



*New Mexico* DEPARTMENT OF  
**TRANSPORTATION**  
 MOBILITY FOR EVERYONE

RECEIVED  
 DEC 30 2009  
 NHTSA  
 SC Reg - Ft Worth, TX

December 29, 2009

Ms. Georgia Chakiris  
 Regional Administrator  
 NHTSA - Region VI  
 819 Taylor Street - Room 8A38  
 Ft. Worth, Texas 76102

**Bill Richardson**  
 Governor  
  
**Gary L. J. Giron**  
 Cabinet Secretary

Dear Ms. Chakiris,

**Commission**

Re: NMDOT – Traffic Safety Bureau Annual Report

**Johnny Cope**  
 Chairman  
 District 2

The New Mexico Department of Transportation (NMDOT) – Traffic Safety Bureau submits this FFY2009 Annual Report. This Report provides information on the Traffic Safety Bureau’s program performance measures, activities and accomplishments over the past year.

**Jim Franken**  
 Vice Chairman  
 District 4

**Doug Peterson**  
 Commissioner  
 District 3

**Roman Maes III**  
 Commissioner  
 District 5

**Jackson Gibson**  
 Commissioner  
 District 6

David C. Harris  
 Acting Director, Traffic Safety Bureau  
 New Mexico Department of Transportation

**John Hummer**  
 Commissioner  
 District 1



*New Mexico* DEPARTMENT OF  
**TRANSPORTATION**  
MOBILITY FOR EVERYONE

# Traffic Safety Bureau

## FY2009 Annual Report

RECEIVED

DEC 30 2009

NHTSA  
SC Reg - Ft Worth, TX

December 2009

# State of New Mexico

**Governor  
Bill Richardson**

**NMDOT Cabinet Secretary  
Gary L. J. Girón**  
Governor's Representative for Highway Safety

**Transportation Commission**  
District One - John Hummer  
District Two - Johnny Cope  
District Three - Norman Assed  
District Four - Jim Franken  
District Five – Roman Maes III  
District Six – Jackson Gibson

## **Acknowledgments**

The NMDOT Traffic Safety Bureau would like to thank Governor Bill Richardson, DWI Czar Rachel O'Connor, the National Highway Traffic Safety Administration, Federal Highway Administration, local officials and coordinators, law enforcement and other partner organizations for their support for TSB programs and initiatives during the past year. These partnerships are vital to our success in reducing fatalities and injuries on New Mexico's roads, streets and highways.

Editor: Ilene Hall, Pricehall Research, Inc.

Many thanks to the UNM Division of Government Research, TSB staff, TSB contractors, and Traffic Safety partners for contributing information for the FY2009 edition of the NMDOT/ TSB Annual Report.

# Table of Contents

<b>Executive Summary .....</b>	<b>4</b>
<b>Mission Statement.....</b>	<b>6</b>
<b>Vision Statement .....</b>	<b>6</b>
<b>Introduction .....</b>	<b>6</b>
<b>Legislative Issues.....</b>	<b>7</b>
<b>Traffic Safety Planning Participants and Partners.....</b>	<b>8</b>
<b>FY09 NMDOT/ TSB Performance Measures.....</b>	<b>9</b>
<b>Alcohol/ Impaired Driving Program Area.....</b>	<b>13</b>
<b>Occupant Protection Program Area .....</b>	<b>32</b>
<b>Pedestrian and Bicyclist Safety Program Area .....</b>	<b>37</b>
<b>Police Traffic Services Program Area .....</b>	<b>42</b>
<b>Traffic Records Program Area.....</b>	<b>47</b>
<b>Planning and Administration Program Area .....</b>	<b>52</b>
<b>Marketing and Media Program Area - Traffic Safety Programs.....</b>	<b>53</b>
<b>Driver Education and Safety Program Area .....</b>	<b>57</b>
<b>Motorcycle Safety Program Area .....</b>	<b>60</b>
<b>FY09 NHTSA Grant Funds .....</b>	<b>62</b>
<b>Staff Contact Information.....</b>	<b>63</b>

## Executive Summary

New Mexico achieved 19 of its 33 FY09 HSPP performance measures, and partially achieved three others. Six of the eleven performance measures not achieved are based on serious injury data that can only be estimated at this time.

TSB programs such as Operation DWI, Operation Buckle Down, the Impaired Driving Program, 100 Days and Nights of Summer, Safety Corridors, and STEPs contributed greatly to reducing traffic-related crashes, fatalities and deaths in FY09. These programs were enhanced by the state's high-visibility traffic safety media and marketing campaign that kept the public aware of the high level of enforcement efforts. In addition, TSB's prevention, education and public information programs worked in conjunction with enforcement operations to save lives and decrease injuries in the state.

### Overall Performance Measures

NMDOT/ TSB achieved two of its six Overall performance measures, as listed in the FY09 HSPP. Three of the six overall performance measures not achieved are based on serious injury data that can only be estimated at this time. In New Mexico, crash fatalities have decreased by 28% since FY06, and the number of serious injuries in crashes has declined by over 3,000 compared to FY04 numbers.

### Alcohol/ Impaired Driving Performance Measures

In FY09, NM achieved three of its five Alcohol/ Impaired Driving performance measures. The number of alcohol-related fatalities in New Mexico has decreased by 28% since FY06, and the alcohol-involved fatality rates have decreased steadily over the past four years.

Although the percent of alcohol-related fatalities did not decrease in FY09, it has remained steady over the past five years at about 40%. The alcohol-involved serious injury crash rate is estimated based on the first half of FY09, so it is unclear whether this rate will remain the same once final FY09 data becomes available.

### Occupant Protection Performance Measure

New Mexico did not achieve its FY09 Occupant Protection performance measure, but it has been successful in keeping its observed seat belt use percentage steady over the past five years. The difference between pre and post survey results in 2009 was only 0.9 percent.

Driver seat belt use was recorded at 91.4%. Front seat, outboard passenger use (persons sitting by the right door) was recorded at 85.9%. New Mexico's seat belt use continues to be well above the national average, as it has for many years. In 2008, NM ranked 11th among the states.

### Pedestrian and Bicyclist Safety Performance Measures

New Mexico achieved four of its five Pedestrian and Bicyclist Safety performance measures in FY09. The number of pedestrian fatalities dropped dramatically in FY09, as did the pedestrian fatality rate and the alcohol-involved pedestrian fatality rate. The number of pedestrian fatalities fell by 48% between FY07 and FY09.

Sustained efforts were made to raise awareness and to educate NM community planners and community leaders on pedestrian safety issues. In FY09, these efforts appear to have had a very positive effect in terms of fatalities.

### **Police Traffic Services Performance Measures**

NM achieved one of its three FY09 Police Traffic Services performance measures. Both the Safety Corridor Program and the highly successful '100 Days and Nights of Summer' campaign have helped to reduce speed-related fatal and serious injury crash rates in New Mexico. Once final numbers for FY09 are available, the fail-to-yield crash rate may be lower than the shown estimate.

### **Traffic Records Performance Measures**

The Traffic Records Program achieved three of its six FY09 Traffic Records performance measures and partially achieved the other three. The STRS Office and staff continued to support the STRS projects, TraCS Phase Two was implemented, and timeliness was improved in the Crash Database System. The TraCS Phase One Statewide Rollout was largely completed by the end of FY09 - with final administrative closeout on track for completion by December 2009. Some delays were experienced with the Crash System Database Redesign and the STRS Distribution Center, but valuable proof-of concept projects were completed in support of the Distribution Center.

### **Motorcycle Safety Performance Measure**

New Mexico achieved one of its two performance measures, seeing a reduction in motorcycle fatalities between FY07 and FY09, even as the number of motorcycles in crashes increased. New Mexico's emphasis on motorcycle safety and awareness is resulting in fewer fatalities, despite the increasing number of motorcycles on the highways.

### **Planning and Administration Performance Measures**

All five FY09 Planning and Administration performance measures were achieved. The annual Highway Safety and Performance Plan and grant applications under SAFETEA-LU were completed and submitted to NHTSA. All grant applications were funded. Reimbursement claims were paid within 30 days, and draw-downs were submitted on time.

\*All FY09 data presented in this Executive Summary are preliminary.

# NMDOT/ Traffic Safety Bureau

## Mission Statement

The Traffic Safety Bureau is committed to preventing injuries and saving lives by eliminating crashes on New Mexico public roadways. ¡ si se puede !

## Vision Statement

The New Mexico Department of Transportation - Traffic Safety Bureau takes pride as the national leader in the elimination of traffic related crashes for the safety of our friends, families and visitors in the great Land of Enchantment.

## Introduction

During the past year, NMDOT Traffic Safety Bureau (TSB) programs reached New Mexicans from every geographic area of the state, and from every age and ethnic group. Through its media campaigns that encourage safe, sober driving to its high-visibility enforcement programs that remind drivers: 'Over the Limit, Under Arrest,' 'You Drink, You Drive, You Lose!' 'Click It or Ticket,' and 'Click. Don't Splat.' the TSB supports programs that are designed to make New Mexicans safer.

TSB supports prevention and education activities in the areas of DWI, occupant protection, pedestrian and bicycle safety, driver education, and motorcycle safety. Training programs provide opportunities for all age groups to improve their driving skills, whether in an automobile, on a motorcycle or on a bicycle. TSB and its statewide safety partners work diligently to positively impact the lives of all New Mexicans.

TSB's top priorities for program funding in FY2009 were in the areas of Impaired Driving, Traffic Records, and Occupant Protection. Along with these high priority program areas, TSB funded projects in the areas of Police Traffic Services, Pedestrian and Bicyclist Safety, Traffic Safety Marketing and Media, Motorcycle Safety, and Driver Education and Safety. In addition, TSB provided funding to a variety of organizations to support its traffic safety objectives, including state agencies, nonprofit corporations, private contractors, and other experts in records, statistics, public information, health and the judicial system. Each funded organization has a specific role in assisting TSB in reducing traffic-related crashes, deaths and injuries.

In FY09, the NMDOT/ TSB applied for and received funding under the federal SAFETEA-LU Program for the following grants:

- Section 402 - HSPP
- Section 405 – Occupant Protection
- Section 408 – State Traffic Safety Information System Improvement
- Section 410 – Alcohol Impaired Driving Countermeasure
- Section 2010 – Motorcycle Safety

## Legislative Issues

### 2009 Highlights

#### ***Senate Joint Memorial 61***

A Joint Memorial requesting the Traffic Safety Bureau of the Department of Transportation to convene a task force to:

- study the current effectiveness of ignition interlock requirements;
- identify any ambiguity in the law; and
- make recommendations to strengthen the requirements and induce positive behavior change in offenders.

Passed unanimously in both the House and Senate.

#### ***Senate Bill 275 – Interlocks and DWI License Reinstatement***

Requires a minimum of six months of alcohol-free driving before a full, non-interlock license is issued. 'Six months of alcohol-free driving' means driving a vehicle that is equipped with an ignition interlock device on at least 150 days out of a 182-day period, during which time the ignition interlock device does not record an alcohol concentration of more than five one hundredths in the driver's breath.

Signed by Governor Richardson on April 8, 2009 - Chapter 254.

#### ***Senate Bill 519 – Nuisance Ordinance Violations and Fees***

Amends Section 3-18-17 NMSA 1978. For large municipalities (those with a population of 200,000 or more as of the last federal decennial census), this bill increases fines for traffic violations from \$75 to \$100 and aligns fines from violating handicap parking regulations with Section 66-7-352.5 NMSA 1978 -- which will increase the fee from \$75 to a range of \$250 to \$500. After deducting for vendor costs, the bill redistributes the net penalties, fines, fees and costs for the red-light camera program.

Signed by Governor Richardson April 6, 2009 - Chapter 121.



## Traffic Safety Planning Participants and Partners

AAA  
Administrative Office of the Courts  
Albuquerque Metropolitan Court  
Bureau of Indian Affairs and Various Tribes  
DWI Leadership Team

Federal Highway Administration  
Federal Motor Carrier Safety Administration

Metropolitan Planning Organizations  
Mothers Against Drunk Driving  
Motorcycle Safety Foundation

NHTSA Region 6

NM Broadcasters Association  
NM Department of Finance & Administration - Local Program Division DWI Program

NM Department of Health  
Injury Epidemiology Unit  
Scientific Laboratory Division  
Injury Prevention and EMS Bureau

NM Department of Public Safety  
NM State Police  
Motor Transportation Division  
Special Investigations Division

NM Department of Transportation  
NM Law Enforcement Agencies  
NM Restaurant Association  
NM Regulation & Licensing Department – Alcohol and Gaming Division  
NM Taxation and Revenue Department - Motor Vehicle Division

Statewide Traffic Records Executive Oversight Committee  
Statewide Traffic Records Coordinating Committee

University of New Mexico  
Division of Government Research  
Institute of Public Law/ Judicial Education Center  
Department of Emergency Medicine  
Continuing Ed./Community Services

Various City & County Governments

## FY09 NMDOT/ TSB Performance Measures

### New Mexico's FY09 Goal

*Reduce the number of traffic-related crashes, fatalities and serious injuries in New Mexico.*

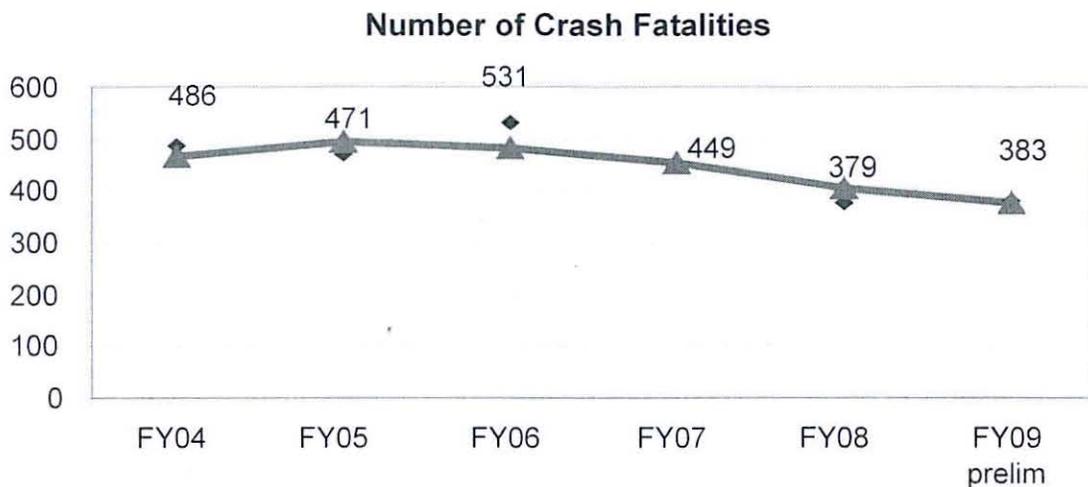
### Overall Performance Measures based on State Fiscal Year Data

State FY July 1, 2008 – June 30, 2009

*Reduce the number of crash fatalities from 449 (FY07 data, most recent available) to 400, by the end of FY09.*

### STATUS: Achieved and Exceeded

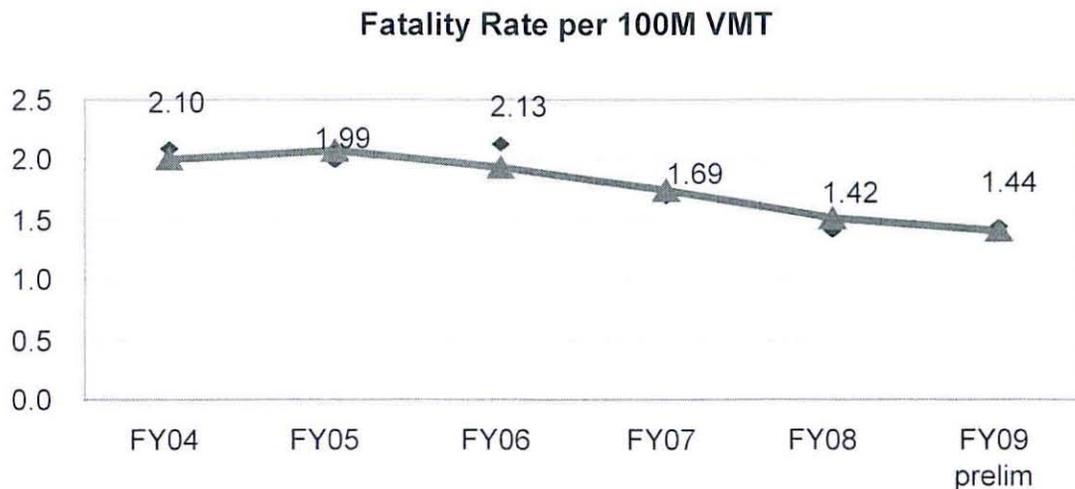
Preliminary data for FY09 show that the number of crash fatalities is reported at 383.



*2) Reduce the traffic fatality rate of 1.69 per 100M VMT (FY07 data, most recent available) to 1.47 per 100M VMT, by the end of FY09.*

### STATUS: Achieved and Exceeded

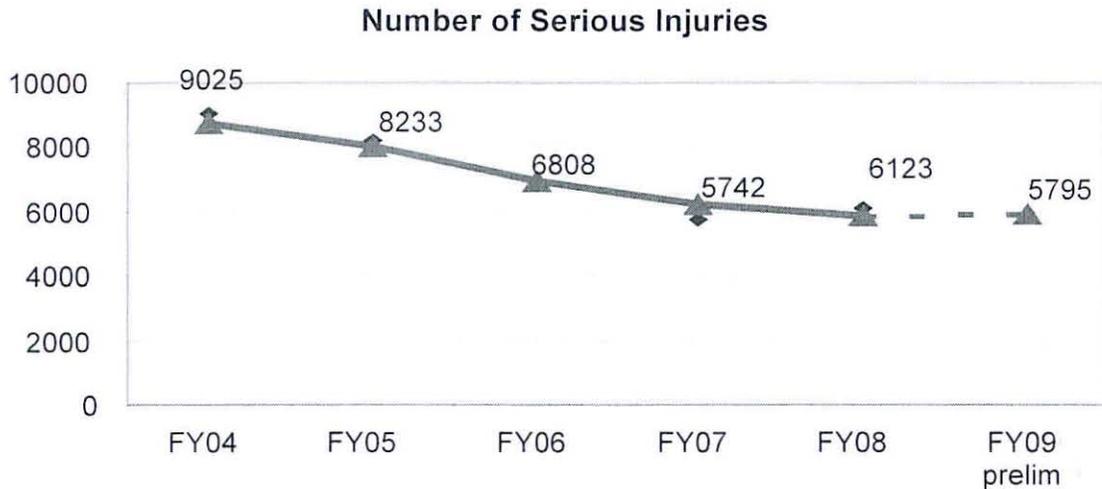
Preliminary data for FY09 show that the fatality rate per 100M VMT is reported at 1.44.



3) Reduce the number of serious injuries from 5,742 (FY07 data, most recent available) to 5,400, by the end of FY09.

**STATUS: Not Achieved**

Preliminary data for FY09 show that the number of serious injuries is reported at 5,795\*.

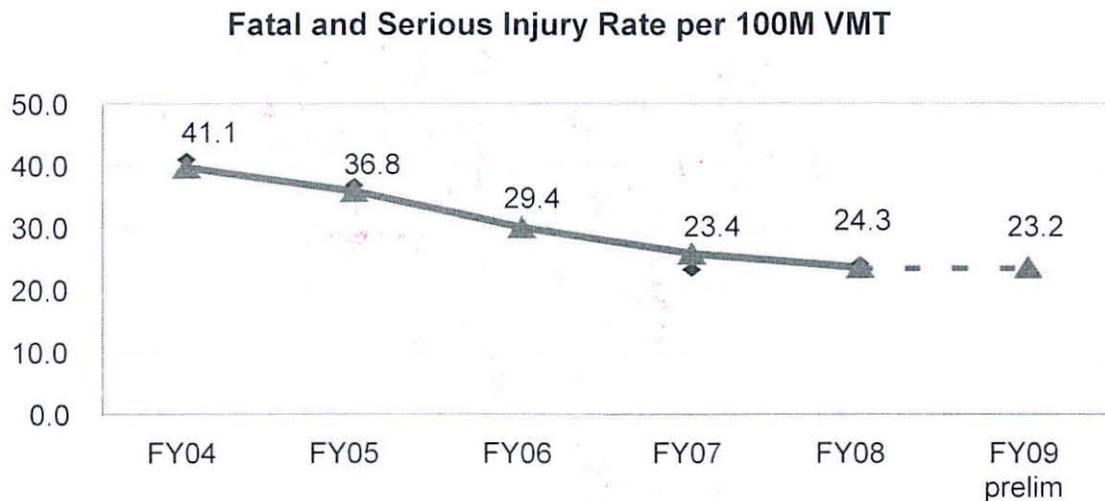


\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

4) Reduce the fatal and serious injury rate of 23.37 per 100M VMT (FY07 data, most recent available) to 21.16, by the end of FY09.

**STATUS: Not Achieved**

Preliminary data for FY09 show that the fatal and serious injury rate is reported at 23.2\*.



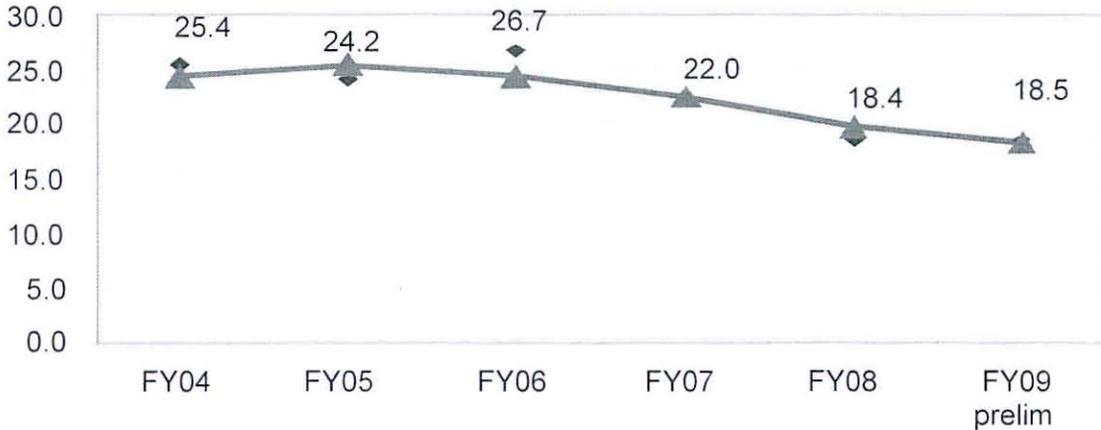
\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

5) Reduce the fatality rate of 22.6\* per 100K population (FY07 data, most recent available) to 17.8, by the end of FY09.

**STATUS: Not Achieved**

Preliminary data for FY09 show that the fatality rate per 100,000 population is reported at 18.5.

**Fatality Rate per 100,000 Population**



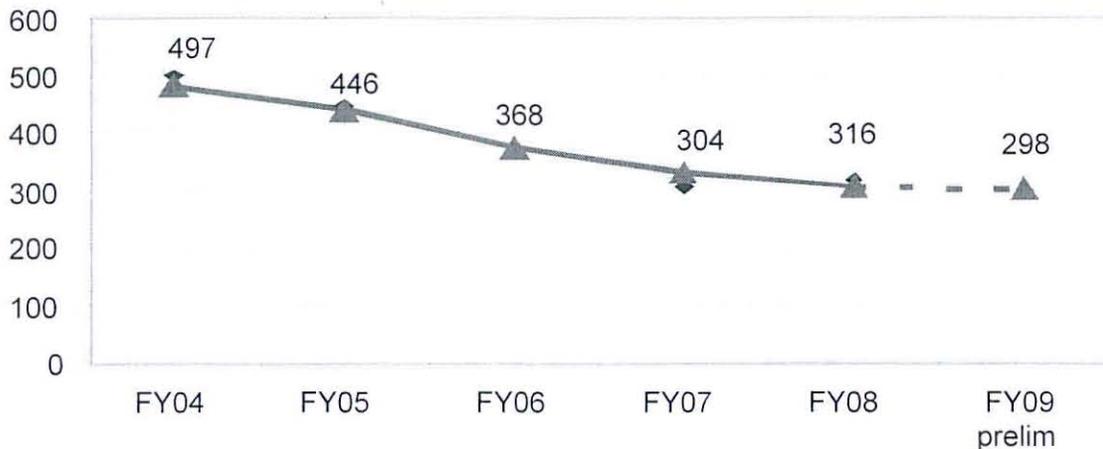
\*Rate was listed as 22.6 in the FY09 HSPP; data files were not finalized at that time

6) Reduce the fatal and serious injury rate of 311\* per 100K population (FY07 data, most recent available) to 258, by the end of FY09.

**STATUS: Not Achieved**

Preliminary data for FY09 show that the fatal and serious injury rate is reported at 298\*\*.

**Fatal and Serious Injury Rate per 100,000 Population**



\*Rate was listed as 311 in the FY09 HSPP; data files were not finalized at that time

\*\* The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

### **Progress Toward Achieving Performance Measures**

NMDOT/ TSB achieved two of its six Overall performance measures, as listed in the FY09 HSPP. Three of the six Overall performance measures not achieved are based on serious injury data that can only be estimated at this time.

In New Mexico, crash fatalities have decreased by 28% since FY06, and the number of serious injuries in crashes has declined by over 3,000 compared to FY04 numbers.

In FY09, NM continued its high-visibility enforcement efforts, including its '100 Days and Nights of Summer' traffic safety campaign. As a result of TSB's targeted enforcement and prevention programs, fatalities have been reduced among the driving and riding public.

The following Program Area sections provide specific details on progress toward achieving program-specific performance measures, and on the projects conducted in FY09 aimed at positively impacting those measures.

## Alcohol/ Impaired Driving Program Area

### Program Administration

The Alcohol/ Impaired Driving Program is administered by TSB Staff. Individual projects are managed by TSB Staff, various law enforcement agencies, Safer New Mexico Now, UNM Institute of Public Law, Department of Public Safety, NMDOH Scientific Lab Division, T.A.C.T. & Associates, Inc., UNM Division of Government Research and local community agencies.

### Projects – Federal and State Funds

Enforcement projects including ODWI, Sustained Enforcement, the National Impaired Driving Crackdown, 100 Days and Nights of Summer, the Impaired Driving Program, CDWI and Underage Drinking Enforcement

Training and Education Projects including the Traffic Safety Resource Prosecutor, DWI Training for Law Enforcement, DRE Training, DWI Judicial Education and Training, BAC Testing and Training, Governor's Research Forums and DWI Information and Research

Underage Drinking Prevention Projects including MADD, Youth Media Literacy and Social Host Ordinance Awareness

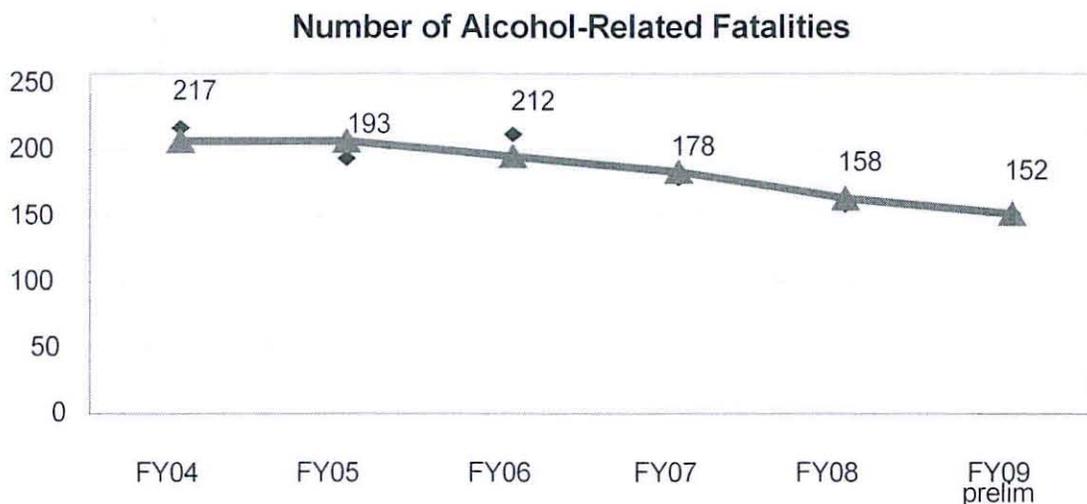
Other Projects including the Statewide Traffic Records System, DWI/ Drug Courts, Law Enforcement Coordinators' Symposium, DWI and Crash Annual Reports and Maps, BAC Testing, Drunk Busters Hotline, Bernalillo County DWI First Offender Supervision and Ignition Interlock

### Alcohol/ Impaired Driving Performance Measures based on State Fiscal Year Data State FY July 1, 2008 – June 30, 2009

7) *Reduce the number of alcohol-related fatalities from 178 (FY07 data, most recent available) to 158, by the end of FY09.*

#### STATUS: Achieved and Exceeded

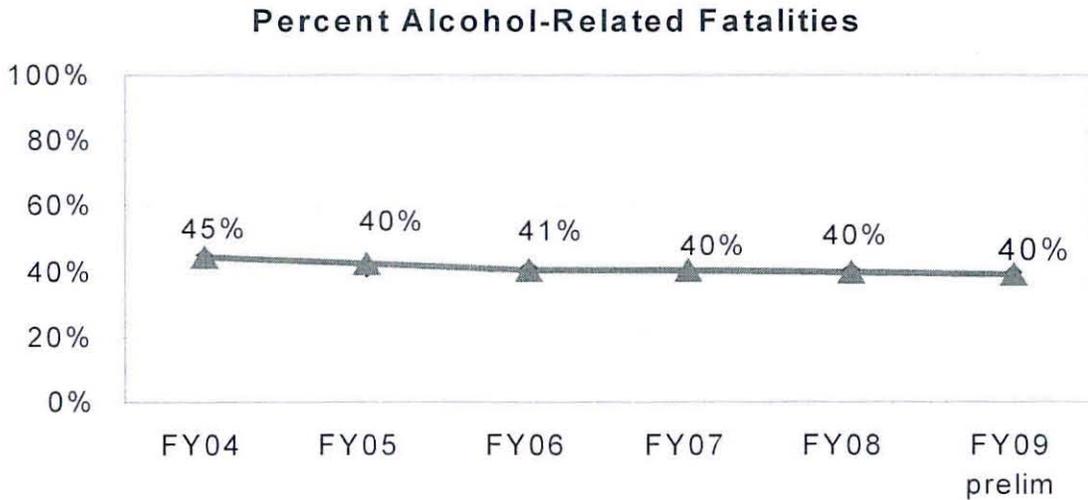
Preliminary data for FY09 show that the number of alcohol-related fatalities is reported at 152.



8) Reduce the percent of alcohol-related fatalities among all traffic crash fatalities from 40% (FY07 data most recent available) to 39%, by the end of FY09.

**STATUS: Not Achieved**

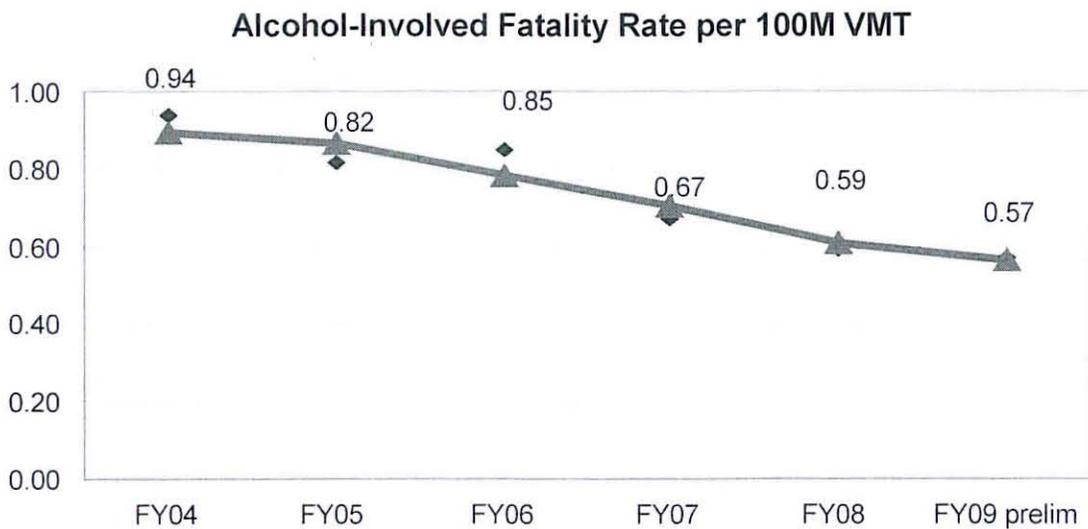
Preliminary data for FY09 show that the percent of alcohol-related fatalities is reported at 40.



9) Reduce the alcohol-involved traffic fatality rate of 0.67 per 100M VMT (FY07 data, most recent available) to 0.58 per 100M VMT, by the end of FY09.

**STATUS: Achieved and Exceeded**

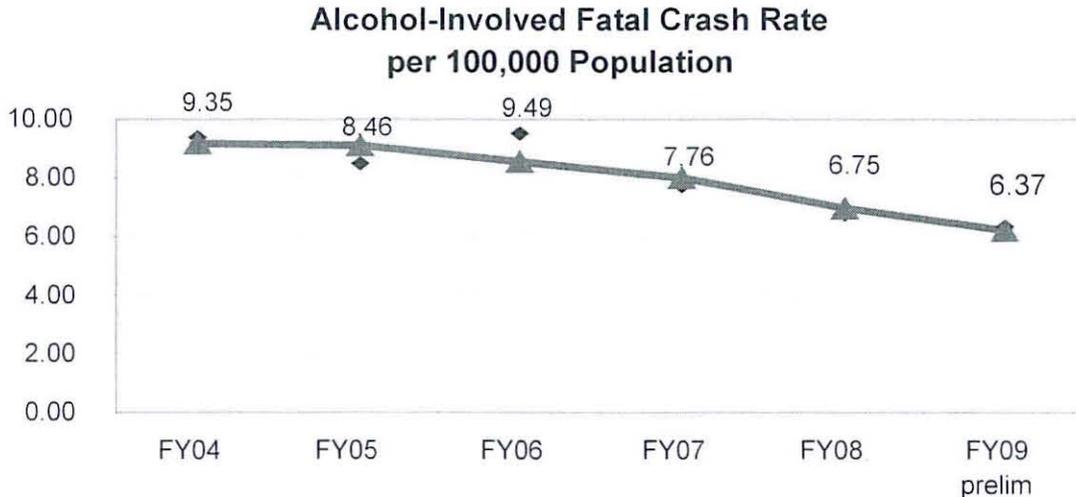
Preliminary data for FY09 show that the alcohol-involved traffic fatality rate is reported at .57.



**10) Reduce the alcohol-involved fatal crash rate of 7.94\* per 100,000 population (FY07 data, most recent available) to 6.87 per 100,000 population, by the end of FY09.**

**STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that this alcohol-involved fatal crash rate is reported at 6.37.

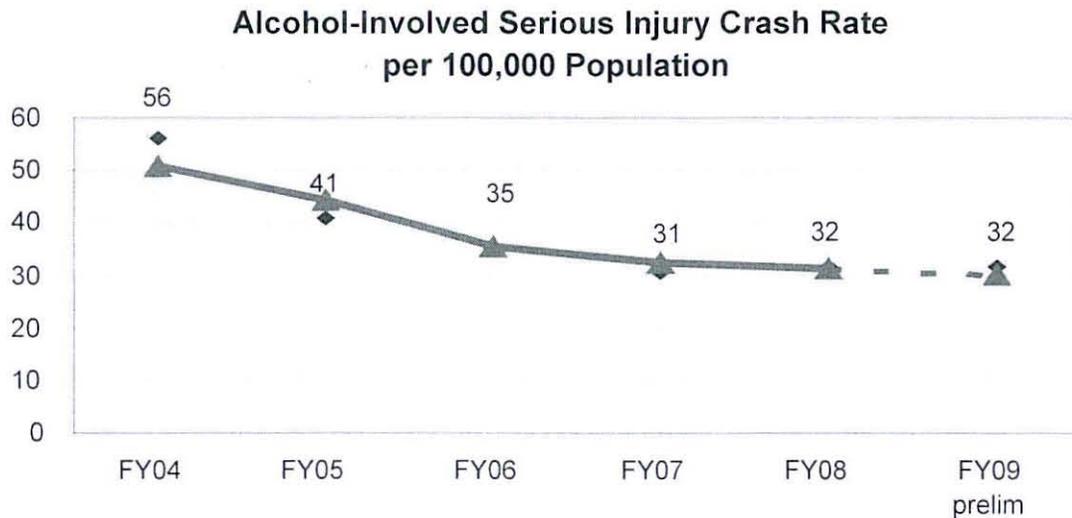


\*rate was listed as 7.94 in FY09 HSP; data files were not finalized at that time

**11) Reduce the alcohol-involved serious injury crash rate of 31 per 100,000 population (FY07 data, most recent available) to 29 per 100,000 population, by the end of FY09.**

**STATUS: Not Achieved**

Preliminary data for FY09 show that the alcohol-involved serious injury crash rate is reported at 32\*.



\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.



## **Progress Toward Achieving Performance Measures**

In FY09, NM achieved three of its five Alcohol/ Impaired Driving performance measures. The number of alcohol-related fatalities in New Mexico has decreased by 28% since FY06, and the alcohol-involved fatality rates have decreased steadily over the past four years.

Although the percent of alcohol-related fatalities did not decrease in FY09, it has remained steady over the past five years at about 40%. The alcohol-involved serious injury crash rate is estimated based on the first half of FY09, so it is unclear whether this rate will remain the same once final FY09 data becomes available.

New Mexico's continuing commitment to high-visibility enforcement, keeping the message and the law enforcement officer in front of the public, and its prevention and training projects have paid off in increased numbers of lives saved.

The following projects produced positive results that assisted TSB in attaining its Alcohol/ Impaired Driving Program performance objectives, and in positively impacting the safety of New Mexico's citizens.

## **ALCOHOL/ IMPAIRED DRIVING PROGRAM PROJECTS**

### **ODWI Enforcement, Special ODWI Enforcement, and Sustained Enforcement Activities**

NMDOT funds contracts for law enforcement to participate in Operation DWI (ODWI), special ODWI enforcement operations, and sustained enforcement activities.

- ◆ The primary objective of ODWI activities is to cite and educate those who fail to comply with New Mexico's DWI laws.
- ◆ Special ODWI enforcement focuses on participation by law enforcement in operations, such as, the annual NHTSA National Impaired Driving Crackdown, 'Superblitz,' and '100 Days and Nights of Summer.' Superblitz operations combine statewide ODWI enforcement activities with occupant protection enforcement (Operation Buckle Down).
- ◆ Sustained enforcement activities include checkpoint and saturation patrol operations that are conducted throughout the year. In support of NHTSA national traffic safety objectives, sustained enforcement activities focus not only on DWI enforcement, but also on seat belt and speed enforcement.

Safer New Mexico Now (Safer), through a contract with NMDOT, provides project management assistance for the law enforcement agency project agreements. They assist agencies with their reimbursements and produce monthly activity-summary reports.

### **Results**

During FY09, 91 law enforcement agencies, including all 12 State Police districts and the San Juan County Task Force, participated in TSB-funded DWI enforcement activities, including ODWI, the NHTSA National Impaired Driving Crackdown, and sustained enforcement activities. Law enforcement agencies conducted the following major operations in FY09:

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| ▪ Winter Superblitz                   | November 21, 2008 – January 4, 2009 |
| ▪ Spring Superblitz                   | March 13 – March 29, 2009           |
| ▪ Cinco de Mayo Superblitz            | May 1 – May 10, 2009                |
| ▪ Fourth of July Miniblitz            | July 1 – July 5, 2009               |
| ▪ Impaired Driving National Crackdown | August 21 – September 7, 2009       |

Law enforcement agencies maintained sustained DWI enforcement by conducting checkpoint and saturation patrols in their local areas throughout the year.

Through ODWI and STEP funded enforcement operations, law enforcement officers conducted 499 sobriety checkpoints and 2,914 saturation patrols, arresting 2,644 persons for suspected drunk driving. While the focus during these activities is on DWI, law enforcement officers are able to cite other violations or apprehend individuals involved in other criminal activities. Along with the 2,644 DWI arrests, FY09 enforcement operations resulted in the following:

- 32,948 citations for speeding
- 11,034 citations for no insurance
- 2,474 citations for driving with a suspended or revoked license
- 4,849 citations for no or improper use of seat belts or child restraints
- 217 citations for reckless driving
- 338 felony arrests and 92 misdemeanor arrests
- 1,003 fugitives apprehended
- 27 stolen vehicles recovered
- 304 drug arrests
- 36,599 citations for violations other than these listed

In FY09, 54 city and county law enforcement agencies, including all 12 State Police Districts and the Motor Transportation Division, participated in the '100 Days and Nights of Summer' campaign. TSB provided overtime funds and law enforcement agencies used other state, city or county funds to conduct this campaign. The campaign began on June 1, 2009 and concluded on September 30, 2009.

During this period, these law enforcement agencies made 68 DWI arrests, 60 felony arrests, 241 misdemeanor arrests, 147 fugitive arrests and 55 drug arrests. Over 28,400 other citations were issued including:

- 12,811 speeding citations
- 2,338 seat belt or child restraint citations
- 3,023 citations for uninsured motorist
- 517 suspended or revoked license citations
- 32 reckless driving citations
- 9,700 other citations

**Total Crashes and Fatalities During 100 Days and Nights of Summer Campaign**

	2006	2007	2008	2009	Difference 2009 vs 2006
Total Crashes	129	112	93	83	-36%
Total Fatalities	144	119	104	89	-38%
Alcohol-involved Crash Fatalities	59	46	50	38	-36%
Non-alcohol-involved Crash Fatalities	85	73	54	52	-39%

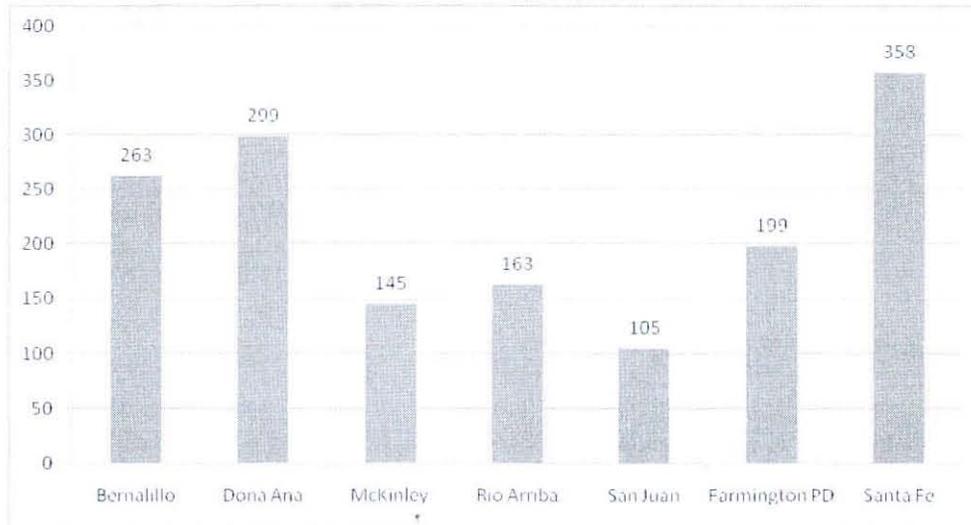
**Impaired Driving Program**

NM's Impaired Driving Program is the continuation of the 403 Impaired Driving Demonstration Project (conducted from 2004 – 2008). In FY09, the program funded 17 full-time officers focused exclusively on high-visibility DWI law enforcement activities in areas at high-risk for DWI. These areas included Bernalillo, Dona Ana, San Juan, McKinley, Rio Arriba and Santa Fe counties, and the New Mexico portion of the Navajo Nation. Activities included saturation patrols, checkpoints, and other anti-DWI strategies. Additionally, law enforcement officers partnered with other agencies within their geographic areas and jurisdiction for additional DWI mobilizations. Farmington Police Department joined the program in FY09 to provide more complete high-visibility coverage in San Juan County.

## Results

The NMDOT/ TSB continued to support DWI-dedicated officers in six high-risk counties for DWI in the State. In addition, the State continues to support two DWI law enforcement positions for the Navajo Nation via a state-funded contract. Program officers participated in over 72 high-visibility operations and made 1,532 DWI arrests during FY09. The chart below indicates project arrests by the seven current participating agencies in FY09.

**Chart A. Impaired Driving Program Arrests**



## DWI Leadership Team

The New Mexico DWI Leadership Team provides an essential forum for leaders of the State's efforts to reduce impaired driving. The Team meets on a monthly basis to:

- establish priorities
- discuss potential legislation and policy changes
- allow leader and agency representatives to cross-brief members about DWI reduction activities and initiatives
- identify new and enhanced resource and programming needs
- facilitate interagency cooperation and focus

The work of the New Mexico DWI Leadership Team has been vital to New Mexico's progress since 2005 in reducing alcohol impaired driving.

## Specific Areas of Concentrated DWI Leadership Team Efforts

- |   |   |
|---|---|
| ▪ Enforcement Activity and Resources      | ▪ Treatment Issues                                  |
| ▪ Legislation                             | ▪ Native American/Tribal Relations and Coordination |
| ▪ Community Efforts                       | ▪ Driver Licensing                                  |
| ▪ Funding and Resources                   | ▪ Alcohol Ignition Interlock Issues                 |
| ▪ Prevention Initiatives                  | ▪ Training  |
| ▪ Courts, Jails, Probation and Compliance | ▪ Liquor Licensee Regulation and Enforcement        |
| ▪ Communications and Media                | ▪ Evaluation  |

## Key Approaches of the DWI Leadership Team

- Overseeing the implementation, review and enhancement of *the New Mexico Multi-Agency DWI Strategic Plan*
- Serving in oversight and advisory capacities for the New Mexico Comprehensive Impaired Driving Program Demonstration Project
- Developing a group of public and private stakeholders working to achieve identified objectives aimed at reducing impaired driving in New Mexico
- Facilitating consensus building among stakeholders regarding DWI systems priorities
- Identifying, exploring and developing opportunities for enhanced resource access; program development; policy development; training; and coordination of DWI prevention, enforcement, adjudication and deterrence efforts
- Providing a forum for stakeholders to learn about new and best practice impaired driving prevention initiatives (local, State, and Federal)
- Providing an opportunity for Team co-leaders and other decision makers to gain and give instant feedback on timely and critical issues

## Accomplishments in FY09

- Governor Bill Richardson's administration proposed legislation to allow electronic administrative license revocation (ALR) hearings. The DWI Leadership Team had conducted discussions about ways to assist officers in addressing ever increasing scheduling conflicts between DWI case appearances in courts and administrative license revocation hearings. Motor Vehicle Division expressed the need for specific language to enable electronic administrative license revocation hearings. Other Team members expressed the need for additional training for administrative hearing officers, enforcement officers and others involved in the process.
- The Team received several briefings regarding outcomes of a records investigation of mandatory substance abuse treatment sentencing practices for 2<sup>nd</sup> and 3<sup>rd</sup> DWI offenders. These briefing and discussions lead to improvements in the way the State's magistrate courts document sentences that include treatment. A large NM court system also took important action to improve mandatory screening and tracking of DWI offenders after this report was released.
- As of June 2009, the TSB-funded Mothers Against Drunk Driving Court Monitoring Project had collected data on the adjudication of more than 3,800 DWI cases and presented findings to the Team. Data gathered via this project lead the Governor's administration to:
  - Propose legislative changes to the DWI statute
  - Recommend changes in prosecutorial practices relative to the offering of, and the court's acceptance of pleas in DWI cases
  - Fund a public defender's office in one of the State's high-risk counties
  - Provide additional DWI training for new prosecutors

The project also addressed challenges inherent in scheduling and notifying officers for court appearances. The Court Monitoring Project was developed at the recommendation of the DWI Leadership Team to investigate public comments about the adjudication and sentencing of specific DWI cases.

## **Community Driving While Impaired (CDWI)**

CDWI is a statewide program that distributes funds back to cities and counties from which they are generated. These funds come from a \$75.00 fee that judges impose on a person convicted of a DWI. In order to be eligible for funding, each city or county must develop a plan on how to best use these

resources to fight DWI in their communities. Allocated funds can be used in any of the following four categories: enforcement, prevention, offender programs, and public information and education.

The CDWI Program helps many communities throughout the state spread DWI awareness through media, prevention, and enforcement programs that would be difficult to conduct without the funds provided through this program. Although the majority of communities place their monies in enforcement, several used CDWI funds for prevention programs. The CDWI Program compliments NHTSA funding for law enforcement agency efforts that address DWI by conducting saturation patrols and sobriety checkpoints.

The Institute of Public Law (IPL) conducted site monitoring for TSB. TSB program managers set up project agreements, tracked program activities, and monitored invoices for reimbursement.

### **Results**

In FY09, all of New Mexico's 33 counties received CDWI funding that totaled over \$607,500.

Along with enforcement activities, the CDWI Program in San Miguel County provided prevention services within the five public school districts and several private schools, academies and charter schools. Services included DWI information dissemination, educational presentations and group discussions. Activities conducted during the year included a DWI prevention poster contest, a Post-Prom party, initiation of a new Task Force to help make the public aware of upcoming DWI Superblitzes and to provide education to the public about the dangers of alcohol, drugs and underage drinking.

The Eddy County CDWI Program funded a Youth Corrections Academy for individual, group and family therapy. Therapy sessions focused on alcohol-related issues, educating underage drinking offenders on the dangers and legal consequences of underage drinking and the effects of substances on driving abilities. The therapy was provided in both English and Spanish.

## **Underage Drinking Enforcement**

### ***Albuquerque Police Department***

In FY09, the Albuquerque Police Department (APD) was funded to conduct underage drinking prevention operations. The APD responds to 'party calls' (calls about loud parties), conducts alcohol establishment compliance checks and shoulder tap operations (third-party sales to minors). This is a high-visibility enforcement effort that has been conducted over the past seven years, and combines its enforcement activities with media events, school presentations, and other public education and prevention efforts. APD coordinates its underage enforcement activities with the NM Department of Public Safety-Special Investigations Division and the Bernalillo County Sheriff's Department.

### **Results**

During FY09, APD's underage drinking prevention operations conducted activities focused on enforcement of underage drinking laws. APD's Party Patrol responded to calls about 57 parties with underage drinking and issued 535 citations. They conducted 1,227 compliance checks, with only 57 sales to minors – resulting in 95.5% compliance, and 15 shoulder-tap activities with 28 of 1,190 individuals agreeing to purchase alcohol for a minor.

The contract funded a summer media campaign. Media included radio and television spots, and city bus exterior billboards. Earned media included news stories on local television stations and in two local newspapers.

## Statewide Traffic Records System (STRS) – Enhanced Law Enforcement Report System & Ignition Interlock Data Analysis Project

### **Enhanced Law Enforcement Report System**

The NMDOT/ TSB maintains an enhanced law enforcement report system to ensure the timely, complete, and accurate collection of law enforcement information.

Six law enforcement agencies (LEAs) that participate in the Impaired Driving Program reported their enhanced law enforcement activities via this electronic reporting application. The reporting system allows LEAs to report required data on activities such as sobriety checkpoints, saturation patrols, or any other enhanced law enforcement event. Reports and data were made available to government agencies, law enforcement agencies, research entities, and the public, upon request.

### **Ignition Interlock Data Analysis Project**

The Ignition Interlock Data Analysis Project (IIDAP) is a statewide system that allows automated data submissions from ignition interlock manufacturers to a central repository. Data submittal standards were developed and implemented to facilitate data collection and analysis, and to allow for consistent monitoring and reporting practices. In FY09, the system captured ignition interlock device information from the seven certified manufacturers authorized to provide services in NM.

The data repository is designed to allow NM to assess the impact of ignition interlocks on impaired driving. As an extension of the IIDAP, TSB also developed a 'Client Query' web-based application that will allow monitoring agencies access to this data to facilitate ignition interlock compliance monitoring. During FY09, 2008 and 2009 data were being submitted by manufacturers, and TSB anticipates a 2010 release to authorized outside agencies.

More STRS Projects are detailed in the Traffic Records Section on page 47.

### **DWI/ Drug Courts**

There are six DWI/ Drug Courts in New Mexico and 33 other drug courts. They operate in 24 of NM's 33 counties at District, Metropolitan and Magistrate Court levels. The State's Drug Court Advisory Committee (DCAC) has recommended, and the NM Supreme Court has agreed, that drug or DWI/ drug courts be established in all 33 counties of the State.

The State's DWI/ Drug Courts are in the following courts: Bernalillo County Metropolitan, McKinley County Magistrate, Dona Ana County Magistrate, Eddy County Magistrate, Valencia County Magistrate and Santa Fe County Magistrate.

During FY09, TSB maintained a three-year contract with the Administrative Office of the Courts to provide funding for 5 of the 6 courts.

### **Results**

DWI/ Drug Court	# of Program Graduates	Graduated %	Recidivism %	Retention %
Dona Ana Magistrate	22	61	0	78
Eddy Co. Magistrate	61	67	3	70
McKinley Co. Magistrate	65	89	5	77
Santa Fe Co. Magistrate*	0	n/a	0	77
Valencia Co. Magistrate**	5	56	0	85

\*The Santa Fe County Magistrate program took in its first participants less than a year ago and had 19 participants, but no graduates during FY09. The first graduation is scheduled for November 2009.

\*\*Data for the Valencia County Magistrate program data is for the last two federal fiscal years (10/07 – 9/09).

### **Traffic Safety Resource Prosecutor**

The NMDOT/TSB funds a full-time Traffic Safety Resource Prosecutor (TSRP) to conduct regional training for:

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

The TSRP conducts training in the following areas, using specialists in a variety of DWI subject matter:

- DWI/appellate case law
- sentencing issues
- legislative issues
- standardized field sobriety testing
- scientific lab division techniques, including breath and blood testing procedures

The TSRP also focuses training on drug recognition expert issues and allows DRE officers to present on issues that arise in court and in the political spectrum. Victims' rights involved with drunk driving crashes are also frequently addressed at various statewide training sessions.

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

### **Results**

In FY09, the TSRP conducted the following training sessions for approximately 82 prosecutors, 30 law enforcement officers, 10 DWI coordinators and 5 toxicologists.

- November 19, 2008  
Annual DA Training Conference, DWI Track, held in Albuquerque, New Mexico.  
Topics included DWI toxicology, DRE presentations and updates on DWI crash mapping in New Mexico. This training was conducted for prosecutors.
- July 7, 2009  
Training in 'Prevention, Policing and Prosecution of DWI Cases' held in Santa Fe, New Mexico.  
Attendees included prosecutors, police officers, DWI coordinators and toxicologists.
- August 26, 2009  
Training in 'Finding a Solution to our DWI Problem' held in Las Vegas, New Mexico.  
Attendees included prosecutors and police officers.

All training sessions included updates on ignition interlock procedures, license revocation and suspension, and DWI and appellate cases, along with standardized field sobriety test refreshers, and issues involving breath and blood tests.

The NM TSRP also attended four training conferences that focused on ignition interlock, tribal prosecution, DREs, and DWI prosecution issues. Others attending these conferences included prosecutors, law enforcement officers and DWI compliance coordinators.

In FY09, the TSRP handled two cases as a special prosecutor. One case went to a jury trial that resulted in a DWI conviction, and the other case was pled out to an aggravated DWI.

### **Statewide DWI Training and Information for Law Enforcement**

The NMDOT/ TSB contracted with T.A.C.T. & Associates, Inc. (TACT) to serve as the state's coordinator for Standardized Field Sobriety Testing (SFST) and Police Traffic Services (PTS) training for law enforcement. In addition to coordinating training, TACT continued to develop, maintain and update the comprehensive tracking program of all SFST and PTS training (training identified by NHTSA as a part of a statewide SFST assessment). This unique database also contains the enforcement leadership contact information for 144 law enforcement agencies in the state (approximately 99% of all agencies).

### **Results**

In FY09, TACT continued to maintain SFST coordination with the New Mexico Law Enforcement Academy and its satellite academies statewide, continuing the SFST Statewide standards instituted in FY06 (eight hours of mandatory refresher training for certified law enforcement officers in NM). Meetings were held with the New Mexico Municipal Chief's Association and the New Mexico Sheriff's and Police Association to explain the SFST process and provide information on future SFST, PTS, DWI, and Drug Recognition Expert (DRE) training. TACT attended a nationwide Impaired Driving Conference in Arkansas to keep abreast of the latest techniques and information involving SFST and DRE.

TACT worked with the Traffic Safety Resource Prosecutor on statewide training conferences and important DWI cases affecting SFST in New Mexico. In this effort, TACT assisted in providing expert testimony towards prosecution of DWI offenders. Classes were taught by TACT in the following areas: DWI Vehicular Homicide, DWI Checkpoint Training, Police Officer as a Prosecutor, SFST Instructor Update, SFST Instructor, SFST Wet-Labs and SFST Dry-Labs.

TACT continued to work with the New Mexico Department of Public Safety and the Law Enforcement Training Center SFST Instructor Oversight Committee. A TSB-designated SFST Coordinator worked with the Committee to provide recommendations, guidelines and training structure to adhere to NHTSA/ IACP SFST standards. These tasks address instructor qualifications, certification and quality management.

TACT continued to track all SFST training statewide, including basic, refresher and instructor training. Information on the law enforcement agencies, including officer, executives and departmental information was updated throughout the year. TACT provided training information to TSB, the New Mexico Law Enforcement Academy, and to Police Chiefs and Sheriffs, upon request. This tracking database is one of the most comprehensive and complete departmental information and training lists available.

TACT continues to host their own web site and newsletter to enhance communication and cooperation with law enforcement agencies regarding training opportunities statewide.



In FY09, TACT provided direct training to law enforcement officers statewide, as follows:

### **SFST**

- SFST Instructor Course (14 officers)
- SFST Instructor Refresher Course (111 officers)
- SFST Wet-Lab Course (387 officers)
- SFST Wet-Lab Refresher Course (7)
- SFST Dry-Lab Course (6 officers)
- SFST Dry-Lab Refresher Course (995 officers)
- SFST 2009 Draft Manual (741 officers)
- DWI Checkpoint Course (28 officers)
- Vehicular Homicide Investigation Course (37 officers)
- Police as Prosecutor Course (33 officers)

Trained 2,359 law enforcement personnel with course curriculum

Completed 27,840 officer hours of training

Produced and distributed 1,668 SFST Refresher Curriculum manuals

Produced and distributed 183 SFST Instructor manuals

### **STEP**

- STEP Classes (198 officers)
- MPTS Class (12 officers)
- Executive Forum Class (19 officers)

Trained 229 officers and law enforcement executives with course curriculum

Completed 2216 officer hours of training

Distributed 229 Manuals for training

### **Drug Recognition Experts (DRE) Training**

The DRE Training Project was managed by the Albuquerque Police Department. The Project focused on expanding the number of certified DREs statewide, especially in rural areas and smaller counties; ensuring DRE training is available to law enforcement statewide; expanding drug impairment training for education professionals; providing training to State assistant district attorneys; and increasing the number of DRE instructors in the state.

### **Results**

In FY09:

- The number of DRE officers increased to 119
- 18 new DRE officers were trained, certified, and equipped
- Five re-certification training sessions were conducted re-certifying the existing 101 DRE officers
- Six officers attended the International DRE Conference in Little Rock, Arkansas
- DRE Project staff collaborated with the state Traffic Safety Resource Prosecutor on six training seminars provided to state prosecutors and law enforcement.

### **DWI Judicial Education and Training**

Under a contract with TSB, and working with the guidance of the Judicial Education and Training Advisory Committee, the UNM Institute of Public Law's Judicial Education Center (JEC) provided educational seminars and conferences for judges around the state. The JEC maintains interactive training on its web site for judges and clerks, and provides eight different bench books for limited and general jurisdiction

courts. Additionally, the JEC provides DWI training to all newly appointed magistrate and municipal judges, and covers DWI topics at its annual conferences for these judges.

## **Results**

In FY09, the New Mexico Judicial Education Center at the UNM Institute of Public Law performed the following activities:

### DWI Resource Materials

- Collected and analyzed DWI legal developments, including case law, statutes and rules, and worked on updates to the DWI Benchbook and the DWI Prosecution Manual.

### DWI Online and Distance Education

- Provided two sessions of interactive videoconference training in March 2009 on 'Sentencing in DWI Cases' to courts statewide. The 63 attendees included: 1 district judge, 4 metropolitan court judges, 13 magistrate judges, 3 municipal judges, 35 court staff and 7 other interested persons.
- Updated online DWI resources and training components, as appropriate.

### DWI In-Person Education

- Provided DWI training at the annual Magistrate Court Conference in October 2008.
- Provided DWI training at the annual Municipal Court Conference in June 2009.
- Provided intensive, all day, multi-disciplinary regional DWI seminars on July 15, 2009 in Las Cruces, July 17, 2009 in Ruidoso, July 21, 2009 in Taos, and July 24, 2009 in Rio Rancho. The agenda included: DWI Legal Update; Developing Probable Cause to Arrest; Pre-trial Issues; Mixed Group Panel Discussions; Science of Breath and Blood Testing; and Sentencing Issues. Attendance for the four seminars included 3 district judges, 22 magistrate judges, 19 municipal judges, 17 court staff, 11 prosecutors, 3 defense attorneys, 39 law enforcement personnel, 13 CDWI officers and 4 others, for a total of 131 attendees.
- Sent a Metropolitan Court judge and Magistrate Court judge to the National Judicial College in August 2009 to attend the four-day Impaired Driving Case Essentials course.
- Provided DWI training at the annual Magistrate Court Conference in September 2009, including a legal update and a report on the Six Counties Court Monitoring Project.

## **Governor's Research Forums on DWI**

NMDOT/ TSB sponsored a series of Governor's Research Forums on DWI in FY09.

- Gil Woodall, Paul Guerin and Jim Davis spoke to an audience of about 45 people about their research on treatment for DWI offenders (December 2008).
- South Dakota Attorney General Larry Long presented on the 24/7 Sobriety Project to an audience of about 30 people (March 2009).
- The Pacific Institute for Research and Evaluation's Scott McKnight presented on the anti-DWI motorcycle program, 'Riders Helping Riders' to an audience of 25-30 people (April 2009).

The forums were facilitated by UNM Institute of Public Law staff.

## **NMDOT Traffic Safety Summit**

NMDOT/ TSB hosted the New Mexico Traffic Safety Summit August 18-20, 2009 in Albuquerque. Conference partners included: NMDOT, Bureau of Indian Affairs, University of New Mexico, Federal Highway Administration, National Highway Traffic Safety Administration, Federal Motor Carrier Safety Administration, Office of Federal Lands (FHWA) and New Mexico Department of Health. Over 300 persons attended the Summit. Speakers made presentations on topics that included:

- Current Transportation Safety Initiatives in Indian Country
- Multi-jurisdictional Enforcement Initiatives and Issues
- Motivating Safe Transportation Behaviors among Tribal Youth
- Road Safety Assessments and Other Engineering Solutions
- Successful DWI Prosecution Techniques
- Bridging the Gap in Occupant Protection
- Underage Drinking Prevention
- Building a Statewide Traffic Records System
- The Effectiveness of DWI/ Drug Courts
- Combating Drugged Driving

## **DWI Information and Research**

In FY09, the Institute of Public Law (IPL) was contracted to provide information dissemination, research, and facilitation services to NMDOT/ TSB.

### **Results**

IPL staff maintained and updated the NM Transportation Safety Law Center web site, <http://ipl.unm.edu/traf/index.html>. The web site has information on:

- upcoming training and events related to DWI, ignition interlock, and drugged driving
- publications such as the Traffic Safety News, AlcoEdu, DWI Laws, and Obtaining an Interlock License
- DWI and Under-21 penalty posters
- recent DWI legislation summaries
- registration information for upcoming conferences and classes

Staff members consulted with the TSB Public Information Officer regarding the newsletter and web site information.

Approximately 3,000 copies of the Traffic Safety News were produced and distributed monthly during FY09. Each issue included a column from the NMDOT Secretary, calendar information with upcoming events and contact information, monthly statistics, and traffic and DWI-related news stories from New Mexico and elsewhere.

Approximately 4,000 copies of the AlcoEdu publication were produced and mailed, in 4 issues, to all elementary and secondary schools in New Mexico, including Bureau of Indian Education schools. This year's topics included:

- alcoholism
- the State legislative session
- graduated driver licensing
- the consequences of teen drinking
- athletes and alcohol
- a new teen athletics program to deter alcohol use
- brain development
- community programs targeting youth in New Mexico

Special emphasis was placed on lesson plans and development of ideas for use in the classroom.

In September 2009, a packet of information and resources on the dangers of underage drinking was sent to principals at all New Mexico high schools. The packet included:

- a letter to the principal of the school with web site information
- the felony alcohol poster
- underage penalties
- the Teen Guide to New Mexico's Graduated Driver License
- the AlcoEdu newsletter summer issue
- fast facts sheets on binge drinking and other related posters to be displayed in the schools

IPL staff provided legal research and responses to inquiries by TSB and its traffic safety partners, including:

- queries on ignition interlocks for Community Anti-Drug Coalitions of America (CADCA) and penalties for interlock tampering
- proposed interlock regulations
- commercial driver licenses
- blood warrants
- graduated driver licensing
- review of the CTSP Youth Driver Crashes area of emphasis
- licensing of drivers for assisted living vehicles
- new driver education rules
- ignition interlocks and lack of a hard revocation period
- high density headlights
- limitations on plea bargains in cases of refusal (for MADD)
- review of national publicity/ coverage of New Mexico's interlock law
- located updates in the law on bicycles and rules, and uniform police reports and procedures
- updates to sections of the Highway Safety and Performance Plan

### **MADD – Mothers Against Drunk Driving**

MADD staff created drinking and driving prevention presentations designed for elementary, junior high, and high school students. One series of the multi-media presentations included clips from major movies, chart-topping songs and celebrity interviews interwoven with messages about making positive, healthy choices in life - especially related to drinking and driving. Another set of presentations highlighted the physical effects of alcohol, drugs and tobacco on the body and the brain.

MADD staff also provided Spot Class Packs to a number of schools. These Packs provide a year-round alcohol and drug prevention package, including two DVDs, a CD-ROM, and handouts for each of the segments.

### **Results**

MADD provided 40 multimedia shows to NM schools, reaching 16,054 students. MADD mailed out 20 Spot Class Packs to junior and high schools. Based on the 20 schools' student population, the potential reach for the materials was estimated at approximately 7,000 students.

Comments are collected from students and teachers following each multi-media presentation. The feedback was positive.

### **Underage Drinking – Specific Media and Outreach**

The TSB had a media/ marketing firm produce a 12-page newspaper insert targeted at parents throughout NM, with the goal of educating them on the dangers of underage drinking. TSB distributed the inserts to all DWI Planning Councils and all NM Strategic Prevention Framework/ State Incentive Grant recipients, for

local distribution, and to the school districts to distribute to parents. The insert was printed in English and Spanish.

TSB continued to support a web site that provides information for parents on underage drinking. The web site encourages parents to talk to their children about the dangers drinking poses to the developing brain, the dangers of drinking and driving, and other risky situations. [www.preventunderagedrinkingnm.org](http://www.preventunderagedrinkingnm.org)

### **Law Enforcement Coordinators' Symposium**

The annual Law Enforcement Coordinators' Symposium was held in Albuquerque in May 2009. The Symposium provided law enforcement with an opportunity to learn about current program requirements, get legal and administrative updates, and receive other relevant information and materials.

Approximately 144 law enforcement representatives from 75 agencies that participate annually in NMDOT/TSB enhanced law enforcement activities attended. Such activities include ODWI, OBD, Click It or Ticket, STEP and the 100 Days and Nights of Summer Campaign.

Speakers included:

- Rachel O'Connor – New Mexico DWI Czar
- Jim Allison, Lanny Maddox, and Tim Baughman - NM Law Enforcement Liaisons
- Faron Segotta - New Mexico State Police Chief
- Steve Casstevens - Hoffman Estates Assistant Chief of Police, Illinois
- Mark Solomon - Preusser Research Group, Inc. Vice President
- Paul Chavez and Larry Allen - Bernalillo County Sheriff's Deputies
- Al Tetreault - TACT & Associates SFST Coordination Manager

The symposium included a new coordinator orientation, legal and administrative updates, and sessions on:

- teen drivers
- teen seat belt use projects
- night-time seat belt enforcement
- the impact of traffic crashes on communities
- the standardized field sobriety testing coordination project
- aggressive driving

### **DWI and Crash Annual Reports and DWI Maps**

TSB funds the Division of Government Research (DGR) to develop and produce an annual report on DWI that includes: information on the impact of DWI in New Mexico; DWI laws; where and when DWI occurs; who is involved in DWIs; BAC test results; repeat offenders; trends; and the per capita cost of DWI crashes. The annual Crash Report contains information on all types of motor vehicle crashes statewide and by district, and information on alcohol, speed, and pedestrian involved crashes.

DGR also produces maps of alcohol-involved crashes by county and alcohol-involved crash rankings by county.

### **Results**

The Division of Government Research (DGR) finalized and printed the 2006 DWI Report, the 2006 Crash Report, and alcohol-involved crash maps. The DWI Report and the maps were distributed to traffic safety partners, and they were available on the NMDOT/TSB web site.

## **BAC Testing and Training**

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

### **Results**

In FY09, the SLD continued to place special emphasis on training for law enforcement officers. Training included:

- 33 Intoxilyzer 8000 Breath Operator Full Certification Classes and 8 Intoxilyzer 8000 Breath Operator Modified Certification Classes\* with 939 officers trained
- 6 Intoxilyzer 8000 Key Operator Classes with 66 officers trained
- 14 outreach seminars with 1,005 officers receiving breath alcohol testing and training on the effect of alcohol on driving
- 503 additional officers trained by SLD certified instructors (police officers)

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

SLD staff attended conferences and training sessions on a variety of topics related to driving under the influence and forensic toxicology issues including:

- The ABCs of SFST
- Intoxilyzer 8000 Training
- Pharmacology of Alcohol, Opiates and Opioids, CNS Stimulants and Depressants, and Cannabis
- Use of Pharmacology in the Interpretation of Post-Mortem Toxicology Cases
- Drugs and Driving
- Marijuana and Driving
- Polypharmacy and Driving
- QQQ LC/MS Techniques and Operation by Agilent Technologies
- Introduction to Uncertainty Measurement
- 2009 Regional DWI Training for Judges and Lawyers
- New Mexico Traffic Safety Summit

Staff also attended the 61<sup>st</sup> Annual Meeting of the American Academy of Forensic Sciences; the California Association of Toxicologists Winter Workshop and Meeting; the PerkinElmer Blood Alcohol Testing Meeting; and the 25<sup>th</sup> Annual Intoxilyzer Users Group.

## **Drunk Busters Hotline - #DWI**

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

The number of calls received on the Hotline has increased dramatically since the Program's inception. The program receives an average of 1,800 calls per month. A total of 2,579 calls were received in 2006, and over 21,000 calls were received in 2009. Upon receipt of a call, law enforcement agencies are notified

immediately and an officer is dispatched immediately. In the event that contact is not made by an officer, a 'Drunk Buster' letter is sent to the vehicle owner who is registered to the license plate.

The 'Drunk Busters' letter was added to the program in July 2008 to notify vehicle owners that their vehicle was reported to the Drunk Busters Hotline and noted for erratic driving behavior. The letter outlines the date, time, and location of the erratic driving behavior and asks the owner to address the driving behavior. The letter serves as a public awareness tool and encourages drivers to call the Hotline to report suspect drunk drivers.

### **Results**

In FY09, the Drunk Busters Hotline received 21,539 calls, resulting in 2,059 contacts and 412 DWI arrests. These figures include the number of calls received from the state's two busiest law enforcement agencies, the Albuquerque Police Department and the Bernalillo County Sheriff's Department. However, these data do not include the contacts or arrests from these law enforcement agencies. The NM Department of Public Safety and the NMDOT are working with these agencies to track and report these data. See the NM Drunk Busters web site at:

<http://www.dps.nm.org/lawEnforcement/dwi/drunkbusters.php>

### **Bernalillo County Metro Court – Ignition Interlock Compliance Program and DWI First Offender Enhanced Supervision Program**

The Bernalillo County Metropolitan Court was awarded monies for a two-year pilot project with the intent of monitoring offenders/ defendants ordered to install and use ignition interlocks in their vehicles (all DWI offenders). In July 2006, the Program was expanded to include a new pilot project, in addition to monitoring ignition interlock use. The DWI First Offender Enhanced Supervision Program was designed to enhance supervision on true, first-time DWI offenders that were previously unsupervised. Offenders deemed high risk to re-offend were placed in the supervision component and those deemed low risk to re-offend were placed in the unsupervised component. The goal of this project was to determine if supervision of true first-time offenders would decrease or deter recidivism among this population.

The DWI First Offender Enhanced Supervision Program (DWI FOP) began accepting participants in September 2006. In March 2008, the Program modified its original study design to include two additional high-risk sub-groups. These two additional groups were added to provide improved comparisons of the effectiveness of supervision with these high-risk offenders.

Offenders that fell into the high-risk group were randomly selected to participate in one of the three sub-groups within the high-risk category. The three supervision sub-groups were as follows:

1. High Risk Unsupervised (HU)- monitor compliance only
2. High Risk Supervision (HS) – supervised probation that included two contacts per month: one direct face -to- face and one telephonic contact
3. High Risk Intermediate Supervision (HI)-supervised probation that included weekly contact. Direct face-to-face would alternate with telephonic contact on a weekly basis. This increased number of contacts was designed to assist in assuring compliance with all court orders.

### **Results**

#### **Ignition Interlock Compliance Program:**

From October 1, 2008-September 30, 2009, 737 subsequent DWI offenders were referred to the DWI FOP program for ignition interlock monitoring only. Of those 737 referrals, 521 were documented as reporting to the Probation Supervision Division, as ordered. The other 216 received a warrant for failing to report.

### **DWI First Offender Enhanced Supervision Program:**

Due to the change in the initial study design, the program reported only program participation. Re-arrest data will be available in FY10.

From March 2008 through September 2009, the Program reported:

- 1,517 Unsupervised – did not meet high-risk criteria
- 461 Supervised – did meet high-risk criteria
- 545 Ignition interlock only – defendants who are pending trial on their DWI – not yet convicted
- 49 In custody – defendants ordered to ignition interlock, but who are still in custody

### **Ignition Interlock**

The NMDOT/ TSB is responsible for the administration of the Ignition Interlock Indigent Device Fund and for the licensing of Ignition Interlock providers. The TSB Traffic Records Program is in the process of designing and developing an electronic Ignition Interlock Program. This includes the Ignition Interlock Data Analysis Project (page 21), the Ignition Interlock Device Fund Program, and the Ignition Interlock Licensing Program. Currently there are seven manufacturers, 52 service centers, and 79 mobile locations across the state.

### **Results**

The Ignition Interlock program manager (IIPM) processed new and renewal ignition interlock provider license applications. In addition, the IIPM monitored, investigated and resolved complaints, and responded to calls for information about ignition interlock requirements from the public, service providers and other government agencies nationally and internationally.

TSB program managers met with, and make presentations to, county compliance officers, law enforcement officers and officers from the NM Adult Probation and Parole. The goal of this outreach is to educate and assist these officers in the proper utilization of the ignition interlock as a tool for reducing drunk driving.

In FY09, there were approximately 9,000 individuals with interlock devices installed in their vehicles. Each year TSB estimates that there were over 67,700 ignition interlock lockouts – a lockout is when a DWI offender tests positive for alcohol (.025g/dl or higher) when they blow into the interlock to get their car started. TSB has processed and paid \$1,317,756.00 in claims from the Ignition Interlock Indigent Fund.



## Occupant Protection Program Area

### Program Administration

The Occupant Protection Program is administered by TSB Staff. Individual projects are administered by various law enforcement agencies, Safer New Mexico Now, and NMDOH/ Injury Epidemiology Unit.

### Primary Projects – Federal and State Funds

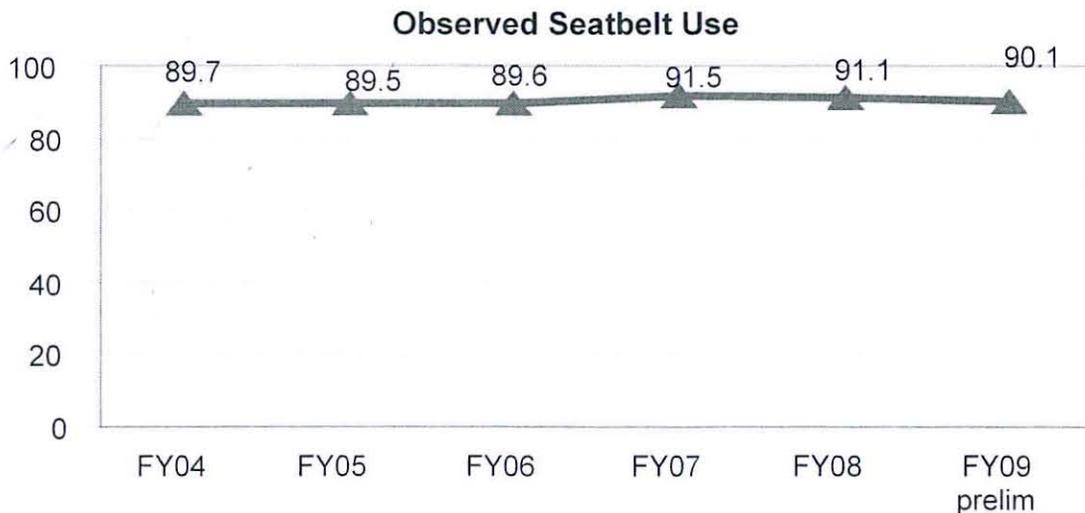
Operation Buckle Down and Click It or Ticket Enforcement  
New Mexico Annual Seat Belt Use Survey  
New Mexico Child Safety Seat Distribution Program (NMCSSDP)  
Child Passenger Safety (CPS) Technical Training  
Child Safety Seat Fitting Stations and Clinics  
Injury Prevention Materials Distribution  
Buckle-Up New Mexico Conference  
Region 6 Teen Seat Belt Demonstration Project

### Occupant Protection Performance Measure based on State Fiscal Year Data State FY July 1, 2008 – June 30, 2009 – NM Seat Belt Survey Conducted May-June Annually

**12) Increase New Mexico's overall seat belt use from 91.1% (2008 Survey data) to 92%, by the end of FY09.**

#### STATUS: Not Achieved

In June 2009, the official observed front seatbelt use rate was 90.1%.



#### **Progress Toward Achieving Performance Measure:**

New Mexico did not achieve its FY09 Occupant Protection performance measure, but it has been successful in keeping its observed seat belt use percentage steady over the past five years.

Driver seat belt use was recorded at 91.4%. Front seat, outboard passenger use (persons sitting by the right door) was recorded at 85.9%. New Mexico's seat belt use continues to be well above the national rate, as it has for many years. In 2008, NM ranked 11th among the states.

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

## OCCUPANT PROTECTION PROGRAM PROJECTS

### Operation Buckle Down and Click It or Ticket Enforcement

NMDOT funds contracts for law enforcement to participate in Operation Buckle Down (OBD) and in the annual National Click It or Ticket enforcement mobilization. The primary objective of OBD and Click It or Ticket is to educate and/or cite those who fail to comply with New Mexico's seat belt and child restraint laws. Each OBD campaign was accompanied by media and education.

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

#### Results

In FY09, 36 law enforcement agencies participated in seat belt and child restraint enforcement activities (includes the 12 State Police districts). These officers issued 5,069 seat belt and 448 child restraint citations. During these activities, law enforcement officers also issued 269 citations for driving with a revoked or suspended license, 824 citations for uninsured motorist, 1,061 citations for speeding, and 4 citations for reckless driving. Officers made 23 DWI arrests, 32 felony arrests, 16 drug arrests, and 95 fugitives were apprehended. Another 2,531 citations were issued for violations other than these listed.

### New Mexico Annual Seat Belt Use Survey

New Mexico conducts an annual Seat Belt Use Survey, an observation survey required of all states by the National Highway Traffic Safety Administration (NHTSA), and as a required provision of SAFETEA-LU.

The TSB contracts with the New Mexico Department of Health, Injury Epidemiology Unit, to conduct this survey to evaluate motor vehicle seat belt use in New Mexico. The findings of the annual survey demonstrate the impact of New Mexico's primary seatbelt laws (i.e., a citation can be issued for non-belt use even if no other violation occurs).

In FY09, NM conducted pre- and post surveys on car and pick-up truck drivers. Trained observers recorded front shoulder belt use by drivers and front outboard passengers (sitting by the right door). The observation sites are a sample of public roadway locations that were selected by a random sampling process in 1998, and since then, the same sites have been used annually.

#### Results

**Post-Survey Observed Seat Belt Use in New Mexico - 2009**

Type of Vehicle	Number of Occupants Observed	Seat Belt Use
All Vehicles	17,314	90.1%
Driver	13,041	91.4%
Passenger	4,273	85.9%
Pickup Trucks – Front Seat	4,554	86.9%
Driver	3,496	88.2%
Passenger	1,081	82.5%

New Mexico has achieved an overall seat belt use at 90.1% or above for the past three years. New Mexico's seat belt use continues to be well above the national average, and in 2008, it ranked 11<sup>th</sup> among states.

## **Region 6 Teen Seat Belt Demonstration Project**

New Mexico is participating in the NHTSA Region 6 Teen Seat Belt Demonstration Project. This two-year effort seeks to increase teen seat belt use through enforcement activities combined with tailored media and outreach. Three waves of enforcement focusing on teens will be conducted during the project period (2009 – 2010). The project focus will be on the eight counties in NM with the highest teen crash and fatality rates. Pre-enforcement observation surveys are conducted prior to each enforcement wave. Media and public awareness will be a big part of the campaign, with a press conference, video contest and a new web site planned to promote teen seat belt use.

### **Results**

A press conference was conducted on April 20, 2009 at the Digital Arts and Technology Academy in Albuquerque to kick-off the Teen Seat Belt Demonstration Project and to unveil the new media campaign, 'Click. Don't Splat.' A video contest was announced, open to youth ages 14-20. Youth were asked to produce a 30-second video that convinces and motivates their peers to wear their seat belts. Prizes were awarded to video contest winners. NMDOT conducted a media buy to support the video contest.

A web site was developed: [www.clickdentsplat.com](http://www.clickdentsplat.com). The web site included quizzes, trivia type information, buckle up statistics, and graphics that changed by the minute - daily and weekly - throughout the campaign.

Almost 100 tool kits with flyers, window clings, trivia questions and chalk were sent to schools in the eight designated counties. Included in the tool kit was a cover letter to the principal, driver instructors and faculty detailing what TSB hopes to accomplish with the campaign. School personnel were asked to distribute the material and encourage their students to remember to buckle up.

Seventeen news stories ran from April 20 - 25, 2009 by the following four major Albuquerque television stations: KASA, KOB, KQRE, and KOAT. Media ads ran on 11 radio stations popular with young adults. Ads ran in six high-population areas, covering the eight focus counties, both prior and during the Teen Seat Belt enforcement wave. Paid media and earned media included over 5,100 spots. Click. Don't Splat signs were placed in Albuquerque, Farmington, and Gallup malls.

Twenty-two law enforcement agencies participated in the first wave of enforcement conducted May 11-17, 2009. Officers issued 868 seat belt citations, 91 child restraint citations, and 367 speeding citations. In addition, 10 persons were arrested for DWI, and other citations were issued for suspended or revoked license and for uninsured motorist.

## **New Mexico Child Safety Seat Distribution Program (NMCSSDP)**

The NMCSSDP is administered by Safer New Mexico Now (Safer) and provides ongoing technical and administrative assistance to each child safety seat distribution site. With the support of hospitals and healthcare clinics, lower income families are provided child safety seats and instruction on their proper use. Several of these sites serve primarily Spanish-speaking populations. All distribution sites receive educational resources from the Safer Injury Prevention Resource Center (IPRC) throughout the year.

### **Results**

Forty agencies participated in the NMCSSDP, distributing 2,465 child safety seats, with 94% of these going to low-income families. Site staff show child passenger safety videos, review educational brochures and provide individual instruction on how to install the child safety seat. Program services are available to an estimated 90.2% of the State's total population.

All agency personnel who distribute child safety seats are required to complete an advocacy-training session conducted by a certified Child Passenger Safety instructor. The six-hour training includes lecture,

hands-on activities, and a written test that educates health care professionals on proper seat selection and administrative aspects of participation in the New Mexico Child Safety Seat Distribution Program.

### **Child Passenger Safety (CPS) Technical Training**

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

#### **Results**

Safer conducted four National Standardized CPS 32-hour Technical Training classes during FY09, with 73 students attending. Statewide, there are 322 certified CPS advocates (312 technicians, 8 instructors, and 2 instructor candidates), representing all six NMDOT districts, 25 counties, and 61 cities. In FY09, technicians worked a total of 1,582 hours at inspection events.

### **Child Safety Seat Fitting Stations and Clinics**

Eight communities have permanent child safety seat fitting stations, and child safety seat clinics are conducted throughout the year in these and other communities. Participation by law enforcement is essential in assisting with local child safety seat clinics and fitting stations.

#### **Results**

In FY09, Safer conducted 42 child safety seat clinics, reaching an estimated 83% of the State's population. At these clinics, 689 child safety seats were inspected and 282 replaced at no cost to the parent or caregiver. At 71 fitting station events, 731 child safety seats were inspected, 285 were replaced, and 144 were newly installed. Brochures, posters and rack cards are used to increase awareness of the services available in each community.

Safer participated in 23 outreach and education events in FY09, with \$11,291 of earned media occurring throughout the year.

### **Injury Prevention Materials Distribution**

The NMDOT/ TSB contracts with Safer's Injury Prevention Resource Center (IPRC) to maintain and provide traffic safety materials to the public. The IPRC has a bi-lingual staff and a toll-free telephone number to facilitate the public's access to these materials. Safer maintains a web site where the public can access ODWI/OBD Summary Reports, program descriptions, maps, upcoming events, and contact information (<http://www.safernm.org>).

The IPRC maintains an inventory of more than 347 traffic safety and injury prevention related titles, CD's, and videos, including items on child safety seat use and air bag safety. Of the 347 titles, 22% are also available in Spanish. In addition to disseminating traffic safety information and distributing material, the IPRC loaned out educational traffic safety aides such as Buckle Bear costumes and Buckle Bear lap puppets. The IPRC also serves as the central distribution location for educational and promotional material associated with the TSB Operation Buckle Down Program.

#### **Results**

In FY09, the IPRC received 733 requests and distributed 479,954 pieces of material. Thirty-four percent of distributed material was DWI-related, and 17% was child passenger safety-related. IPRC also distributed 431,856 pieces of material through mass mailings to ODWI, OBD, CDWI, and LDWI program coordinators, substance abuse prevention programs, the Motor Vehicle Division, motorcycle dealerships and other community providers.

### **Buckle-Up New Mexico Conference**

The Seventh Annual Buckle Up New Mexico Conference was held in Albuquerque in March 2009. The event was sponsored by NMDOT/ TSB and coordinated by Safer NM Now. NHTSA Region 6 Administrator Georgia Chakiris delivered an inspirational message to the 182 Conference attendees.

Representatives from NMDOT/ TSB and law enforcement, and program coordinators and staff from the New Mexico Child Safety Seat Distribution Program, child passenger safety (CPS) instructors and technicians, and other CPS advocates attended the two-day conference.

The conference provided interactive learning opportunities on topics such as new child safety seats, increasing the use of LATCH, child safety seat recalls, improving CPS technician skills, thorough and accurate documentation, and updates on vehicle and child restraint systems. The Buckle Up New Mexico Conference offers continuing education units to child passenger safety technicians wishing to maintain their national certification.

## Pedestrian and Bicyclist Safety Program Area

### Program Administration

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

### Primary Projects – Federal Funds

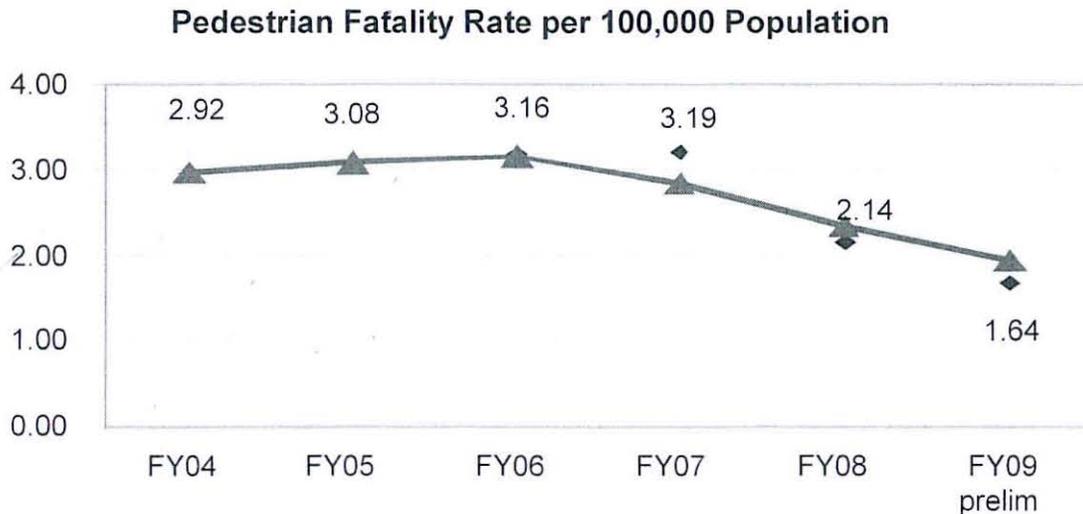
Pedestrian Safety Awareness and the Walkable Communities Initiative  
Pedestrian Safety Education  
Pedestrian Safety Public Awareness

### Pedestrian and Bicyclist Safety Performance Measures based on State Fiscal Year Data State FY July 1, 2008 – June 30, 2009

*13) Reduce the pedestrian fatality rate of 3.27\* per 100,000 population (FY07 data, most recent available) to 2.85 per 100,000 population, by the end of FY09.*

#### **STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that the pedestrian fatality rate was reported at 1.64.

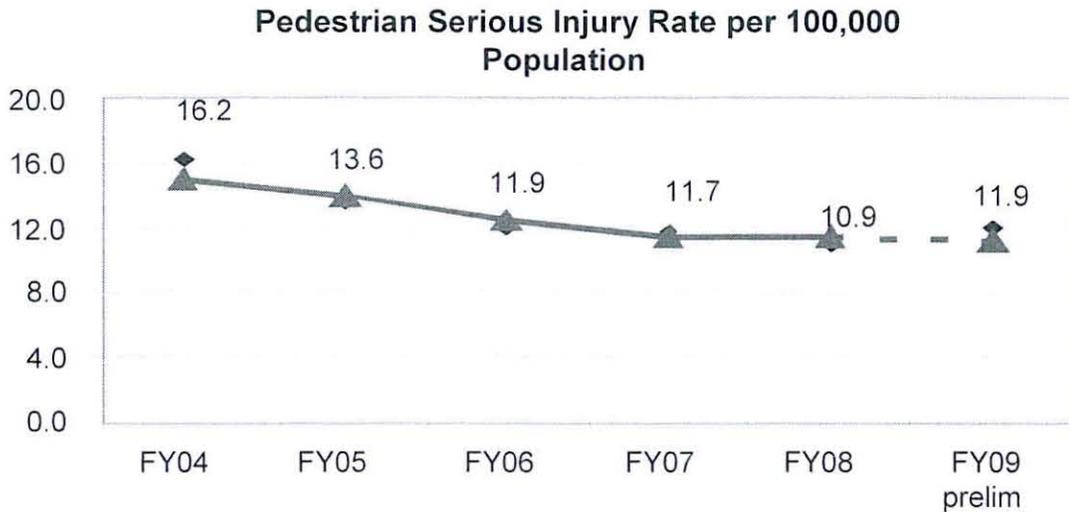


\*rate was listed as 3.27 in FY09 HSPP; data files were not finalized at that time

**14) Reduce the pedestrian serious injury rate of 12.0\* per 100,000 population (FY07 data, most recent available) to 11.0 per 100,000 population, by the end of FY09.**

**STATUS: Not Achieved**

Preliminary data for FY09 show that the pedestrian serious injury rate is reported at 11.9\*\*.



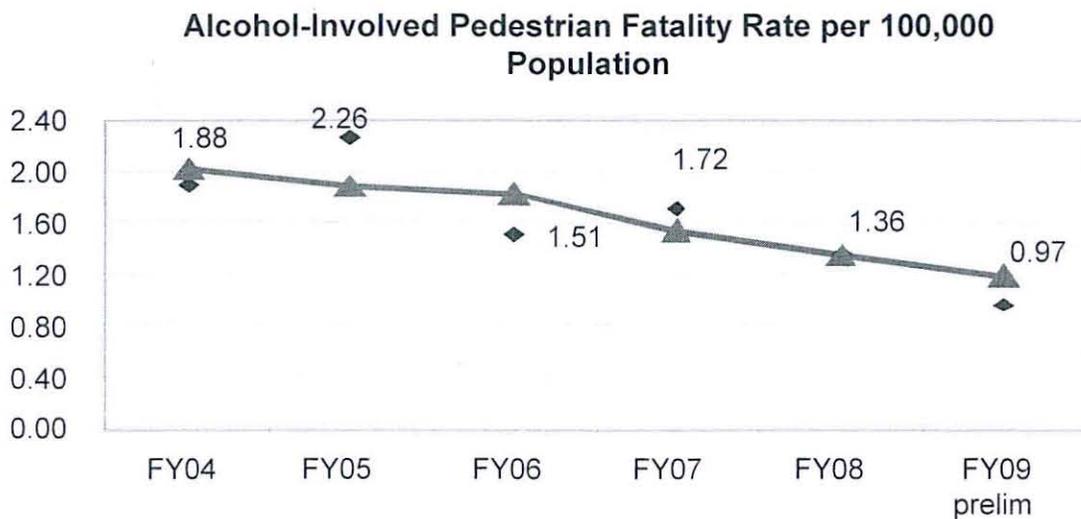
\*rate was listed as 12.0 in FY09 HSP; data files were not finalized at that time

\*\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

**15) Reduce the alcohol-involved pedestrian fatality rate of 1.81\* per 100,000 population (FY07 data, most recent available) to 1.77 per 100,000 population, by the end of FY09.**

**STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that the alcohol-involved pedestrian fatality rate was reported at 0.97.



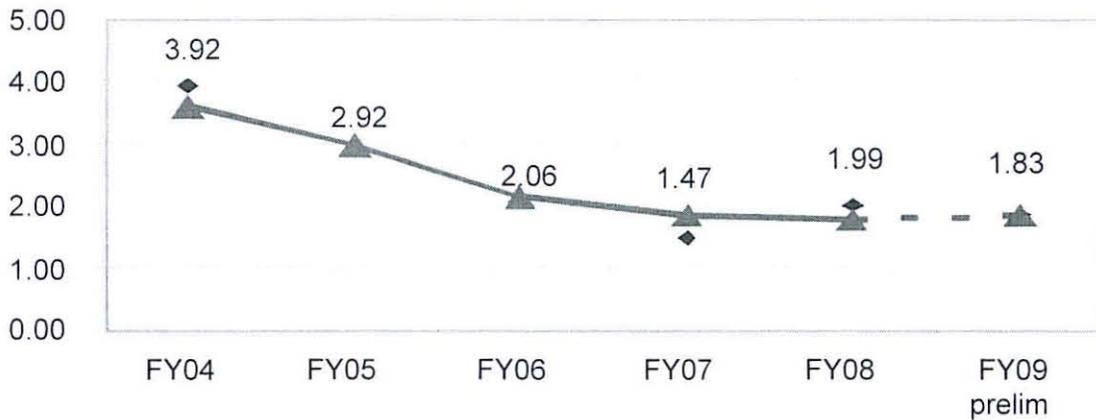
\*rate was listed as 1.81 in FY09 HSP; data files were not finalized at that time

**16) Reduce the alcohol-involved pedestrian serious injury rate of 1.88\* per 100,000 population (FY07 data, most recent available) to 1.84 per 100,000 population, by the end of FY09.**

**STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that the alcohol-involved pedestrian serious injury rate is reported at 1.83\*\*.

**Alcohol-Involved Pedestrian Serious Injury Rate per 100,000 Population**



\*rate was listed as 1.88 in FY09 HSPP; data files were not finalized at that time

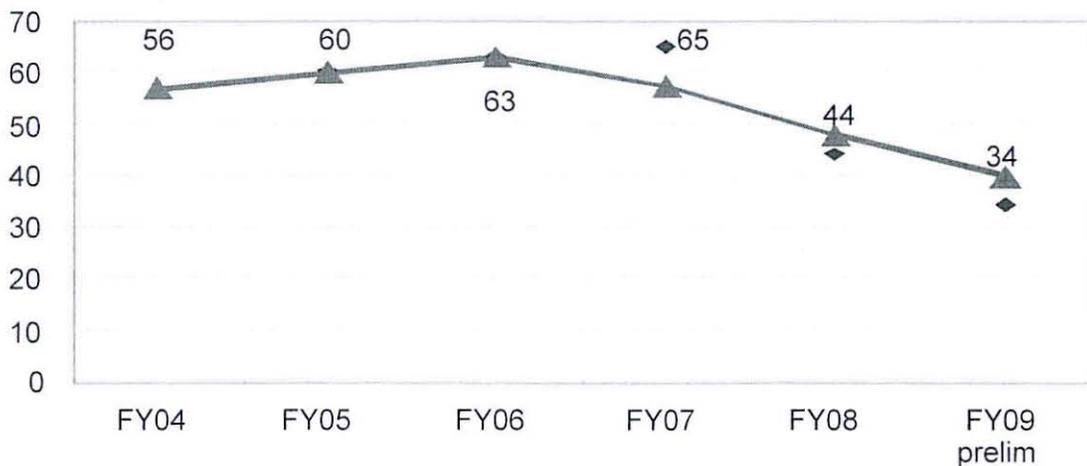
\*\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

**17) Reduce the number of pedestrian fatalities from 65 (FY07 data, most recent available) to 58, by the end of FY09.**

**STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that the number of pedestrian fatalities is reported at 34.

**Number of Pedestrian Fatalities**





## **Progress Toward Achieving Performance Measures**

New Mexico achieved four of its five Pedestrian and Bicyclist Safety performance measures in FY09. The number of pedestrian fatalities dropped dramatically in FY09, as did the pedestrian fatality rate and the alcohol-involved pedestrian fatality rate. The number of pedestrian fatalities fell by 48% between FY07 and FY09.

Sustained efforts were made to raise awareness and to educate NM community planners and community leaders on pedestrian safety issues. In FY09, these efforts appear to have had a very positive effect in terms of both fatalities and injuries.

The following pedestrian and bicyclist safety projects have been in place for the past few years, and they continue to assist the state in its efforts at reducing pedestrian and bicycle-related fatalities.

## **PEDESTRIAN AND BICYCLIST SAFETY PROGRAM PROJECTS**

Pedestrian fatalities and injuries can be reduced by reducing the number of pedestrian crashes. TSB believes that this is accomplished through community-based intervention programs that are guided by pedestrian injury data specific to individual communities. Education and public awareness about how to make walking a comfortable, accessible, safe, and efficient mode of transportation is integral to all community-based programs. TSB works with the University of New Mexico Center for Injury Prevention, Research and Education (CIPRE) to support these programs.

### **Pedestrian Safety Awareness and the Walkable Communities Initiative**

Pedestrian Safety Awareness Program funds were made available to four communities, through a competitive process, for specific interventions such as walkability assessments, community safety events and data collection. Priority was given to projects in communities with a high incidence of pedestrian crashes and where project problem identification was data driven.

### **Results**

CIPRE met with the four New Mexico community Walkability Advocacy Groups (WAGs) on site and held quarterly conference calls for the FY2009 New Mexico Pedestrian Safety Initiative Program. Several innovative projects were developed by these community groups.

Over 400 Otero County community members participated in the 35<sup>th</sup> annual Earth Day 2-mile walking event. The Otero Walkability Group and the Otero County Boys and Girls Club coordinated the summer recreation adventure camp by promoting the Pedestrian Safety Summer Safety walking program.

The Los Alamos Walks Group held a forum to discuss 'Complete Street Design Opportunities for Trinity Drive.' Attendees, including the public, NMDOT staff, and representatives from the Los Alamos County Development Department and the Public Works Department, viewed a slide show exemplifying components of successful main street design.

The Jemez Pueblo Walkability Group provided pedestrian safety education materials and safe walking opportunities for 89 youths, summer recreation workers and Bike Club youths during the summer recreation program. Safe Walking Tip materials were provided for display in the Jemez Medical Clinic, Post Office, Senior Center and Library.

The Mid-Region Council of Governments of NM and AARP created a walking survey project encompassing the Albuquerque areas of Downtown, UNM, Nob Hill, Old Town, NE Heights, Westside and South Valley. Volunteers were asked to evaluate both corridors and intersections. Survey findings indicated a preference for walking in more urban areas that offered wide sidewalks, slower traffic and signalized intersections. The benefits gained from conducting this survey were:

- development of a new group of individuals interested in walkability
- a better understanding of the logistics and prior research involving walking assessments
- a better awareness of how design, surrounding environments and individual perception affect walkability

### **Pedestrian Safety Education**

In FY09, pedestrian safety education activities included:

- providing safety activity materials to Safer New Mexico Now;
- maintaining the CIPRE pedestrian safety web site;
- attending New Mexico Injury Surveillance Alliance meetings;
- participating in Association of Pedestrian and Bicycle Professionals web seminars on national topics regarding pedestrian safety; and
- participating in the UNM Transportation and Sustainability Expo.

Targeted professional training included a two-day pedestrian safety seminar presented by the Federal Highway Administration. Engineers, city planners, advocacy groups and health partners attended this training to learn the latest in pedestrian safety strategies such as land use planning, street and set design, education and enforcement.

The New Mexico Pedestrian Safety Initiative also provided the 'Institute of Police Technology and Management Advanced Pedestrian and Bicycle Safety Investigations Course.' Operational, supervisory and command law enforcement personnel were trained on the latest theories and methodologies of pedestrian/ bicycle traffic crash investigation. The Albuquerque Journal and local Albuquerque television stations reported on the training events.

### **Pedestrian Safety Public Awareness**

A public transit awareness campaign pilot project was created to impact pedestrian safety with a bilingual message 'Always Yield to Pedestrians.' An article summarizing the national and local pedestrian injury statistics for New Mexico was published in the August edition of the *South Valley Link* newspaper. In addition, outreach was conducted to local elementary school classrooms to teach students about pedestrian safety.

CIPRE staff presented at the 2009 Traffic Safety Summit summarizing how the New Mexico Pedestrian Safety Initiative Program, with funding from TSB, works to reduce New Mexico's pedestrian injuries and fatality rates. The presentation reviewed the program's support of community walking initiatives, data collection and academic research on pedestrian safety issues, public awareness and safety education efforts.

## Police Traffic Services Program Area

### Program Administration

The Police Traffic Services Program is administered by TSB Staff. Individual projects are administered by Safer New Mexico Now and TACT & Associates, Inc.

### Primary Projects – Federal and State Funds

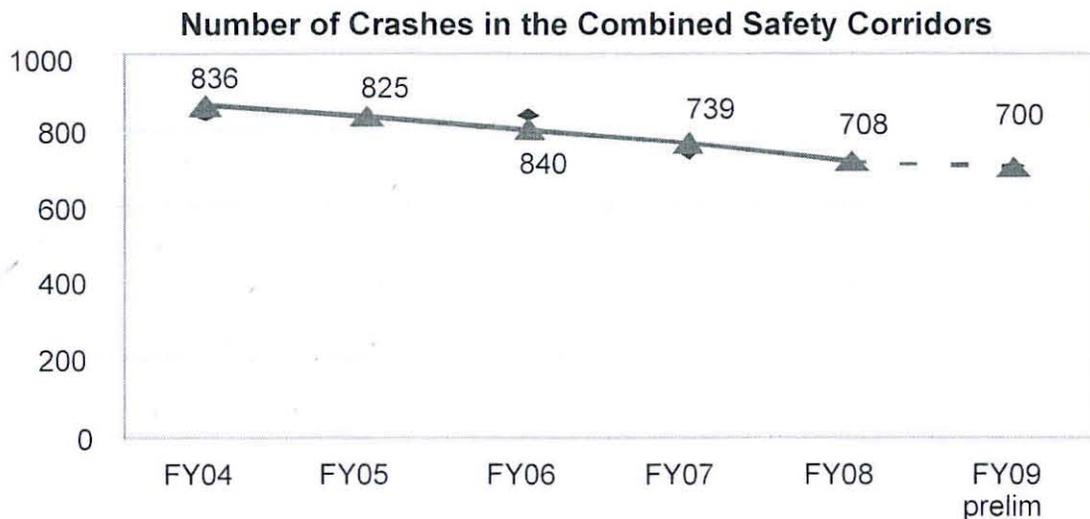
Selective Traffic Enforcement Program (STEP)  
Safety Corridors  
100 Days and Nights of Summer  
Enforcement Coordination  
Statewide PTS Training

### Police Traffic Services Performance Measures based on State Fiscal Year Data State FY July 1, 2008 – June 30, 2009

*18) Decrease the number of crashes in the combined safety corridor areas by 20 percent, by the end of FY09 (FY07 crashes in combined safety corridors areas, 696\*).*

#### **STATUS: Not Achieved**

Preliminary data for FY09 show that that the number of crashes in the combined safety corridor areas is 700\*\*, a 5.3% decrease.



\* number of crashes was listed as 696 in the FY09 HSP; data files were not finalized at that time

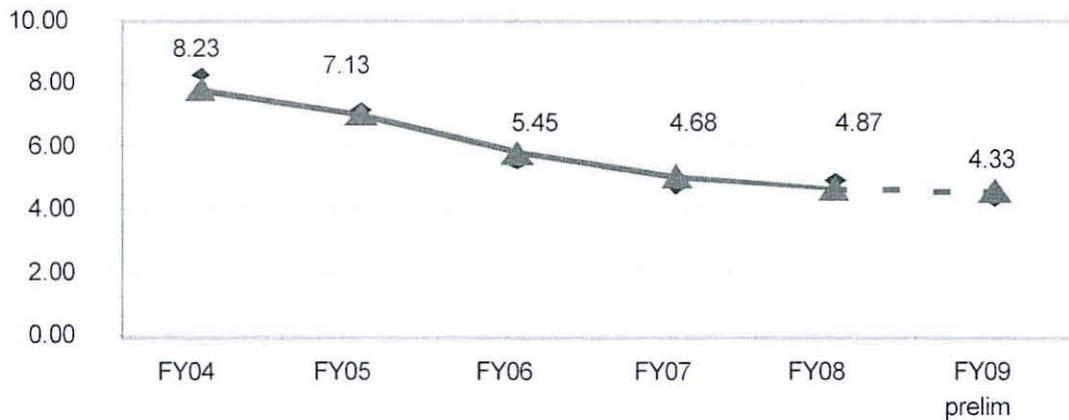
\*\* FY09 data for this measure is preliminary; crashes may be undercounted

19) Reduce speed-involved fatal and serious injury crashes from 4.68 per 100M VMT (FY07 most recent data available) to 4.55 per 100M VMT, by the end of FY09.

**STATUS: Achieved and Exceeded**

Preliminary data for FY09 show that the speed-related fatal and serious injury crash rate is reported at 4.33\*\*.

**Speed-Involved Fatal & Serious Injury Crash Rate per 100M VMT**



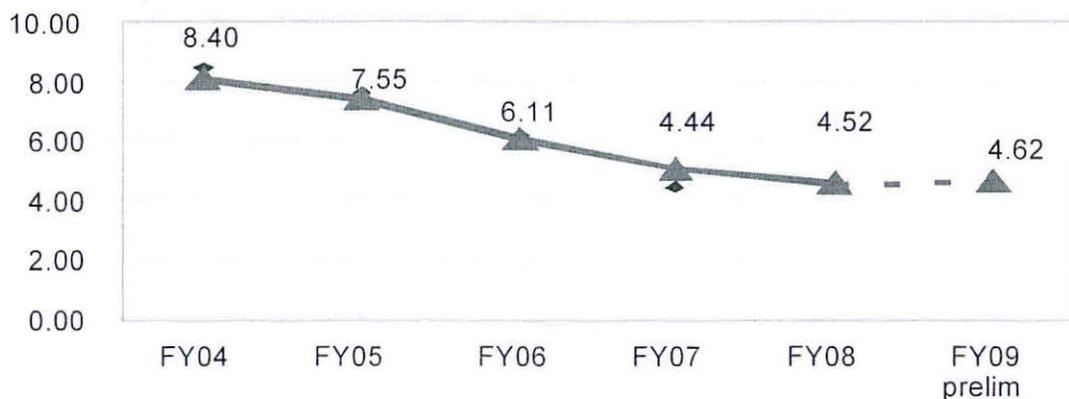
\*\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

20) Reduce fail-to-yield<sup>1</sup> fatal and serious injury crashes from 4.44 per 100M VMT (FY07 most recent data available) to 4.25 per 100M VMT, by the end of FY09.

**STATUS: Not Achieved**

Preliminary data for FY09 show that the fail-to-yield<sup>1</sup> fatal and serious injury crash rate is reported at 4.62\*\*.

**Fail-to-Yield Fatal & Serious Injury Crash Rate per 100M VMT**



<sup>1</sup> Fail-to-Yield<sup>1</sup> includes fail-to-yield, stop sign running and red light running

\*\*The serious injury numbers for FY09 are estimates based on the first half of FY09. These numbers will change once data for the remainder of FY09 become available.

## **Progress Toward Achieving Performance Measures**

NM achieved one of its three FY09 Police Traffic Services performance measures. Both the Safety Corridor Program and the highly successful '100 Days and Nights of Summer' campaign have helped to reduce speed-related fatal and serious injury crash rates in New Mexico. Once final numbers for FY09 are available, the fail-to-yield crash rate may be lower than the estimate shown.

The following Police Traffic Services projects continue to assist the state in its efforts at reducing fatal and serious injury crash rates.

## **POLICE TRAFFIC SERVICES PROGRAM PROJECTS**

### **Selective Traffic Enforcement Program (STEP)**

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

#### **Results**

A total of 32 law enforcement agencies and all 12 State Police districts were funded for STEPs in FY09. These agencies totaled over 8,500 hours of law enforcement activities in saturation patrols, checkpoints, safety corridor, speed and commercial traffic enforcement operations. These activities resulted in 12,059 speeding citations, over 1,400 seat belt or child restraint citations, 52 DWI arrests, over 2,800 citations for no driver license or no insurance, 26 felony arrests, 79 misdemeanor arrests and over 7,900 other citations.

### **Safety Corridors**

NMDOT/ TSB supports 12 Safety Corridors, two in each of the six NMDOT districts. These Corridors are designated sections of roadway where fines for speeding are doubled and enforcement is increased. The location of a Safety Corridor is based on high numbers of fatal and serious injury crashes. Safety Corridors are put in place at various times throughout the year, so although the results are presented by state fiscal year, each corridor may not have been in place for the entire fiscal year period.

#### **Results**

Preliminary results for FY09, show a 5.3% decrease in crashes in safety corridor areas between FY07 and FY09. Since FY06, with all 12 corridors in place, crashes in the combined safety corridor areas have been reduced by 17 percent.

In FY09, meetings were conducted with District 2 & 4 personnel to determine whether to keep the Safety Corridors in the same locations, or to move them to more high-risk, high-traffic areas.

### **100 Days and Nights of Summer**

During the summer months of 2009, state, city and county law enforcement agencies participated in the '100 Days and Nights of Summer' campaign. Given that the summer months are typically the deadliest on New Mexico's roadways, NMDOT decided to sponsor this comprehensive traffic safety operation. The '100 Days and Nights of Summer' campaign was a statewide effort to decrease the seasonal roadway trauma and increase the public's awareness about safe driving. In addition to conducting increased DWI enforcement activity, officers were on patrol looking for speeders, drivers who don't wear their seat belts or ensure their children are buckled into child safety seats, and other traffic safety violations.

## **Results**

In FY09, 54 city and county law enforcement agencies, including all 12 State Police Districts and the Motor Transportation Division, participated in the '100 Days and Nights of Summer' campaign. TSB provided overtime funds and law enforcement agencies used other state, city or county funds to conduct this campaign. The campaign began on June 1, 2009 and concluded on September 30, 2009.

During this period, these law enforcement agencies made 51DWI arrests, 52 felony arrests, 157 misdemeanor arrests, 106 fugitive arrests and 50 drug arrests. Over 19,606 other citations were made including:

- 9,166 speeding citations
- 1,909 seat belt or child restraint citations
- 1,904 citations for uninsured motorist
- 359 suspended or revoked license citations
- 26 reckless driving citations
- 6,242 other citations

Paid media was intense and enforcement-focused during the campaign. In June and July, the 2009 100 Days Campaign featured Estrada who appeared in a DWI commercial, viral videos, billboards and radio commercials. Collateral for the 100 Days and Nights of Summer campaign included a tabloid and Erik Estrada air fresheners encouraging people to buckle up, slow down, and drive sober.

In August, the NMDOT launched the National Impaired Driving Crackdown at a press conference held during the Traffic Safety Bureau's Traffic Safety Summit. The event also announced progress on the 100 Days and Nights of Summer Campaign. Radio and TV ads supported the enforcement initiatives.

In September, outdoor advertising featured the billboard 'Descanos -- The signs of DWI are everywhere.' Descanos are roadside fatality memorials.

## **Law Enforcement Liaisons - Enforcement Coordination**

New Mexico contracts for the services of three law enforcement liaisons (LELs) through Safer New Mexico Now (Safer). These LELs, with a combined total of 75 years of law enforcement experience, oversee the coordination of Police Traffic Services, Operation DWI, Operation Buckle Down, and other traffic related projects. LEL coordination activities included: negotiating overtime agreements with participating law enforcement agencies; providing technical assistance; assessing the need for checkpoint equipment; and assisting with an annual statewide law enforcement coordinator's meeting.

## **Results**

In FY09, LELs made 91 site visits to 81 individual agencies, the State Police and the NM Motor Transportation Division. Annually, about 80 law enforcement agencies and all 12 State Police districts participate in TSB enforcement and other traffic-related projects and programs. The LELs communicated regularly throughout the year with each of the participating law enforcement agencies, in addition to those agencies with the potential of participating in the future. In total, the LELs made 3,655 technical assistance contacts.

## **Statewide Police Traffic Services Training**

New Mexico currently leads the country as the only state in the nation that employs a three-tier system of Police Traffic Services education for law enforcement. Training begins with 'Selective Traffic Enforcement Programs' (STEPS) that is available to all members of law enforcement. It then proceeds to 'Management of Police Traffic Services' (MPTS), designed for traffic commanders and supervisors. The 'Executive Forum', that explains the value of traffic law enforcement to the lead executives of an agency, completes

the three-class training. All classes provide essential information for identifying traffic crash problems and solutions.

## **Results**

The TSB contracted with T.A.C.T. & Associates, Inc. (TACT) to conduct training for law enforcement officers. TACT continued to maintain and update its tracking system to monitor all Police Traffic Services (PTS) training statewide. This unique database also contains the enforcement leadership contact information for 144 law enforcement agencies in the state (approximately 99% of all agencies).

TACT tracked all SFST training statewide, including basic, refresher, and instructor training. Information on the law enforcement agencies, including officer, executives and departmental information was updated throughout the year. TACT provided training information to TSB, the New Mexico Law Enforcement Academy, and to Police Chiefs and Sheriffs-upon request. The database is one of the most comprehensive and complete departmental information and training lists available.

TACT continues to host their own web site and newsletter to enhance communication and cooperation with law enforcement agencies regarding training opportunities statewide.

In FY09, TACT trained officers in Police Traffic Services statewide, as follows:

### **STEP**

- Nine STEP Classes (198 officers)
- One MPTS Class (12 officers)
- One Executive Forum Class (19 officers)

## Traffic Records Program Area

### Program Administration

The Traffic Records Program is administered and managed by Traffic Safety Bureau (TSB) staff.

### Primary Projects – Federal and State Funds

Statewide Traffic Records System (STRS) Office

- Traffic and Criminal Software (TraCS) Statewide Rollout Project – Phases 1 & 2
- Ignition Interlock Database Analysis (IIDA) Project
- Crash System Database Redesign
- Crash System Improvement Project
- STRS Distribution Center
- Traffic Safety Problem Identification and Information

### Traffic Records Performance Measures based on Federal Fiscal Year Data Federal FY October 1, 2008 – September 30, 2009

***21) Maintain and support the STRS Office and staff for the coordination of traffic-related records capture, processing, and dissemination, throughout FY09.***

#### **STATUS: Achieved**

The STRS Office was maintained and supported throughout FY09. The Office consists of a Program Director and STRS Project Manager. The Office continues to manage all Traffic Records projects outlined in the STRS Strategic Plan, and operates at the direction of the TSB and the Statewide Traffic Records Executive Oversight Committee (STREOC).

***22) Complete the TraCS Phase One Statewide Rollout, by the end of FY09.***

#### **STATUS: Partially Achieved**

In FY09, the TraCS Project, a part of the Statewide Traffic Record System (STRS), rolled out 325 more officers from 11 law enforcement agencies around the State. This brought the total number of officers using TraCS to 594. TraCS allows officers to collect information from traffic stops on their in-car computers and issue citations electronically. This process allows officers to complete a traffic stop in less time, and reduces redundant data entry and errors.

The TraCS Phase One Statewide Rollout was scheduled for completion by the end of December 2009. As of the end of FY09, the project was on-track for close out, as scheduled.

***23) Implement the TraCS Phase Two Statewide Rollout, by the end of FY09.***

#### **STATUS: Achieved**

The TraCS Statewide Rollout – Phase Two plan was outlined and implemented. Phase Two focuses on additional law enforcement agency rollouts, beyond the Pilot agencies. TSB completed an assessment to determine agency readiness and to prioritize agencies to be rolled out in Phase Two.



***24) Complete the Crash System Database Redesign, by the end of FY09.***

**STATUS: Partially Achieved**

In August 2009, the FHWA Crash Data Improvement Program Technical Assistance Team completed a Crash Data Improvement assessment of New Mexico's current crash data system. TSB reviewed the recommendations from the FHWA Technical Report and began work to determine ways of implementing some of the recommendations. TSB submitted a request to perform a crash needs assessment, and that request was approved by NMDOT Department of Information Technology. The needs assessment process was begun in FY09.

***25) Develop and implement the STRS Distribution Center, by the end of FY09.***

**STATUS: Partially Achieved**

The RFP process for a contractor to assist with the development and implementation of the STRS Distribution Center was begun in FY09, but was delayed. Due to the delays, TSB decided to proceed with some 'proof-of-concept' projects on data integration processes between the TraCS and various law enforcement or court data systems. Completed in FY09 were:

- Proof-of-concept project demonstrating data integration from TraCS to the Dona Ana County Sheriff's Office Record Management System;
- Proof-of-concept project demonstrating data integration from Albuquerque Police Department to the Bernalillo Metro Court system;
- Project plan for proof-of-concept to build, test and implement a simple electronic transmission of TraCS generated traffic records data from a test instance of TraCS to a test instance of Odyssey at the Administrative Office of the Courts; and
- Initiation of a proof-of-concept with the Motor Vehicle Division to transfer penalty assessment citations issued with NM TraCS.

***26) Decrease the average time between the date of crashes and the appearance of the crashes on the NMDOT Crash File Database from a baseline measure for the period October-December 2007 of 107 days to 90 days for the period October-December 2008.***

**STATUS: Achieved**

The average time between the date of crashes and the appearance of the crashes on the NMDOT Crash File Database was 88 days for the period October – December 2008.

**Progress Toward Achieving Performance Measures**

The Traffic Records Program achieved three of its six FY09 Traffic Records performance measures, and partially achieved the other three. The STRS Office and staff continued to support the STRS projects, TraCS Phase Two was implemented, and timeliness was improved in the Crash Database System. The TraCS Phase One Statewide Rollout was largely completed by the end of FY09, with final administrative closeout on track for completion by December 2009. Some delays were experienced with the Crash System Database Redesign and the STRS Distribution Center, but valuable proof-of concept projects were completed in support of the Distribution Center.

The following FY09 HSPP Traffic Records projects assisted the state in progressing toward developing and maintaining a Statewide Traffic Records System.

## TRAFFIC RECORDS PROJECTS

### **Statewide Traffic Record System (STRS) Office**

The STRS Office consists of a Program Director and STRS Project Manager who manage all Traffic Records projects outlined in the STRS Strategic Plan. The STRS Office operates at the direction of the TSB and the Statewide Traffic Records Executive Oversight Committee (STREOC). The STREOC and the Statewide Traffic Records System Coordinating Committee (STRCC) assist in the development of the STRS, and they continue to meet on a regular basis.

In FY09, the STRS Office provided administration and management of the following projects to further the development of the STRS:

- TraCS Statewide Rollout - Phase 1 and Phase 2
- Ignition Interlock Data Analysis Project
- Crash System Database Redesign
- STRS Distribution Center
- Traffic Safety Problem Identification and Information

The TraCS Office consists of a TraCS Project Manager, TraCS Forms Developer and a Database Administrator. An on-line help desk provides support to TraCS users and can be accessed at: <http://nmtrafficrecords.com/cgi/ttx.cgi>.

### **Results**

The STRS Office staff, with direction and assistance from the STREOC and the STRCC, achieved the following milestones in FY09:

#### **TraCS Phase One Statewide Rollout - On Track for Closeout December 2009**

The NM TraCS Statewide Rollout Project – Phase I was the first phase of rolling out TraCS to the law enforcement agencies (LEAs) in New Mexico. Phase I addressed rolling out all officers in the LEAs that participated in the TraCS Pilot Project, as well as officers from the Impaired Driving Project. These law enforcement officers used TraCS to electronically prepare and download traffic-related citations and reports.

Eleven agency rollouts were completed with approximately 594 officers. These agencies account for approximately 70% of generated crash reports, traffic citations, and DWI citations statewide.

To support TraCS, TraCS staff completed initial development of a web site that will automatically issue reporting numbers to TraCS users for the NM uniform traffic citation, crash report and DWI citation. This will alleviate a major burden on the agencies and ensure proper tracking of issued numbers.

Also in FY09, TraCS staff completed a major release to the NM TraCS crash form to bring the crash report up to the Federal reporting standard with regard to commercial vehicle reporting.

#### **TraCS Phase Two Statewide Rollout Implemented**

The TraCS Phase Two Statewide Rollout implementation plan was outlined and an agency readiness assessment was conducted to prioritize agency rollout. Phase Two focuses on additional law enforcement agency rollouts, beyond the Pilot agencies.

### **Ignition Interlock Database Analysis (IIDA) Project Completed**

The Ignition Interlock Database Analysis (IIDA) Project data repository is designed to allow New Mexico the ability to assess the impact of ignition interlocks on impaired driving. In FY09, the Project was completed. It included three phases.

- Phase 1: Automated Data Capture and Database Population
- Phase 2: IIDA Reporting
- Phase 3: Web application Pilot and Data Exports

As an extension of the IIDA Project, the TSB also developed a 'client query' web-based application that will allow monitoring agencies access to this data to facilitate compliance monitoring.

### **Crash System Improvement Project**

A needs assessment for the NM Crash System Project was conducted that included a thorough review of the existing Crash Data Collection process, with the following areas being reviewed:

- Crash Reporting Forms and Documentation
- Data Entry and Data Storage
- Support to Reporting Agencies
- Data Exports and other Uses of Crash Data

Following this review, the Crash Data System major stakeholders met and established a goal and a set of objectives for the project. The needs assessment process is ongoing and should be completed in FFY10.

### **Crash System Database Redesign and STRS Distribution Center**

These projects were initiated in FY09, but experienced some administrative delays. However, two proof-of-concept projects designed to support the implementation of the STRS Distribution Center were completed, with two more slated for completion in FFY10.

### **Traffic Safety Problem Identification and Information**

The University of New Mexico (UNM) Division of Government Research (DGR) maintains a comprehensive traffic crash database for the State of New Mexico. The NMDOT's Transportation Statistics Bureau is responsible for the initial compilation and processing of this data, which is then finalized and analyzed by DGR. DGR also maintains data on drivers, driver history, DWI arrests, roadways and population for use in analysis of traffic safety issues.

In FY09, DGR finalized and printed the 2007 rural and urban problem identification and community report publications and prepared the 2007 Crash Report. In addition, DGR produced the 2007 DWI Report and the 2007 Alcohol Crash Map. DGR responded to special requests for information or analysis from TSB, other state agencies, individuals, law enforcement and the media.

DGR finalized crash data for 2008, and processed monthly fatalities log data that was then reported on their web site - <http://www.unm.edu/~dgrint/dgr.html>. DGR processed driver master files, including the DWI Citation Tracking System (DWI CTS) file in October, March and July in response to the high demand for quarterly data on DWI arrests. The July master driver was used to produce counts of licensed drivers for use in analysis and reporting. DGR processed the Highway Performance Monitoring System (HPMS) file, providing updates of the Vehicle Miles data, and updated population data from the US Census Bureau.

DGR participated with the STRCC and several other initiatives, and provided data for the New Mexico Highway Safety and Performance Plan and Annual Report. DGR continued to maintain

their geographical information system (GIS) capabilities and to explore new ways to provide geographic analysis and display.

DGR updated and continued to maintain a web site for traffic crash and other traffic safety data as a resource for traffic safety practitioners and the public. The web site contains traffic safety information, reports, and static and interactive maps.

## Planning and Administration Program Area

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

### Program Administration

The Planning and Administration Program is managed by TSB Staff. Many program funds are coordinated through partnerships with contractors or other lead agencies such as University of New Mexico, Department of Health, Department of Public Safety, Regulation and Licensing, Motor Vehicle Division, and Administrative Office of the Courts.

TSB funds a financial management position to assist with monitoring project agreements and contracts, and assist with conducting an annual financial training for sub-grantees. TSB funds three contracts that provide financial management, and technical writing and planning services. NMDOT contracted with Pricehall Research, Inc to assist NMDOT/ TSB with the development of the Annual Report, federal grant applications, and to assist with strategic planning and other technical writing.

### Planning and Administration Performance Measures based on State Fiscal Year State FY July 1, 2008 – June 30, 2009

**27) Develop and submit the annual Highway Safety and Performance Plan for FY10 to the NHTSA Region 6 office, by September 1, 2009.**

**STATUS: Achieved**

**28) Submit the Annual Report to NHTSA Region 6 office by December 31, 2008.**

**STATUS: Achieved**

**29) Develop and submit all grant applications in a timely manner, per their submittal dates.**

**STATUS: Achieved**

The NMDOT/ TSB submitted the following grant applications under SAFETEA-LU federal funding and received funding for each application submitted.

FY09 SAFETEA-LU FUNDING APPLICATIONS	
Section	Date Submitted
402	August 2009
405	February 2009
408	June 2009
410	July 2009
2010	July 2009

**30) Ensure that reimbursement claims to grantees and contractors are paid within 30 days.**

**STATUS: Achieved**

**31) Submit the draw-down through the NHTSA grants tracking system by the 15<sup>th</sup> working day of each month.**

**STATUS: Achieved**

### Progress Toward Achieving Performance Measures

All five FY09 Planning and Administration performance measures were achieved.

## Marketing and Media Program Area - Traffic Safety Programs

### Program Administration

In FY09, the TSB Marketing and Media Program was administered by NMDOT/ TSB staff. Individual projects were managed by contractors, including Vaughn Wedeen Kuhn, NM Broadcasters Association and Marketing Solutions.

### MARKETING AND MEDIA PROGRAM PROJECTS

#### High-Visibility Media Activities

##### *December 2008*

##### Winter Superblitz

The NMDOT held a news conference to kick off the first annual Winter Superblitz and highlighted the State's year-long initiatives relative to DWI deterrence and prevention. NMDOT was joined by NHTSA's Region 6 Programs Manager, Pat Tucker, as well as by directors from the Department of Public Safety, Regulation and Licensing Department, and Motor Vehicle Division who reported on their efforts in combating drunk driving.

The unveiling of the State's new DWI media campaign also took place during the news conference. The campaign, entitled, "The Storm," depicts a metaphorical storm of law enforcement that descends upon drunk drivers, especially during the Winter Superblitz period. Paid media included radio and television spots on targeted stations and a bus wrap.

##### *March 2009*

##### Spring Superblitz

NMDOT embarked on a new advertising campaign to support its Spring Superblitz efforts. New television, radio and billboard advertising focused on females portrayed as DWI offenders.

'Women Drive Drunk, Too' was part of a continuing effort to educate the public about the consequences and risks of drunk driving. The fiery ad features a young woman kissing her baby goodbye and promising her father that she would return home. The woman then goes out, drinks with her friend and gets behind the wheel. She is later arrested.

The press conference was held in the women's DWI Unit at the Bernalillo County Metro Detention Center (MDC), surrounded by women incarcerated for DWI offenses. Guest speakers included representatives from the MDC, and the State's alcohol epidemiologist who gave an overview of statistics on women offenders. In New Mexico, women account for 20 percent of alcohol-involved driver fatalities.

##### *April 2009*

##### Click It or Ticket Teen Campaign

The NMDOT participated in the Region 6 Teen Seat Belt Project that emphasized high visibility enforcement and messaging regarding the enforcement of seat belt laws. The campaign was tailored specifically towards teens and their families.

NMDOT's teen campaign was entitled 'Click Don't Splat' and included two phases:

- Education – teaching teens about the need to buckle up for safety and because it's the law;
- Enforcement – stepped up seat belt enforcement to crack down on teen violators.

A video contest was conducted to encourage teens to create short videos that convinced and motivated their peers to wear seat belts.

In addition, a new teen web site, [www.clickdentsplat.com](http://www.clickdentsplat.com), was launched and features resources on safe driving, as well as, an interactive quiz to test seat belt knowledge. During the campaign, visitors to the site could earn a free music download after taking the quiz. The campaign was modeled after successful campaigns implemented in Colorado and Nevada to increase seat belt usage in high-risk teenagers.

Radio, billboards and on-line advertising supported this campaign.

### **May 2009**

#### Cinco de Mayo Superblitz

The NMDOT began its annual DWI Cinco de Mayo Superblitz by kicking off a new public awareness campaign aimed at educating New Mexico citizens about the State's strong DWI penalties. The radio and television ads featured the words of first time offenders describing the outcomes of a drunk driving conviction.

#### Click It or Ticket National Campaign

NMDOT was joined by Region 6 Programs Manager, Pat Tucker, to kick off the Click It Or Ticket National Seat Belt Campaign. A press conference was conducted at the University of New Mexico Hospital in Albuquerque. Pat Tucker, NMDOT officials, and the vice-chair of the hospital's Emergency Department spoke on potential injuries and possible death that can result from not wearing seat belts.

NMDOT also announced the winners of the Teen Seat Belt Project's video contest, ran the videos for the media in attendance, and presented prizes to the winners of the contest.

Billboards and radio ads supported the Click It or Ticket Campaign.

### **June 2009**

#### 100 Days and Nights of Summer Campaign

State officials were joined by actor Erik Estrada to kick off the third annual 100 Days and Nights of Summer Campaign - the intensive summer-long effort to keep New Mexico's roads safe by cracking down on drunk and reckless drivers. Estrada appeared in a DWI commercial, viral videos, billboards and radio commercials. Collateral for the 100 Days and Nights of Summer campaign included a tabloid and Erik Estrada air fresheners encouraging people to buckle up, slow down, and drive sober.

### **July 2009**

The 100 Days and Nights of Summer media campaign continued throughout July.

Law enforcement agencies in San Juan County were named the winner of the Governor's Fourth Annual Drunk Buster Award at a press conference held in Farmington. The New Mexico State Police, San Juan County Sheriff's Office and the Farmington Police Department were honored by DWI Czar, Rachel O'Connor, for their high-performance efforts in reducing DWI.

San Juan County saw a 36% drop in alcohol-related fatalities in 2008, with a total of 16 alcohol-related deaths last year, down from 25 in 2007. Local law enforcement stepped up their efforts and made more than 1,700 DWI arrests last year in San Juan County. Farmington and Albuquerque media attended the event.

### **August 2009**

#### National Impaired Driving Crackdown

The NMDOT launched the National Impaired Driving Crackdown at a press conference held during the Traffic Safety Bureau's Traffic Safety Summit. The event also announced progress on the 100 Days and Nights of Summer Campaign. Radio and TV ads supported the enforcement initiatives.

## **September 2009**

Outdoor advertising during September featured the billboard 'Descanos -- The signs of DWI are everywhere.' Descanos are roadside fatality memorials.

### **Media Creative Design and Program-Specific Media Activities**

A creative-design consultant firm, Vaughn-Wedeen Kuhn led with the NMDOT/ TSB to develop new television, radio, outdoor marketing, and educational materials for the Impaired Driving and Occupant Protection programs.

### **Results**

#### ***Impaired Driving***

In addition to the TV and radio spots, advertising and earned media efforts noted in the above calendar of events, the NMDOT developed and posted signs promoting 'Safe Ride Home' services at several downtown events and ran ads promoting the service in the Albuquerque Weekly Alibi.

#### ***Occupant Protection***

In FFY 09, NMDOT ran seat belt messages statewide during the national Click It or Ticket mobilization: 'Click It or Ticket – Wrestler' and 'Click It or Ticket – Catapult.' Radio spots in English and Spanish ran concurrently with these television spots. Billboards with the 'Click Don't Splat' message were posted across the state.

For New Mexico's 100 Days and Nights of Summer Campaign, a new 30-second television spot featuring Erik Estrada was developed, and aired in English and Spanish. Additionally, billboards featuring Estrada with messaging to promote use of seat belts and consequences of speeding were posted statewide.

Through a contract with NMDOT/ TSB, Safer New Mexico Now (Safer) promoted occupant protection via community outreach and media campaigns across the state. Safer distributed materials promoting child passenger safety through each of the 40 healthcare agencies participating in the New Mexico Child Safety Seat Distribution Program, covering 90.2% of the state's population.

To reinforce education provided to families at child safety seat inspection events, printed material from the Injury Prevention Resource Center was distributed at each of the 42 child safety seat clinics and 71 fitting stations held during the contract year. All fitting stations distributed promotional material in their communities—including brochures, business cards, flyers, and rack cards. In addition, Safer team members, law enforcement agencies, and contractors promote child safety seat inspection events through news releases, unpaid media, healthcare providers, and retail stores.

On March 12, 2009, the Albuquerque Journal published an article encouraging parents to have their child safety seats inspected. The article included the time and location of the northeast Albuquerque fitting station and Safer's contact information for making appointments. It also instructed readers to visit Safer's web site to learn about other fitting stations located around New Mexico.

On May 25, 2009, the Albuquerque Journal mentioned Safer's child safety seat fitting stations in its article on 'Bus Bike Racks Trouble for Riders.' In addition to providing information on the northeast Albuquerque fitting station, the article informed readers about the new fitting station in southeast Albuquerque. It advised caregivers to call Safer to make an appointment or visit their web site to learn about other child safety seat fitting stations located around the state.

During June, July, and August of 2009, child safety seat fitting stations were promoted through a partnership with New Mexico television station KOAT-Channel 7 and the local Cold Stone Creamery franchises. KOAT ran a series of public service announcements during daytime television to advise parents and caregivers about the availability of child safety seat fitting stations and the coupons they would



receive for Cold Stone Creamery should they take advantage of the service. This promotion brought in many new families for seat inspections at the Albuquerque and Rio Rancho fitting stations following the public service announcements.

Safer secured the services of Albuquerque Media Monitoring to produce regular reports of all televised incidences of traffic safety-related news stories. During FY09, child safety seats and seat belts received approximately \$11,291 in earned media.

**NM Broadcasters Association (NMBA)**

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

**Results**

In FY09, the NMBA provided five media training workshops. Each workshop included a media panel and a public information officer panel so attendees could ask questions and get first-hand information. The course instructional presentation was updated and new videos inserted. A news release was written from each attendee’s own experience and interviews on the subject were conducted. Each person received a DVD of his/her interview for reference. Representatives from the following agencies attended the workshops:

Ruidoso Police Dept.	Corrales Police Dept.	Valencia County Sheriff’s Office
Rio Arriba County Detention Ctr.	Taos County Sheriff’s Dept.	New Mexico State Police
Chaves County Sheriff’s Office	Rio Rancho DPS	Bloomfield Police Dept.
San Juan County	NM Oil Conservation Division	Farmington Police Dept.
Town of Bernalillo	Grant County Sheriff’s Dept	NMSU Police Dept.
Bayard Police Dept.	Roswell Police Dept.	Socorro County Fire & Rescue
Bonita Volunteer Fire Dept.	US Forest Service	ENMU Police/Ruidoso Campus
WNMU Police	White Mountains Rescue	Santa Fe Fire Department
New Mexico BLM	UNM Health Science Ctr.	Los Lunas Police Dept.
Albuquerque Police Dept.	13 <sup>th</sup> Judicial DA’s Office	Town of Springer
NMDOT District 4	American Red Cross	

Distracted Driving spots were aired (and continue to air) as a Public Education Partnership program replacing the Underage Drinking spots. A spot entitled ‘Crime Family’ aired three times per game on every radio station carrying the New Mexico State Boys and Girls Basketball Tournaments in March 2009. During the year, representatives from the NMBA attended various news conferences and the Traffic Safety Summit. One member of NMBA attended a media training course conducted by Lowell Briggs. The NMBA also worked with the Motorcycle Safety Advisory Committee.

An advanced course for Police Chiefs, Deputy Chiefs, Sheriffs and Under-Sheriffs was developed and will be conducted twice in the coming year.

## Driver Education and Safety Program Area

### Program Administration

The Driver Education and Safety Programs are administered by TSB Staff. Individual projects are managed by TSB staff, the Institute of Public Law, and Safer New Mexico Now.

### Primary Projects – Federal and State Funds

Traffic Safety Reporting & Monitoring  
Traffic Safety Information Clearinghouse  
Novice Driver Education Courses  
Driver Improvement Schools  
DWI Schools  
DWI Awareness Classes  
Ignition Interlock Provider Certification

## DRIVER EDUCATION AND SAFETY PROGRAM PROJECTS

### Traffic Safety Reporting & Monitoring

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

The Institute of Public Law (IPL) also conducts on-site monitoring of the Driver and DWI schools, courses and classes.

### Results

The IPL writes and distributes the Traffic Safety News, a monthly newsletter featuring current traffic safety information, news, statistics and events. Full color versions of the newsletter were made available on IPL's Traffic Safety Law Center and NMDOT web sites. In addition, IPL provided printed materials and web information for the NMDOT/ TSB.

IPL conducted 152 on-site monitoring visits to Driver Education, Driver Improvement, and DWI traffic school operators and instructors; CDWI program coordinators; and ignition interlock service centers and installers. Monitoring visits included completing a quality assurance checklist to confirm licensee program compliance. In addition, IPL staff provided training and technical support to the Ignition Interlock and High School Driver Education programs managed by TSB.

### Traffic Safety Information Clearinghouse

The Injury Prevention Resource Center (IPRC) at Safer New Mexico Now (Safer) distributes traffic safety materials to support NMDOT/ TSB programs statewide. Safer maintains bi-lingual staff and a 1-800 toll-free service to respond to public queries on traffic safety issues and programs, including DWI prevention, occupant protection, speed, and graduated licensing.

### Results

Safer's IPRC maintained an inventory of more than 347 traffic safety and injury prevention related titles, CD's, and videos. Topics include driver education, DWI prevention, air bag safety, bicycle safety, car seat safety, motorcycle safety, pedestrian safety, and school bus safety. Of the 347 titles, 76 were available in both English and Spanish (21.6%).

In FY09, the IPRC received 733 requests and distributed 479,954 pieces of material. In February 2009, materials were made available in all 33 State Motor Vehicle Division offices throughout the State.

## **Novice Driver Education Courses**

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

### ***Results***

In FY09, licensing was approved for three new Driver Education Schools and renewed for 39 existing schools. Licensing was approved for 23 new instructors and renewed for 134 existing instructors.

The new Instructor training course, formerly a two-week course, is now offered as a one-week course, per a state rules change. The new class was offered in March with 14 attending and in July with 29 attending. College credit was made available for both of these one-week courses.

A two-day 'Instructor Re-certification' training was held in June 2009 with 75 students. The first day focused on distracted drivers and traffic safety, and was taught by a well regarded Clovis high school teacher and former NM Teacher of the Year, Ron Christopher. The second day was an eight-hour re-certification course. The Teaching Techniques class was held in August 2009 with 22 students attending.

Student evaluations for all these courses were very favorable.

A total of 519 students received novice driver education through a correspondence course program. This program is offered to students where training is not available through a local public school, or through a for-profit program, or if the student is home-schooled.

## **Driver Improvement Schools**

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

### ***Results***

In FY09, licensing was approved for four new Driver Improvement Schools and renewed for six existing schools. Licensing was approved for five new instructors and renewed for five existing instructors.

## **DWI Schools**

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

### ***Results***

In FY09, licensing was renewed for one existing DWI School. Licensing was approved for four new facilitators and renewed for one existing facilitator. A total of 22 new and returning students attended the DWI Schools facilitator instructor training classes conducted in January and June 2009.

## **DWI Awareness Classes**

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

**Results**

In FY09, the UNM Continuing Education Department provided DWI Awareness Classes to over 14,300 persons.

**Ignition Interlock Provider Certification**

The NMDOT/ TSB manages the licensing and certification of all ignition interlock providers. Once approved, provider information is available on the UNM Transportation Safety Center web site for use by agencies and the public: <http://ipl.unm.edu/traf/home.html>.

**Results**

In FY09, certification was approved for 10 new service center providers, 19 new installers and 7 new service technicians. There are seven manufacturers distributing interlocks in New Mexico, with a total of 52 service centers, 101 installers and 24 service technicians.

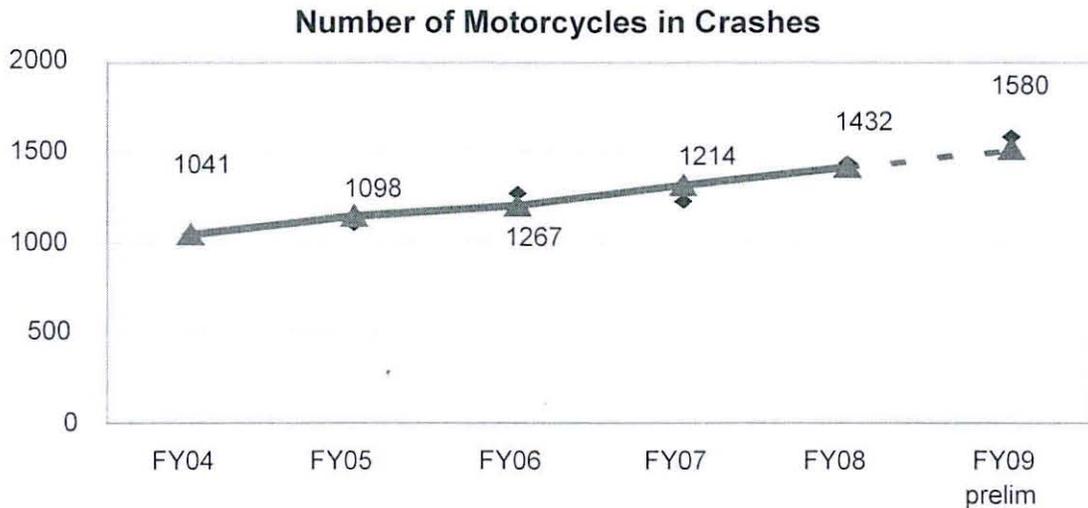
## Motorcycle Safety Program Area

### Motorcycle Safety Performance Measures based on State Fiscal Year Data State FY July 1, 2008 – June 30, 2009

32) Reduce the number of motorcycles in crashes from 1,214 (FY07 data, most recent available) to 1,190, by the end of FY09.

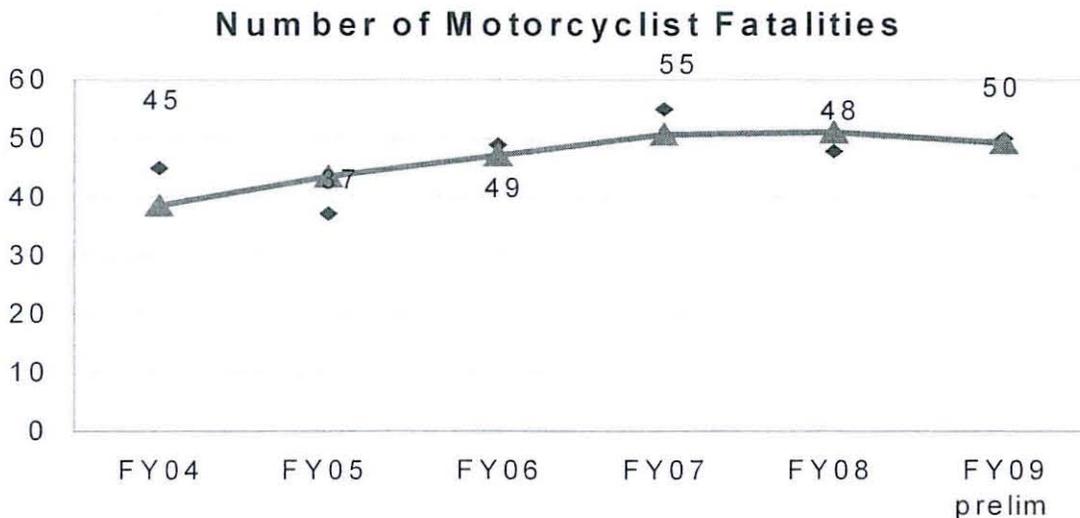
**STATUS: Not Achieved**

Although the number of motorcycles in crashes were not reduced between FY07 and FY09, the number of motorcycle fatalities has declined (see the following chart).



33) Reduce the number of motorcycle fatalities from 55 (FY07 data, most recent available) to 50, by the end of FY09.

**STATUS: Achieved**



### **Progress Toward Achieving Performance Measure**

New Mexico achieved one of its two performance measures, seeing a reduction in motorcycle fatalities between FY07 and FY09, even as the number of motorcycles in crashes increased. New Mexico's emphasis on motorcycle safety and awareness is resulting in fewer fatalities, despite the increasing number of motorcycles on the highways.

### **Program Administration**

The Motorcycle Safety Program is administered by TSB Staff. Individual projects are administered by TSB staff, the Motorcycle Safety Foundation, and the Institute of Public Law.

## **MOTORCYCLE SAFETY PROGRAM PROJECTS**

### **Motorcycle Safety Training**

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

### **Results**

In FY09, training was provided to 2,799 students throughout New Mexico. Under contract to the TSB, the Motorcycle Safety Foundation (MSF) offered 331 classes for basic and experienced riders at training sites in Albuquerque, Roswell, Clovis, Las Cruces, Alamogordo, Farmington and Santa Fe. The MSF also participated in the Motorcycle Safety Awareness Days, provided technical assistance to New Mexico research, legislative and licensing programs, and chaired two Motorcycle Advisory Council meetings for the Traffic Safety Bureau.

### **Annual Motorcycle Safety Awareness Events**

The TSB sponsors the annual Motorcycle Safety Awareness Day. This event promotes safety strategies, including the Motorcycle Training Program, and emphasizes the need for increased automobile driver awareness. The event is planned and facilitated by the Institute for Public Law (IPL) at UNM and the Sandoval County DWI Prevention Program.

### **Results**

The annual New Mexico Motorcycle Safety Awareness Day was conducted in September 2009 in Albuquerque, as part of Law Enforcement Day at the State Fair. Coordinators handed out hundreds of bags, key chains, posters and bumper stickers to over 800 adult and child attendees.

In addition, over 1,000 posters were distributed at the Harley Owner's Group Rally at the Albuquerque Marriott Hotel in August 2009 to about 300 riders attending the event.

## FY09 NHTSA Grant Funds

Program Area	Obligation Limitation	Expended Funds	Carried Forward From FY08
Section 402	1,981,239.00	1,526,048.24	0.00
Section 405	348,926.68	122,888.46	90,320.68
Section 406	571,136.20	231,947.99	12,906.20
Section 408	1,000,000.00	460,200.00	500,000.00
Section 410	3,998,464.00	2,038,226.61	2,888,584.00
Section 410 PM	--	0.00	0.00
Section 2010	279,365.57	0.00	179,365.57
Section 164	7,849,713.39	7,802,979.70	1,024,984.45
Section 164 HE	3,787,547.76	1,082,472.94	3,027,347.76
Section 164 PA	14,496.06	0.00	0.00
Section 164 PM	--	0.00	0.00
<b>TOTALS</b>	<b>19,830,888.66</b>	<b>13,264,763.94</b>	<b>7,723,508.66</b>

### 163 Funds

Program Areas	Planned	Obligated	Expended	Amount to Local
DE163 (DE-06)	223,783.40	223,783.40	223,783.40	100% of expended
OP163 (OP-03)	646,800.60	646,800.60	646,800.60	100% of expended
PT163 (PT-02 & 05)	1,132,846.00	1,132,846.00	1,132,846.00	100% of expended
AL163	165,724.40	165,724.40	165,724.40	100% of expended
<b>TOTALS</b>	<b>2,169,154.40</b>	<b>2,169,154.40</b>	<b>2,169,154.40</b>	<b>100% of expended</b>



## TRAFFIC SAFETY BUREAU

P.O. BOX 1149 SANTA FE, NM 87504-1149 1-800-541-7952 <http://www.nmshtd.state.nm.us/>

### Staff Contact Information

#### **David C. Harris, Interim Director, Traffic Safety Bureau**

[DavidC.Harris@state.nm.us](mailto:DavidC.Harris@state.nm.us)

Legislative Issues

Impaired Driving

505 476 4125 or 505 699-4350

#### **Tammy Martinez Lujan, Executive Assistant**

[tammy.martinez@state.nm.us](mailto:tammy.martinez@state.nm.us)

505 827 0430 or 505 238 3415

#### **Maria Martinez, Mgr. - Contractor**

[mariae.martinez@state.nm.us](mailto:mariae.martinez@state.nm.us)

505 470 1285

#### **Janet Dewey-Kollen – Contractor**

[janet.deweykollen@state.nm.us](mailto:janet.deweykollen@state.nm.us)

505 827 7528 or 505 573 7636

#### **Bobby Montoya – Contractor**

[bobby.montoyahtd@state.nm.us](mailto:bobby.montoyahtd@state.nm.us)

505 827 1582

### TRAFFIC RECORDS

#### **Sandra E. Martinez, Staff Manager**

[sandra.martinez@state.nm.us](mailto:sandra.martinez@state.nm.us)

Traffic and Crash Records

505 827 1578 or 505 490 2572

#### **Santiago “Jimmy” Montoya, Supervisor**

[santiago.montoya@state.nm.us](mailto:santiago.montoya@state.nm.us)

505 827 5552

#### **Clarence Perea, Crash Analysis**

[clarence.perea1@state.nm.us](mailto:clarence.perea1@state.nm.us)

505 827 5533

#### **Vacant, FARS Analyst**

505 827 0974

#### **Sophie Ortiz, Crash Analysis**

[sophie.ortiz@state.nm.us](mailto:sophie.ortiz@state.nm.us)

505 827 0361

#### **Vidal Rodriguez, Crash Analysis**

[vidal.rodriguez@state.nm.us](mailto:vidal.rodriguez@state.nm.us)

505 827 0961

#### **Linda Montoya, Crash Analysis**

[linda.montoya12@state.nm.us](mailto:linda.montoya12@state.nm.us)

505 827 5292

#### **Administrative Assistant - Vacant**

505 827 0426



**FINANCE SECTION**  
**Vacant, Staff Manager**  
505 827 1579

**Rey Martinez, Finance Supervisor**  
[rey.martinez@state.nm.us](mailto:rey.martinez@state.nm.us)  
505 476 3737

**Thomas Lujan, Financial Specialist**  
[thomas.lujan@state.nm.us](mailto:thomas.lujan@state.nm.us)  
505 827 1588

**Geraldine Sanchez, Mgt. Analyst**  
[geraldine.sanchez@state.nm.us](mailto:geraldine.sanchez@state.nm.us)  
505 827 1584

**Mershawn Martinez, Financial Specialist**  
[mershawn.martinez@state.nm.us](mailto:mershawn.martinez@state.nm.us)  
505 827 2143

**PUBLIC EDUCATION SECTION**  
**Franklin Garcia, Staff Manager**  
[franklin.garcia@state.nm.us](mailto:franklin.garcia@state.nm.us)  
505 827 3200 or 505 490 0890

**Judith Duran, Program Manager**  
**Districts 4 & 6**  
[judith.duran@state.nm.us](mailto:judith.duran@state.nm.us)  
505 827 0486

**Jolyn Sanchez, Program Manager**  
[jolyn.sanchez@state.nm.us](mailto:jolyn.sanchez@state.nm.us)  
505 827 1587 or 505 795 2407

**Cora Herrera, Business Operations Specialist**  
[cora.herrera@state.nm.us](mailto:cora.herrera@state.nm.us)  
505 827 0456 or 505 490 1183

**Sandra Lucero, Adm. Assistant**  
[sandra.lucero@state.nm.us](mailto:sandra.lucero@state.nm.us)  
505 827 0427

**OCCUPANT PROTECTION SECTION**  
**David Lapington, Staff Manager**  
[david.lapington@state.nm.us](mailto:david.lapington@state.nm.us)  
505 231 0893

**Cindy Abeyta, Program Manager**  
**District 3**  
[cindy.abeyta@state.nm.us](mailto:cindy.abeyta@state.nm.us)  
505 827 0490 or 505 490 2637

**Juliet Armijo, Program Manager**  
**District 5**  
[juliet.armijo@state.nm.us](mailto:juliet.armijo@state.nm.us)  
505 827 1425 or 505 470 8358

**Lauren Vigil, Adm. Assistant**  
[laurend.vigil@state.nm.us](mailto:laurend.vigil@state.nm.us)  
505 827 0553

**ALCOHOL/ IMPAIRED DRIVING SECTION**  
**Robert Archuleta, Staff Manager**  
[robert.archuleta@state.nm.us](mailto:robert.archuleta@state.nm.us)  
505 977 2461

**Mike Quintana, Dist. 2 Program Manager**  
[johnny.quintana@state.nm.us](mailto:johnny.quintana@state.nm.us)  
505 827 0491 or 505 490 095

**Bobbey Perez, Program Manager**  
[bobbey.perez@state.nm.us](mailto:bobbey.perez@state.nm.us)  
505 470 7887

**Glenn Wieringa, Underage Drinking Prev.**  
[glenn.wieringa@state.nm.us](mailto:glenn.wieringa@state.nm.us)  
505 827 1568

**Valerie Quintana, Adm. Assistant**  
[valerie.quintana12@state.nm.us](mailto:valerie.quintana12@state.nm.us)  
505 827 0427