggressive driving and other unsafe driving media and public information messages and materials emphasizing that traffic laws will be enforced and that penalties will be imposed, particularly in safety corridors and other high crash areas;
- b) working cooperatively with law enforcement agencies to raise their awareness of traffic code enforcement and its impact on safety;

- c) providing law enforcement agencies with technical assistance and other resources to identify, prioritize and address traffic safety problem areas;
- d) outreaching to tribal agencies and maintaining exchange of information among all law enforcement agencies to address mutual traffic safety problems; and
- e) reviewing legislation to enact State laws to increase fines for speeding, aggressive driving and other unsafe driving violations and to raise the traffic safety enforcement and education fees.

(Countermeasures That Work, 7th Edition, 2013: Chapter 3, Aggressive Driving and Speeding: Section 4.1 Communications and Outreach Supporting Enforcement. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Police Traffic Services Program impact all areas of the State. Enforcement, and communications and outreach are conducted to support other traffic safety enforcement efforts throughout the State and to focus on traffic safety enforcement issues such as speeding, distracted or reckless driving, road rage and other high-risk driving behaviors. These activities increase the visibility and reach of law enforcement and therefore have a positive impact on reducing risky driving behaviors and reducing overall crashes, fatalities and injuries.

Levels of funding and activity levels of the proposed strategies have remained steady over the past few years, and New Mexico saw a 33.8 percent reduction in speeding fatalities between 2011 and 2013 and a 15 percent reduction in overall traffic fatalities between 2008 and 2013. Serious injuries were reduced by 18.8 percent between 2008 and 2013. Given these results, the State is confident that proposed levels of funding and activities will allow for achievement of the performance targets.

These projects in the Media and Marketing Program also contribute to the achievement of the Police Traffic Services Program performance targets: State projects: 15-EE-05-P02 General Creative and Production; 15-EE-PM-P03 General Paid Media.

Project Descriptions and Budget Amounts

NHTSA Funds

| | | | |
|-------------------------|---|------------|-----------------|
| 15-PT-02-P01 | General Law Enforcement Training | 402 | \$90,000 |
| PT-2015-PT-01-00 | GTS HSP-1 NUMBER | | |

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides traffic safety information and training to all involved in police traffic services. Training may include STEP, crash investigation, use of radar and lidar, Police as Prosecutor and other traffic safety courses.

| | | | |
|-------------------------|--|------------|------------------|
| 15-PT-02-P02 | Traffic Safety Law Enforcement Liaisons | 402 | \$260,000 |
| PT-2015-PT-02-00 | GTS HSP-1 NUMBER | | |

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, 8. Occupant Protection, 10. Special Users, and 12. Young Driver Crashes

Funds three full-time positions (law enforcement liaisons - LELs) to provide statewide coordination of traffic safety and National initiatives between TSD and local, county, State and tribal law enforcement agencies. Their duties include, but are not limited to negotiating funding on behalf of the TSD, project agreement preparation and tracking, and participating in site visits. LELs assist with an annual statewide law enforcement coordinator's meeting where strategies and innovative programs are shared. **(See Federal project #15-AL-64-P14 \$240,000 164AL. Total FFY15 funds = \$500,000)**

15-PT-02-P03 Police Traffic Services Program Mgt - FTEs 402 \$150,000

PT-2015-PT-03-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, 8. Occupant Protection, 10. Special Users, and 12. Young Driver Crashes

Provides program management in the areas of police traffic services, traffic enforcement and speed, and coordinates a statewide program of training, development and quality assurance for police traffic services. Provides for management of the State Traffic Safety Education and Enforcement funds that are supplied to local law enforcement agencies. Oversees law enforcement efforts in speed control, aggressive driving and other traffic enforcement programs. Personnel services will include salaries and benefits for six FTEs, including two staff managers and four management analyst positions. Funding percentages will be based on hourly timesheets. However, based on the past year, approximately 33% of all time is spent on police traffic services related projects. Travel, supplies and training will also be included in the project for monitoring, workshops, seminars and program management at the same percentages. Remainder of funding for the six FTEs can be found in the OP and AL program areas.

15-PT-02-P04 100 Days and Nights of Summer Program 402 \$200,000

PT-2015-PT-04-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, and 8. Occupant Protection

Provides funds for the '100 Days and Nights of Summer' Program to be conducted throughout the State. The NM Department of Public Safety will be the lead agency. State Police and Special Investigations Division set a goal of conducting 100 checkpoints and 100 compliance checks in bars and liquor establishments in a 100-day period between June and September. Law enforcement agencies statewide will also be funded to conduct checkpoints, saturation patrols, seatbelt and child restraint enforcement, and to target speeding and distracted driving. **(See State project #s 15-EE-05-P05 \$200,000 Fund 05 and 15-DS-RF-P03 \$100,000 Fund 01. Total FFY15 Funds = \$500,000)**

15-DD-02-P01 Distracted Driving (DNTXT) Enforcement 402 \$200,000

DD-2015-DD-01-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 4. Fatigued/ Distracted Drivers

Provides funding for a statewide sustained enforcement program to target distracted driving, specifically the reading or viewing of text messages or typing on a handheld mobile communication device while driving. Participating agencies include State Police, Motor Transportation and local law enforcement. DNTXT projects include media coverage for public information and coordination with other agencies.

State Funds

15-EE-05-P01 Education and Enforcement Funds to LEAs (PTS) State Fund 20800 \$430,000

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 1. Aggressive Driving and Speeding, and 8. Occupant Protection

Education and Enforcement funds are State funds authorized by State Statute 66-7-512 and by Regulation Part 2, 18.20.2.1 to institute and promote statewide traffic safety programs. Funds are used for law enforcement overtime, commodities, education, training and program administration. Funding amounts vary by fiscal year based on fees collected in the previous year.

| | | | |
|---------------------|--|-----------------------------|------------------|
| 15-EE-05-P05 | 100 Days and Nights of Summer (PTS) | State Fund 20800 | \$200,000 |
|---------------------|--|-----------------------------|------------------|

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, and 8. Occupant Protection

Provides funds for the '100 Days and Nights of Summer' Program to be conducted throughout the State. The NM Department of Public Safety will be the lead agency. State Police and Special Investigations Division set a goal of conducting 100 checkpoints and 100 compliance checks in bars and liquor establishments in a 100-day period between June and September. Law enforcement agencies statewide will also be funded to conduct checkpoints, saturation patrols, seatbelt and child restraint enforcement, and to target speeding and distracted driving. **(See Federal project #15-PT-02-P04 \$200,000 402 and State project #15-DS-RF-P03 \$100,000 Fund 01. Total FFY15 Funds = \$500,000)**

| | | | |
|---------------------|--|-----------------------------|------------------|
| 15-PT-RF-P02 | Selective Traffic Enforcement Program (PTS) | State Fund 20100 | \$220,000 |
|---------------------|--|-----------------------------|------------------|

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, 8. Occupant Protection, 10. Special Users, and 12. Young Driver Crashes

Provides funding for a statewide sustained enforcement program to target specific traffic problems such as speed, DWI, road rage, distracted and reckless driving, fatigue/ drowsy driving, occupant protection, and crashes involving pedestrians, primarily through the use of Safety Corridors. Participating agencies include State Police, Motor Transportation, and local law enforcement. STEP projects include media coverage for public information and coordination with other agencies.

| | | | |
|---------------------|--|-----------------------------|------------------|
| 15-DS-RF-P03 | 100 Days and Nights of Summer (PTS) | State Fund 20100 | \$100,000 |
|---------------------|--|-----------------------------|------------------|

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, and 8. Occupant Protection

Provides funds for the '100 Days and Nights of Summer' Program to be conducted throughout the State. The NM Department of Public Safety will be the lead agency. State Police and Special Investigations Division set a goal of conducting 100 checkpoints and 100 compliance checks in bars and liquor establishments in a 100-day period between June and September. Law enforcement agencies statewide will also be funded to conduct checkpoints, saturation patrols, seatbelt and child restraint enforcement, and to target speeding and distracted driving. **(See Federal project #15-PT-02-04 \$200,000 402 and State project #15-EE-05-P05 \$200,000 Fund 05. Total FFY15 Funds = \$500,000)**

| | | | |
|---------------------|-----------------------------|-----------------------------|-----------------|
| 15-PT-RF-P10 | E-Grants - Phase One | State Fund 20100 | \$15,000 |
|---------------------|-----------------------------|-----------------------------|-----------------|

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system.

Police Traffic Services: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------------|-----------------------|---|------------------|
| 15-PT-01-P01 | PT-2015-PT-01-00 | General Law Enforcement Training | 90,000 |
| 15-PT-02-P02 | PT-2015-PT-02-00 | Traffic Safety Law Enforcement Liaisons | 260,000 |
| 15-PT-02-P03 | PT-2015-PT-03-00 | PTS Program Management - FTEs | 150,000 |
| 15-PT-02-P04 | PT-2015-PT-04-00 | 100 Days and Nights of Summer Program | 200,000 |
| 402 Total | | | 700,000 |
| | | | |
| 15-DD-02-P01 | DD-2015-DD-01-00 | Distracted Driving Enforcement | 200,000 |
| 402DD Total | | | 200,000 |

Total Police Traffic Services NHTSA Funds

\$900,000

Motorcycle Safety

Overview

The New Mexico Department of Transportation (NMDOT) Traffic Safety Division (TSD) is the designated State authority over motorcyclist safety issues and is the designated State authority approving the training curriculum that includes instruction in crash avoidance and other safety-oriented operational skills for both in-class and on-the-motorcycle.

New Mexico maintains an effective motorcycle rider training program that is offered throughout the State. The New Mexico Motorcycle Safety Program (NMMSP) is administered through contractual services and is funded by a \$2 motorcycle registration fee, in addition to training fees assessed each student.

In CY2013, motorcycle training was offered to 1,583 persons, with 1,488 completing training. The number of persons receiving training is down approximately 17 percent from 2012, likely reflecting the downturn in the economy over the past several years.

Problem Identification – 2012 State Fatality and Crash Data

In 2012, 72.4 percent of motorcyclists in crashes were either killed or injured.

The top contributing factors in fatal motorcycle-involved crashes were alcohol/ drug involvement (27.3%), excessive speed (15.1%) and driver inattention (12.1%).

Among males, drivers or riders aged 45-59 were most likely to be involved in a motorcycle crash (37%). Among females, 24 percent were between the ages of 20 and 29 and 23 percent were between the ages of 44 and 54.

Males are 5.2 times more likely to be involved in a motorcycle crash than females and 4.3 times more likely to die in a motorcycle crash than females.

In 2012, among motorcyclists killed in crashes, 80 percent were *not* wearing a helmet.

2015 Performance Measures and Targets

1) Reduce the number of motorcyclist fatalities from 50 in 2012 (2011-2013 average) to 48 by 2015. (FARS data)

2) Reduce the number of unhelmeted motorcyclist fatalities from 38 in 2012 (2011-2013 average) to 37 by 2015. (FARS data)

Countermeasure Strategies

Motorcycle Safety Program countermeasure strategies are selected based on a review of NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are based primarily on education, outreach, media and awareness.

Strategy #1 – Motorcycle Rider Training

In New Mexico, persons who want to operate a motorcycle on a public roadway are required to have a valid license with a motorcycle endorsement. Riders who are under age 18 are required to attend and complete a Motorcycle Safety Foundation (MSF) certified Basic *RiderCourse* and carry a valid motorcycle license with the age appropriate endorsement or a valid driver's instructional permit, provisional license or license with the age appropriate endorsement. Motorcyclists under age 18 are required to wear a helmet.

Persons age 18 and above are not required to complete training or to wear a helmet. As an incentive to receive appropriate training, New Mexico's Motor Vehicle Division does not require a road test if a person age 18 or over completes the MSF certified *RiderCourse*.

NHTSA provides support to states for motorcycle rider training and awareness, and recommends that states ensure the availability of motorcycle education and training.

In FFY15, New Mexico will support statewide motorcycle rider safety training by:

- a) maintaining a contract with the Motorcycle Safety Foundation to provide beginner and experienced rider training courses.

(Countermeasures That Work, 7th Edition, 2013; Chapter 5, Motorcycle Safety: Section 3.2 Motorcycle Rider Training)

Strategy #2 – Communications and Outreach

Outreach about motorcycle safety including training, helmet use and adherence to traffic laws is an important component of a state's motorcycle safety program. Riders need to be made aware of licensing requirements, the value of appropriate training for both the beginner and more experienced rider, and the risks associated with not wearing a helmet.

Reminding drivers to 'share the road' is critically important for both motorcyclists and the other drivers on the road. NHTSA supports Motorcycle Safety Awareness Month and a National Ride to Work Day which focus on mutual responsibility for the safety of motorcyclists. As motorcyclist fatalities continue to increase, education, training and outreach must increase as well.

In FFY15, New Mexico will increase motorcyclist safety and awareness by:

- a) promoting motorcycle safety through educational efforts that increase the perception and awareness that operating, licensing and helmet laws are enforced;
- b) utilizing community traffic safety groups to promote motorcycle education and enforcement initiatives, participation in training programs, helmet use, and State and local law reform; and
- c) promoting motorcycle safety training and motorcycle awareness through increased media and/or participation at local motorcycle events.

(Countermeasures That Work, 7th Edition, 2013; Chapter 5, Motorcycle Safety: Sections 4.1 Communications and Outreach: Conspicuity and Protective Clothing; 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Motorcycle Safety Program impact most areas of the State. Motorcycle training is available at least 70 percent of the State population and provides critically needed certified training operational and safety training. Communication and outreach strategies increase motorcyclist safety and awareness for both motorcyclists and other drivers on the roadways. The proposed strategies are evidence-based and have been shown to be effective measures for impacting the issue of motorcyclist safety.

Levels of funding and activity levels of the proposed strategies have remained steady over the past few years, and despite the limited availability of State and Federal funds, the NMDOT will continue to support

these important activities with the objective of reducing motorcyclist fatalities through its safety training and educational/ awareness efforts.

This project in the Media and Marketing Program also contributes to the achievement of the Motorcycle Safety Program performance targets: Federal project: M1*PM-2015-MC-01-00 Motorcycle Media Placement.

Project Descriptions and Budget Amounts

NHTSA Funds

15-MC-2010-P02 Motorcycle Safety Equipment 2010-K6 \$100,000

K6-2015-MC-02-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 10. Special Users

Funds to purchase up to 15 motorcycles for the New Mexico Motorcycle Safety Program. The motorcycles and the storage units are part of improving the quality of the overall training program and will replace outdated and unsafe motorcycles utilizing a replacement schedule.

State Funds

15-MC-08-P03 Motorcycle Safety Training Program (MC) State Fund \$130,000
20600

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 12, Young Driver Crashes

Funds to administer a quality motorcycle safety training program through a contract with the Motorcycle Safety Foundation.

Motorcycle Safety: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------|--------------------|------------------|----------------|
| 15-MC-2010-P02 | K6-2015-MC-02-00 | Safety Equipment | 100,000 |
| 2010-K6 Total | | | 100,000 |

Total Motorcycle Safety NHTSA Funds \$100,000

Pedestrian and Bicyclist Safety

Overview

New Mexico has a high demand for, and use of, non-motorized modes of transportation such as biking and walking. While these activities may provide health, economic and environmental benefits, they increase the participant's exposure to traffic and traffic crashes. The NMDOT seeks to reduce the number of pedestrian and bicyclist crashes in New Mexico, and to encourage walking and biking as comfortable, accessible, safe and efficient modes of transportation. To successfully reduce New Mexico's pedestrian and bicyclist injury and fatality rates, at-risk populations need to be identified and their safety needs addressed. The NMDOT works with community members and pedestrian injury stakeholders to identify and address specific local pedestrian safety problems.

Problem Identification – 2012 State Fatality and Crash Data

In 2012, there were 61 pedestrians killed and 315 injured in crashes. In New Mexico, 61 percent of pedestrians killed in crashes were alcohol-involved (alcohol on the part of the pedestrian). Of all alcohol-involved pedestrian fatalities, 76 percent were male (28 of 37).

Pedestrians aged 15-19 were more likely to be in a crash than other age groups. Pedestrian *fatalities* most often occurred in the 20-24 (8 fatalities) and 45-49 (7 fatalities) age groups.

There were 7 bicyclist deaths in 2012, compared to 4 in 2011 and 9 in 2010. The number of injured bicyclists remained the same between 2011 and 2012 at 270.

Pedestrians and bicyclists accounted for 19 percent of all motor vehicle crash deaths in New Mexico.

Most bicycle-involved crashes occurred in daylight (79%). Of the 7 bicyclist fatalities, four occurred at night or dusk and 3 occurred in daylight hours.

2015 Performance Measure and Target

1) Reduce the number of pedestrian fatalities from 51 in 2012 (2011-2013 average) to 50 by 2015. (FARS data)

2) Reduce the number of bicyclist fatalities from 5 in 2012 (2011-2013 average) to 4 by 2015. (FARS data)

Countermeasure Strategies

Pedestrian and Bicyclist Safety Program countermeasure strategies are selected based on a review of NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are based primarily on outreach, education, media and awareness.

Strategy #1 – Communications and Outreach – Pedestrian Safety

In FFY15, New Mexico will increase communications and outreach regarding pedestrian safety and awareness by:

funding community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian problems to reduce pedestrian deaths and injuries;

- a) working with local media to air the 'Look for Me' pedestrian safety radio spot statewide and continue to run the radio spot in the both English and Navajo in high-risk communities;
- b) working with local communities, schools and media to create a pedestrian safety education campaign for communities at higher risk of pedestrian injuries and fatalities at street crossings;
- c) distributing 'Look for Me' bookmarks and 'Rules of the Road' cards with pedestrian safety tips to driver education, driver safety and DWI schools statewide;
- d) distributing 'I'm Safe' elementary school-aged educational and outreach materials at health and safety fairs;
- e) working with local law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and pedestrian safety among higher risk populations, such as seniors and the homeless population; and
- f) continuing to provide updated information on pedestrian safety events and resources via the University of New Mexico Center for Injury Prevention Research and Education website - <http://hsc.unm.edu/som/programs/cipre/NMPSIP.shtml>.

(Countermeasures That Work, 7th Edition, 2013; Chapter 8, Pedestrians: Sections 4.4 – Targeted Enforcement; 4.5 – Driver Training; 4.6 – Pedestrian Gap Acceptance Training; Safe Routes to School. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7)

Strategy #2 – Communications and Outreach – Bicyclist Safety

In FFY15, New Mexico will increase the safety of bicyclists by increasing education and outreach regarding bicyclist safety and awareness by:

- a) working with the NMDOT Bicycle, Pedestrian and Equestrian Coordinator to provide residents and visiting cyclists with information on New Mexico's laws and bicycling environment;
- b) use PSAs and distribution of bright, reflective 'Look for Me' backpacks to increase bicyclist awareness and conspicuity of bicyclists in Bernalillo County and other high-risk communities;
- c) purchasing 'I'm Safe!' activity books and posters in English and Spanish and 'Look for Me' safety brochures for distribution to schools and law enforcement agencies; and
- d) working with the local community leaders and schools to promote bicyclist safety among university students and school-age children, including the distribution of bright, reflective 'Look for Me' backpacks.

(Countermeasures That Work, 7th Edition, 2013: Chapter 9, Bicycles: Section 1.3 – Bicycle Education for Children; 2.2 – Bicycle Safety Education for Bike Commuters; 3.1 Active Lighting and Rider Conspicuity; Safe Routes to School. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Pedestrian and Bicyclist Safety Program impact specific areas and populations of the State shown to be at highest risk for pedestrian and/or bicyclist fatalities. These areas tend to be urban areas and where pedestrian/ bicyclist traffic on roadways is most common. Communications and outreach provide awareness and education designed to remind public of the importance of sharing the road and taking other safety precautions to reduce their chances of being involved in a traffic crash that could result in death or injury.

The number of pedestrian fatalities almost doubled between 2010 and 2012, therefore the NMDOT is increasing the level of funding to expand the reach of its communication and outreach activities to include more emphasis on helping pedestrians be more conspicuous to drivers and more informed about relevant laws and safety strategies.

Project Descriptions and Budget Amounts

NHTSA Funds

15-PS-02-P01 Pedestrian and Bicyclist Safety 402 \$130,000

PS-2015-PS-01-00 GTS HSP-1 NUMBER

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public.

Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal project #15-PS-05-P01 \$50,000 405b and State project #15-PS-RF-P07 \$20,000 Fund 01. Total FFY15 funds = \$200,000)**

15-PS-05-P01 Pedestrian and Bicyclist Safety 405b \$50,000

M1*PS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public.

Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal project #15-PS-02-P01 \$130,000 402 and State project #15-PS-RF-P07 \$20,000 Fund 01. Total FFY15 funds = \$200,000)**

State Funds

15-PS-RF-P07 Pedestrian and Bicyclist Safety (PS) **State Fund 20100** **\$20,000**

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public.

Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal projects #15-PS-02-P01 \$130,000 402 and 15-PS-05-P01 \$50,000 405b. Total FFY15 funds = \$200,000)**

Pedestrian and Bicyclist Safety: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------|---------------------|---------------------------------|----------------|
| 15-PS-02-P01 | PS-2015-PS-01-00 | Pedestrian and Bicyclist Safety | 130,000 |
| 402 Total | | | 130,000 |
| 15-PS-05-P01 | M1*PS-2015-05-02-00 | Pedestrian and Bicyclist Safety | 50,000 |
| 405b Total | | | 50,000 |

Total Pedestrian and Bicyclist Safety NHTSA Funds

\$180,000

Media and Marketing

Overview

New Mexico is committed to providing high levels of media and public information to correspond with its programs in the areas of alcohol/ impaired driving and other traffic enforcement activities such as speeding and distracted driving (texting), occupant protection, pedestrian/ bicyclist safety, motorcyclist safety and driver education. Media and public information efforts have been very effective, particularly in areas such as impaired driving and occupant protection. NMDOT will continue to provide media messaging and public information pedestrian/ bicyclist safety and distracted driving.

Media messages are developed to reach targeted audiences and generate widespread message exposure. Public information and education campaigns occur in conjunction with law enforcement or public event activities to maximize the effect on the public, whether to change behavior or to increase awareness.



Radio, television and billboard advertising have proven to be effective throughout the State. Earned media is a large component of the media mix, and intense efforts are made to obtain news coverage of the various campaigns to increase exposure and maximize the State's media budget. Additionally, the NMDOT works with county DWI prevention and safety coalitions to distribute collateral materials to supplement paid media messages.

NMDOT contracts with a marketing firm to conduct media placement and media monitoring of Superblitz and Miniblitz campaigns, National campaigns and sustained enforcement media activities. This contract is essential with year-round messaging occurring on DWI, occupant protection, motorcycle safety, distracted driving and underage drinking prevention. This contractor assists in marketing the NMDOT's traffic safety messages through promotions and events involving the broadcast media. They prepare regular reports on traffic safety commercials aired on the stations under contract with NMDOT.

Assessment and Tracking of Paid Media

164 Funds - Alcohol/ Impaired Driving Media Campaigns

Paid media services are assessed by matching the target markets and target population to the number of spots run, the target reach percentage, the frequency of the airings and the gross rating percentage of each spot. Nielson and Arbitron ratings are used to estimate the size of the target populations.

Countermeasure Strategy

Strategy #1 – Communications and Outreach

In FFY15, New Mexico will implement high-visibility media and marketing campaigns designed to provide information to the general public about traffic safety issues and enforcement operations by:

- a) Creating and disseminating alcohol-impaired, occupant protection, motorcycle safety, distracted driving, underage drinking prevention, and pedestrian and bicyclist safety media messages;
- b) Developing and coordinating earned media (news) initiatives to maximize paid media and enforcement campaigns;
- c) Developing and/or implementing strategies to decrease Navajo and tribal member fatalities and injuries through media and public information; and
- d) Continuing dissemination of collateral and earned media information through advocacy groups and county safety agencies.

(Countermeasures that Work, 7th Edition, 2013: Chapter 1, Alcohol-Impaired and Drugged Driving: Section 5.2 Mass Media Campaigns; Chapter 2, Seatbelts and Child Restraints: Section 3.1 Communications and Outreach Strategies for Low-Belt-Use Groups; Chapter 3, Aggressive Driving and Speeding: Section 4.1 Communications and Outreach Supporting Enforcement; Chapter 4, Distracted and Drowsy Driving: Section 2.2 Communications and Outreach on Distracted Driving; Chapter 5, Motorcycle Safety: Section 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists; Chapter 8, Pedestrians: Section 3.1 Impaired Pedestrians: Communications and Outreach. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for Media and Marketing impact all areas of the State. Media is an essential component that supports TSD's high-visibility enforcement operations. High-visibility media is coordinated with law enforcement activities to let the public know that officers are on the street enforcing DWI, occupant protection, speeding, distracted driving and other traffic safety laws.

NMDOT increased the levels of funding and activities in FY2014 and plans to keep funding at the same level for FY2015. Much of the media and outreach is coordinated with enforcement operations focused on alcohol/ impaired driving, occupant protection, and underage drinking prevention, and these activities have helped New Mexico see generally consistent decreases in overall fatalities and serious injuries, alcohol/ impaired driving fatalities, unrestrained occupant fatalities, and fatal crashes involving under age 21 drivers over the past five years.

Project Descriptions and Budget Amounts

NHTSA Funds

15-AL-64-P16 DWI Creative Design and Production (Media) 164AL \$850,000

164AL-2015-AL-16-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 7. Native Americans, and 9. Public Information and Education

Funds the costs to produce television, radio and other messages related to DWI/ Impaired driving enforcement, deterrence and prevention. Funds a public relations agency to develop creative messages for television, radio and print that include strong DWI enforcement and deterrence messages targeting the high-risk populations including Hispanics and American Indians.

15-AL-PM-P17 DWI Media Placement (Media) 164PM 1,320,000

164PM-2015-AL-17-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 7. Native Americans, and 9. Public Information and Education

Funds paid media during the DWI Superblitz Mobilizations conducted throughout the year and the NHTSA National DWI Crackdown. Funds individual television and radio stations to air strategically placed DWI messages statewide during non-Superblitz Mobilization periods. Funds other advertising methods, including outdoor (billboard) ads and other means of marketing the DWI traffic safety message. Activities will include strong enforcement and deterrence ads and messages targeting the high-risk populations, including Hispanics and American Indians.

15-MC-PM-P01 Motorcycle Media Placement 405b \$75,000

M1*PM-2015-MC-01-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 10. Special Users

Funding for media placement of motorcycle safety messages, including Share the Road.

15-OP-PM-P05 Click It or Ticket Paid Media 405b \$100,000

M1*PM-2015-05-05-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 8. Occupant Protection and 9. Public Information and Education

Funds paid media including television, radio, print, and billboard ads on occupant protection issues during the National Click it or Ticket Campaign.

State Funds

15-DPE-10-P01 UAD Prevention Creative Design & Production (Media) State Fund 20700 \$300,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a statewide media campaign targeted at youth from ages 10 to 18, and/or their parents, to discuss the dangers and consequences of underage drinking. This media effort will involve conceptualizing, creating, and distributing PSAs, especially radio PSAs. The purpose of this project is to enhance statewide underage drinking prevention efforts and strategies, with the ultimate goal of delaying the age of onset and reducing binge drinking.

15-EE-05-P02 General Creative and Production (Media)**State Fund
20800****\$200,000***Monitored by Franklin Garcia**Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education*

Develop informational and educational pro-active marketing and media campaigns that achieve high public awareness of enforcement and education efforts statewide. Use marketing and media strategies to target effective messages to those who are most likely to drink and drive, not use occupant restraints and engage in other risky driving behavior. Funds the costs to create and produce television, radio and other messages related to traffic safety issues.

15-EE-PM-P03 General Paid Media (Media)**State Fund
20800****\$275,000***Monitored by Franklin Garcia**Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education*

Funds paid media during a major summer traffic safety effort, to include messages that pertain to increasing seatbelt use, child restraint use, speeding and distracted driving.

Media & Marketing: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|-----------------------------|---------------------------|------------------------------------|----------------------|
| 15-AL-64-P16 | 164AL-2015-AL-16-00 | DWI Creative Design and Production | 850,000 |
| 164AL Total | | | 850,000 |
| 15-AL-PM-P17 | 164PM-2015-AL-17-00 | DWI Media Placement | 1,320,000 |
| 164PM Total | | | 1,320,000 |
| 15-MC-PM-P01 | M1*PM-2015-MC-01-00 | Motorcycle Media Placement | 75,000 |
| 15-OP-PM-P05 | M1*PM-2015-05-05-00 | Click It or Ticket Paid Media | 100,000 |
| 405b PM Total | | | 175,000 |

Total Media and Marketing NHTSA Funds**\$2,345,000**

Traffic Safety Enforcement Plan

New Mexico's Traffic Safety Enforcement Plan is designed to reduce traffic crashes, fatalities, injuries in the areas most at risk for such incidents. Reducing or preventing traffic violations is an important component to reducing risky driving practices that can cause traffic crashes. A number of enforcement projects focus on the objectives of increasing driver awareness of traffic safety laws and issues, increasing safe driving habits, and making roadways safer for drivers, passengers, pedestrians and bicyclists.

The process begins with comprehensive data analysis designed to ascertain where and when traffic crashes occur, who is involved, and what circumstances may have contributed to the crashes. Only then, can traffic safety planners and their partners put together a comprehensive plan to prioritize enforcement efforts and resources. TSD staff members review and discuss data analyses during periodic meetings, grantee site visits, and during the HSP Planning process.

2012 New Mexico Crash and Fatality System – Data Analysis

In 2012, there were 41,266 traffic crashes reported on public roadways in New Mexico. These crashes involved 103,460 people, with 16,234 people injured and 366 people killed. In 2012, New Mexico had 1,043,649 licensed drivers, 1,286,063 registered vehicles, and 25,562 million vehicle miles were traveled on its roadways.

Where Do Crashes Occur?

Crashes on urban roads accounted for 82.7 percent of all crashes and 29.8 percent of crash-related fatalities. Crashes on rural roads accounted for 17.3 percent of all crashes and 70.2 percent of crash-related fatalities. The top five counties listed below accounted for 67.4 percent of all crashes, while the top ten counties accounted for 83.1 percent of all crashes in the State.

Top Ten Counties for Crashes

| | | TOTAL CRASHES | | |
|--------------------|------------|---------------|--------|--------|
| 2012 Rank | County | 2012 | 2011 | 2010 |
| 1 | Bernalillo | 16,634 | 17,447 | 17,005 |
| 2 | Dona Ana | 4,007 | 4,177 | 4,140 |
| 3 | Santa Fe | 2,997 | 3,283 | 3,325 |
| 4 | San Juan | 2,326 | 2,431 | 2,363 |
| 5 | Chaves | 1,844 | 1,342 | 1,413 |
| 6 | Sandoval | 1,592 | 1,821 | 1,949 |
| 7 | Lea | 1,391 | 1,447 | 1,300 |
| 8 | McKinley | 1,360 | 1,332 | 1,298 |
| 9 | Otero | 1,143 | 1,165 | 1,101 |
| 10 | Curry | 988 | 940 | 1,095 |
| All other counties | | 6,984 | 7,842 | 7,813 |
| TOTAL | | 41,266 | 43,227 | 42,802 |

Top Ten Cities for Crashes

| | | TOTAL CRASHES | | |
|-----------------|-------------|---------------|--------|--------|
| 2012 Rank | City | 2012 | 2011 | 2010 |
| 1 | Albuquerque | 16,142 | 17,035 | 16,491 |
| 2 | Las Cruces | 3,167 | 3,354 | 3,246 |
| 3 | Santa Fe | 2,440 | 2,200 | 2,236 |
| 4 | Roswell | 1,600 | 1,071 | 1,159 |
| 5 | Farmington | 1,261 | 1,330 | 1,282 |
| 6 | Rio Rancho | 1,133 | 1,196 | 1,176 |
| 7 | Clovis | 876 | 800 | 944 |
| 8 | Hobbs | 801 | 886 | 800 |
| 9 | Gallup | 742 | 737 | 760 |
| 10 | Carlsbad | 671 | 702 | 769 |
| All other areas | | 12,433 | 13,916 | 13,939 |
| TOTAL | | 41,266 | 43,227 | 42,802 |

The largest number of crashes occurred in the cities of Albuquerque, Las Cruces, Santa Fe, Roswell and Farmington. In 2012, 59.6 percent of all crashes occurred in these 'top five' cities.

Top Ten Counties for Crash Fatalities

| 2012 Rank | County | TOTAL FATALITIES | | |
|--------------------|------------|------------------|------|------|
| | | 2012 | 2011 | 2010 |
| 1 | Bernalillo | 69 | 44 | 46 |
| 2 | McKinley | 29 | 33 | 25 |
| 3 | San Juan | 27 | 28 | 30 |
| 4 | Dona Ana | 27 | 18 | 25 |
| 5 | Rio Arriba | 19 | 11 | 7 |
| 6 | Santa Fe | 18 | 18 | 26 |
| 7 | Lea | 17 | 15 | 20 |
| 8 | Otero | 16 | 14 | 12 |
| 9 | Eddy | 14 | 8 | 14 |
| 10 | Sandoval | 12 | 12 | 14 |
| All other counties | | 118 | 150 | 130 |
| TOTAL | | 366 | 351 | 349 |

Top Ten Cities for Crash Fatalities

| 2012 Rank | City | TOTAL FATALITIES | | |
|-----------------|-------------|------------------|------|------|
| | | 2012 | 2011 | 2010 |
| 1 | Albuquerque | 56 | 34 | 34 |
| 2 | Santa Fe | 9 | 8 | 4 |
| 3 | Las Cruces | 7 | 3 | 6 |
| 4 | Hobbs | 5 | 0 | 5 |
| 5 | Aztec | 5 | 0 | 0 |
| 6 | Roswell | 4 | 5 | 3 |
| 7 | Alamogordo | 4 | 3 | 3 |
| 8 | Las Vegas | 4 | 1 | 3 |
| 9 | Rio Rancho | 3 | 1 | 5 |
| 10 | Carlsbad | 3 | 1 | 4 |
| All other areas | | 266 | 295 | 282 |
| TOTAL | | 366 | 351 | 349 |

In 2012, only three of the top five counties for crash fatalities (Bernalillo, Dona Ana, and San Juan) ranked the highest in population. McKinley ranked 7th and Rio Arriba ranked 13th. In 2012, 46.7 percent of all crash fatalities occurred in these top five counties; 67.7 percent of all fatalities occurred in the top ten counties.

The largest number of crash fatalities occurred in the cities of Albuquerque, Santa Fe, Las Cruces, Hobbs and Aztec. In 2012, 22.4 percent of fatalities occurred in these five cities; 27.3 percent of fatalities occurred in the top ten cities.

| 2012 Rank | County | ALCOHOL-INVOLVED CRASHES | | |
|--------------------|------------|--------------------------|-------|-------|
| | | 2012 | 2011 | 2010 |
| 1 | Bernalillo | 643 | 681 | 598 |
| 2 | San Juan | 199 | 213 | 206 |
| 3 | Dona Ana | 187 | 235 | 212 |
| 4 | Santa Fe | 177 | 214 | 192 |
| 5 | McKinley | 153 | 138 | 128 |
| 6 | Sandoval | 113 | 101 | 99 |
| 7 | Chaves | 92 | 76 | 68 |
| 8 | Lea | 72 | 83 | 98 |
| 9 | Otero | 71 | 69 | 54 |
| 10 | Rio Arriba | 65 | 50 | 46 |
| All other counties | | 411 | 460 | 461 |
| TOTAL | | 2,183 | 2,320 | 2,162 |

| 2012 Rank | City | ALCOHOL-INVOLVED FATALITIES | | |
|-----------------|-------------|-----------------------------|------|------|
| | | 2012 | 2011 | 2010 |
| 1 | Albuquerque | 20 | 15 | 18 |
| 2 | Las Vegas | 4 | 1 | 2 |
| 3 | Santa Fe | 3 | 5 | 3 |
| 4 | Roswell | 3 | 1 | 0 |
| 5 | Las Cruces | 2 | 2 | 3 |
| 6 | Alamogordo | 2 | 1 | 3 |
| 7 | Rio Rancho | 2 | 1 | 2 |
| 8 | Shiprock | 2 | 1 | 0 |
| 9 | Hobbs | 2 | 0 | 3 |
| 10 | Carlsbad | 2 | 0 | 1 |
| All other areas | | 111 | 125 | 110 |
| TOTAL | | 153 | 152 | 145 |

The top five counties for alcohol-involved crashes were Bernalillo, San Juan, Dona Ana, Santa Fe and McKinley. In 2012, 62.3 percent of all alcohol-involved crashes occurred in these top five counties; 81.2 percent occurred in the top ten counties.

The top ten cities accounted for 27.5 percent of all alcohol-involved fatalities. In cities with more than 25 alcohol-involved crashes, the highest alcohol-involved crash rates (alcohol-involved crashes per 1,000 city residents) were in Española (3.4), Gallup (3.1), Santa Fe (2.0), and Farmington (1.8).

When Do Crashes Occur?

The majority alcohol-involved crashes (58.5%) and 39 percent of total crashes occurred on Friday, Saturday and Sunday. The majority of alcohol-involved crashes occurred between 1 a.m. and 2 a.m. (13.6%); between 9 p.m. and 10 p.m. (13.5%); and between 7 p.m. and 8 p.m. (13.4%).

The majority of crashes occur in daylight (70.0%).

Crashes at night in unlighted areas account for 10 percent of all crashes and 31.2 percent of all fatal crashes.

Crashes at night in unlighted areas accounted for 16.4 percent of all pedestrian-involved crashes and 48.4 percent of all fatal pedestrian-involved crashes.

What are Contributing Factors in Crashes and Fatalities?

Driver inattention (23%), failure to yield (12%), or following too closely (11%) were the primary contributing factors in traffic crashes. Crashes with excessive speed or driving too fast for conditions were the primary cause for 8% of all crashes.

Alcohol/ drug-involved (42%), driver inattention (13%), or excessive speed (9%) were the primary contributing factors in fatal crashes.

The top contributing factors in fatal motorcycle-involved crashes were alcohol/ drug involvement (27.3%), excessive speed (15.1%) and driver inattention (12.1%).

In 2012, alcohol-involved crashes accounted for almost half (42.6%) of all crash-related fatalities.

Eighty-four percent of passenger vehicle occupants who were *belted* suffered no injuries; only 0.1 percent of persons who were belted at the time of the crash were killed

In 2012, 61 pedestrians were killed in crashes; 37 were alcohol-involved pedestrians (61%).

Who is in Crashes?

Over the past five years, males are consistently only 1.1 times more likely than females to be in a crash. This ratio holds true across all age groups even though people aged 15-29 from both sexes constitute a significantly higher number of people in crashes.

From 2007 – 2010, approximately two males were killed in a crash for every one female killed in a crash. In 2011 and 2012, this ratio was much higher (2.69 in 2011 and 2.62 in 2012) due to more male fatalities and fewer female fatalities in crashes.

The number of people in crashes ages 60-69 has increased by 14.6% compared to 2008, while the number of people in crashes ages 15-19 has decreased by 21.4%.

Even though the number of 15-19 year olds in crashes has decreased over the past five years, this age group and 20-24 year olds are most frequently in crashes (over 23,000 in 2012), followed by 25-29 and 30-34 year olds (over 17,000 in 2012).

Of 61 pedestrians killed in crashes, 72 percent were males.

In 2012, 72.4 percent of motorcyclists in crashes were either killed or injured. Of the 66 motorcyclists killed, 81 percent were males.

| Population Focus #1 | Population Focus #2 | Population Focus #3 |
|--|--|--|
| Ages 16 - 24, primarily males, high school and college-age students, all ethnic groups | Ages 25 - 34, primarily males, all ethnic groups | Ages 35 - 44, primarily males, all ethnic groups |

| Location Focus #1 | Location Focus #2 | Location Focus #3 |
|---|---|---|
| High crash counties including Bernalillo, Dona Ana, Santa Fe, San Juan and Sandoval | Urban roads; Rural non-interstate roads | Counties with increasing DWI crashes including San Miguel, Taos and Lea Cities with high DWI crash rates including Taos, Espanola and Farmington |

Deployment of Resources Based on Data Analysis

ENFORCEMENT

The NMDOT provides funds to State, city, county and tribal law enforcement agencies to conduct traffic safety enforcement operations focused on impaired driving, use of occupant protection, and unsafe behaviors such as speeding and distracted driving.

The TSD recently developed operational plan templates that include a presentation of current, localized data analyses. Law enforcement agencies are required to develop operational plans to assist them in planning their activities at the times and locations where data shows higher rates of crashes. The plans are to be integrated into the LEAs' day-to-day operations. Operational plans are a planning tool that can be updated as trends change or to account for special events. Traffic Safety Division staff use this information and information from the overall HSP data analyses to focus resources on areas with the highest numbers of overall, impaired driving, speeding-related, and pedestrian crashes and fatalities.

Superblitz operations that combine DWI and occupant protection enforcement are deployed statewide during high-risk periods of the year and in high-risk locations identified through data reviews. The NMDOT provides funds for the 100 Days and Nights of Summer campaign that allows State, municipal, county, and tribal law enforcement agencies to focus extra effort during the summer months when roadways are the busiest and outdoor activities are in full-swing. The 100 Day operation focuses on general enforcement of all traffic laws. As described in the next section, high-visibility media is partnered with these operations to enhance awareness of the dangers of high-risk driving behaviors.

The NMDOT continues to fund sustained enforcement activities throughout the year that can include checkpoints and saturation patrols. The need for such activities is identified through the data analyses and problem identification provided to DOT by law enforcement agencies.

The State supports a number of safety corridors in roadway sections identified through data analysis as high-crash, high-fatality or serious injury areas. In safety corridor roadway sections, fines for speeding are doubled and enforcement is increased. Safety corridors remain active for a three-year period or until ongoing data analysis indicate that a safety corridor is no longer needed.

Well-planned and supported enforcement operations combined with high-visibility media is a very effective evidence-based strategy for reducing impaired driving, risky driving behaviors and crashes. In FFY15, as in past years, NMDOT will provide resources to law enforcement agencies for operations in identified high-risk areas of the State with the goal of reducing the number crash fatalities and injuries.

Participation in National Campaigns

In FFY15, NMDOT expects that 75-85 city, county, State and tribal law enforcement agencies will participate in the National Impaired Driving Crackdown and 60 city, county, State and tribal law enforcement agencies will participate in the National Click It or Ticket Campaign. A press conference will kick-off each of the campaigns, with media before, during and after each campaign. Campaign results will be provided to media outlets. Media will utilize National campaign messaging and will include television and radio spots in English and Spanish, and outdoor messaging via billboards.

MEDIA

Media, outreach and educational efforts are focused on the State's identified high-risk populations. High-visibility media is coordinated with statewide enforcement operations including Superblitz and Miniblitz mobilizations, the 100 Days and Nights of Summer Campaign, the National Impaired Driving Crackdown and the National Click It or Ticket Campaign. These high-visibility mobilizations are conducted during high-traffic volume periods, over holiday periods and during the mid-summer period. Sobriety checkpoints and saturation patrols are conducted primarily over weekend periods and hours of the evening most indicative of when drinking drivers are likely to be on the roadways.

The NMDOT works with a contracted creative-design consultant firm to create, design and produce television, radio, outdoor marketing and educational materials for DWI, seatbelt, distracted driving and underage drinking awareness and enforcement efforts.

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

In FFY15, NMDOT will allocate funds for media, outreach and education to raise awareness of enforcement operations and of the importance of obeying the traffic laws designed to keep them and their families safe on the public roadways.

Periodic Follow-up and Adjustment of Enforcement Plan

NMDOT/ Traffic Safety Division staff members meet periodically throughout the year with grantees to review the status of their enforcement operations, go over current data and discuss progress toward achieving their performance targets. The TSD's use of law enforcement operational plans, that will be part of agencies' FFY15 project agreements, and the use of e-grants will facilitate review of law enforcement operations and the periodic need for adjustments.

TSD staff members will review overall progress toward statewide performance targets, and adjustments will be made to the Traffic Safety Enforcement Plan and the HSP, as warranted.

Traffic Records

Overview

New Mexico's Traffic Records Program manages the Statewide Traffic Records System and the State Crash Data System. A contract with NHTSA supports program staff to supply data on New Mexico fatal crashes to the Fatality Analysis Reporting System (FARS). The Program actively works with the FHWA and FMCSA on data improvement projects.

For over ten years, New Mexico has maintained a Statewide Traffic Records Executive Oversight Committee (STREOC) and a Statewide Traffic Records Coordinating Committee (STRCC). STREOC and STRCC membership includes owners, operators, collectors and users of traffic records and public health and injury control data systems, highway safety, highway infrastructure, law enforcement and adjudication officials, and public health, emergency medical services, injury control, driver licensing, and motor carrier agencies and organizations.

The purpose of the STREOC is to provide policy direction to the STRCC in the establishment of a long-range strategic plan for traffic record system improvements. Members of the STREOC sign and abide by a Charter and a Memorandum of Commitment. These documents outline the purpose, powers, and objectives of the STREOC. The STREOC meets on an as needed basis.

The purpose of the STRCC is to facilitate the coordination of efforts by traffic records entities that are involved in the initiation, storage and delivery of traffic records information. This coordination is essential to providing efficient and secure delivery of accurate, timely, uniform and complete information about traffic activity to all who need such information. Members of the STRCC sign and abide by a Memorandum of Commitment. The STRCC meets quarterly during the year.

The current New Mexico Traffic Records Strategic Plan provides the STREOC and STRCC with a foundation for upgrading and integrating the range of information systems used to collect data and conduct highway safety analyses in New Mexico. It is focused on specific actions and projects to be undertaken to accomplish this goal. The Plan is based on the relevant information systems and on any deficiencies identified by federal reviewing agencies and assessments. The Plan covers five federal fiscal years, from 2013 through 2017 and will be used by the Traffic Records Program to guide its strategies and project activities in FFY15.

The primary State information systems in New Mexico's Traffic Records System include: crash records, roadway inventory data, driver information, vehicle information, citation and adjudication records, and injury tracking information. These systems provide New Mexico data to federal traffic records systems, such as the Fatality Analysis Reporting System (FARS) and the FMCSA Motor Carrier Management Information System (MCMIS).

Problem Identification

Crash Data System

The State's crash data system provides the basic information necessary to identify the need for and develop effective traffic safety activities at local, state or Federal levels. Timely, valid State crash data is needed for problem identification, to develop countermeasure strategies and projects, establish performance targets and to allocate resources.

Currently the system is primarily paper-based involving a multi-step process for receiving, grouping, sorting and scanning the State uniform crash reports (UCRs) and then verifying entry of the completed

data elements into the appropriate fields in the database. The UCRs are approximately 76 percent MMUCC compliant. Over the past two years, the State implemented a new crash data collection system that has resulted in increasing the number of data elements captured from the State's uniform crash report from 96 to 340, and increased MMUCC compliance. During 2013, the FARS quality benchmarks were improved from 43 percent in January 2013 to 96 percent in January 2014. A crash system subcommittee has been formed to modify the uniform crash report to further increase MMUCC compliance. The uniform crash report should be modified by mid-year 2015.

TraCS – Traffic and Criminal Software

The TraCS program has been used by a number of law enforcement agencies in New Mexico since 2007. TraCS allows officers to electronically collect, store and transfer traffic citations and other traffic records. At this time, only a small portion of crash report data is being collected and stored electronically, however the NMDOT has now entered into an agreement with the New Mexico State Police to electronically transfer citation information to Dona Ana Magistrate courts via TraCS. In 2013/2014 TraCS upgrades from version 7.3 to 10 were completed for Albuquerque Police Department, Dona Ana County Sheriff's' and Rio Rancho Police.

New Mexico law enforcement agencies deal with approximately 45,000 traffic crashes every year, and they produce over one million uniform traffic citations and 15,000 DWI citations annually.

Traffic Records Assessments

Based on the most current traffic records assessments and site visits by NHTSA, the Federal Motor Carrier Safety Administration (FMCSA) and the Federal Highway Administration (FHWA), the NMDOT developed a list of recommendations from nine categories: Timeliness; Accuracy; Completeness; Data Integration; Accessibility; Strategic Planning; Training & Staffing; Data Processing & Consistency/Uniformity; and Data Security.

Assessment Recommendations and Identified Needs - Crash Data

- Review of the data entry contract and contractor capabilities to determine if services can be added so the contractor is responsible for data quality measurement and improvement, can produce reports on error checks conducted at the time of data entry, if the contractor can be required to accept data electronically from law enforcement agencies, and can create a replacement to the centralized crash database.
- Establish immediately after the start of the new data entry contract the ability to accept electronic data.
- Publish an XML standard and associated data quality review (edit checking) standard for electronically submitted crash reports, to be shared with all third-party crash reporting vendors. Establish a certification process to ensure that vendors are able to meet the data submission requirements before their client agencies are allowed to submit data electronically.
- Establish two-way electronic data sharing with law enforcement agencies' records management systems (RMS). Prioritize those RMS vendors that serve the largest portions of the LEA market in New Mexico, and work with those vendors to establish data formats (XML schema) for the transfer.
- Achieve sufficient timeliness improvement in data submission and data entry processes so that the central crash system can also meet the timeliness requirements for SafetyNet reporting. At this point, create a data extract for automated upload into SafetyNet to reduce data entry requirements for the SafetyNet analyst.

- Establish a periodic reconciliation process to compare fatal crashes involving a commercial motor vehicle reportable in SafetyNet to the trucks and buses reported in the Fatality Analysis Reporting System (FARS). This should be done through a joint comparison conducted by the FARS and SafetyNet analysts on a record-by-record basis. Ensure that the two files match as closely as possible.

Assessment Recommendations and Identified Needs – Traffic Citation and Adjudication Data

- Pursue the planned interface for court acceptance of electronic citations.

Assessment Recommendations and Identified Needs – Vehicle Registration Data

- Provide a barcode on the registration document to assist law enforcement in electronic crash and citation reporting.

2015 Performance Measure and Target

1) Increase the percentage of electronic exchange of crash report data from law enforcement agencies to the Crash database from 18 percent of total crash reports for the baseline period of April 1, 2013-March 31, 2014 to 22 percent of total crash reports for the performance period of April 1, 2014 – March 31, 2015.

Strategies

Traffic Records Program strategies are based on the most recent Traffic Records assessments conducted in New Mexico. The following strategies will be used to develop and implement projects in FFY15:

- Continue to support a newly established data entry system that accepts electronic data.
- Establish a comprehensive, formal quality control program for crash data.
- Support data sharing with law enforcement agencies' records management systems.
- Pursue the planned interface for court acceptance of electronic citations.
- Continue to support and provide technical assistance to LEAs using TraCS and rollout new agencies.
- Update the State's uniform crash report to meet commercial motor vehicle reporting requirements and to increase the number of MMUCC data elements collected.
- Provide a barcode on the registration document to assist with electronic crash and citation reporting.

(State of New Mexico, Traffic Records Assessment; NHTSA Technical Assessment Team; 6/5-10/2011. New Mexico Crash Data Improvement Program Report; CDIP Technical Assistance Team Site Visit; 8/2009. New Mexico FARS Unit Site Visit Report; NHTSA FARS Quality Control, 11/14-17/2011.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

As stated above, strategies proposed for the Traffic Records program are based on the most recent Traffic Records Assessments recommendations and identified needs. Strategies, projects and budget amounts

are established through the Strategic Plan process and approved by the Statewide Traffic Records Coordinating Committee. Levels of funding and activities are considered sufficient to achieve the performance target and to conduct projects to fulfill the strategies.

Project Descriptions and Budget Amounts

NHTSA Funds

15-HE-64-P01 TraCS Maintenance and Support 164HE \$750,000

164HE-2015-HE-01-00 GTS HSP-1 NUMBER

Monitored by Dave Martinez

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds a contract to provide training and software installation and configuration support to law enforcement agencies currently using TraCS, to include assistance with the transition from TraCS V7.3 to V10 and the use of the corresponding incident locator tool. This project will provide assistance to law enforcement agencies with other TraCS-related software and hardware issues and provide helpdesk services.

15-HE-64-P02 TraCS Statewide Rollout Project Management 164HE \$200,000

164HE-2015-HE-02-00 GTS HSP-1 NUMBER

Monitored by Dave Martinez

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds a contract for project management services to support the Statewide TraCS implementation and rollout of TraCS software and hardware. The TraCS project provides law enforcement with access to an electronic collection tool for electronic submission of the State's uniform crash report and uniform traffic citation. This initiative supports NHTSA Model Performance Measures to improve the quality, accuracy, integrity, timeliness, completeness, consistency and accessibility of crash and citation records.

15-HE-64-P03 TraCS Citation and Adjudication Data Transfer 164HE \$200,000

164HE-2015-HE-03-00 GTS HSP-1 NUMBER

Monitored by Anthony Apodaca

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for support of a data exchange pilot project between the Albuquerque Police Department's records management system and the Bernalillo County Metropolitan Court's Odyssey (court records management) system. Architecture developed for the ongoing Dona Ana County data transfer project will be used in the development of the Albuquerque data exchange project.

15-HE-64-P04 TraCS Equipment 164HE \$550,000

164HE-2015-HE-04-00 GTS HSP-1 NUMBER

Monitored by Dave Martinez

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds to law enforcement and other partner agencies for hardware equipment necessary to implement TraCS 10 in their respective agencies.

15-HE-64-P05 TraCS Software Upgrade 164HE \$200,000

164HE-2015-HE-05-00 GTS HSP-1 NUMBER

Monitored by Dave Martinez

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds to purchase TraCS Version 10 and the Incident Location Tool software for all current TraCS users. This software will be available for any additional agencies added to the program as resources permit.

15-HE-64-P06 TR Strategic Plan Implementation/Program Support 164HE \$350,000

164HE-2015-HE-06-00 GTS HSP-1 NUMBER

Monitored by Santiago 'Jimmy' Montoya

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for a contractor to assist with the development of an implementation plan of the Traffic Records Strategic Plan and provide administrative support to the TR Program. Contractor will develop a traffic records project tracking system, develop an electronic file for New Mexico's fatality crash records, and ensure that Map 21 requirements are met with regard to the Executive Oversight and Traffic Records Coordinating Committee meetings.

15-HE-64-P07 Vehicle Registration Bar Code Project 164HE \$50,000

164HE-2015-HE-07-00 GTS HSP-1 NUMBER

Monitored by Anthony Apodaca

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds a project with the New Mexico Taxation and Revenue Department-Motor Vehicle Division to include a bar code on the New Mexico vehicle registration documents, to include costs for the development and implementation of a centralized system for the issuance of registration stickers and registration cards with bar coding. This will allow electronic capture of the vehicle registration data on crash reports, traffic citations and other reports generated by law enforcement agencies and emergency personnel via use of a bar code scanner.

15-HE-64-P08 Out-of-State Travel 164HE \$30,000

164HE-2015-HE-08-00 GTS HSP-1 NUMBER

Monitored by Santiago 'Jimmy' Montoya

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds travel for Federally mandated trainings, as well as training necessary for efficient management of traffic records projects.

15-HE-64-P09 Uniform Crash Report (UCR) Modifications 164HE \$100,000

164HE-2015-HE-09-00 GTS HSP-1 NUMBER

Monitored by Sophia Roybal-Cruz

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for necessary modifications required to update the State uniform crash report. This project will allow for collection of the data elements that are required for commercial motor vehicle (CMV) federal reporting and increase the number of minimum model uniform crash criteria (MMUCC) data elements collected.

15-HE-64-P10 UCR Documentation and Training for LEAs 164HE \$100,000

164HE-2015-HE-10-00 GTS HSP-1 NUMBER

Monitored by Santiago 'Jimmy' Montoya

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funding to develop and implement a training curriculum statewide to increase the completeness and accuracy of UCR documentation from the field.

15-HE-64-P11 Magistrate Court Electronic Abstracts 164HE \$180,000

164HE-2015-HE-11-00 GTS HSP-1 NUMBER

Monitored by Anthony Apodaca

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for the Administrative Officer of the Courts to purchase document scanners for magistrate courts statewide. This will allow the imaging of traffic citations and other court filing documents to be sent electronically to the State Motor Vehicle Department. The Motor Vehicle Department requires an electronic citation image in order to receive electronic court abstract data.

15-HE-64-P12 EMS Licensing Software Upgrade 164HE \$60,000

164HE-2015-HE-12-00 GTS HSP-1 NUMBER

Monitored by Santiago 'Jimmy' Montoya

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for the NM Department of Health, Emergency Medical Services (EMS) Bureau to purchase service provider licensing software to upgrade the New Mexico EMS Tracking and Reporting System. The software will enhance the statewide injury surveillance system by improving the efficiency of EMS provider licensing, taking it from a paper-based system to a web-based system. In New Mexico, 9,000 EMS provider licensees must update or renew their licenses every two years. This licensing software has the capability to link each EMS provider with the patient care provided. NEMESIS standards will be incorporated into the system to ensure data linkage and comparability. This project supports the NM Traffic Records Assessment recommendation for data quality reviews of services and providers for quality improvement purposes.

15-HE-64-P13 Uniform Traffic Citation Standardization 164HE \$120,000

164HE-2015-HE-13-00 GTS HSP-1 NUMBER

Monitored by Anthony Apodaca

with 2010 CTSP Emphasis Area 11. Traffic Records

Aligns

Provides funds to

replace over 17,000 Uniform Traffic Citation (UTC) books currently in circulation and being used by 88 law enforcement agencies (LEAs) statewide. Current UTC versions date back to as far as 1992, and create problems for automatic processing and delays to posting the citations to the driving record.

Funding will specifically be used for document production and delivery to LEAs.

The State Motor Vehicle Division (MVD) will be the lead agency for this project and will work with the Department of Public Safety to ensure full compliance with use of the new UTCs. The MVD will coordinate with the vendor and LEAs to ensure citation numbers issued are not duplicated.

State Funds

15-TR-RF-P06 Data Entry Project - UNM (TR) State Fund 20100 \$200,000

Monitored by Sophia Roybal-Cruz

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds for processing data entry and front-end quality control of approximately 70,000 Uniform Crash Reports (UCRs) sent via hard copy or via TraCS data transfer or via other electronic transfer methods. Law enforcement agency quality reports and crash database maintenance will be provided. Personnel services will cover salary and benefits for a full-time data entry supervisor, 1/4 time project manager, and student entry clerks. Travel, supplies and training are included to support data maintenance and quality improvement efforts **(See Federal project #15-TR-05-P02 \$200,000 405c. Total FFY15 funds = \$400,000)**

FHWA Funds

15-TR-FH-P01 Crash System Improvement HSIP \$300,000

Monitored by Yolanda Duran

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds resources, software and hardware for the redesign of the State crash database to include: re-write of the TraCS Crash report to NM data standards, form and business process training, TraCS location tool development, database build (replace current ARCS), electronic data collection through the Statewide Traffic Records System Data Center, and the development of a data analysis tool to conduct ad hoc queries and produce standard reports.

Traffic Records: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|-----------------------------|---------------------------|---|----------------------|
| 15-HE-64-P01 | 164HE-2015-HE-01-00 | TraCS Maintenance and Support | 750,000 |
| 15-HE-64-P02 | 164HE-2015-HE-02-00 | TraCS Statewide Rollout Project Management | 200,000 |
| 15-HE-64-P03 | 164HE-2015-HE-03-00 | TraCS Citation and Adjudication Data Transfer | 200,000 |
| 15-HE-64-P04 | 164HE-2015-HE-04-00 | TraCS Equipment | 550,000 |
| 15-HE-64-P05 | 164HE-2015-HE-05-00 | TraCS Software Upgrade | 200,000 |
| 15-HE-64-P06 | 164HE-2015-HE-06-00 | TR Strategic Plan Implementation/ Prog. Support | 350,000 |
| 15-HE-64-P07 | 164HE-2015-HE-07-00 | Vehicle Registration Bar Code Project | 50,000 |
| 15-HE-64-P08 | 164HE-2015-HE-08-00 | Out-of-State Travel | 30,000 |
| 15-HE-64-P09 | 164HE-2015-HE-09-00 | Uniform Crash Report (UCR) Modifications | 100,000 |
| 15-HE-64-P10 | 164HE-2015-HE-10-00 | UCR Documentation and Training for LEAs | 100,000 |
| 15-HE-64-P11 | 164HE-2015-HE-11-00 | Magistrate Court Electronic Abstracts | 180,000 |
| 15-HE-64-P12 | 164HE-2015-HE-12-00 | EMS Provider Licensing Software Upgrade | 60,000 |
| 15-HE-64-P13 | 164HE-2015-HE-13-00 | Uniform Traffic Citation Standardization | 120,000 |
| 164HE Total | | | 2,890,000 |
| 15-TR-05-P01 | M3DA-2015-05-01-00 | Crash Data Statistical and Analytical Reporting | 510,000 |
| 15-TR-05-P02 | M3DA-2015-05-02-00 | Data Entry Project - UNM | 200,000 |
| 405c Total | | | 710,000 |

Total Traffic Records NHTSA Funds

\$3,600,000

Driver Education and Safety

Overview

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

New Mexico has a graduated driver's license system for teens under age 18 aimed at reducing traffic crashes among this age group. Mandatory driver education classes and a three-step licensing system are two key elements of the New Mexico graduated licensing program. In 2011, updates to the GDL law came into effect. For those under age 18 with an instructional permit or provisional license, the legislation added 30 days of driving for each traffic violation the driver incurs, before they can receive a driver's license. Traffic violations include, but are not limited to, not using a seatbelt, using a cell phone while driving and any alcohol infractions.

The TSD has statutory responsibility to develop rules to provide minimum and uniform standards for the issuance, renewal and revocation of driving school licenses and instructor certificates, and to establish requirements for the operation of driving schools. TSD is responsible for assuring that all driving schools complete certification training and use TSD-approved curriculum. The Novice Driver Education, Driver Safety and DWI School rules are reviewed every five years to maintain a quality driver education program. In addition, the TSD has statutory responsibility to approve and certify training programs that provide traffic safety and DWI information and education to the public.

The Traffic Safety Division strives to influence the behavior of drivers on New Mexico's roadways through information dissemination and educational efforts. TSD sponsors and participates in traffic safety forums, conferences, task forces, seminars and training events to help coordinate public and private sector involvement in traffic safety issues. Media activities, public information and educational campaigns coincide with National and local events and enforcement operations. Additional public awareness and educational activities are developed for pedestrian, safety corridor, speeding, distracted driving and other selective traffic enforcement programs.

Through driver education and safety training, individuals obtain knowledge and skills that should aid in their making better decisions as drivers, and ultimately, they should be less likely to be involved in a motor vehicle crash.

Problem Identification – 2012 State Fatality and Crash Data

Many drivers engage in risky behaviors that can lead to motor vehicle crashes, fatalities and injuries. Risky behaviors include driving while under the influence of alcohol or drugs, speeding or inattention/distracted. Some people lack appropriate driving skills or do not know the 'rules of the road.' National and local statistics confirm that novice drivers are more likely to be involved in crashes compared to all other drivers.

Of the approximately 238,734* traffic conviction violations recorded in 2011, 52 percent were for speeding. Another 30 percent were for no seatbelt use, no license, DWI, not stopping/ yielding, driving on suspended or revoked license or open container. In New Mexico, courts may require a driver to attend Driving Safety School based on a conviction for a penalty assessment misdemeanor or any other misdemeanor committed while driving.

**2011 most recent data available - there may be more than one conviction violation per incident or person*

TEENS, AGED 15-19

In 2012, there were 23 teens (15-19) killed in crashes compared to 21 in 2011.

The age groups with the highest percentage of people in crashes were ages 20-24 (11.4%), 15-19 (10.9%), and ages 25-29 (9.1%). The rate of drivers 15-19 in crashes is over two times higher than the State average.

The number of teen drivers of vehicles in crashes per 1,000 NM licensed teen drivers has been generally decreasing since 2003.

Teen males were almost twice as likely as teen females to be killed in a crash. Since 2008, the number of teen males killed in crashes decreased by 33 percent, while the number of females killed remained essentially the same.

Among teens not wearing a seatbelt when involved in a crash, 3 percent were killed, while among teens wearing a seatbelt when involved in a crash, only 0.07 percent were killed. Teens not wearing a seatbelt experienced more severe injuries and more injuries overall than those wearing a seatbelt.

Teen drivers (15-19) were most often in crashes between the hours of 12 p.m. and 6 p.m.

There were two alcohol-involved teen male drivers in crashes for every one alcohol-involved teen female driver.

The rate of alcohol-involved teen drivers in crashes decreased 51% (from 5.15 in 2003 to 2.54 drivers in 2012 per 1,000 licensed teen drivers).

YOUNG ADULTS, AGED 20-24

In 2012, there were 44 young adults (20-24) killed in crashes compared to 53 in 2011.

Young adult males are three times as likely as young adult females to be killed in a crash. Since 2008, the number of young adult males killed in crashes decreased by 6 percent, while the number of females killed decreased by 21 percent.

The rate of alcohol-involved young adult drivers in crashes decreased 38 percent (from 5.8 in 2003 to 3.6 drivers in 2012 per 1,000 licensed young adult drivers).

Among young adults not wearing a seatbelt when involved in a crash, 4.75 percent were killed, while among teens wearing a seatbelt when involved in a crash, only 0.08 percent were killed. Teens not wearing a seatbelt experienced more severe injuries and more injuries overall than those wearing a seatbelt.

Young adult drivers (20-24) are most often in crashes between the hours 12 p.m. and 6 p.m.

Twenty-two percent of all alcohol-involved drivers in crashes were young adults (20-24). Young adult males were 2.8 times as likely as young adult females to be an alcohol-involved driver in a crash.

Among alcohol-involved young adult drivers (20-24) in crashes, the number of 20 and 21 year old drivers has greatly decreased in the last five years. In 2012, there were 59 alcohol-involved 20 year old drivers in crashes and 96 alcohol-involved 21 year old drivers in crashes.

2015 Performance Measures and Targets

- 1) **Reduce the number of drivers age 20 or younger involved in fatal crashes from 41 in 2012 (2011-2013 average) to 38 by 2015. (FARS data)**
- 2) **Reduce the number of traffic fatalities from 342 in 2012 (2011-2013 average) to 330 by 2015. (FARS data)**
- 3) **Reduce the number of serious injuries (Class A- incapacitating injuries) in traffic crashes from 1,655 in 2012 (2011-2013 average) to 1,600 by 2015. (State crash files, FHWA)**

Countermeasure Strategies

Driver Education Program countermeasure strategies are selected based on a review of NHTSA's Countermeasures That Work, 7th Edition, 2013 and the Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008. Strategies are based primarily on education, outreach and media.

Strategy #1 – Communications and Outreach

In FFY15, New Mexico will disseminate public information and education campaigns designed to raise awareness about traffic safety-related risky behaviors and selective traffic enforcement programs by:

- a) providing funds for the Safer Injury Prevention Resource Center to produce and distribute brochures, posters and promotional items on driver education, DWI prevention, use of seatbelts and child restraints, motorcycle safety, pedestrian safety, distracted driving and safety corridors; and
- b) assisting with the development and implementation of a NMDOT media and marketing plan.

(Countermeasures that Work, 7th Edition, 2013; Chapter 1, Alcohol-Impaired and Drugged Driving: Section 5.2 Mass Media Campaigns; Chapter 2, Seatbelts and Child Restraints: Section 3.1 Communications and Outreach Strategies for Low-Belt-Use Groups; Chapter 3, Aggressive Driving and Speeding: Section 4.1 Communications and Outreach Supporting Enforcement; Chapter 4, Distracted and Drowsy Driving: Section 2.2 Communications and Outreach on Distracted Driving; Chapter 5, Motorcycle Safety: Section 4.2 Communications and Outreach: Other Driver Awareness of Motorcyclists; Chapter 8, Pedestrians: Section 3.1 Impaired Pedestrians: Communications and Outreach)

Strategy #2 – Driver Education

NHTSA recommends that states integrate driver education into a multi-stage graduated licensing system. New Mexico's graduated licensing system requires successful completion of a driver education program which includes a 6-hour DWI component. At the instruction permit stage, the teen must drive with an adult (age 21 or older), complete 50 hours of supervised driving practice, including 10 hours at night and maintain a clean driving record. At the provisional stage, the teen must certify to the above requirements and complete an approved MVD road skills exam. Effective in June 2011, drivers with an instruction permit or provisional license will have their time extended 30 days for each adjudication or conviction of a traffic violation.

In New Mexico, new licensees aged 18-24 must complete a DWI awareness class. Attendance and completion of DWI School is required of all first-time convicted DWI offenders. Driver Safety classes may be required of those convicted of a penalty assessment misdemeanor or any other misdemeanor committed while operating a motor vehicle.

In FFY15, New Mexico will improve the quality of all driver education and safety programs certified, licensed or funded by the TSD by:

- a) continuing to monitor Driver Education, Driving Safety and DWI schools to ensure that course instruction complies with TSD regulations;
- b) contracting with UNM/ Division of Continuing Education to monitor the quality of Driver Education schools and instructor training, to include dissemination of information on the top contributing factors in teen crashes and to maintain a database to track the certification status of all driver education instructors statewide;
- c) continuing oversight of DWI Awareness classes offered as independent study courses available by mail or online, and ensuring that course materials include a student manual and a video;
- d) working with traffic safety partners to provide the public with information on the driver education and safety programs in New Mexico, and to evaluate driver education requirements and legislative opportunities; and
- e) increasing driver education availability in tribal areas statewide.

(Countermeasures That Work, 7th Edition, 2013: Chapter 6, Young Drivers: Sections 2.1 Pre-Licensure Driver Education. Transportation Research Board's National Cooperative Highway Research Program Report 622, 2008: Chapters 2-7.)

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

Strategies proposed for the Driver Education and Safety Program are focused on educating new drivers, drivers that have received sanctions that require they attend driver improvement classes or DWI awareness classes. Quality of driver education schools and instructor training is monitored, and schools are located in communities throughout the State. Public information and education campaigns are designed to raise awareness about traffic safety-related risky behaviors and traffic safety enforcement. The proposed strategies are evidence-based and have been shown to be effective measures for impacting the issue of driver education and safety.

Levels of funding and activity levels of the proposed strategies have remained steady over the past few years, and New Mexico saw a 33.3 percent reduction in fatal crashes involving under age 21 drivers between 2008 and 2013 and a 15 percent reduction in traffic fatalities between 2008 and 2013. Serious injuries were reduced by 18.8 percent between 2008 and 2013. Given these results, the State is confident that proposed levels of funding and activities will allow for achievement of the performance targets.

Project Descriptions and Budget Amounts

NHTSA Funds

| | | |
|--|------------|-----------------|
| 15-DE-02-P01 Partner Information and Training | 402 | \$25,000 |
|--|------------|-----------------|

DE-2015-DE-01-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides for participation by New Mexico traffic safety partners in training events, conferences, task forces and seminars to develop their skills and knowledge in traffic safety program issues.

15-DE-02-P02 Traffic Safety Clearinghouse 402 \$180,000

DE-2015-DE-02-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Funds a contract to provide clearinghouse services statewide, including distributing traffic safety materials to support programs and staffing a 1-800 toll-free service to respond to public inquiries on occupant protection, DWI prevention, speed, graduated licensing and other traffic safety programs and issues. The Clearinghouse contracted agency prepares, prints and distributes traffic safety materials, promotional items, reports and newsletters used for public information and education, or promotion of program activities; conducts research for TSD upon request; and updates materials as needed. **(See Federal projects #15-AL-64-P11 \$220,000 164 AL and #15-OP-02-P03 \$140,000 402. Total FFY15 funds = \$540,000)**

15-DE-02-P03 Traffic Safety Resource Prosecutor 402 \$60,000

DE-2015-DE-03-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education

Funds a contract to provide training to attorneys, law enforcement officers, probation officers/DWI compliance officers and County DWI program managers to improve the ability of prosecutors to effectively prosecute DWI cases. Provide NMDOT/ TSD and traffic safety partners with technical assistance and education on policy issues regarding DWI/ impaired driving, speeding, distracted driving and other risky driving behaviors. **(See Federal project #15-ID-05-P05 \$90,000 405d. Total FFY15 funds = \$150,000)**

15-DE-02-P04 TSD Employee Out-of-State Travel 402 \$40,000

DE-2015-DE-04-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Provides funds for TSD and other NMDOT employees to attend out-of-state training or seminars.

15-DE-02-P05 NCSAs/ Media Training 402 \$185,000

DE-2015-DE-05-00 GTS HSP-1 NUMBER

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides for non-paid media (non-commercial sustaining announcements - NCSAs) activities developed and implemented by broadcasters and broadcasters-in-training for use in the promotion of current statewide traffic safety activities.

Provides training for law enforcement agencies that includes how to write press releases, and how to deal with interviews and media inquiries. This training is based on the NHTSA Administration Law Enforcement Public Information Workshop and is accredited by the New Mexico Law Enforcement Academy. **(See State project #15-DE-RF-P08 \$30,000 Fund 01. Total FFY15 funds = \$215,000)**

15-DE-02-P06 Traffic Safety Awareness Survey 402 \$60,000

DE-2015-DE-06-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

This is part of the GHSA/NHTSA agreement for there to be a survey conducted every year, nationwide, with standard questions. Provides funds for an attitude survey to be conducted in accordance with the NHTSA/ GHSA agreement.

15-DE-02-P07 Driver Manual and Driver Test Improvement Project 402 \$100,000

DE-2015-DE-07-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2.Alcohol/ Impaired Driving

Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal project #15-ID-05-P07 \$200,000 405d; State Projects #15-DI-09-P03 \$100,000 Fund 09 and #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

State Funds

15-DI-09-P01 State-Mandated Programs (DE) State Fund 10020 \$285,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 12. Young Driver Crashes

Develop and implement a quality assurance monitoring, licensing and training system for all TSD State-mandated programs. Fund a school licensing program to ensure existing applicants and renewal school applications comply with governing State statutes, State rules and regulations, and Bureau policies and procedures. Provide funding to assist with updates to existing Department regulations, as necessary. **(See State project #15-DE-RF-P04 \$315,000 Fund 01. Total FFY15 funds = \$600,000)**

15-DI-09-P02 DWI School Curriculum (DE) State Fund 10020 \$60,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funding provides for a standardized curriculum for the State-mandated DWI Education Program.

15-DI-09-P03 Driver Manual & Driver Test Improvement Project (DE) State Fund 10020 \$100,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2.Alcohol/ Impaired Driving

Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal projects #15-ID-05-P07 \$200,000 405d & #15-DE-02-P07 \$100,000 402; State Project #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

15-DE-RF-P08 NCSAs/ Media Training (DE) State Fund 20100 \$30,000

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides for non-paid media (non-commercial sustaining announcements - NCSAs) activities developed and implemented by broadcasters and broadcasters-in-training for use in the promotion of current statewide traffic safety activities.

Provides training for law enforcement agencies that includes how to write press releases, and how to deal with interviews and media inquiries. This training is based on the NHTSA Administration Law Enforcement Public Information Workshop and is accredited by the New Mexico Law Enforcement Academy. **(See Federal project #15-DE-02-P05 \$185,000 402. Total FFY15 funds = \$215,000)**

15-DE-RF-P09 Driver Manual and Driver Test Improvement Project State Fund 20100 \$100,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving
 Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal projects #15-ID-05-P07 \$200,000 405d and #15-DE-02-P07 \$100,000 402; State Project #15-DI-09-P03 \$100,000 Fund 09. Total FFY15 funds = \$500,000)**

Driver Education: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------|--------------------|---|----------------|
| 15-DE-02-P01 | DE-2015-DE-01-00 | Partner Information and Training | 25,000 |
| 15-DE-02-P02 | DE-2015-DE-02-00 | Traffic Safety Clearinghouse | 180,000 |
| 15-DE-02-P03 | DE-2015-DE-03-00 | Traffic Safety Resource Prosecutor (see ID-05) | 60,000 |
| 15-DE-02-P04 | DE-2015-DE-04-00 | Out-of-State Travel - TSD Employees | 40,000 |
| 15-DE-02-P05 | DE-2015-DE-05-00 | NCSAs - Media Training | 185,000 |
| 15-DE-02-P06 | DE-2015-DE-06-00 | TS Awareness Survey | 60,000 |
| 15-DE-02-P07 | DE-2015-DE-07-00 | Driver Manual and Driver Test Improvement Project | 100,000 |
| 402 DE Total | | | 650,000 |

Total Driver Education and Safety NHTSA Funds \$650,000

Planning and Administration

Overview

Traffic safety advocates in New Mexico face formidable challenges in effecting behavior change with regard to traffic safety practices. To address these challenges, the TSD must identify problems, develop strategies, implement activities and evaluate program effectiveness. Administratively, identifying problems and developing strategies involves obtaining data, researching strategies, obtaining resources, and organizing roles and responsibilities across diverse agencies and communities. A comprehensive program that involves training, public information, planning, financial management, coordination and communication among partners is crucial to the successful implementation of New Mexico's Highway Safety Plan.

Many program funds are coordinated through partnerships with contractors or other lead agencies such as the University of New Mexico, Department of Health, Department of Public Safety, Regulation and Licensing, Motor Vehicle Division and Administrative Office of the Courts. Local governments and local law enforcement agencies are active participants in program and project planning, development and implementation, and are valued as proactive traffic safety partners.

State Process Measures and Targets

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

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

3) Submit a draw-down through the NHTSA grants tracking system on a monthly basis.

Strategies

Strategy #1

In FFY15, NMDOT will increase communication and cooperation among agencies in order to prevent and reduce traffic related deaths and injuries by:

- a) involving traffic safety partners and advocates in the HSP development process;
- b) maintaining partnerships with traffic safety advocate agencies;
- c) coordinating HSP strategies with SHSP strategies; and
- d) developing and distributing the HSP and the Annual Report.

Strategy #2

In FFY15, NMDOT will support sound and fiscally responsible planning and financial management practices by:

- a) developing, implementing and updating well documented procedures and processes for compliance with all applicable laws, regulations and management policies;
- b) submitting grant applications to support TSD programs;
- c) processing contractor reimbursements and contractor invoices within 30 days of receipt;
- d) submitting request for payment through the NHTSA grants tracking system; and

- e) providing traffic safety contractors technical assistance in program management and financial accountability of their contracts.

Assessment of Overall Traffic Safety Impacts of the Proposed Strategies

NMDOT has kept the level of funding and activity for Planning and Administration steady over the past few years. Finance staffing and contract services in this area continue to be adequate to meet the State performance targets.

Project Descriptions and Budget Amounts

NHTSA Funds

15-PA-02-P01 Financial Management - FTE 402 \$130,000

PA-2015-PA-01-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Funds up to three positions in the finance area up to 100% to assist with TSD's project agreements and contracts, and to assist with conducting an annual financial training for contractors. This also includes all function related to manage the NHTSA funding through the Grant Tracking System (GTS).

15-PA-02-P02 HSP, Grant and Technical Writing Services 402 \$70,000

PA-2015-PA-02-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

A contract to develop and prepare New Mexico's Highway Safety Plan, develop and prepare Federal grant applications and the Annual Report, and provide technical writing assistance, as necessary. **(See State project #15-EE-05-P04 \$30,000 Fund 05. Total FFY15 funds = \$100,000)**

15-PA-03-P03 E-Grants - Phase One 402 \$110,000

PA-2015-PA-03-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection,

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system.

State Funds

**15-EE-05-P04 HSP, Grant and Technical Writing Services (P&A) State Fund \$30,000
20800**

Monitored by Robert Archuleta

A contract to develop and prepare New Mexico's Highway Safety Plan, develop and prepare Federal grant applications and the Annual Report, and provide technical writing assistance, as necessary. **(See Federal project #15-PA-02-P02 \$70,000 402. Total FFY15 funds = \$100,000)**

Also see 15-AL-64-P13 Impaired Driving Program Management in the Alcohol/ Impaired Driving Program area; 15-OP-02-P04 Occupant Protection Program Management in the Occupant Protection Program area; and 15-PT-02-P03 Police Traffic Services Program Management in the Police Traffic Services Program area.

Planning and Administration: NHTSA Federal Budget Summary

| NMDOT Project Number | GTS Project Number | Project Title | Budget Amount |
|----------------------------|-----------------------|---|------------------|
| 15-PA-02-P01 | PA-2015-PA-01-00 | Financial Systems Management | 130,000 |
| 15-PA-02-P02 | PA-2015-PA-02-00 | HSP, Grant and Technical Writing Services | 70,000 |
| 15-PA-02-P03 | PA-2015-PA-03-00 | E-Grants Phase One | 110,000 |
| 402 Total | | | 310,000 |

Total Planning and Administration NHTSA Funds

\$310,000

D. PERFORMANCE REPORT

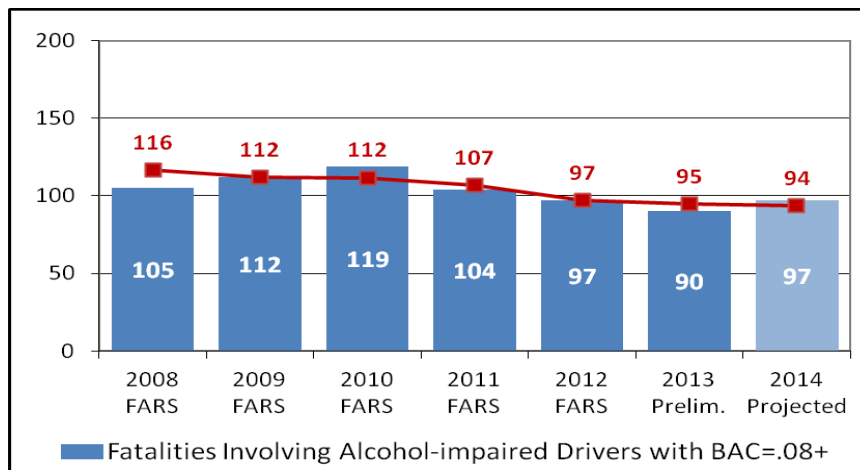
2014 HSP Performance Outcome Measures and Targets

New Mexico achieved nine of its ten 2014 Highway Safety Plan core outcome measure targets and its core behavior measure target (observed seatbelt use). The State has provided FFY2011-2013 progress data on its three activity measures. Also provided are data on the State's Traffic Records Program performance measures and targets and the State's Planning and Administration process measures.

The 2011 data in the performance measure statements are from the 2014 HSP. At the time the 2014 HSP was developed, the 2011 data were based on preliminary State data. The 2011 data in the charts have been updated with final FARS or State data.

ALCOHOL/ IMPAIRED DRIVING

Reduce the number of fatalities involving driver or motorcycle operators with a BAC of .08 or above from 105* in CY2011 to 104 by in CY2013. (FARS data)



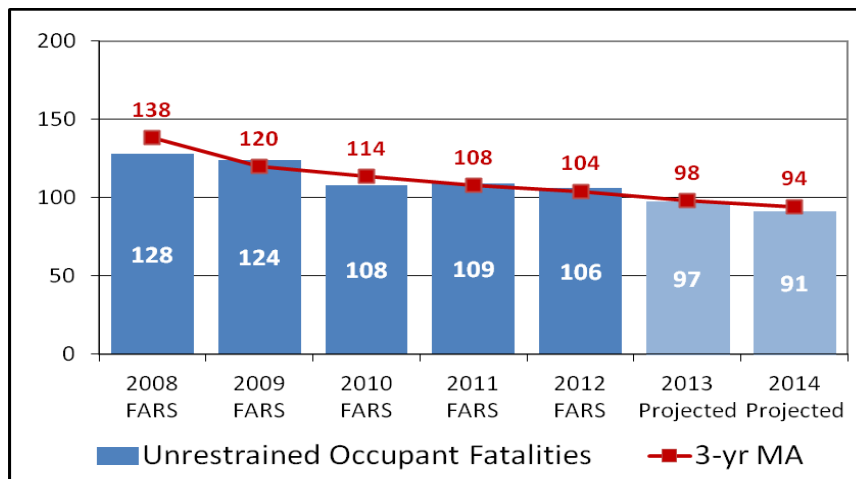
*CY2011 alcohol-involved fatalities were estimated at 105 in the 2014 HSP

STATUS: Achieved and Exceeded

New Mexico achieved and exceeded its 2014 HSP performance measure target for reducing the number of fatalities among alcohol-impaired drivers, by the projected amount. When this performance measure was established, CY2011 fatalities were estimated at 105, but final FARS data show that there were 104 alcohol-involved fatalities in 2011. FARS 2012 data show that these fatalities were reduced by 6.7 percent from 2011 and preliminary 2013 data indicate a further reduction in 2013.

OCCUPANT PROTECTION

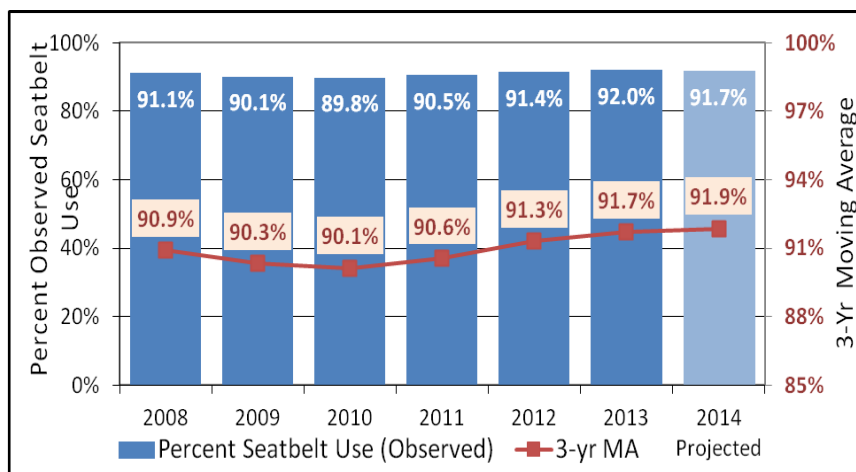
Reduce the number of passenger vehicle unrestrained occupant fatalities in all seating positions from 109 in CY2011 to 108 in CY2013. (FARS data)



STATUS: Achieved and Exceeded

New Mexico achieved and exceeded its 2014 HSP performance measure target for reducing the number of unrestrained occupant fatalities. These fatalities decreased by 17 percent between 2008 and 2012, and projected 2013 data indicate a further reduction in 2013. Continued high-visibility enforcement and media efforts have raised awareness about the importance of buckling up and using appropriate child restraints.

Increase the observed seatbelt use percentage for front-seat occupants from 91.4% in CY2012 to 91.5% in CY2013. (State data)



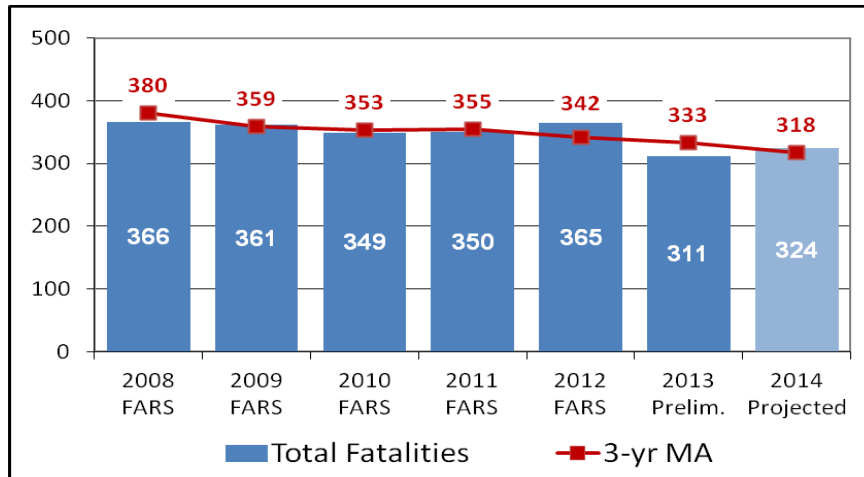
STATUS: Achieved and Exceeded

New Mexico achieved and exceeded its 2014 HSP performance measure target for increasing its observed seatbelt use percentage for front-seat occupants. Data from the 2013 New Mexico Seatbelt Use Survey show seatbelt use for front-seat occupants at 92 percent. New Mexico has increased its seatbelt use percentage for the third straight year and its seatbelt use is at its highest since the State began tracking this information. The State's high-visibility enforcement operations and high-visibility media have

been successful in keeping its observed seatbelt use percentage steady or slightly increasing for over ten years.

POLICE TRAFFIC SERVICES

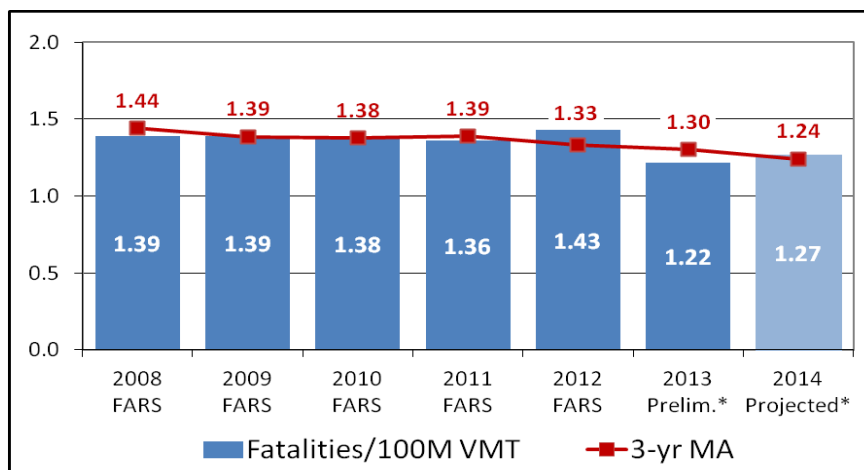
Reduce the total number of traffic fatalities from 353* in CY2011 to 352 in CY2013. (FARS data)



*CY2011 total traffic fatalities were estimated at 353 in the 2014 HSP

STATUS: Achieved and Exceeded

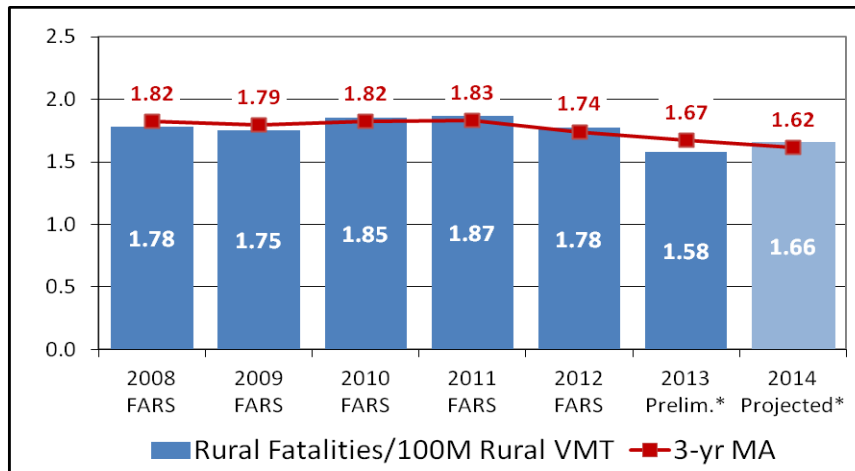
Reduce traffic fatalities per 100M VMT from 1.38* in CY2011 to 1.37 in CY2013. (FARS data)



*CY2011 traffic fatalities per 100M VMT were estimated at 1.38 in the 2014 HSP

STATUS: Achieved and exceeded

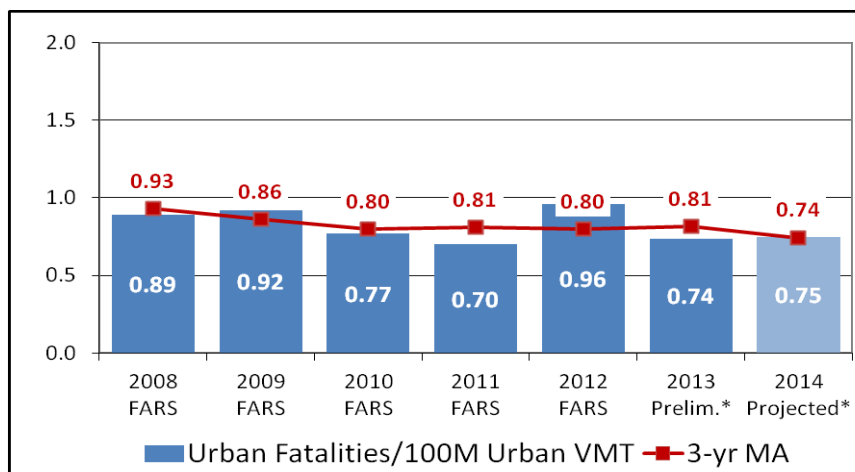
Reduce rural fatalities per 100M VMT from 1.88* in CY2011 to 1.85 in CY2013. (FARS data)



*CY2011 rural fatalities per 100M VMT were estimated at 1.88 in the 2014 HSP

STATUS: Achieved and Exceeded

Reduce urban fatalities per 100M VMT from 0.72* in CY2011 to 0.71 in CY2013. (FARS data)



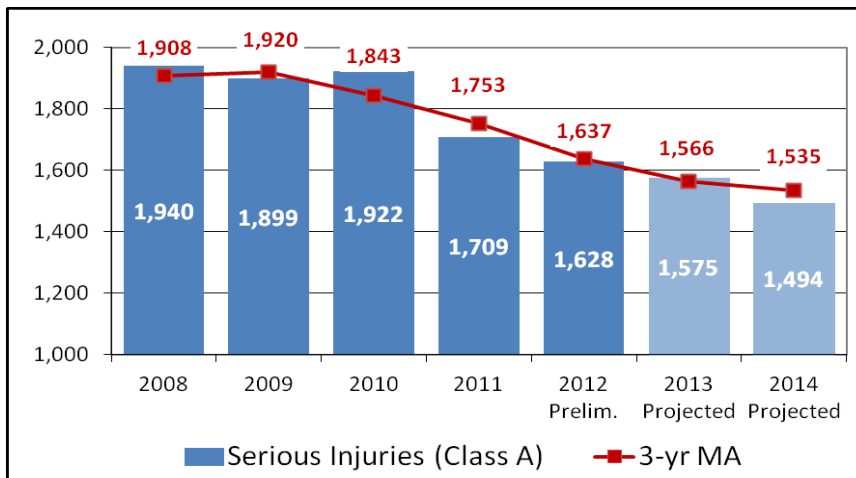
*CY2011 urban fatalities per 100M VMT were estimated at 0.72 in the 2014 HSP

STATUS: Not Achieved

New Mexico achieved and exceeded its performance measure targets for decreasing total traffic fatalities between CY2011 and CY2013, and for decreasing the rate of overall fatalities and the rate of rural fatalities. According to preliminary 2013 data, overall traffic fatalities dropped by 11.1 percent from 2011. The overall fatality rate decreased by 10.3 percent and rural fatalities decreased by 15.5 percent. Urban fatalities rose by 5.7 percent.

Although alcohol-related fatalities, unrestrained fatalities, speeding-related fatalities and motorcyclist fatalities all decreased between 2011 and 2013, pedestrian fatalities rose from 39 to 53.

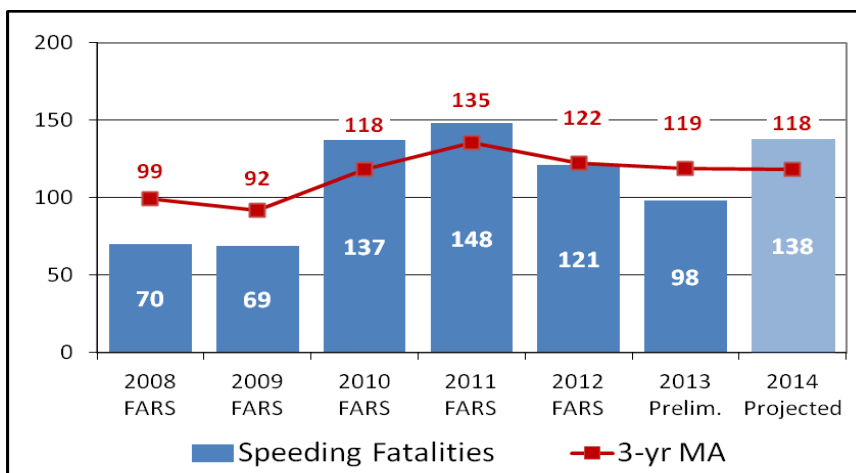
Reduce the number of serious injuries in traffic crashes from 1,709 in CY2011 to 1,708 in CY2013. (State data)



STATUS: Achieved and Exceeded

New Mexico achieved and exceeded its performance measure target for reducing the number of serious injuries in crashes by the projected amount. Between 2008 and 2011, these injuries have been reduced by 11.9 percent. It's expected that serious injuries will continue to decrease.

Reduce the number of speeding-related fatalities from 147* in CY2011 to 140 in CY2013. (FARS data)



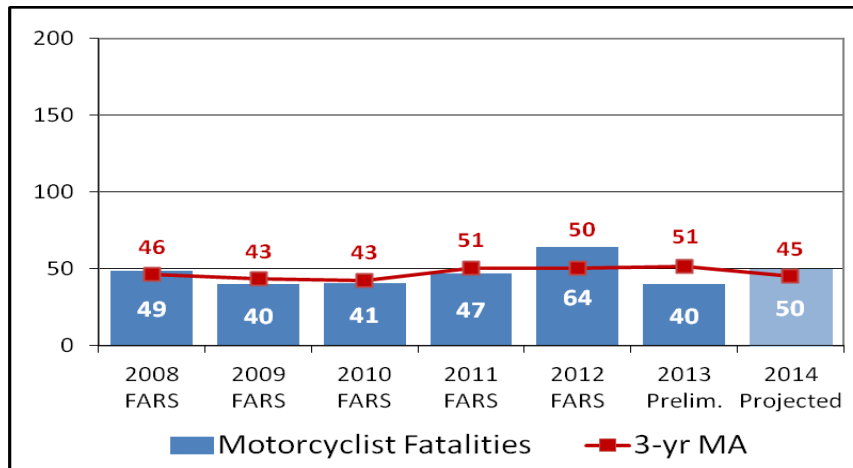
*CY2011 speeding-related fatalities were estimated at 147 in the 2014 HSP

STATUS: Achieved and Exceeded

New Mexico achieved and exceeded its speeding-related fatalities performance target by reducing these fatalities by more than the projected amount. Between 2011 and 2013, speeding-related fatalities have been reduced by 33.8 percent.

MOTORCYCLE SAFETY

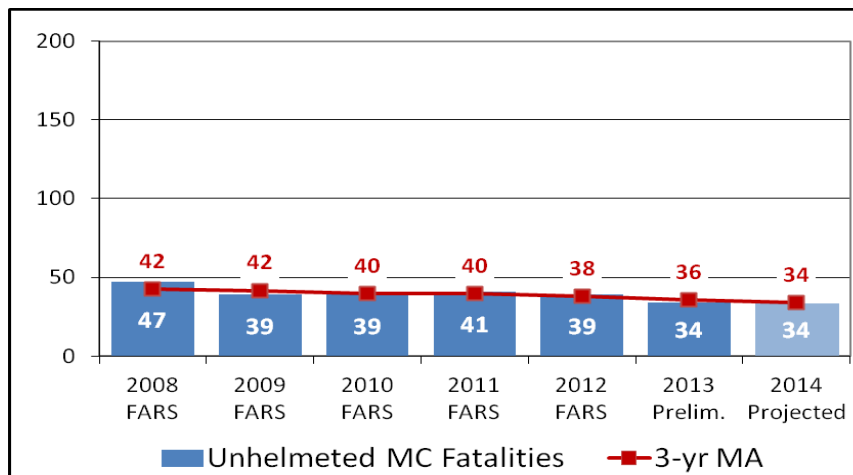
Decrease the number of motorcyclist fatalities from 45* in CY2011 to 44 in CY2013. (FARS data)



*CY2011 motorcyclist fatalities were estimated at 45 in the 2014 HSP

STATUS: Achieved and Exceeded

Decrease the number of unhelmeted motorcyclist fatalities from 39* in CY2011 to 38 in CY2013. (FARS data)



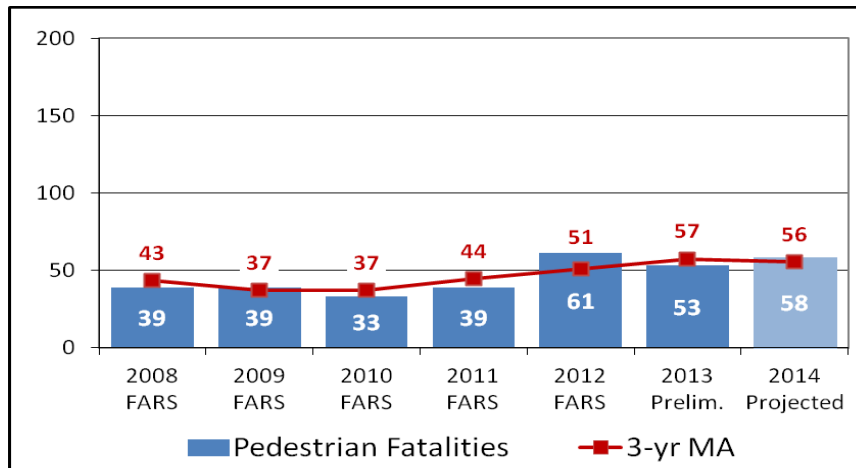
*CY2011 unhelmeted motorcyclist fatalities were estimated at 39 in the 2014 HSP

STATUS: Achieved and Exceeded

New Mexico achieved and exceeded both of its 2014 Motorcycle Safety performance measure targets. Motorcyclist fatalities decreased by 14.9 percent in 2013 from 2011. Unhelmeted motorcyclist fatalities decreased by 17 percent for the same time period. Between 2008 and 2010, the difference in the number of motorcyclist fatalities and unhelmeted fatalities has been one or two. In 2011 the difference was six persons, and in 2012 the difference was 15 persons.

PEDESTRIAN SAFETY

Decrease the number of pedestrian fatalities from 41* in 2011 to 40 in CY2013. (FARS data)



*CY2011 pedestrian fatalities were estimated at 41 in the 2014 HSP

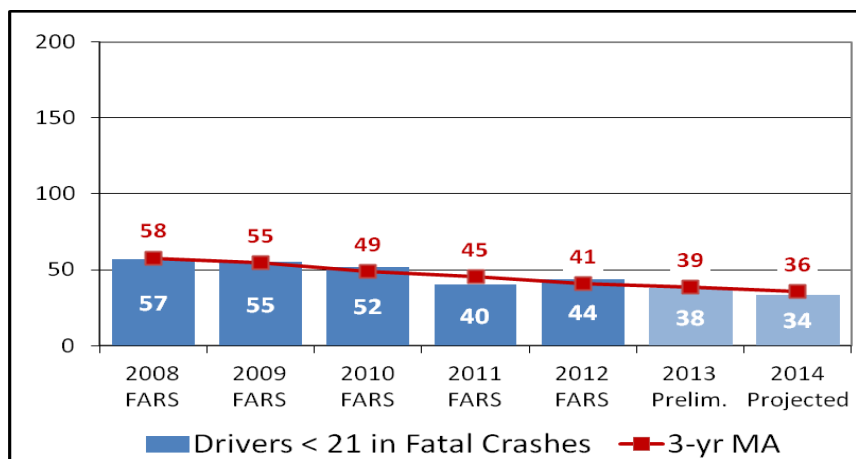
STATUS: Not Achieved

New Mexico did not achieve its 2014 Pedestrian Safety performance measure target. Pedestrian fatalities rose by 35.9 percent between 2011 and 2013, down from the 84.8 percent increase between 2010 and 2012.

Determining the reasons for such increases is difficult, but research has established several factors associated with pedestrian crashes. These include the three primary contributing factors in fatal crashes in New Mexico: alcohol/ drug-involved, driver inattention and excessive speed. In 2012, of the 61 pedestrians killed in crashes; 37 of these were alcohol-involved pedestrians (61%). Pedestrians are particularly vulnerable to severe injury and fatality when not using crosswalks, when walking at dusk or in unlighted areas at night, and when distracted while using cell phones and other electronic devices.

DRIVER EDUCATION

Reduce the number of drivers, age 20 or younger, involved in fatal crashes from 40 in CY2011 to 38 in CY2013. (FARS data)



STATUS: Achieved

New Mexico achieved its 2014 HSP Driver Education and Safety performance measure target. The number of drivers under age 21 in fatal crashes has decreased by 29.8 percent between 2008 and 2011, and decreased by another 5 percent between 2011 and 2013. Novice driver education, driver safety and DWI schools have contributed to this substantial decline in young driver fatalities.

TRAFFIC RECORDS

I. Citation and Adjudication Database - Citation Timeliness

Decrease the average number of days between the time the Dona Ana Sheriff’s law enforcement officers issue a citation to the time the Las Cruces Magistrate Court processes the citation (enters citations into the electronic data system and creates the file) from a baseline of 5.95 days for the period April 1, 2012 - March 31, 2013 to 5 days for the period April 1, 2013 - March 31, 2014.

STATUS: Achieved and Exceeded

During the performance period, the average number of days from issuance of a citation to entry into the Court’s electronic data system was reduced from 5.95 to 4.72.

II. Crash Database – Crash Uniformity

Increase the number of MMUCC-compliant data elements captured into the State’s Crash Data System from New Mexico’s Uniform Crash Report (UCR) from 105 for the baseline period of April 1, 2012 – March 31, 2013 to 230 during the performance period of April 1, 2013 – March 31, 2014.

STATUS: Achieved and Exceeded

During the performance period, 141 separate MMUCC-compliant data elements (including subfields) were added to the State’s crash database resulting in a total of 246 MMUCC-compliant data elements (including subfields) now being captured into the Crash Data System.

New Mexico achieved and exceeded these two 2014 State Traffic Records performance targets. New Mexico Emergency Medical Services Tracking and Reporting System (NMSTARS) technical support staff met with EMS service staff members to review and discuss NMEMSTARS data quality and timeliness of reporting issues. This labor intensive process resulted in increasing the percentage of ground services submitting their response reports on a more timely basis.

Activity Core Measures

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

Performance Report on 2014 HSP State Process Measures Planning and Administration

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

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

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

STATUS: Achieved

E. FFY2015 PROJECT DESCRIPTIONS

HSP-1 is submitted via the GTS

NHTSA FUNDS

| | | | |
|---------------------|----------------------|--------------|--------------------|
| 15-AL-64-P01 | Operation DWI | 164AL | \$2,140,000 |
|---------------------|----------------------|--------------|--------------------|

164AL-2015-AL-01-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Funds overtime enforcement for the Operation DWI checkpoint and DWI saturation patrol program. Funds are used to maintain the program, as funding allows, and to expand the program in areas of the State with high rates of DWI. These activities encompass at least 60 agencies statewide and a minimum 85% of the State's population. **(See Federal project #15-ID-05-P01 \$500,000 405d. Total FFY15 funds = \$2,640,000)**

| | | | |
|---------------------|---|--------------|------------------|
| 15-AL-64-P02 | DWI Task Force - McKinley County | 164AL | \$400,000 |
|---------------------|---|--------------|------------------|

164AL-2015-AL-02-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Provides funds for a DWI Enforcement Task Force in McKinley County. Utilizing a cross-commissioning agreement, this task force will conduct checkpoints, saturation patrols and overtime enforcement in McKinley County, including the Navajo Nation. This task force consists of New Mexico Department of Public Safety, Gallup PD, McKinley County SO and Navajo Nation Department of Public Safety. McKinley County will be the lead agency for the task force and will be the entity responsible for submitting invoices to TSD on this project. Funds are also provided for a full-time prosecutor.

| | | | |
|---------------------|--|--------------|------------------|
| 15-AL-64-P03 | Alcohol Compliance Enforcement & Warrant Roundups | 164AL | \$150,000 |
|---------------------|--|--------------|------------------|

164AL-2015-AL-03-00 GTS HSP-1 NUMBER

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to the NM Department of Public Safety for Special Investigations Division to conduct warrant roundups for DWI offenders who have a pending arrest warrant for DWI and who are in violation of their court order.

Provides funds to the NM Department of Public Safety-Special Investigations Division to conduct compliance checks at establishments serving or selling alcohol and to conduct underage enforcement sting operations. The Special Investigations Division will focus on enforcing New Mexico's fourth-degree felony law against providing or purchasing alcohol for minors. In New Mexico, on a third offense of sale of liquor to a minor, the liquor establishment is fined \$10,000, and the liquor license is revoked.

| | | | |
|---------------------|--------------------------------------|--------------|------------------|
| 15-AL-64-P04 | Liquor Control Act Compliance | 164AL | \$250,000 |
|---------------------|--------------------------------------|--------------|------------------|

164AL-2015-AL-04-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving

Provides funds for a contractor for the New Mexico Regulation and Licensing Department to research, coordinate and overhaul the alcohol server training program statewide and funding for a contractor to assist with a revamping of major rules for the Liquor Control Act.

15-AL-64-P05 Supervised Probation Expansion 164AL \$90,000

164AL-2015-AL-05-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds two full-time individuals in selected counties whose time is dedicated to providing supervision and monitoring of eligible convicted first-time DWI offenders. To assist, as available, monitoring the compliance of other DWI offenders with orders for an ignition interlock. This project is focused on high-risk first-time offenders that are currently placed on unsupervised probation. **(See Federal project #15-ID-05-P06 \$90,000 405(d). Total FFY15 funds = \$180,000)**

15-AL-64-P06 #DWI/ Drunkbusters Hotline - APD 164AL \$75,000

164AL-2015-AL-06-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides overtime enforcement patrol funding to the Albuquerque Police Department to respond to Drunk Busters hotline calls in all four quadrants of the city, concentrating on the summer months. Results of the activity are reported back to the State. The Albuquerque area receives the majority of the Drunkbusters Hotline calls.

15-AL-64-P07 Vehicle Seizure Program 164AL \$110,000

164AL-2015-AL-07-00 GTS HSP-1 NUMBER

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides seed money to fund a prosecutor and contract attorney at the City of Santa Fe to focus on DWI vehicle seizure cases. This funding is to assist with the implementation of the new vehicle seizure ordinance. It is expected that by next year, this funding will be reduced and/or eliminated, and the program will be self-supporting based upon auction of seized vehicles.

15-AL-64-P08 Vehicle Seizure Coordinator 164AL \$75,000

164AL-2015-AL-08-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to the Santa Fe County Sheriff's Department for a full-time clerical position to assist with the processing of vehicle forfeiture cases on vehicles seized on a second or subsequent DWI. This funding will offset costs until the program becomes self-sufficient as the program revenue grows.

15-AL-64-P09 DWI Task Force Meeting Facilitation 164AL \$50,000

164AL-2015-AL-09-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

with 2010 CTSP Emphasis Area: 2. Alcohol Impaired Driving

contract to provide facilitation services (i.e. meeting room, copying and distribution of meeting documents, meeting minutes, etc.) to the DWI Task Force to develop a statewide DWI Plan.

*Aligns
Funds a*

15-AL-64-P10 Statewide DWI Enforcement Training 164AL \$270,000
164AL-2015-AL-10-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Provides DWI information, coordination and training to law enforcement involved in DWI-related police traffic services. Provides statewide coordination and oversight of the Standard Field Sobriety training to ensure compliance with existing training standards and procedures. Training may include SFST, conducting DWI checkpoints and electronic DWI citation data entry.

15-AL-64-P11 Traffic Safety Clearinghouse 164AL \$220,000
164AL-2015-AL-11-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Funds a contract to provide clearinghouse services statewide, including distributing traffic safety materials to support programs and staffing a 1-800 toll-free service to respond to public inquiries on occupant protection, DWI prevention, speed, graduated licensing and other traffic safety programs and issues. The Clearinghouse contracted agency prepares, prints and distributes traffic safety materials, promotional items, reports and newsletters used for public information and education, or promotion of program activities; conducts research for TSD upon request; and updates materials as needed. The 164AL funds are used only for the alcohol/ impaired driving activities associated with this project. **(See Federal projects #15-DE-02-P02 \$180,000 402 and #15-OP-02-P03 \$140,000 402. Total FFY15 funds = \$540,000)**

15-AL-64-P12 DWI Prosecution Training 164AL \$65,000
164AL-2015-AL-12-00 GTS HSP-1 NUMBER

Monitored by Lolita Martinez

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education

Provides funding to train third year law students on how to properly and efficiently prosecute DWI cases. As DWI cases become increasing complex, it is important to provide training as early as possible. This project will be funded only through December 2014.

15-AL-64-P13 Impaired Driving Program Management - FTEs 164AL \$200,000
164AL-2015-AL-13-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides program management in the impaired driving program area to coordinate Operation DWI, Superblitzes, and other projects related to impaired driving. Manage, conduct and provide oversight of monitoring and quality assurance initiatives related to impaired-driving projects. Collaborate with the State's law enforcement liaisons and NM law enforcement agencies to increase the effectiveness and efficiency of law enforcement efforts to reduce DWI. Personnel services will include salaries and benefits for six FTEs, including two staff managers and four management analyst positions. Funding percentages will be based on hourly timesheets. However, based on the past year, approximately 42% of all time is spent on alcohol related projects. Travel, supplies, and training will also be included in the project for monitoring, workshops, seminars and program management at the same percentages. Remainder of funding for the six FTEs can be found in the OP and PT program areas.

15-AL-64-P14 Traffic Safety Law Enforcement Liaisons 164AL \$240,000

164AL-2015-AL-14-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, 8. Occupant Protection, 10. Special Users, and 12. Young Driver Crashes

Funds three full-time positions (law enforcement liaisons - LELs) to provide statewide coordination of traffic safety and National initiatives between TSD and local, county, State and tribal law enforcement agencies. Their duties include, but are not limited to negotiating funding on behalf of the TSD, project agreement preparation and tracking, and participating in site visits. LELs assist with an annual statewide law enforcement coordinator's meeting where strategies and innovative programs are shared. The 164AL funds cover only the alcohol/ impaired driving activities associated with this project. **(See Federal project #15-PT-02-P02 \$260,000 402. Total FFY15 funds = \$500,000)**

15-PA-64-P15 E-Grants - Phase One 164PA \$290,000

164PA-2015-PA-15-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection,

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system. The 164 funds will only be used to fund development of e-grants system directly related to impaired driving.

15-AL-64-P16 DWI Creative Design and Production (Media) 164AL \$850,000

164AL-2015-AL-16-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 7. Native Americans, and 9. Public Information and Education

Funds the costs to produce television, radio and other messages related to DWI/ Impaired driving enforcement, deterrence and prevention. Funds a public relations agency to develop creative messages for television, radio and print that include strong DWI enforcement and deterrence messages targeting the high-risk populations including Hispanics and American Indians.

15-AL-PM-P17 DWI Media Placement (Media) 164PM 1,320,000

164PM-2015-AL-17-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 7. Native Americans, and 9. Public Information and Education

Funds paid media during the DWI Superblitz Mobilizations conducted throughout the year and the NHTSA National DWI Crackdown. Funds individual television and radio stations to air strategically placed DWI messages statewide during non-Superblitz Mobilization periods. Funds other advertising methods, including outdoor (billboard) ads and other means of marketing the DWI traffic safety message. Activities will include strong enforcement and deterrence ads and messages targeting the high-risk populations, including Hispanics and American Indians.

15-ID-05-P01 Operation DWI 405d \$500,000

M5HVE-2015-05-01-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving and 7. Native Americans

Funds overtime enforcement for the Operation DWI checkpoint and DWI saturation patrol program. Funds are used to maintain the program, as funding allows, and to expand the program in areas of the State with high rates of DWI. These activities encompass at least 60 agencies statewide and a minimum 85% of the State's population. **(See Federal project #15-AL-64-P01 \$2,140,000 164AL. Total FFY15 funds = \$2,640,000)**

15-ID-05-P02 DWI/ Drug Courts - AOC 405d \$225,000

M5CS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by Lolita Martinez

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to assist New Mexico courts to maintain their DWI-specific Drug Courts, to include: support for DWI/ Drug Court Coordinator(s), part- time staff, travel and related costs, drug testing kits and drug confirmation tests.

15-ID-05-P03 BAC Testing Training - DOH Scientific Labs Division 405d \$75,000

M5BAC-2015-05-03-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funding for a full-time person from the NM Department of Health - Scientific Labs Division (SLD) to assist in providing IR 8000 intoximeter (alcohol detection) training to law enforcement personnel and to calibrate all IR 8000 intoximeters in the State. The SLD provides training and education to prosecutors, law enforcement and community groups and provides information to assist in the successful prosecution of alcohol/ impaired driving cases. The SLD provides statistical data on the prevalence and trends of alcohol/ drug-impaired driving in New Mexico, data on surviving drivers in alcohol/ impaired driving crashes and bi-weekly BAC reports on all fatal accidents.

15-ID-05-P04 Drug Recognition Expert Training 405d \$170,000

M5TR-2015-05-04-00 GTS HSP-1 NUMBER

Monitored by Cindy Abeyta

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

This funding provides training and re-certification of all DRE (Drug Recognition Expert) and ARIDE (Advanced Roadside Driving Impairment Enforcement) officers, using the NHTSA approved curriculum, to increase the number of ARIDE and DRE experts statewide.

15-ID-05-P05 Traffic Safety Resource Prosecutor 405d \$90,000

M5TR-2015-05-05-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education

Funds a contract to provide training to attorneys, law enforcement officers, probation officers/DWI compliance officers and County DWI program managers to improve the ability of prosecutors to effectively prosecute DWI cases. Provide NMDOT/ TSD and traffic safety partners with technical assistance and education on policy issues regarding DWI/ impaired driving, speeding, distracted driving and other risky driving behaviors. **(See Federal project #15-DE-02-P03 \$60,000 402. Total FFY funds = \$150,000)**

15-ID-05-P06 Supervised Probation Expansion 405d \$90,000

M5II-2015-05-06-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds two full-time individuals in selected counties whose time is dedicated to providing supervision and monitoring of eligible convicted first-time DWI offenders. To assist, as available, monitoring the compliance of other DWI offenders with orders for an ignition interlock. This project is focused on high-risk first-time offenders that are currently placed on unsupervised probation. **(See Federal project #15-AL-64-P05 \$90,000 164AL. Total FFY15 funds = \$180,000)**

15-ID-05-P07 Driver Manual and Driver Test Improvement Project 405d \$200,000

M7*DL-2015-05-07-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving

Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal project #15-DE-02-P07 \$100,000 402; State Projects #15-DI-09-P03 \$100,000 Fund 09 and #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

15-DE-02-P01 Partner Information and Training 402 \$25,000

DE-2015-DE-01-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides for participation by New Mexico traffic safety partners in training events, conferences, task forces and seminars to develop their skills and knowledge in traffic safety program issues.

15-DE-02-P02 Traffic Safety Clearinghouse 402 \$180,000

DE-2015-DE-02-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Funds a contract to provide clearinghouse services statewide, including distributing traffic safety materials to support programs and staffing a 1-800 toll-free service to respond to public inquiries on occupant protection, DWI prevention, speed, graduated licensing and other traffic safety programs and issues. The Clearinghouse contracted agency prepares, prints and distributes traffic safety materials, promotional items, reports and newsletters used for public information and education, or promotion of program activities; conducts research for TSD upon request; and updates materials as needed. **(See Federal projects #15-AL-64-P11 \$220,000 164 AL and #15-OP-02-P03 \$140,000 402. Total FFY15 funds = \$540,000)**

15-DE-02-P03 Traffic Safety Resource Prosecutor 402 \$60,000
DE-2015-DE-03-00 GTS HSP-1 NUMBER
Monitored by Kimberly Wildharber
Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, and 9. Public Information and Education
 Funds a contract to provide training to attorneys, law enforcement officers, probation officers/DWI compliance officers and County DWI program managers to improve the ability of prosecutors to effectively prosecute DWI cases. Provide NMDOT/ TSD and traffic safety partners with technical assistance and education on policy issues regarding DWI/ impaired driving, speeding, distracted driving and other risky driving behaviors. **(See Federal project #15-ID-05-P05 \$90,000 405d. Total FFY15 funds = \$150,000)**

15-DE-02-P04 TSD Employee Out-of-State Travel 402 \$40,000
DE-2015-DE-04-00 GTS HSP-1 NUMBER
Monitored by Robert Archuleta
 Provides funds for TSD and other NMDOT employees to attend out-of-state training or seminars.

15-DE-02-P05 NCSAs/ Media Training 402 \$185,000
DE-2015-DE-05-00 GTS HSP-1 NUMBER
Monitored by Juliet Armijo
Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education
 Provides for non-paid media (non-commercial sustaining announcements - NCSAs) activities developed and implemented by broadcasters and broadcasters-in-training for use in the promotion of current statewide traffic safety activities.
 Provides training for law enforcement agencies that includes how to write press releases, and how to deal with interviews and media inquiries. This training is based on the NHTSA Administration Law Enforcement Public Information Workshop and is accredited by the New Mexico Law Enforcement Academy. **(See State project #15-DE-RF-P08 \$30,000 Fund 01. Total FFY15 funds = \$215,000)**

15-DE-02-P06 Traffic Safety Awareness Survey 402 \$60,000
DE-2015-DE-06-00 GTS HSP-1 NUMBER
Monitored by Robert Archuleta
 This is part of the GHSA/NHTSA agreement for there to be a survey conducted every year, nationwide, with standard questions. Provides funds for an attitude survey to be conducted in accordance with the NHTSA/ GHSA agreement.

15-DE-02-P07 Driver Manual and Driver Test Improvement Project 402 \$100,000
DE-2015-DE-07-00 GTS HSP-1 NUMBER
Monitored by Franklin Garcia
Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving
 Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal project #15-ID-05-P07 \$200,000 405d; State Projects #15-DI-09-P03 \$100,000 Fund 09 and #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

| | | | |
|--|--|--------------|------------------|
| 15-HE-64-P01 | TraCS Maintenance and Support | 164HE | \$750,000 |
| 164HE-2015-HE-01-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Dave Martinez</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Funds a contract to provide training and software installation and configuration support to law enforcement agencies currently using TraCS, to include assistance with the transition from TraCS V7.3 to V10 and the use of the corresponding incident locator tool. This project will provide assistance to law enforcement agencies with other TraCS-related software and hardware issues and provide helpdesk services. | | | |
| 15-HE-64-P02 | TraCS Statewide Rollout Project Management | 164HE | \$200,000 |
| 164HE-2015-HE-02-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Dave Martinez</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Funds a contract for project management services to support the Statewide TraCS implementation and rollout of TraCS software and hardware. The TraCS project provides law enforcement with access to an electronic collection tool for electronic submission of the State's uniform crash report and uniform traffic citation. This initiative supports NHTSA Model Performance Measures to improve the quality, accuracy, integrity, timeliness, completeness, consistency and accessibility of crash and citation records. | | | |
| 15-HE-64-P03 | TraCS Citation and Adjudication Data Transfer | 164HE | \$200,000 |
| 164HE-2015-HE-03-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Anthony Apodaca</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds for support of a data exchange pilot project between the Albuquerque Police Department's records management system and the Bernalillo County Metropolitan Court's Odyssey (court records management) system. Architecture developed for the ongoing Dona Ana County data transfer project will be used in the development of the Albuquerque data exchange project. | | | |
| 15-HE-64-P04 | TraCS Equipment | 164HE | \$550,000 |
| 164HE-2015-HE-04-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Dave Martinez</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds to law enforcement and other partner agencies for hardware equipment necessary to implement TraCS 10 in their respective agencies. | | | |
| 15-HE-64-P05 | TraCS Software Upgrade | 164HE | \$200,000 |
| 164HE-2015-HE-05-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Dave Martinez</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds to purchase TraCS Version 10 and the Incident Location Tool software for all current TraCS users. This software will be available for any additional agencies added to the program as resources permit. | | | |

| | | | |
|---|---|--------------|------------------|
| 15-HE-64-P06 | TR Strategic Plan Implementation/Program Support | 164HE | \$350,000 |
| 164HE-2015-HE-06-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Santiago 'Jimmy' Montoya</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds for a contractor to assist with the development of an implementation plan of the Traffic Records Strategic Plan and provide administrative support to the TR Program. Contractor will develop a traffic records project tracking system, develop an electronic file for New Mexico's fatality crash records, and ensure that Map 21 requirements are met with regard to the Executive Oversight and Traffic Records Coordinating Committee meetings. | | | |
| 15-HE-64-P07 | Vehicle Registration Bar Code Project | 164HE | \$50,000 |
| 164HE-2015-HE-07-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Anthony Apodaca</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Funds a project with the New Mexico Taxation and Revenue Department-Motor Vehicle Division to include a bar code on the New Mexico vehicle registration documents, to include costs for the development and implementation of a centralized system for the issuance of registration stickers and registration cards with bar coding. This will allow electronic capture of the vehicle registration data on crash reports, traffic citations and other reports generated by law enforcement agencies and emergency personnel via use of a bar code scanner. | | | |
| 15-HE-64-P08 | Out-of-State Travel | 164HE | \$30,000 |
| 164HE-2015-HE-08-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Santiago 'Jimmy' Montoya</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Funds travel for Federally mandated trainings, as well as training necessary for efficient management of traffic records projects. | | | |
| 15-HE-64-P09 | Uniform Crash Report (UCR) Modifications | 164HE | \$100,000 |
| 164HE-2015-HE-09-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Sophia Roybal-Cruz</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds for necessary modifications required to update the State uniform crash report. This project will allow for collection of the data elements that are required for commercial motor vehicle (CMV) federal reporting and increase the number of minimum model uniform crash criteria (MMUCC) data elements collected. | | | |
| 15-HE-64-P10 | UCR Documentation and Training for LEAs | 164HE | \$100,000 |
| 164HE-2015-HE-10-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Santiago 'Jimmy' Montoya</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funding to develop and implement a training curriculum statewide to increase the completeness and accuracy of UCR documentation from the field. | | | |
| 15-HE-64-P11 | Magistrate Court Electronic Abstracts | 164HE | \$180,000 |
| 164HE-2015-HE-11-00 GTS HSP-1 NUMBER | | | |
| <i>Monitored by Anthony Apodaca</i> | | | |
| <i>Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records</i> | | | |
| Provides funds for the Administrative Officer of the Courts to purchase document scanners for magistrate courts statewide. This will allow the imaging of traffic citations and other court filing documents to be sent electronically to the State Motor Vehicle Department. The Motor Vehicle Department requires an electronic citation image in order to receive electronic court abstract data. | | | |

15-HE-64-P12 EMS Licensing Software Upgrade 164HE \$60,000

164HE-2015-HE-12-00 GTS HSP-1 NUMBER

Monitored by Santiago 'Jimmy' Montoya

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Provides funds for the NM Department of Health, Emergency Medical Services (EMS) Bureau to purchase service provider licensing software to upgrade the New Mexico EMS Tracking and Reporting System. The software will enhance the statewide injury surveillance system by improving the efficiency of EMS provider licensing, taking it from a paper-based system to a web-based system. In New Mexico, 9,000 EMS provider licensees must update or renew their licenses every two years.

This licensing software has the capability to link each EMS provider with the patient care provided. NEMSIS standards will be incorporated into the system to ensure data linkage and comparability. This project supports the NM Traffic Records Assessment recommendation for data quality reviews of services and providers for quality improvement purposes.

15-HE-64-P13 Uniform Traffic Citation Standardization 164HE \$120,000

164HE-2015-HE-13-00 GTS HSP-1 NUMBER

Monitored by Anthony Apodaca

Aligns with 2010

CTSP Emphasis Area 11. Traffic Records

Provides funds to replace over

17,000 Uniform Traffic Citation (UTC) books currently in circulation and being used by 88 law enforcement agencies (LEAs) statewide. Current UTC versions date back to as far as 1992, and create problems for automatic processing and delays to posting the citations to the driving record. Funding will specifically be used for document production and delivery to LEAs.

The State Motor Vehicle Division (MVD) will be the lead agency for this project and will work with the Department of Public Safety to ensure full compliance with use of the new UTCs. The MVD will coordinate with the vendor and LEAs to ensure citation numbers issued are not duplicated.

15-MC-PM-P01 Motorcycle Media Placement 405b \$75,000

M1*PM-2015-MC-01-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 10. Special Users

Funding for media placement of motorcycle safety messages, including Share the Road.

15-MC-2010-P02 Motorcycle Safety Equipment 2010-K6 \$100,000

K6-2015-MC-02-00 GTS HSP-1 NUMBER

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 10. Special Users

Funds to purchase up to 15 motorcycles for the New Mexico Motorcycle Safety Program. The motorcycles and the storage units are part of improving the quality of the overall training program and will replace outdated and unsafe motorcycles utilizing a replacement schedule.

15-OP-05-P01 Seatbelt Observation Survey & Nighttime Survey 405b \$200,000

M1X-2015-05-01-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Conduct statewide pre-and post-seatbelt observation surveys prior to and following the Click It or Ticket National Seatbelt Enforcement Mobilization to determine the annual seatbelt use percentage and produce an annual report. NHTSA approved survey methods and processes are used for both samples. Nighttime surveys are planned for FFY15 at various locations around the State and will include pre and post surveys.

15-OP-02-P02 Child Restraint Program 405b \$250,000

M1CPS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Continue statewide school-based and community-based occupant protection programs; train additional child safety seat/ booster seat technicians; increase child safety seat/ booster seat clinics and fitting stations throughout the State; expand the child safety seat/ booster seat distribution system; and increase availability of child safety seat /booster seat equipment for low-income families. **(See State project #15-OP-RF-P05 \$150,000 Fund 01. Total FFY15 funds = \$400,000)**

15-OP-02-P03 Traffic Safety Clearinghouse/ Booster Seats 402 \$140,000

OP-2015-OP-03-00 GTS HSP-1 NUMBER

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Provides funds to purchase and distribute child safety seats and booster seats throughout the State to enhance child passenger use efforts. **(See Federal projects #15-AL-64-P11 \$220,000 164AL and #15-DE-02-P02 \$180,000 402. Total FFY15 funds = \$540,000)**

15-OP-02-P04 Occupant Protection Program Mgt - FTEs 402 \$150,000

OP-2015-OP-04-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Provides program management in the Occupant Protection program area to coordinate statewide local law enforcement efforts related to OBD operations. Oversee funding to local law enforcement agencies for overtime enforcement, and assist in developing strategies for inter-jurisdictional enforcement efforts. Provide program management for the planned 2013 NM Seatbelt Survey, the Occupant Protection for Children Survey, and the Click It or Ticket National Seatbelt Mobilization. Oversee projects related to child occupant protection, including fitting stations and child safety seat/ booster seat clinics. Personnel services will include salaries and benefits for six FTEs, including two staff managers and four management analyst positions. Funding percentages will be based on hourly timesheets. However, based on the past year, approximately 25% of all time is spent on Occupant Protection related projects Travel, supplies, and training will also be included in the project for monitoring, workshops, seminars and program management at the same percentages. Remainder of funding for the six FTEs can be found in the AL and PT program areas.

15-OP-PM-P05 Click It or Ticket Paid Media 405b \$100,000

M1*PM-2015-05-05-00 GTS HSP-1 NUMBER

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 8. Occupant Protection and 9. Public Information and Education

Funds paid media including television, radio, print, and billboard ads on occupant protection issues during the National Click it or Ticket Campaign.

15-PA-02-P01 Financial Management - FTE 402 \$130,000

PA-2015-PA-01-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

Funds up to three positions in the finance area up to 100% to assist with TSD's project agreements and contracts, and to assist with conducting an annual financial training for contractors. This also includes all function related to manage the NHTSA funding through the Grant Tracking System (GTS).

15-PA-02-P02 HSP, Grant and Technical Writing Services 402 \$70,000

PA-2015-PA-02-00 GTS HSP-1 NUMBER

Monitored by Robert Archuleta

A contract to develop and prepare New Mexico's Highway Safety Plan, develop and prepare Federal grant applications and the Annual Report, and provide technical writing assistance, as necessary. **(See State project #15-EE-05-P04 \$30,000 Fund 05. Total FFY15 funds = \$100,000)**

15-PA-03-P03 E-Grants - Phase One 402 \$110,000

PA-2015-PA-03-00 GTS HSP-1 NUMBER

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection,

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system.

15-PS-02-P01 Pedestrian and Bicyclist Safety 402 \$130,000

PS-2015-PS-01-00 GTS HSP-1 NUMBER

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public. Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal project #15-PS-05-P01 \$50,000 405b and State project #15-PS-RF-P07 \$20,000 Fund 01. Total FFY15 funds = \$200,000)**

15-PS-05-P01 Pedestrian and Bicyclist Safety 405b \$50,000

M1*PS-2015-05-02-00 GTS HSP-1 NUMBER

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public. Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal project #15-PS-02-P01 \$130,000 402 and State project #15-PS-RF-P07 \$20,000 Fund 01. Total FFY15 funds = \$200,000)**

STATE FUNDS

15-CD-05-P01 Community DWI (AL) State Fund 20800 \$470,000

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Provides funds to cities or counties for alcohol-related prevention, enforcement, public information/ education and offender programs. State funds come from a \$75.00 fee imposed on convicted drunk drivers, as allowed by Section 31-12-7(B) and Regulation 18.20.6 NMAC (2004). Funding amounts vary by fiscal year based on fees collected in the previous year.

15-DI-09-P01 State-Mandated Programs (DE) State Fund 10020 \$285,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 12. Young Driver Crashes

Develop and implement a quality assurance monitoring, licensing and training system for all TSD State-mandated programs. Fund a school licensing program to ensure existing applicants and renewal school applications comply with governing State statutes, State rules and regulations, and Bureau policies and procedures. Provide funding to assist with updates to existing Department regulations, as necessary. **(See State project #15-DE-RF-P04 \$315,000 Fund 01. Total FFY15 funds = \$600,000)**

15-DI-09-P02 DWI School Curriculum (DE) State Fund 10020 \$60,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funding provides for a standardized curriculum for the State-mandated DWI Education Program.

15-DI-09-P03 Driver Manual & Driver Test Improvement Project (DE) State Fund 10020 \$100,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving

Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal projects #15-ID-05-P07 \$200,000 405d & #15-DE-02-P07 \$100,000 402; State Project #15-DE-RF-P09 \$100,000 Fund 01. Total FFY15 funds = \$500,000)**

15-DPE-10-P01 UAD Prevention Creative Design & Production (Media) State Fund 20700 \$300,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a statewide media campaign targeted at youth from ages 10 to 18, and/or their parents, to discuss the dangers and consequences of underage drinking. This media effort will involve conceptualizing, creating, and distributing PSAs, especially radio PSAs. The purpose of this project is to enhance statewide underage drinking prevention efforts and strategies, with the ultimate goal of delaying the age of onset and reducing binge drinking.

15-DPE-10-P02 Life of an Athlete (AL) State Fund 20700 \$100,000

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds the New Mexico Activities Association (NMAA) to implement the 'Life of an Athlete' program. This multi-year prevention-intervention will focus on alcohol education for student athletes, their parents, coaches and athletic directors statewide. Continued on-line maintenance of the existing user-friendly website which provides education to student athletes regarding the dangers of alcohol use. An on-line test is part of the curriculum. Track progress at school district level and trainings on code of conduct/ alcohol school policy.

15-DPE-10-P03 Community Programs (AL) State Fund 20700 \$200,000

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds community-based agencies to implement programs, evidence-based practices (EBPs) and policies that postpone the age of first use (i.e. onset) among middle school/pre-teen youth, reduce binge drinking among middle or high school youth and reduce social access to alcohol. Local DWI Planning Councils will be encouraged to apply for these funds.

15-DPE-10-P04 MylInstead Campaign (AL) State Fund 20700 \$150,000

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a contractor to educate youth, students, parents and prevention educators from across the State on the dangers and consequences of underage alcohol use. Work with New Mexico prevention stakeholders (e.g. NM MADD) to coordinate efforts. Focal areas will include outreach activities on: the importance of delaying onset of and reducing binge drinking; how to talk to your kids about alcohol; high-risk transition times (e.g., moving from elementary school to middle/junior high school, etc.); and promulgation of low-risk drinking guidelines for adults of legal drinking age. The contractor will develop best practice guidelines for a Child and Parents campaign focused on raising parental awareness, changing community attitudes, changing intentions, addressing early onset of alcohol use and reducing binge drinking. Contractor will provide technical assistance to DWI prevention specialists in developing universal guidelines for prevention efforts.

15-DPE-10-P05 Underage Drinking TSD Initiative (AL) State Fund 20700 \$200,000

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Using a Request for Proposal process, this project will provide funds for up to five statewide programs to address prevention of underage drinking in the areas of: reducing binge drinking; delaying the early onset of drinking; education to schools and parents; and education on how alcohol affects of the brain. Teen drinking can program the brain for alcoholism, however, brain damage is the most compelling reason people move toward action.

15-DPE-10-P06 School-based UAD Education and Intervention (AL) State Fund 20700 \$60,000

Monitored by Tamara Bourger

Aligns with 2010 CTSP Emphasis Areas: 12. Young Driver Crashes and 2. Alcohol/ Impaired Driving

Funds a contractor to provide education and intervention at schools and major events (e.g., State Fair, athletic events). The projects will be focused on: educating middle and high school students on the risks and consequences of alcohol use in order to prevent or delay the onset of use; promoting awareness; providing opportunities to develop life skills to counter social pressure to drink; reducing risk factors at the individual level by enhancing knowledge; and addressing social and environmental risk factors (family, school and community). The contractor will utilize the MylInstead Media Campaign curriculum.

15-EE-05-P01 Education and Enforcement Funds to LEAs (PTS) State Fund 20800 \$430,000

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Areas: 2. Alcohol/ Impaired Driving, 1. Aggressive Driving and Speeding, and 8. Occupant Protection

Education and Enforcement funds are State funds authorized by State Statute 66-7-512 and by Regulation Part 2, 18.20.2.1 to institute and promote statewide traffic safety programs. Funds are used for law enforcement overtime, commodities, education, training and program administration. Funding amounts vary by fiscal year based on fees collected in the previous year.

15-EE-05-P02 General Creative and Production (Media) State Fund 20800 \$200,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Develop informational and educational pro-active marketing and media campaigns that achieve high public awareness of enforcement and education efforts statewide. Use marketing and media strategies to target effective messages to those who are most likely to drink and drive, not use occupant restraints and engage in other risky driving behavior. Funds the costs to create and produce television, radio and other messages related to traffic safety issues.

15-EE-PM-P03 General Paid Media (Media) State Fund 20800 \$275,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Funds paid media during a major summer traffic safety effort, to include messages that pertain to increasing seatbelt use, child restraint use, speeding and distracted driving.

15-EE-05-P04 HSP, Grant and Technical Writing Services (P&A) State Fund 20800 \$30,000

Monitored by Robert Archuleta

A contract to develop and prepare New Mexico's Highway Safety Plan, develop and prepare Federal grant applications and the Annual Report, and provide technical writing assistance, as necessary. **(See Federal project #15-PA-02-P02 \$70,000 402. Total FFY15 funds = \$100,000)**

15-EE-05-P05 100 Days and Nights of Summer (PTS) State Fund 20800 \$200,000

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, and 8. Occupant Protection

Provides funds for the '100 Days and Nights of Summer' Program to be conducted throughout the State. The NM Department of Public Safety will be the lead agency. State Police and Special Investigations Division set a goal of conducting 100 checkpoints and 100 compliance checks in bars and liquor establishments in a 100-day period between June and September. Law enforcement agencies statewide will also be funded to conduct checkpoints, saturation patrols, seatbelt and child restraint enforcement, and to target speeding and distracted driving. **(See Federal project #15-PT-02-P04 \$200,000 402 and State project #15-DS-RF-P03 \$100,000 Fund 01. Total FFY15 Funds = \$500,000)**

15-II-54-P01 Ignition Interlock Indigent Fund (AL) State Fund 82600 \$2,600,000

Monitored by Cora Herrera

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

A fund to reimburse interlock service providers for services provided, pursuant to State statute 66-8-102 NMSA 1978. Recurring revenues are statutorily generated and deposited into the fund through fees collected by MVD from non-indigent drivers for every year interlocked and from a portion of the local liquor excise tax.

15-II-54-P02 Ignition Interlock Indigent Fund - FTE (AL) State Fund 82600 \$60,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds one FTE to administer the ignition interlock fund program. The Department, per State statute, can use up to 10% of the fund for the overall administration.

15-II-54-P03 Ignition Interlock Indigent Fund Contractual (AL) State Fund 82600 \$75,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 2. Alcohol/ Impaired Driving

Funds additional administrative staff as needed to support the administration of the ignition interlock fund.

15-MC-08-P03 Motorcycle Safety Training Program (MC) State Fund 20600 \$130,000

Monitored by Judith Duran

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education, and 12, Young Driver Crashes

Funds to administer a quality motorcycle safety training program through a contract with the Motorcycle Safety Foundation.

15-OP-RF-P01 OBD Enforcement (OP) State Fund 20100 \$400,000

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Funds overtime for law enforcement agencies to conduct safety belt and child restraint/ booster seat use activities. This activity has been successful in producing a steady increase in occupant protection use in New Mexico. Conduct nighttime seatbelt enforcement, as research shows that seatbelt use is less during nighttime hours.

15-PT-RF-P02 Selective Traffic Enforcement Program (PTS) State Fund 20100 \$220,000

Monitored by Mike Quintana

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, 8. Occupant Protection, 10. Special Users and 12. Young Driver Crashes

Provides funding for a statewide sustained enforcement program to target specific traffic problems such as speed, DWI, road rage, distracted and reckless driving, fatigue/ drowsy driving, occupant protection, and crashes involving pedestrians, primarily through the use of Safety Corridors. Participating agencies include State Police, Motor Transportation, and local law enforcement. STEP projects include media coverage for public information and coordination with other agencies.

15-DS-RF-P03 100 Days and Nights of Summer (PTS) State Fund 20100 \$100,000

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued/ Distracted Drivers, and 8. Occupant Protection

Provides funds for the '100 Days and Nights of Summer' Program to be conducted throughout the State. The NM Department of Public Safety will be the lead agency. State Police and Special Investigations Division set a goal of conducting 100 checkpoints and 100 compliance checks in bars and liquor establishments in a 100-day period between June and September. Law enforcement agencies statewide will also be funded to conduct checkpoints, saturation patrols, seatbelt and child restraint enforcement, and to target speeding and distracted driving. **(See Federal project #15-PT-02-04 \$200,000 402 and State project #15-EE-05-P05 \$200,000 Fund 05. Total FFY15 Funds = \$500,000)**

15-DE-RF-P04 State Mandated Programs - UNM DCE (DE) State Fund 20100 \$315,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Area: 12. Young Driver Crashes

Develop and implement a quality assurance monitoring, licensing and training system for all TSD State-mandated programs. Fund a school licensing program to ensure existing applicants and renewal school applications comply with governing State statutes, State rules and regulations, and Division policies and procedures. Provide funding to assist with updates to existing Department regulations, as necessary. **(See State project #15-DI-09-P01 \$285,000 Fund 09. Total FFY15 funds = \$600,000)**

15-OP-RF-P05 Child Restraint Program (OP) State Fund 20100 \$150,000

Monitored by David Lapington

Aligns with 2010 CTSP Emphasis Area: 8. Occupant Protection

Continue statewide school-based and community-based occupant protection programs; train additional child safety seat/ booster seat technicians, increase child safety seat/ booster seat clinics and fitting stations throughout the State; expand the child safety seat/ booster seat distribution system; and increase availability of child safety seat /booster seat equipment for low-income families. **(See Federal project #15-OP-02-P02 \$250,000 402. Total FFY15 funds = \$400,000)**

15-TR-RF-P06 Data Entry Project - UNM (TR) State Fund 20100 \$200,000

Monitored by Sophia Roybal-Cruz

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds for processing data entry and front-end quality control of approximately 70,000 Uniform Crash Reports (UCRs) sent via hard copy or via TraCS data transfer or via other electronic transfer methods. Law enforcement agency quality reports and crash database maintenance will be provided. Personnel services will cover salary and benefits for a full-time data entry supervisor, 1/4 time project manager, and student entry clerks. Travel, supplies and training are included to support data maintenance and quality improvement efforts **(See Federal project #15-TR-05-P02 \$200,000 405c. Total FFY15 funds = \$400,000)**

15-PS-RF-P07 Pedestrian and Bicyclist Safety (PS) State Fund 20100 \$20,000

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 10. Special Users

Conduct statewide, community-based projects focused on working with community members and pedestrian injury stakeholders to identify and address specific local pedestrian and bicycle problems to reduce pedestrian deaths and injuries. Work with local communities, schools and pedestrian stakeholders to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injury/fatalities at street intersections and crossings. Partner with law enforcement, shelters and clinics in high-risk communities to increase awareness of pedestrian laws and safety issues among high-risk populations. Continue a high-visibility pedestrian campaign that targets drivers, pedestrians and the general public. Increase education and outreach on bicycle laws and bicyclist safety among adults and school-age children. Increase bicyclist safety awareness in high-risk communities. **(See Federal projects #15-PS-02-P01 \$130,000 402 and 15-PS-05-P01 \$50,000 405b. Total FFY15 funds = \$200,000)**

15-DE-RF-P08 NCSAs/ Media Training (DE) State Fund 20100 \$30,000

Monitored by Juliet Armijo

Aligns with 2010 CTSP Emphasis Area: 9. Public Information and Education

Provides for non-paid media (non-commercial sustaining announcements - NCSAs) activities developed and implemented by broadcasters and broadcasters-in-training for use in the promotion of current statewide traffic safety activities.

Provides training for law enforcement agencies that includes how to write press releases, and how to deal with interviews and media inquiries. This training is based on the NHTSA Administration Law Enforcement Public Information Workshop and is accredited by the New Mexico Law Enforcement Academy. **(See Federal project #15-DE-02-P05 \$185,000 402. Total FFY15 funds = \$215,000)**

15-DE-RF-P09 Driver Manual and Driver Test Improvement Project (DE) State Fund 20100 \$100,000

Monitored by Franklin Garcia

Aligns with 2010 CTSP Emphasis Areas: 9. Public Information and Education Provides; 2. Alcohol/ Impaired Driving

Provides funds to coordinate with the State Motor Vehicle Division to research, design, develop and implement a revised non-commercial driver license manual and a non-commercial driver license knowledge test. The manual and test will include: New Mexico traffic law; safe driving practices; pedestrian, bicycle, and motorcycle, and related traffic safety issues; reckless and distracted driving; DWI. The driver knowledge test will be enhanced to include 100 questions selected randomly from a pool of at least 500 questions. **(See Federal projects #15-ID-05-P07 \$200,000 405d and #15-DE-02-P07 \$100,000 402; State Project #15-DI-09-P03 \$100,000 Fund 09. Total FFY15 funds = \$500,000)**

15-PT-RF-P10 E-Grants - Phase One State Fund 20100 \$15,000

Monitored by Kimberly Wildharber

Aligns with 2010 CTSP Emphasis Areas: 1. Aggressive Driving and Speeding, 2. Alcohol/ Impaired Driving, 4. Fatigued and Distracted Drivers, and 8. Occupant Protection

Provides funding for a contractor to develop and implement an electronic grant management system for tracking and managing TSD programs. Expenditures will include enterprise software licensing fee, planning, installation, configuration, product documentation, product training, professional services and annual support for the system.

FHWA FUNDS

15-TR-FH-P01 Crash System Improvement

HSIP

\$300,000

Monitored by Yolanda Duran

Aligns with 2010 CTSP Emphasis Area: 11. Traffic Records

Funds resources, software and hardware for the redesign of the State crash database to include: re-write of the TraCS Crash report to NM data standards, form and business process training, TraCS location tool development, database build (replace current ARCS), electronic data collection through the Statewide Traffic Records System Data Center, and the development of a data analysis tool to conduct ad hoc queries and produce standard reports.

F. CERTIFICATIONS AND ASSURANCES

Appendix A. is submitted via the NHTSA drop box under file name: NM_FY15_AppendixA.

Appendix D is submitted via the NHTSA drop box under the file name: NM_FY15_AppendixD.

ACRONYMS

AARP – American Association of Retired Persons
ABQ - Albuquerque
ARIDE - Advanced Roadside Driving Impairment Enforcement

BAC - Blood/ Breath alcohol content
BIA – Bureau of Indian Affairs
BKLUP – Buckle Up (occupant protection media messaging)

CDWI - Community DWI Program
COG – Council of Governments

DNTXT – Don't Text (distracted driving media messaging)
DRE – Drug recognition education
DWI - Driving while intoxicated

ENDWI – End DWI (alcohol/ impaired driving media messaging)
EMS - Emergency Medical Services

FARS – Fatality Analysis Reporting System
FHWA - Federal Highway Administration
FMCSA – Federal Motor Carrier Safety Association

HSP - Highway Safety Plan

LEL - Law Enforcement Liaison

MADD – Mothers Against Drunk Driving
MPO – Metropolitan Planning Organization

NHTSA - National Highway Traffic Safety Administration
NM - New Mexico
NMDOT - New Mexico Department of Transportation

OBD - Operation Buckle Down
ODWI - Operation DWI
OP – Occupant protection

PMs - Program managers (at TSD)

RTPO – Regional Transportation Planning Organization

SFST - Standard field sobriety testing
SHSP – Strategic Highway Safety Plan
STEP - Selective Traffic Enforcement Program
STRCC - Statewide Traffic Records Coordinating Committee
STREOC - Statewide Traffic Records Oversight Committee
STRS - Statewide Traffic Records System

TRU – Traffic Research Unit (University of NM)
TSD – Traffic Safety Division (of NMDOT)

UAD – Underage Drinking
UCRs – Uniform Crash Reports
UNM - University of New Mexico