

**State of Nevada
Department of Public Safety**

Office of Traffic Safety



PROMOTING AWARENESS, SAVING LIVES

**ANNUAL PERFORMANCE REPORT
FFY 2012
OCTOBER 1, 2011 – SEPTEMBER 30, 2012**

ANNUAL PERFORMANCE REPORT

FEDERAL FISCAL YEAR 2012

PREPARED BY

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

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2011 NEVADA TRAFFIC SAFETY FACTS

- 246 Number of people who died on Nevada's highways in 2011
- 70 Number of fatalities in crashes that involved an alcohol-impaired driver (*new definition**)
- 28.4 Percentage of fatalities that involved a person who tested positive for alcohol
- 152 Number of motor vehicle occupants killed in crashes
- 41 Number of motorcycle riders killed on Nevada's highways
- 16.2 Percentage of all fatalities who were riding a motorcycle
- 87.5 Percentage of motorcyclist wearing helmets at the time of crash
- 90.5 Percentage of motor vehicle occupants observed using safety belts in NV
- 42.8 Percentage of motorists killed who were not wearing safety belts (not counting Unknown's)
- 4 Number of bicyclists killed
- 1.6 Percentage of all fatalities who were riding a bicycle
- 47 Number of pedestrian fatalities in 2011
- 19.1 Percentage of all fatalities who were pedestrians
- 76 Number of speeding related fatal crashes
- 30.8 Percentage of fatal crashes where speeding was considered a factor
- 9.03 Number of fatalities per 100,000 population in Nevada, all ages
- 1.22 Number of fatalities per 100 million miles driven in Nevada (2010)

* Source: Fatality Analysis Reporting System (FARS), go to pg 7 of this report, or visit <http://www-nrd.nhtsa.dot.gov/Pubs/811385.pdf> for more information on definitions of 'alcohol -impaired' fatalities

THE OFFICE OF TRAFFIC SAFETY VISION

OUR VISION

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

OUR MISSION

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

OUR PHILOSOPHY

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

OUR GOALS

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

PERFORMANCE GOAL

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

PERFORMANCE MEASURE

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

Performance Objective:

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

- Decrease total roadway fatalities from 324 in 2008 to 229 by 2011.
- Decrease total roadway **serious** injuries from 1,930 in 2007 to 1,329 by 2011.

Actual Performance:

- Fatalities totaled 257 people on Nevada roadways in 2010, which declined 4% to 246 in 2011 (the annual goal is to decrease fatalities each year by at least 3%)
- Serious injuries were numbered at 1,222 in 2011, significantly lower than the goal of 1,288 (the annual goal is to decrease serious injuries each year by at least 3%)
- The fatality rate per 100,000 population continued its decline to 9.03 in 2011

TRAFFIC FATALITIES – NEVADA 2007 – 2011

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2007	257	51	52	10	3	373
2008	199	59	56	7	3	324
2009	159	42	35	6	1	243
2010	162	48	36	6	5	257
2011	152	40	47	4	3	246

Source: Fatality Analysis Reporting System Analyst, FARS Nevada

SERIOUS INJURIES – NEVADA 2007 – 2011

Year	Incapacitating	Non-incapacitating	Total	Crashes
2007	1,930	8,282	10,212	8,228
2008	1,558	6,886	8,444	6,863
2009	1,412	6,492	7,904	6,512
2010	1,328	UNK	UNK	UNK
2011	1,222	UNK	UNK	UNK

Source: Nevada Department of Transportation/NCATS

Fatality Rate per 100,000 Population

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2007	2,718,336	373	257	51	62	118	13.72	9.9	1.84	1.99	4.34
2008	2,738,733	324	199	59	63	106	11.83	7.23	2.08	2.34	3.91
2009	2,711,206	243	159	42	41	69	8.96	5.86	1.55	1.51	2.55
2010	2,724,636	257	162	48	42	69	9.43	5.94	1.76	1.54	2.53
2011	2,723,322	246	152	40	47	70	9.03	5.58	1.47	1.87	2.57

Population figures from Nevada State Demographer website

PROGRAM FUNDING

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

Funding from the federal government is provided by the National Highway Traffic Safety Administration (NHTSA) in accordance with the Highway Safety Act of 1966. The funding for programs conducted in FFY2012 resulted from the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). This federal authorization bill that expired on September 30, 2009 includes several funding programs that specifically address behavioral highway safety issues. (DPS-OTS is currently operating on continuing resolutions of funding until implementation of the newly reauthorized Highway Safety Act MAP-21, Moving Ahead for Progress in the 21st Century).

SAFETEA-LU provided Nevada with a basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2012, Nevada qualified for grants to address Impaired Driving (Section 410), Traffic Records and Data (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Nevada was also the recipient of Section 406 incentive funding, a one-time award that was based on maintaining an observed seat belt usage rate of greater than 85% for two years in a row (for a state with a secondary enforcement law).

A limited amount of DPS-OTS operating funds for 2012 consisted of award funds carried forward from prior grant years and matching State Highway Fund appropriations. DPS-OTS was also the recipient of a Flex-funding award from the Nevada Department of Transportation toward media and high visibility enforcement strategies identified in the state's Strategic Highway Safety Plan (SHSP).

Grants awarded by DPS-OTS to state, local and non-profit agencies provide start up "seed" money for new programs, and to conduct proven countermeasures for identified traffic safety problems. Federal funds are intended to create and help sustain successful programs at state and local levels, and to leverage the commitments of state, local and private resources.

AREAS OF CONCENTRATION

Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas as identified by data, and the amount of funding allocated to each. Nevada utilizes this flexibility in working with its SHSP partners toward achieving its ultimate goal of ‘Zero Fatalities.’ The projects chosen for funding in Federal Fiscal Year 2012 coincide with the SHSP’s five critical emphasis areas, and are detailed on the following pages. (For more on the Strategic Highway Safety Plan, please log on to www.zerofatalitiesnv.com).

ALCOHOL AND IMPAIRED DRIVING

The goal of this program is to reduce the fatalities and serious injuries resulting from impaired driving crashes on Nevada's roadways. There are three general areas that make up the overall program for Nevada: enforcement of DUI laws; effective adjudication through Nevada's judiciary system; and increased outreach and awareness efforts.

PERFORMANCE GOAL

- Decrease the percentage of Alcohol Related Fatalities from 33% in 2010 to 31% by 2012.
- Decrease the Alcohol Related Fatalities per 100m VMT from 0.63 in 2008 to 0.40 by 2012.

Actual Performance: FARS data indicate alcohol-impaired fatalities in 2011 were 28% of total fatalities (new definition)*

Actual Performance: FARS data indicates Alcohol-Impaired fatalities in 2010 per 100m VMT was 0.33 per 100m VMT (new definition)*

(VMT not yet known for 2011)

* Source: FARS, Fatality Analysis Reporting System:

Old Definition = All fatalities with alcohol present (ALL BAC's >.01, bicycle, & pedestrians included)

New Definition = Only Motor Vehicle Occupants and Motorcycle Riders with alcohol present, .08 BAC (blood alcohol content) or higher, any fatal crash involving a *driver* with BAC = to or > .08)

Number Alcohol-Related Fatalities by Year	Total	
	Number	Percent of Total
2008	107*	33.02%
2009	68	36.21%
2010	69	26.85%
2011	70	28.46%
2012	42**	
2013		
2014		

*old definition

** unofficial FARS estimate

Rate per 100 Million Vehicle Miles

Year	Miles	Total	
		Number	Rate
2004	20,248	146	0.71
2005	20,776	138	0.66
2006	21,824	162	0.73
2007	22,146	133	0.60
2008	21,021	132	0.63
2009	21,046	88	0.34
2010	21,119	70*	0.33
2011			
2012			

*new definition

ALCOHOL IMPAIRED DRIVING: PROJECTS & FUNDING LEVELS

Total Section 402 Funding Committed to Impaired Driving:	\$ 397,652
Total Section 406 Funding Committed to Impaired Driving:	\$ 35,910
<u>Total Section 410 Funding Committed to Impaired Driving:</u>	<u>\$ 1,062,911</u>
Total Funding Commitment to Impaired Driving:	\$ 1,496,473

Enforcement

High visibility enforcement events of DUI laws occur throughout the year including the national campaigns. The key components of the statewide *Joining Forces* program include: a simplified application process for all multi-jurisdictional overtime enforcement efforts, a common calendar of focus areas per event (this greatly improves the effectiveness of media efforts), and a standardized process for reporting the outcomes of each campaign.

OTS committed \$ 550,000 of Section 410 funds for high visibility enforcement efforts to combat impaired driving. An additional \$ 200,000 of funding was committed to paid media to support the campaign efforts for the Labor Day, Christmas Holiday Season, New Years, and 4th of July campaigns. Flex Funding awarded from Nevada’s Department of Transportation in support of Strategic Highway Safety Plan efforts provided additional impaired driving paid media messaging for Super Bowl, St. Patrick’s Day, and the Nevada Day/Halloween holidays that traditionally experience a higher rate of impaired driving incidents in Nevada.

For the enforcement results from the high visibility enforcement campaigns, see the *Joining Forces* Program summary in the [Police Traffic Services](#) section of this report on page 41.

22-AL-6 Parole and Probation, DPS - PBT Equipment

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 12,422	\$ 12,422	100 %

22-AL-7 City of Reno Police Department - Impaired Awareness

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 16,520	\$ 12,869	78 %

These projects provided preliminary breath testing devices for law enforcement officers to utilize during impaired driving enforcement events. The Reno PD lost over 50% of their traffic officers from cut-backs, and these devices helped patrol officers become more comfortable in the apprehension of DUI suspects. The Parole & Probation Division of the Department of Public Safety utilized this equipment to oversee DUI offenders with a 'no alcohol' sanction. These devices saved the officers considerable processing and traveling time (getting immediate BAC results instead of having to take a sample somewhere else for testing, which had resulted in time delays that affected the BAC reading level taken at the time of the test).

22-AL-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 28,850	\$ 26,253	91%

22-406AL-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 35,910	\$ 35,910	100 %

22-410AL-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 101,402	\$ 89,634	88%

**22-410AL-2 Office of Traffic Safety –Program Management
Police Traffic & Joining Forces**

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 26,800	\$ 26,421	99 %

These projects provided funding for staff salary and other expenses related to the Impaired Driving Program, such as travel and training. Costs incurred by OTS were directly related to the management and oversight of impaired driving projects funded by Section 402, 406, and 410 funds.

22-AL-2 Judicial Outreach

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 10,000	\$ - 0 -	0 %

Although these efforts are relatively inexpensive and have proven valuable to the overall goal of reducing impaired driving, scheduling of these workshops was a challenge with ultimately no workshops being held in FFY2012. A new Traffic Safety Resource Prosecutor (TSRP) position in Nevada effective FFY2013 will assist in confirming and scheduling this type of training to effect successful adjudication of a DUI offense or crime.

DUI Courts

Eight DUI courts throughout the state have proven to reduce recidivism for offenders accepted into the program. Nevada law allows for a “treatment” option for all offenders with the exception of those convicted of a DUI charge involving a serious injury or fatality. These are not diversion programs, as the DUI conviction remains on the record. These types of programs have been successful in treating the underlying problems of substance abuse that subsequently lead to driving impaired, and multiple times.

Nevada has consistently worked to establish DUI courts to help reduce the recidivism of these offenders. The Office of Traffic Safety has been involved in helping DUI courts become self-sustaining from early in the development of these courts by providing initial funding for the position of DUI Court Coordinator. Program participant information is reviewed by the Coordinator prior to each DUI Court Docket with the DUI court team with includes the Judge, Public Defender, Monitoring Personnel, Treatment Representatives, and the Coordinator. The Coordinator is a key position to the success of Nevada’s DUI court(s).

The following DUI courts have received startup grant funding from OTS:

- 8th Judicial District Court – Felony Level (first in Nevada)
- Clark County Justice Court – Misdemeanor Level (first Misdemeanor Court).
- Las Vegas Municipal Court – Misdemeanor Level
- Clark County Justice Court – Misdemeanor Level (second DUI court)
- 2nd Judicial District Court – Felony Level
- Washoe County Alternative Sentencing – DUI Court Coordinator for 4 misdemeanor courts
- 1st Judicial District court – Felony Level
- 9th Judicial District Court/East Fork Justice Court – Felony & Misdemeanor

The two “oldest” courts, 8th Judicial District and Clark County Justice Court, have been running for enough time to generate valid evaluations of the effectiveness of their programs. A graduate’s rate of recidivism is $\pm 11\%$ compared to non-graduates at $\pm 35\%$. Currently there are approximately 1,000 participants in the DUI Court Treatment Programs in Nevada.

22-AL-4 DUI Court - Las Vegas Justice Court

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 80,000	\$ 80,000	100 %

This is the second year of a new additional DUI court. The first DUI court became self-sustaining and has recidivism rates for graduates of $\pm 11\%$. This grant funds a second program coordinator position which strives to become self-sustaining as well.

22-AL-5 DUI Court – Carson City

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 60,000	\$ 59,900	100 %

This court has been working to achieve self-sufficient status. Serving a smaller jurisdiction (population based), efforts are underway to increase the participation of DUI offenders by possibly including misdemeanor offenders. Between the two levels of offenders the number of participants in the program is projected to help the program become self-sufficient.

22-410AL-7 DUI Court – East Fork Court, Douglas County

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 55,000	\$ 47,280	86 %

This court is similar to the Carson City DUI Court in that the population base will not support a full-time coordinator position with only felony level participants. Inclusion of misdemeanor offenders will help increase the viability of this program.

22-AL – 12 Washoe County - 2nd Judicial District Court

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 35,000	\$ 33,031	94 %

This court is going into its 5th year and its success rates are high; recidivism is currently well below 6% for first year graduates. Funding was provided to continue this program during tough budgetary and economic times in Nevada.

22-AL - 13 Alternative Sentencing (Washoe County)

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 45,000	\$ 15,850	35.2 %

Budget constraints from the county drastically reduced resources that support this alternative program. The coordinator position funded by this grant has been handicapped by turnover and slow hiring procedures. This court is necessary, however, to cover the larger population of DUI offenders in Washoe County and continues to work toward sustainability.

Funding Summary for DUI Courts

Las Vegas Justice Court	\$ 80,000
Carson City DUI Court	\$ 60,000
East Fork Alternative DUI	\$ 55,000
Washoe Alternative Sentencing	\$ 45,000
2 nd Judicial District Court	\$ 35,000
 Total	 \$275,000

Education & Outreach

Educational and outreach efforts include statewide, local, public and private partnerships with key stakeholders, local communities and the media. Examples of these include:

□ Attorney General’s Advisory Coalition on Impaired Driving (AGACID)

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

During the 2011 legislative session a new Attorney General’s Substance Abuse Work Group was established. This group was charged with developing an overall status and plan to reduce/eliminate all issues related to substance abuse. Since the Attorney Generals Advisory Coalition on Impaired Driving dealt specifically with a substance abuse driven problem, this group is being reformulated as a specific

subcommittee within the Work Group. The end result will be a comprehensive report to the legislature in 2015.

□ Community Coalitions/Partnerships

Nevada has a strong group of local coalitions representing communities across the state. Much of their activities work to reduce the incidence of impaired driving and underage drinking. Coalition activities range from developing model local liquor laws (Nevada does not have a state Alcohol Beverage Control Agency), to interactive programs that highlight the dangers of impaired driving with simulators and Fatal Vision, or impaired driving goggles. Partnerships with these various coalitions is proving to be one of the best methods of reaching the younger populations in our communities. These groups already have the contacts and presence in communities that normally take years to develop.

□ Nevada Department of Transportation

The DPS-Office of Traffic Safety is active in the ongoing partnership with NDOT for the planning and implementation of the state’s Strategic Highway Safety Plan (SHSP).

□ Judicial and Prosecutor Outreach

Continuing education, new information, and training is made available by an OTS grant. This ranges from one-day courses on impaired driving issues for Judges, to presentations and workshops with Nevada Prosecutors at their annual conference.

□ School Programs

High school programs include interactive activities that range from the “Every 15 Minutes Program” to “Safe Grad Nights” that strive to increase teenage awareness of the dangers of impaired driving, and of getting in a vehicle with an impaired driver.

Several diverse programs concentrated on outreach and educational efforts related to the dangers of impaired driving and available alternatives. Notable examples follow.

22-AL-8 Nye Community Coalition - Driving Safely Through Education

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 15,900	\$ 15,900	100 %

22-AL-9 Central Lyon County Coalition - EUDL Coordinator (Enforcement of Under Age Drinking Laws) –

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 18,414	\$ 18,414	100 %

22-AL-10 Healthy Communities Coalition – Central Lyon Youth Connection

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 15,000	\$ 14,530	97 %

22-AL-11 Frontier Community Coalition - Youth Outreach

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 16,600	\$ 16,333	98 %

22-AL-3 Do the Ride Thing – UNR Police Department

An outreach and awareness project with the University Nevada-Reno Police Department as lead agency partnering with the student body and other various on-campus groups. Providing a designated driver upon request was also made available through the project.

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 43,946	\$ 43,946	100 %

Community Coalitions

DPS-OTS has an active partnership with the Nevada Department of Health as members of state wide workgroups chaired by SAPTA (Substance Abuse, Prevention, and Treatment Agency). SAPTA is the funding agency for most of the community coalitions. This partnership helps OTS identify coalitions who are interested in incorporating programs and educational efforts to reduce impaired driving in their communities.

Examples of the types of programs funded include the development of a model set of alcohol related local ordinances to help reduce underage drinking and driving. These proposals are now before various city councils. Note: Nevada does not have an Alcohol and Beverage Control agency for the state. All liquor laws are the responsibility of local governments (the state does control the tax structure for alcohol sales).

Nye County Coalition has a program on impaired driving, making use of a computer-aided driving simulator, impaired driving goggles, etc. This program has been presented to three other small communities in Nye County as well as three more communities in other counties by working with neighboring coalitions. A similar program with Frontier Coalition and Healthy Communities covers five additional counties in Rural Northern Nevada.

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

One statewide effort working independently and through the community coalitions is the state wide coordination for Enforcing Underage Drinking Laws (EDUL). With specific efforts to reduce/eliminate impaired driving as a quarter of this effort, OTS has supported this effort by providing 25% of the Coordinator’s position. This group has been instrumental in developing the server training program, increasing the compliance rate of retailers in underage sales, and working with local communities on local ordinances to reduce underage drinking and driving.

Schools

Outreach to schools ranges from several small projects on a school-by-school basis to larger programs for a sustained effort by a non-school agency. The on-going programs are typically through the Coalitions and Law Enforcement Agencies.

The smaller, school-by-school projects are covered by “fixed deliverable grants”. These grants are limited to \$5,000 and are awarded via a simplified grant application. The majority of these grants are used for special event programs such as “Safe Grad Nite” or Prom Nights. Both programs are designed and conducted by the schools to ensure attendees are safe and sober for the evening.

University of Nevada – Reno has an extensive program on campus to reduce impaired driving behavior by utilizing the designated driver concept and other education efforts at campus events.

Funding Summary for Education / Outreach

Attorney Generals Coalition	\$ 5,000
Judicial/Prosecutor Outreach	\$ 10,000
University of Nevada – Reno	\$ 43,946
Healthy Communities (Lyon and Storey Counties)	\$ 15,000
Frontier Coalition (Pershing, Humboldt, Lander Counties)	\$ 16,600
Nye County Coalition (Nye and Lincoln Counties)	\$ 15,900
EUDL Coordinator (statewide)	\$ 18,414
 Total	 \$ 127,860

Funding Summary
(Impaired Driving Programs)

	<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
<u>Law Enforcement</u>			
<i>Joining Forces</i>	\$ 550,000	526,780	96%
Paid Media	200,000	200,000	100%
Other LE	28,942	25,291	87%
<u>DUI Courts</u>	275,000	235,923	86%
<u>Education/Other</u>	127,860	109,124	85%
Total	\$1,181,802	1,097,118	93%

EMERGENCY MEDICAL SYSTEMS

Support for emergency medical services is primarily provided to rural community fire and volunteer departments to help reduce delays in providing medical services to victims of motor vehicle crashes. Primary emphasis is placed on distributing extrication equipment throughout the State and on promoting extrication, first responder, EMT, and paramedic training programs to lengthen the ‘golden hour’ for crash victims. Many of Nevada’s rural crash localities can’t be reached for an hour or more from any emergency medical service provider. Nevada has only one Level 1 Trauma Center, and it is in Las Vegas. In addition, there are only three other trauma centers in the state, also in urban areas.

EMERGENCY MEDICAL SERVICES: PROJECTS

Total Section 402 Funding: \$ 86,900.00

Total Funding for Emergency Medical Service Projects: \$ 86,900.00

PERFORMANCE GOAL

Reduce the number of total fatalities from 257 in 2010 to 236 for 2012.

Actual Performance: Fatalities totaled 246 people on Nevada roadways in 2011, a decline of 4% (the annual goal is to decrease fatalities each year by at least 3%)

*(FARS numbers not yet known for 2012)

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatal	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	243	137	56.38%	106	43.62%
2010	257	153	59.53%	104	40.46%
2011	246	138	56.09%	108	43.90%
2012	236				
2013					
2014					
2015					

22-EM-1 Office of Traffic Safety-Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 5,500	\$ 5,500	100 %

This project provided funding for staff salary and program expenses, such as travel and training, that were directly related to the management and oversight of related emergency medical systems projects funded by Section 402 funds.

22-EM-2 Nye County - Extrication Equipment

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 27,000	\$ 27,000	100 %

This project equipped the most rural location within Nye County with extrication equipment (the largest county in Nevada, and 2nd largest in the nation). The city of Tonopah, population 2,500, is the only location within 100 miles in any direction with extrication equipment. U.S. 95 and U.S. 6 are heavily traveled and intersect in Tonopah. This grant replaced the current equipment (manufactured in 1988) and provided training on the use of the new equipment.

22-EM-3 Pyramid Lake Paiute Tribe - First Responder Training & Emergency Signage

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 42,040	\$ 42,040	100 %

This project aided Pyramid Lake members of the volunteer fire department to meet minimum standards of EMT-B certification, which now allows for additional training toward higher levels of EMT status. The Pyramid Lake recreational area is currently serviced from Reno, a 45 minute to 1 hour trip in good weather. Signage purchased with the grant helped keep crash locations accessible to the responders and alerts the motoring public traveling the few primary roads in the area.

22-EM-4 Reno Sparks Indian Colony - Hungry Valley Extrication Equipment and Training --

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 12,360	\$ 12,141	98 %

This project funded extrication equipment and related training for this remote location within the jurisdiction of the Reno Sparks Indian Colony. The volunteer fire department of RSIC is first on the scene in over 95% of crashes in Hungry Valley. This is a mixed jurisdiction area with RSIC responsible for maintenance of the roadways and Washoe County responsible for traffic enforcement. The project shortens the time required to respond with appropriate rescue equipment to remote traffic crash locations.



OCCUPANT PROTECTION

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

The observed daytime safety belt use rate for Nevada in 2012 is 90.5%, one of the highest use rates in the nation for states without a primary safety belt law.

Despite this success, 42.8% of all 152 occupant fatalities and 16.8% of all 731 serious injuries in 2011 involved vehicle occupants in Nevada who were not wearing restraints. A large proportion of unbelted fatalities and serious injuries are more likely to occur on Fridays and on weekends. During years 2005 to 2009, the majority of unbelted fatalities occurred on rural arterials, followed by rural interstates and minor urban arterials. Based on available information, from 2005 through 2010 12,734 motor vehicle occupants were transported to Nevada trauma centers, and approximately 78% of these patients were wearing a seat belt.

Nevada's 2012 *Self-reported attitudes, awareness and behavioral survey regarding seat belt use* revealed that the vast majority of Nevadans (91%) *always* used safety belts when driving or riding in a car, van, sport utility vehicle, or pick up. Another 6% reported that they *nearly always* use safety belts, and a combined 3% reported sometimes or seldom using them. Although not statistically significant, a marginally higher percentage of males (9.3%) reported receiving a ticket for failing to wear a seat belt, in comparison to females (4.5%). However, analyses revealed that there is a clear difference between attitudes of men and women regarding perceived chances of receiving a citation for not wearing a seat belt. More female respondents (35.3%) believe they are *very likely* to receive a ticket for this reason, in comparison with their male counterparts (21.9%).

Further results of the behavioral survey from pre- and post- Click it or Ticket (CIOT) campaign responses remained the same, except for the *nearly always* response, which was a statistically significant increase from 1.4% pre-campaign to 5.4% after the campaign. Also of note, a higher percentage of Nevadans (50.4%) who were surveyed *after* the Click it or Ticket campaign

commenced reported that they had read, seen, or heard about seat belt law enforcement by police in the past 60 days, in comparison to those who were surveyed prior to the campaign (33.2%). Some 49% of all respondents (n=389) who reported that they were aware of seat belt enforcement by police in the past 60 days also were asked to indicate where they had read, seen or heard about this enforcement; 77.6% reported that the source of information was TV, 30.8% saw it on billboards/signs, and 17.1% heard about it on the radio.

Child and Teenage Occupant Protection: Traffic safety data continue to show that young males between ages 16-25 are especially susceptible to becoming an unbelted fatality or seriously injured from a crash. Night-time drivers and impaired drivers also are disproportionately non-users of seat belts in Nevada fatal crashes. During 2006-2010 there were 49 motor vehicle fatalities among children under age 14. Trauma data show that during 2005-2010, 918 children (ages 0-12) were admitted to Nevada trauma units with motor vehicle related injuries. In 2011 there were approximately 240 trauma hospital admissions for children 0-12 years old, where approximately 75% of these children sustained minor injuries and about 10% sustained severe injuries on the NISS injury severity scale.

Data reported by Child Passenger Safety (CPS) grantees show that approximately 2,400 child car seats were inspected and/or installed during check point events with less than 2% of these inspected seats having been installed correctly. During car seat check events, approximately 1,800 child safety seats including special need car seats were provided to low income families at little or no cost. Occupant Protection for Children (OPC) program grantees continue to provide training and information to thousands of Nevada parents and caregivers regarding proper use and the importance of using approved child passenger safety seats. During 2011 the Office of Traffic Safety donated over 327 child car seats to various non-profit organizations, parents and caregivers.

Funding Summary (FFY 2012 Occupant Protection, Sections 402, 406 and 405 funding)

	<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
Joining Forces (May & November)	170,146	152,347	90%
Paid Media (May & November)	54,722	54,373	99%
Seat Belt Surveys (Day & Night)	117,293	86,965	74%
OP/OPC grants	194,647	172,309	89%
Program Management	119,753	119,753	100%
Total	\$ 656,561	585,747	89%

OCCUPANT PROTECTION PROJECTS

Total Section 402 Commitment to Occupant Protection:	\$ 490,351
Total Section 406 Commitment to Occupant Protection:	\$ 17,553
Total Section 405 Commitment to Occupant Protection:	\$ 81,330
Total Funding Commitment to Occupant Protection:	\$ 589,234

22-OP-1 Office of Traffic Safety - Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
102,200	\$ 102,200	100 %

22-406OP-1 Office of Traffic Safety - Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
17,553	\$ 17,553	100 %

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related occupant protection projects funded by Section 402, 406 and 405 funds.

22-OP-2 Office of Traffic Safety -- CPS Training for Law Enforcement, EMS and Firefighters

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
8,000	4,318	54%

This project provided important financial assistance for CPS certification training for Highway Patrol troopers, other Nevada Law Enforcement agencies, hospital staff, EMS and staff of Fire Departments. This project enhanced Nevada's CPS program by adding 22 certified technicians in FFY 2012. These new CPS technicians will continue to educate and inform parents and caregivers throughout Nevada and to enhance public access to child passenger safety information and education.

22-OP-3 Office of Traffic Safety -- PI & E Occupant Protection

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
11,211	11,025	98%

Public education and informational items produced included ladies' handbag holders (specific ladies-only events), balsa wood planes, and small pocket tools imprinted with the 'Click it or Ticket' Day & Night message and logo. Although males are predominantly still non-seat belt users, Nevada's observational survey also indicates that Latino and African-American women are less likely to wear seat belts. Small convention bags were also produced to hold educational materials for distribution at public safety fairs and similar events. All messaging is printed in both English and Spanish.

22-OP-4 University of Nevada - Las Vegas (UNLV)/Transportation Research Center – Daytime Seat Belt Observational Survey

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
72,293	52,478	73%

This project supported wages, travel and operating costs for UNLV - TRC to conduct Nevada’s annual daytime seat belt usage observational survey. Nevada’s new 2012 survey design was one of the first approved by NHTSA as conforming to the Uniform Criteria for State Observational Surveys of Seat Belt Use, 23 CFR Part 1340. This new design incorporated 19 new requirements including statistical, operational, GIS, etc. According to the pre-CIOT mobilization survey held in May 2012, the statewide average for seat belt usage in Nevada was 87.42% based on the weighted usage rate. There was an increase of 3.08 percent weighted seat belt usage during the post CIOT mobilization survey held during June 2012 (90.5%). The observational surveys were conducted at 117 locations in 5 counties (Clark, Washoe, Elko, Lyon and Nye).

The 2012 seat belt usage rate of 90.5% is the official NOPUS observed seat belt usage rate for Nevada, and aids the State to qualify for Occupant Protection funds as well as to evaluate the state’s Occupant Protection program efforts.

22-OP-5 University of Nevada - Las Vegas/Transportation Research Center – Night Time Seat Belt Observational Survey

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
45,000	34,488	77 %

The project objective was to determine seat belt use amongst high-risk drivers, more prevalent at night, making occupant protection choices of serious concern. The survey was conducted in accordance with the most recent NHTSA (March 2011) guidelines. The obtained data are used to evaluate the effectiveness of the education and enforcement campaigns, and to identify the characteristics of non-users at night. According to the post-CIOT mobilization survey held in June 2012, the statewide average for seat belt usage at night is 93.82 %, based on the weighted usage rate by vehicle miles traveled (VMT). This was an increase of 2.71% over the weighted seatbelt usage estimated during the pre-CIOT mobilization survey (91.11%) held during the month of May. These percentages were estimated by conducting these surveys at 30 locations in Clark and Washoe counties only.

22-OP-6 University of Nevada - Las Vegas/Transportation Research Center – Child Safety Seat Survey

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
32,000	28,270	88%

The UNLV/TRC researchers conducted a self-reported behavioral survey to identify how parents and caregivers perceive usage of safety seats for children. This data will help to improve Child

Passenger Safety program efforts within different organizations in Nevada. These behavioral surveys were conducted in Las Vegas, North Las Vegas and Henderson. In total, 200 responses were obtained from randomly chosen subjects from all sections of the society using child safety seats. A survey questionnaire form was developed using the established theory of marketing scales. The questions were then combined into sections for analysis purposes and a performance score devised for each of the sections. Analysis revealed that the Combined Knowledge Score was 81.57 %, Frequency of Use was 86.19 %, Price Perception Index was 4.84%, Combined Experience Score was 60.11 %, Child Seat Attitude Score was 88.13 % and Driving Attitude Score was found to be 77.43 %.

22-OP-7 Office of Traffic Safety – OP/OPC State Programs

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
15,000	11,489	77%

At the recommendation of a NHTSA occupant protection assessment conducted in 2004, and a recommendation of the Western Region Office of NHTSA, DPS-OTS assisted in the creation of a statewide CPS Task Force. The Task Force was established in 2004 and this project provides support (travel, video teleconference fees, meeting rooms) for the Task Force for up to 2 meetings per year. Also, these funds are used to purchase child car seats, provide new and renewal CPS certification fees to Safe Kids Worldwide, CPS instructor stipends for conducting CPS training courses, OP/OPC related promotional items, CPS related public education, and other CPS program related operating needs. Typically, OP/OPC related promotional items were distributed by the DPS-Nevada Highway Patrol at multiple community events throughout the state.

22-OP-8 Ron Wood Family Resource Center – Special Needs Kids & Child Passenger Safety

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
62,507	62,313	100%

Ron Wood Family Resource Center (RWFRC) is the only Child Safety Seat Fitting Station in the Carson City area serving approximately 6,500 individuals per month. RWFRC Special Needs Car Seats Program addressed the needs of children in the Carson City, Lyon, Storey and Douglas County areas. RWFRC offers families dual services: the program educates families and caregivers of children with permanent health care needs that require special transportation options; and the program provides child restraints on a “loaner” basis to families whose children are experiencing a temporary health care need, which also includes an educational component.

22-OP-9 Clark County Safe Kids – Boost 'Em, Buckle 'Em and Back Seat 'Em

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
42,000	38,529	92%

The project was conducted at ten elementary schools in Clark County. Over 713 students participated in pre-intervention booster and seat belt checkpoints in partnership with local law enforcement agencies. The findings at the pre-intervention checkpoints showed an average 75% of the students were buckled up. Following the post-intervention checkpoints it was found that an average of 93% of the students always buckled up, an 18% increase in seatbelt usage after the intervention. The project's activities resulted in a 43% overall increase in booster seat usage and a 10% increase in seatbelt usage with *the parents* after our intervention with them and their child. After the initial checkup event, informational assemblies were presented at all 10 schools, involving some 7,000 children.

22-OP-10 Central Lyon County Fire District - Child Safety Seat Program

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
6,140	3,884	63%

The goal for the Central Lyon County Child Safety Seat Program was to aid in decreasing death and injury to children in motor vehicle crashes by increasing awareness and public education towards the use of child restraints. In conjunction with law enforcement, Human Services and Community Chest partners the agency conducted awareness campaigns during community events, scheduled car seat check events, seat installations and inspections by appointment.

22-OP-11 Clark County Safe Kids - Special Needs Kids

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
29,000	23,507	81%

This project provided a resource and advocate for the safe transportation of special needs children. Methods used included education on the subject and a program that identified the proper seat to use with attempts to fill that need by purchase or loaner program seats. Funding was provided for a program coordinator's salary, special needs child safety seats, and some PI&E and earned media functions. This year the agency worked with two more of the major hospitals in the Las Vegas area, in relation to their pediatric departments and discharge needs. In total, 68 families were helped through the program. Most of these patients were children that had suffered broken bones during their trauma from a motor vehicle crash. Most of these families were inpatients at Sunrise Hospital. All these families were provided with one-on-one education, all were loaned seats and all were educated on the proper use and installation of the seat.

22-OP-13 “Click Or Ticket” Paid Media

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
65,000	64,453	100 %

For details related to paid and earned media projects, please refer to the Community Programs section, ‘Paid Media and Public Relations,’ page 71.

22-405OP-2 Joining Forces Enforcement (May CIOT)

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
81,330	69,054	85%

For details and results from high visibility enforcement events, please refer to the Police Traffic section, page 41.

Unrestrained Serious Injury Rate: 123 unrestrained serious injuries were reported in 2011, representing 16.8% of the 731 vehicle occupant serious injuries statewide.

Unrestrained Fatality Rate: 43% percent of Nevada’s motor vehicle fatalities last year were unrestrained.

Nevada	2005	2006	2007	2008	2009	2010	2011
% fatalities unrestrained	49%	47%	48%	46%	49%	49%	43%

A trend that correlates with the State’s observed belt usage rates (%) shows consistency or improvement:

Nevada	2005	2006	2007	2008	2009	2010	2011	2012*
% safety belt usage	94.8	91.2	91.2	90.1	91.0	93.1	94.1	90.5

* the new day time observational survey methodology was employed in 2012

Performance Objective: Maintain a statewide observed safety belt use rate of 90% or higher in 2012.

Actual Performance: The observed safety belt use rate in 2012 was 90.5%, with the eight previous consecutive years use rate being greater than 90%.

Performance Objective: Decrease the percentage of unrestrained fatalities from 49% in 2011 to 48% by 2012.

Actual Performance: The unrestrained fatality rate in 2011 was 43%. The rate of unrestrained fatalities declined in 2010 to 2.89 per 100,000 population and continued to decline to 2.39 in 2011. Nevada's population was projected at 2,723,322 in 2011.

<u>Year</u>	<u>Number Unrestrained Fatalities</u>	<u>Number Unrestrained Fatalities per 100,000 population</u>
2005	139	5.52
2006	148	5.64
2007	124	4.56
2008	91	3.50
2009	82	3.02
2010	78	2.89
2011	65	2.39

MOTORCYCLE SAFETY

Over the years, the number of fatalities resulting from crashes involving motorcycles has been subject to large percentage swings. The five year average (2007-2011) is 48 fatalities per year. 2011 results are 16.7% below the five year average and also 16.7% below the 2010 results. We are encouraged as preliminary figures indicate 2012 motorcycle fatalities will be slightly below the number of 2011 fatalities.

Motorcycles	2007	2008	2009	2010	2011
Fatalities	51	59	42	48	41
% Helmeted	86%	75%	95%	79%	88%



Training

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

The Nevada Rider Motorcycle Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers four courses: the Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to state driver’s license endorsements (motorcycles and helmets are provided for the students). In CY2011, there were 574 Beginning Rider classes conducted through the program, graduating 4,566 students. The

program also teaches the Experienced Rider Course which is a one day course designed to update skills for current riders who currently own a motorcycle. 147 Experienced Rider classes were conducted graduating 902 students in 2011. The third course, called the Sidecar and Trike Education Program, is a one and one half day course for experienced three-wheel riders. Students provide their own machine and protective gear. Two (2) classes were conducted in 2011, graduating three (3) students. The newest course, called the Advanced Rider Course, was added in 2010. This course is designed to improve the skills of a licensed and experienced rider to increase their knowledge of traffic management and their riding skills as it relates to traction management. Two courses were conducted 2011 and graduated ten students.

In the years 2011 and 2012, there were a total of 1,462 rider courses offered in the state. The courses were:

- ✓ 1,150 Basic RiderCourses
- ✓ 299 Experienced RiderCourses
- ✓ 6 Advanced RiderCourses
- ✓ 3 Sidecar/Trike Courses
- ✓ 4 Rider Coach Preparation Course

RiderCourses were offered by the three community colleges, directly through the Department of Public Safety, and private training providers who are authorized to conduct training with oversight from the Nevada Rider Motorcycle Safety Program. The Program provided subsidies to the colleges for 5,830 Basic RiderCourse students, 485 Experienced RiderCourse students and 7 Advanced RiderCourse students.

- ✓ Truckee Meadows Community College, with 2 training sites, trained 1,086 Basic RiderCourse students.
- ✓ Western Nevada College, with three training sites, trained 777 Basic RiderCourse students, 70 Experienced RiderCourse students and 7 Advanced RiderCourse students.
- ✓ College of Southern Nevada, with 4 training sites, trained 3,967 Basic RiderCourse students and 415 Experienced RiderCourse students.
- ✓ The Department of Public Safety, with 4 rural training sites, trained 417 Basic RiderCourse students, 48 Experienced RiderCourse students, 6 Advanced RiderCourse students and 3 Sidecar/Trike students.
- ✓ Private providers, with 8 training sites, trained 2,919 Basic RiderCourse students, 1,243 Experienced RiderCourse students and 28 Advanced RiderCourse students.

These courses were conducted by state-licensed instructors. As of 12-01-12, there were 114 certified instructors in Nevada.

Motorcycle Awareness

Another important best practice for improving motorcycle safety is to increase motor vehicle drivers' awareness of motorcyclists, by educating drivers on the importance of sharing the road with motorcycles. Due to the small profile of a motorcycle in traffic, it is common for drivers to be unaware of approaching two- or three-wheel vehicles. Raising awareness levels during peak riding periods, such as motorcycle rallies and sporting events, reminds motorists to take that second look when entering an intersection.

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

The Nevada Rider Motorcycle Safety Program has set up booths at the major motorcycle rallies in Las Vegas, Laughlin and Reno. This effort will be expanded to include Winnemucca and Elko in 2013. A SMARTrainer (Interactive instructional tool with motorcycle controls) will be used at bike rallies and corporate safety events in 2013 to entice prospective students and experienced riders to sign up for training opportunities.

Challenges continue with the program, although many of them are being addressed from recommendations received in the NHTSA Motorcycle Safety Program Assessment conducted in Nevada in November 2011.

Number of training sites: Educating the beginning and returning rider is considered one of the best practices for reducing motorcycle fatalities. The Nevada Rider Training Program is limited by the number of accessible training sites throughout the State. To partially address this problem, a special 37 foot fifth-wheel trailer is used to provide training in rural Nevada. This trailer carries 13 motorcycles and can be used as a classroom, complete with furniture and audio-visual support. Fixed site training is conducted at three state community colleges and as well as a training range located at the DMV in Carson City. A new range operated by Western Nevada College was opened in 2012 at the DOT in Carson City.

Number of certified Rider Coach Trainers: There are currently two MSF Rider Coach Trainers in the State. The previous DPS-OTS Program Manager for the Motorcycle Safety program, who was also a Rider Coach Trainer, retired in June, 2012. The new Program Administrator is not a certified Rider Coach Trainer. The Rider Coach Trainer’s duties include quality assurance visits to ensure Rider Coaches are teaching to the high standards of the Program. To ensure every Rider Coach is reviewed on a regular basis we anticipate certifying two additional Rider Coach Trainers in CY2014.

Universal Helmet Law: Nevada is fortunate to have a universal motorcycle helmet law requirement. However, it has been and continues to be threatened by repeal in each legislative session since the program began in 1991. The 2013 legislative session is no exception as once again there is a proposed bill to repeal the helmet law in Nevada.

Another problem with Nevada’s helmet law is that it is ambiguous. NRS 486 basically references FMVSS 218 (the Federal minimum standards for Motorcycle Helmet manufacturers) as to what is a ‘DOT compliant’ helmet. FMVSS 218 involves many technical requirements that many law enforcement officers have not received training on. Therefore some of the riding public’s complaint upon receiving a citation for not wearing a compliant helmet is justifiable, when the officers themselves aren’t 100% sure if the helmet is compliant or not.

Performance Objective: Reverse the upward trend established in 2004 and 2005 for motorcycle fatalities (52 and 56 respectively).

Actual Performance: The number of motorcycle fatalities in Nevada has decreased in 2011 to 41 and is on track to decrease again in 2012. The 41 fatalities in 2011 were a 32.2% reduction from the 2008 high of 59.

Performance Objective: Decrease the percentage of un-helmeted fatalities from 5.13% in 2010 to 2% by calendar year end 2012.

Actual Performance: The percentage of un-helmeted motorcycle fatalities was 12% in 2011.

MOTORCYCLE SAFETY: PROJECTS

Total Section 402 Commitment to Motorcycle Programs:	\$ 68,450
Total Section 406 Commitment to Motorcycle Programs:	\$ 8,350
Total Section 2010 Commitment to Motorcycle Programs:	\$ 77,315
Total Funding Commitment to Motorcycle Programs:	\$ 154,115

22-MC-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 28,450	\$27,882	98%

22-406MC-1 Program Management – Office of Traffic Safety

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 8,358	\$ 8,358	100 %

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related motorcycle safety projects, media and educational events funded by Section 402, 406 and 2010 funds.

22-MC-2 Office of Traffic Safety – Motorcycle Safety Program Assessment

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 40,000	\$ 38,115	96 %

This was the first NHTSA Motorcycle Safety Assessment conducted for Nevada’s program. Multiple recommendations to improve the program were initiated in FFY2012 and continue into FFY2013, with the forming of a diverse statewide coalition high on the list. There are multiple bill draft requests submitted by the Governor’s Motorcycle Advisory Board for Nevada’s upcoming Legislative Session to bring Nevada motorcycle statutes current with the industry. For detailed information on the Assessment’s recommendations, please log on to <http://ots.state.nv.us/Publications/2011NVMotorcycleSafetyPgmTechAssessment.pdf>.

22-2010MC-1 Office of Traffic Safety – Motorcycle Safety Media & Awareness

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 90,000	\$ 77,315	86%

For details related to paid and earned media projects, please refer to the Community Programs section, ‘Paid Media and Public Relations,’ page 71.

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

Year	Total Fatalities	Helmeted		Unhelmeted		Unknown	
		Number	Percent	Number	Percent	Number	Percent
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	42	39	92.86%	2	4.76%	1	2.38%
2010	48	38	79.00%	10	21.00%	0	
2011	41	36	88.00%	5	12.00%	0	
2012							
2013							
2014							

PLANNING AND ADMINISTRATION (P&A)

A maximum of ten percent of Sections 402 and 410 funding is allowed for overall planning and administration of the DPS-Office of Traffic Safety. These funds cover expenses not directly related to specific programs or projects (operating). A portion of Section 406 funding also allowed for implementation of an automated grants management system in FFY2013 ([Nevada eGrants](#)).

TOTAL FATALITIES 2007 - 2011

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2007	257	51	52	10	3	373
2008	199	59	56	7	3	324
2009	159	42	35	6	1	243
2010	162	48	36	6	5	257
2011	152	40	47	4	3	246

Source: Fatality Analysis Reporting System Analyst, FARS Nevada

PERFORMANCE GOAL

- Decrease the total fatalities per 100m VMT from 1.19 in 2009 to .99 by 2012.
- Actual Performance: 2012 VMT is yet unknown, but the fatality rate per 100m VMT in 2011 was 1.22, a slight increase but substantially less than the record high in 2005 at 2.06.

TOTAL FATALITIES C-3

Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2004	20,248	395	1.95	249	1.23	146	0.72
2005	20,776	427	2.06	259	1.25	168	0.81
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008	21,022	324	1.56	200	0.95	123	0.59
2009	21,046	243	1.19	137	0.65	106	0.50
2010	21,119	257	1.22				
2011	UNK						
2012							

PLANNING AND ADMINISTRATION PROJECTS

Total Section 402 Funding Committed to Planning and Administration:	\$ 156,742
Total Section 406 Funding Committed to Planning and Administration:	\$ 300,000
Total Section 410 Funding Committed to Planning and Administration:	\$ 75,852
Total Funding Committed to Planning and Administration	\$ 532,594

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

22-PA-1 Office of Traffic Safety – Planning and Administration

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 156,742	\$ 129,367	83 %

22-410PA-1 Office of Traffic Safety – Planning and Administration

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 75,852	\$ 28,257	37 %

22-406PA-1 Office of Traffic Safety – Grants Management System

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 300,000	\$ 277,774	93 %

DPS-OTS quadrupled the amount of federal highway safety funds that it awards and manages in the past seven years; however, staffing resources have remained the same, stretching the abilities of staff to maintain the high level of service traditionally provided to the State of Nevada. In light of recent economic crises and state-mandated furlough requirements, it is stretched even finer. The possibilities of gaining additional positions in the office are minimal until at least CY2014. *An automated grants management system (GMS)* was initiated by DPS-OTS in FFY2013 to continue to provide the same or higher levels of service, transparency, and accountability to Nevada's public at a relatively low cost, improving the efficiency and efficacy of DPS-OTS administration of federal grant funds. The vendor contract was negotiated in

FFY2010, and planned and tested during FFY2012. The Nevada eGrants GMS system was implemented for FFY2013 ([Nevada eGrants](#)).

PEDESTRIAN SAFETY

Over the years, the number of fatalities resulting from crashes which involve bicyclists and pedestrians has been subject to various factors: rapid population growth and a resultant delay or non-existence in pedestrian-safe infrastructure. CY2010 was the second consecutive year that Nevada was *not* counted among the top ten states for pedestrian fatalities, which may be attributed to the efforts of partnerships between law enforcement, social service agencies, educators and government agencies across the state. But pedestrian fatalities are on the rise.

[**NOTE:** The Nevada Legislative Session of 2011 transferred the State's Bicycle Safety Program (state fee-based) from the Department of Public Safety to the Nevada Department of Transportation.]

Pedestrian fatalities rose 27% in 2011 from the previous year, and CY2012 estimates reflect yet another significant increase. The problem is exclusive to the urban cities of Vegas and Reno; fatalities are residents, not tourists; and both the pedestrian and motorist are at fault, thereby both groups needing further education and outreach efforts.



In tandem with the state's Strategic Highway Safety Plan, where pedestrian safety is one of Nevada's five critical emphasis areas, distinct northern and southern Nevada advocacy groups meet regularly and work on implementation of proven strategies to improve pedestrian safety. The majority of Nevada's pedestrian crashes occur in the urban areas of Reno and Las Vegas; however, similarities stop there, as these two cities are significantly different in relation to infrastructure capabilities, geography, weather, and public road make-up (i.e., Las Vegas will

typically have an 8-lane road set at 45 mph, where Reno has more two-lane roads at 25 to 35 mph).

PEDESTRIAN SAFETY: PROJECTS

Total Section 402 Funding Commitment to Pedestrian Safety:	\$ 153,450
Total Section 406 Funding Commitment to Pedestrian Safety:	\$ 40,030
Total Funding Commitment to Pedestrian Safety Programs:	\$ 193,480

22-PS-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 15,450	\$ 15,450	100 %

22-406PS-1 Office of Traffic Safety - Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 10,030	\$ 10,030	100 %

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related pedestrian safety projects, media and educational events funded by Section 402 and 406 funds.

22-PS-2 North Las Vegas Police Dept – Pedestrians Can Walk Safely

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 60,000	\$ 60,000	100 %

This was a continuation of a combination community outreach and enforcement project conducted by the City of North Las Vegas Police Department. Outreach and education was provided at public events, schools, and other community areas. Additional enforcement was conducted at high crash locations.

22-PS-3 Reno Police Department –Pedestrian Safety Program

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 38,000	\$ 32,406	85 %

Reno PD conducted a variety of community outreach events coupled with high visibility enforcement efforts at identified pedestrian crash locations. Budget constraints have reduced the traffic motor unit, but they continue to participate in HVE events as much as possible.

22-PS-4 RTC – Washoe County – Walk Safely Washoe

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 40,000	\$ 35,500	89 %

RTC is the Regional Transportation Commission for Washoe County (MPO). “Walk Safely Washoe” focused on increasing pedestrian safety practices (which includes the Reno area) while expanding awareness of pedestrian issues by both motorists and pedestrians in an effort to increase the number and safety of pedestrian trips (alternative modes). Year one focused on program building, collaboration, and mass media communication. Funding provided this year was for development and printing of pedestrian safety information as well as implementation of a “Street Smart” web site. “Street Smart” assists users to find walking companions; track their pedestrian commutes, and learn safety and health information related to walking. The project also included a bilingual education and awareness campaign.

22-406PS-2 Pedestrian Safety Awareness – Media

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 30,000	\$ 27,062	90 %

For details related to paid and earned media projects, please refer to the Community Programs section, ‘Paid Media and Public Relations,’ page 71.

PERFORMANCE GOAL

- Decrease the number of pedestrian fatalities from 41 in 2010 to 33 by 2012.

NUMBER OF PEDESTRIAN FATALITIES

Year	Total Fatalities	Pedestrian Fatalities	
		Number	% of all

C-10

2004	395	60	15.19%
2005	427	63	14.75%
2006	431	51	11.83%
2007	373	52	13.94%
2008	324	56	17.28%
2009	243	36	14.81%
2010	257	41	15.95%
2011	246	46	18.70%
2012			
2013			

2012 FARS numbers are yet unknown, but indicators show a significant increase in CY2012 pedestrian fatalities by 28% to date, with an increase of 38% in Clark County alone.

POLICE TRAFFIC SERVICES – & *Joining Forces*



Nevada continues to emphasize high visible traffic enforcement efforts to educate the public and affect driver behavior. The key program has been its *Joining Forces* program. This program has matured over the last eleven years and is successful in implementing consistent and coordinated traffic enforcement efforts by agencies throughout the state. All of Nevada's large enforcement agencies and the majority of smaller agencies participate. These efforts have consistently covered over 90% of Nevada's population.

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

Several months prior to the start of each Federal Fiscal Year (FFY), the Office of Traffic Safety meets with law enforcement agencies to develop the coming year's *Joining Forces* Enforcement Calendar. This calendar identifies by month what traffic safety focus area will be emphasized. This process allows for specific media messaging that works in tandem with the statewide enforcement campaign, creating a stronger awareness among the motoring public.

OTS committed \$550K of funding for overtime enforcement efforts to combat impaired driving. An additional \$225K was committed to paid media and outreach efforts to support these high visibility enforcement campaigns. Halloween, Super Bowl, Saint Patrick's Day, Christmas, New Years, Independence Day, and Labor Day impaired driving campaigns were all supported with paid media. A significant amount of earned media is also generated from these enforcement efforts.

This multi-jurisdictional partnership with Nevada’s enforcement agencies results in an increased number of citations and public education for all SHSP and local traffic priorities. In a practical sense, the outcome of a seat belt enforcement campaign yields a secondary goal of making DUI arrests and issuing speed citations, just as a DUI campaign yields a large number of seat belt violations. People who engage in risky driving behavior tend to conduct multiple incidents of risky behavior. The outcomes below are the result of all *Joining Forces* HVE activities for FFY 2012.

Twenty-nine of Nevada’s thirty-six Law Enforcement Agencies participated, representing over 90% of Nevada’s population.

Joining Forces FFY2012

Arrests / Citations / Warnings

•	967	Teen – Specific Arrests/Citations/Warnings
•	1,226	DUI’s
•	4,081	Seat Belt
•	332	Child Passenger
•	14,422	Speeding
•	351	Pedestrian at fault
•	685	Driver at fault (Pedestrian violation)
•	2,878	Cell Phone Use
•	221	Drug Arrests
•	176	Other Distracted Driving
•	273	Fugitives
•	893	Suspended/Revoked Licenses
•	2,236	Driver’s license – other
•	2,622	Registration violation
•	1,125	Equipment violation
•	4,016	No insurance
•	85	Reckless Driving
•	1,732	Red light
•	666	Failure to yield
•	4,117	Other citations
•	11,648	Warnings

Total 54,752

Teens are included in all other categories

Total Joining Forces Budget FFY2012: \$1,355,376

<u>FUNDING SOURCE</u>	<u>BUDGET</u>	<u>EXPENDED</u>	<u>BALANCE</u>
402	\$ 176,888	\$ 176,168	\$ 720
405	\$ 81,330	\$ 69,054	\$ 12,276
406	\$ 435,800	\$ 376,691	\$ 59,109
410	\$ 561,358	\$ 561,320	\$ 38
NDOT FLEX	\$ 100,000	\$ 97,104	\$ 2,896
406 TRAVEL		\$ 16,339	
TOTAL	\$1,355,376	\$1,296,676	\$ 75,039
	100 %	96 %	4 %

Challenges to the program still exist, however. Law enforcement agencies are generally understaffed and often unable to conduct the additional enforcement needed, even with grant funding. By providing law enforcement with overtime funds as well as officers from neighboring agencies to ‘Join Forces,’ the activities become highly visible regardless of the size of the agency or its jurisdiction.

In addition to smaller budgets, layoffs, furloughs and short staffing are always obstacles that the *Joining Forces* coordinators at their respective agencies must work through.

Scheduling motorcycle and pedestrian enforcement events on a statewide schedule is sometimes difficult with the immense degree of weather variations from north to south.

POLICE TRAFFIC PROJECTS

Total Section 402 Funding Committed to Police Traffic:	\$ 291,778
Total Section 405 Funding Committed to Police Traffic:	\$ 81,330
Total Section 406 Funding Committed to Police Traffic:	\$ 531,716
<u>Total Section 410 Funding Committed to Police Traffic:</u>	<u>\$ 588,157</u>
Total Funding Committed to Police Traffic	\$1,492,981

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

Actual Performance: FARS data reported:

Year	Total fatalities	Speed related fatalities	Percentage
2006	432	159	37%
2007	373	97	26%
2008	324	93	29%
2009	243	94	39%
2010	257	81	32%
2011	246	76	31%

Performance Goals/Citations

- To increase the number of seat belt and child seat citations issued during highly visible enforcement events from 5,463 in 2010 to 6,000 in 2012.
- To increase the number of speed citations issued during highly visible enforcement events from 16,612 in 2010 to 20,000 in 2012.
- To increase the number of DUI arrests made during highly visible enforcement events from 832 in 2010 to 1,100 by 2012.

Actual Performance/Citations:

- Occupant Protection (Seat Belt and CPS) citations issued in FFY2012 through the *Joining Forces* program totaled 4,413.
- Speeding citations issued in FFY2012 through the *Joining Forces* program totaled 14,422.
- DUI arrests in FFY2012 through the *Joining Forces* program totaled 1,226.

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

**NUMBER OF CITATIONS ISSUED DURING
GRANT-FUNDED ENFORCEMENT ACTIVITIES**

A-1 Seat Belt

A-2 DUI Arrests

A-3 Speed

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2004			0		
2005			0		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011	4,081	332	4,413	14,422	1,226
2012					
2013					

22-JF-M 'Joining Forces' Funding Master: Sections 402, 405, 406, 410
Consolidated Project Funding for *Joining Forces* Program FFY2012

402 Funds

22-PT-2 Joining Forces Enforcement

This funding was for overtime events for Click it or Ticket campaigns as well as Distracted Driving and Pedestrian enforcement events on the FFY2012 Joining Forces calendar.

405 Funds

22-405OP-2 Joining Forces Enforcement (May CIOT)

This funding was for overtime events for seat belt enforcement during the May Click It Or Ticket campaign in the Joining Forces calendar.

406 Funds

22-406PT-2 Joining Forces Enforcement

This funding was for overtime events in the Joining Forces calendar that are not covered by program specific funding, such as pedestrian safety and speed enforcement.

410 Funds

22-410AL-3 Joining Forces Enforcement

This funding was for overtime events for impaired driving enforcement in the Joining Forces calendar.

NDOT FLEX* (source: FHWA)

22-DOT-4 Joining Forces Enforcement

This funding was for overtime for high visibility enforcement in intersections as scheduled in the Joining Forces calendar.

22-406PT-1 Joining Forces Recognition Conference & Incentive Grant Awards

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
65,000	63,358	97 %

The 9th annual Joining Forces Recognition Event was held in the Fall of 2011 in North Las Vegas; the event is generally rotated between the northern and southern portions of the state. Participating law enforcement agencies earn 'points' throughout the year for timely submission of event reports; required press releases for high visibility enforcement events on the *Joining Forces* calendar; accurate and timely claims for reimbursement; and other good grant management practices. These points translate into the number of raffle tickets each agency can submit at the beginning of the conference for one of three \$10,000 equipment grant awards chosen out of a barrel at the end of the conference. These grant awards are subsequently utilized in the following award year, as this event is usually held at the end of the grant fiscal year. The FFY2012 incentive award recipients were Sparks Police Department, Nevada Highway Patrol – Northern Command, and Winnemucca Police Department.



OTHER POLICE TRAFFIC PROJECTS:

22-PT-1 Office of Traffic Safety – Police Traffic Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 43,850	\$ 42,019	96 %

22-406PT-3 Office of Traffic Safety – Police Traffic Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 16,716	\$ 16,716	100 %

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related police traffic projects funded by Section 402 and 406 funds.

22-PT-3 Las Vegas Metropolitan Police –Speed/Radar Equipment

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 25,000	\$ 25,000	100 %

Speed is still one of the highest reported factors in crashes, but down from 36% to 31% of all fatal crashes in Nevada. The Las Vegas Metro PD is located in Clark County which represents about 75% of the state’s population, including Las Vegas, and is the state’s largest law enforcement agency. This project funded the LVMPD Traffic Bureau with updated radar guns & LIDAR units. The original grant project request was split into three parts, dependent on performance, project administration, and available funding. This was the second year of funding for this equipment.

22-PT-4 Nevada Highway Patrol-Northern Command – Accident Reconstruction Training

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 36,370	\$ 35,928	99 %

NHP investigates traffic crashes statewide, for all types of roads including the Interstate, State Highway, urban and rural connector roadways. Through this project NHP continued to strengthen their existing Major Accident Investigation Team (MAIT) by providing them the training offered in this project at their three command centers, as well as the state’s rural areas: Traffic Collision Reconstruction was the focus of this year’s project. The funding provided for curricula and some travel. The statewide demand for these courses that qualify a student to attend reconstruction level courses has far exceeded any funding levels the agency might have. NHP always reserves at least five spots per course for other law enforcement agencies in the State.

22-PT-5 Eureka County Sheriff’s Office – Speed/Radar Equipment

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 7,168	\$ 7,168	100 %

Eureka County is one of the smallest of the smallest counties in Nevada, and isolated. Speed is one of the largest traffic violations in the county. The purchase of new radar units enhanced the enforcement capabilities of officers for posted speed limits within the County, making it safer for drivers and pedestrians in the community. Fatal crashes are down 50% from 2011.



COMMUNITY PROGRAMS

Community programs are the ‘melting pot’ of traffic safety projects, as they promote injury prevention for combined problem areas at the local level, addressing these traffic safety problems with a “bottom up” approach to involve its citizenry. Comprehensive community-based coalitions of citizens from law enforcement, public health, business groups, engineering, emergency responders and traffic safety advocates implement and provide program input, direction and community involvement toward solving their community’s traffic safety problem areas. *In tandem with the State’s SHSP goal of ‘Zero Fatalities,’ these groups pursue the vision of a safety culture achievable by increasing awareness of and understanding how to prevent motor vehicle crash fatalities and injuries.*

PERFORMANCE GOAL

- Decrease total roadway fatalities from 257 in 2010 to 236 by 2012.
- Decrease total roadway **serious** injuries from 1,412 in 2009 to 1,250 by 2012.

Actual Performance:

- *Fatalities totaled 257 people on Nevada roadways in 2010, which declined 4% to 246 in 2011 (the annual goal is to decrease fatalities each year by at least 3%)*
- *Serious injuries were numbered at 1,222 in 2011, significantly lower than the goal of 1,288 (the annual goal is to decrease serious injuries each year by at least 3%)*

The fatality rate per 100,000 population continued its decline to 9.03 in 2011

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatal	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	243	137	56.38%	106	43.62%
2010	257				
2011	246				
2012					

NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

C-2

Year	Incapacitating (Serious)	Non-incapacitating	Total	Total
				Crashes
2004	1,595	6,305	7,900	6,440
2005	1,689	6,544	8,233	6,726
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008	1,558	6,886	8,444	6,863
2009	1,412	6,492	7,904	6,512
2010	1,328	6,297	7,667	
2011	1,222			
2012				

COMMUNITY PROGRAM: PROJECTS

Total Section 402 Funding Committed to Community Programs:	\$ 488,845
Total Section 406 Funding Committed to Community Programs:	\$ 221,933
Total Funding Committed to Community Programs	\$ 710,778

22-CP-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
40,850	39,631	98 %

22-406CP-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
14,933	14,933	100 %

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related community programs projects funded by Section 402 and 406 funds.

22-CP-2 Fixed Deliverables Projects

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
20,609	20,609	100 %

East Valley Family Services OPC Program	\$3,000.00
Western Shoshone DPS Speed Trailer	\$4,000.00
NE Clark Co COOP-UNReno- OPC	\$3,000.00
Las Vegas Metro Training/Travel	\$3,638.00
Faith Lutheran High School Safe Grad Nite	\$2,000.00
UNReno/CRDA Law Enforcement web survey	\$4,971.00

OPC = Occupant Protection for Children

22-406CP-4 Office of Traffic Safety – Professional Development

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
20,000	17,206	86 %

This project funded travel and registration fees as applicable for OTS staff as well as traffic safety partners across the state to obtain the most up-to-date and current information on traffic problem countermeasures and prevention. OTS staff attended Traffic Safety Institute training as well as the LifeSavers and other highway safety venues. Partners were sponsored for law enforcement training (i.e. SFST, DRE), public information officer training, rural traffic safety summits, and fiscal management training, as an example.

22-CP-6 UNLV-Transportation Research Center – Safe Communities Partnership

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
145,053	130,273	90 %

The Safe Community Partnership (SCP) supported by the University’s Transportation Research Center in Clark County is one of the more effective Safe Community Partnerships in the nation, going strong since 1996. In FFY2012, focus areas included Pedestrian Safety, Beginning/Young Driver Education, and providing education, outreach, and training to all users of the road network in consultation with Nevada’s Strategic Communications Alliance (SCA) of the State’s Strategic Highway Safety Plan (SHSP).



Performance Objective: *Provide support and expertise on areas for pedestrian safety, seat belt use, and other critical emphasis areas of the SHSP.*

Actual Performance:

The SCP and the SHSP’s contractor, Atkins, teamed up to conduct traffic safety events that brought in local media and the public throughout Clark County, home of Las Vegas and over 75% of the state’s population.

They first conducted a “Town Hall” presentation on pedestrian safety at the University of Nevada – Las Vegas (UNLV) auditorium. A panel of experts included: law enforcement from all local entities, engineers from Henderson and the City of Las Vegas, law makers, professors, fatal crash investigators, *Look Out Kids About* (local non-profit), and other traffic safety advocates. The event was heavily promoted by local media and was followed by another “Town Hall” meeting in January held in North Las Vegas.

An education committee was developed for kids and adults, along with a school district-wide campaign offering kids the opportunity to design traffic safety messages.

A winning bus shelter ad initiated a series of pedestrian safety messages throughout the rest of the year, culminating with the closing message of “*Pedestrian Safety is a Two-Way Street.*” This message displayed in a bus shelter, along with lapel buttons produced and distributed in both English and Spanish. The program partnered with the Las Vegas Metropolitan Police, UNSOM

UMC-Trauma, and Safe Kids Clark County on distributing the buttons to bus riders, motorists, parents and students.

Possible revisions to Nevada law governing pedestrian safety along with recommendations from the state's 2009 NHTSA Pedestrian Safety Program Assessment (OTS) were reviewed and prioritized. Multiple legislators will be sponsoring some of these bill draft requests (BDR) for Nevada's biennial 2013 Legislative Session, starting February 2013.

The SCP also conducted several high profile pedestrian awareness events, including the *Shine a Light for Mia* campaign, a grass-roots campaign that the safety and business communities partnered on after a 6 year-old girl was killed in a crosswalk in North La Vegas October 2011. A local neighborhood safety event was held to both raise awareness of the issue as well as to raise funds toward obtaining more efficient signage at the crash location.

Another event conducted in partnership with the *Joining Forces* high visibility enforcement program in March involved a Las Vegas Metro officer dressed as a Leprechaun and crossing the street in a crosswalk to not only be visible but also to witness vehicles not yielding to pedestrians, as well as educating other pedestrians in the area. The media coverage went national (viral) even making NPR's show 'Wait, Wait, Don't Tell Me!' Over 1.7 million people viewed the Leprechaun pedestrian story that week in Las Vegas.

Television, radio and print media are heavily involved with the pedestrian issue in Clark County, as the current rate of increase in 2012 pedestrian fatalities is significant. The subject has been covered on every media station on a regular rotation, with Channel 13 (ABC) launching a *Be Smart, Be Safe, Be Seen* campaign that airs no less than four times and as many as 35 times a day in the Las Vegas metropolitan area.

Performance Objective: *Provide education, outreach and training to all users of the road network in consultation with the SHSP, SCA group.*

Actual Performance:

The SCP Director serves as Chairman of the Pedestrian, as well as Vice Chair of the Seat Belt CEA committees. She also serves as an officer of the Strategic Communication Alliance and the Distracted Driving sub-committee.

This year an incredible effort was put into education on the new cell phone law passed in the 2011 Session, effective January 1, 2012. At least twice a week in the early part of the year and continuing several times a month throughout the remainder, education about the new law and distracted driving was presented to K-12 schools and local businesses. SCP continues its participation in an Alternative Modes of Transportation Committee and the Bus Shelter Committee for the Regional Transportation Center of Southern Nevada (MPO).

SCP partnered with the RTC on its 'Complete Streets' program designed to improve road safety for all users, with an emphasis on bikes and pedestrians. This program has the potential to "drive" pedestrian changes in Clark County and Nevada but is still in its infant stage.

Public education was provided through many media events throughout the year, including: Walk Your Child to School Day; Teen Driver Safety Week (multiple events); Click it or Ticket (Turkey in the Crosswalk Event); Home for the Holidays (Impaired Driving Campaign); ‘Santa’ in the Crosswalk; Shine a Light for Mia; Save a Life, Win a MacBook; Leprechaun in the Crosswalk; Stop, Look, Live campaign with Clark County School District (CCSD), May Click it or Ticket; Door Decorating Contest; Heat in Cars; and Safe Summer Days (enforcement campaign).

Performance Objective: *Maintain Youth Driving Education efforts with the goal of further reducing youth driving fatalities, serious injuries and crashes.*

Actual Performance:

The third week of October was National Teen Driver Safety Week. SCP partnered with Cricket Communications and CCSD Police for a two week period presenting an educational program to multiple area schools five to six times per day. The program included education on driving, distractions, seat belt use, and impaired driving issues. The STARS program (Supporting Teens and Roadway Safety) was also promoted. This educational program was well received and continued throughout the year. All the northwest middle schools participated. The program expanded to include employers like the Water District, MGM, and local Councilman Steve Ross’ Office. Just under 40 high schools in the Las Vegas Valley participated , including Driver’s Education teachers.

The Thursday Night Lights (TNL) outreach and awareness program involved hundreds of teens promoting safe driving habits and the STARS program during the high school football season. Many presentations were made to students on the value of wearing seat belts, and discussing impaired and aggressive driving, as well as pedestrian safety.

SCP continues a partnership with the University of Nevada – Las Vegas (UNLV) offering the 30 hour driver education class finalized by CCSD and other community partners through a grant project last year. They’re also pursuing an alternative class to teach *parents* how to teach their *kids* to drive, hoping to pilot that in FY2013.

Performance Objective: *Maintain and seek to expand private corporation relationships/partnerships to further reduce fatal and serious injury crash rates in Clark County by two-tenths of a percentage point annually, based on VMT*

Actual Performance:

Some progress has been made this year with reaching out to other employers, building on work already achieved with the MGM’s employee program. Contact was made with Harrah’s, which subsequently became Caesar’s Entertainment. They have agreed to publish safety materials provided by OTS and SCP for their employee newsletters.

Safe Communities continues to work with Station Casinos, another large local employer, to consider providing their employees with safety messages. And there are several small employers

putting out educational materials for their employees, ranging from Master Planned Communities to Home Owner Associations.

The large corporation Zappos, which employees over 2,000 young adults in Las Vegas, now partners with the SCP on pedestrian safety education for their downtown employees, as well as Impaired Driving education to prevent DUI crash involvement for their employees.

22-CP-7 The Payne Foundation – *Driver’s Edge* Teen Driving Program

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
100,000	100,000	100 %



Driver’s Edge: A non-profit based in Las Vegas, the *Driver’s Edge* program is designed for young people between age 15 and 21 who have a valid driver’s permit or license. It is a free to the public, behind-the-wheel driver training program designed by former race car driver Jeff Payne, CEO of The Payne Foundation. *Drivers Edge* is effective in teaching young drivers important driving survival skills not normally covered in driver education classes. Four classroom and outside modules cover accident avoidance, ABS braking, car maintenance (tire pressure, etc.), and the DPS-Nevada Highway Patrol utilizing ‘fatal vision’ goggles to demonstrate the effects of impaired driving. This module also includes interactive education with NHP’s Seat Belt Convincer unit. The program pool is 30-35 instructors, all professional drivers.

A total of 2,019 students and 1,674 parents attended a Nevada Driver’s Edge event during the grant period, a combined attendance of 3,693. Las Vegas events averaged 95 students and 82 parents per session while Reno events averaged 86 students and 65 parents per session.

Nationally, *Driver’s Edge* has now educated over 100,000 teens and parents since its inception. In Nevada alone, 19,765 students and 16,116 parents have attended a *Driver’s Edge* event for a combined total of 35,880 educational opportunities.

The big-picture goal remains the same; to make *Driver’s Edge* a state-mandated training program for novice drivers, and have Nevada considered nationally as the leader on the issue of young driver safety.

Program Support:

Without the funding and in-kind support that *Driver's Edge* receives from its many sponsors and supporter, continuation of the program would not be possible.

Those contributing to the success of this program include:

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



The 2012 program exceeded its goal by conducting twenty-two (22) events for Nevada. Through fundraising efforts and carefully watching costs, they were able to conduct three additional event days in Nevada for the *STARS* (Supporting Teens and Roadway Safety) projects.

The average pre-test safe driving knowledge score for students was 35.35%, with an average post-test score of 81.83%. 100% of the participants said that they felt that *Driver's Edge* had helped them become a safer driver, and 99.9% stated that they felt the experience would help them to avoid a potential collision in the future.

Media Coverage/Evaluation:

Edge continues to receive good media coverage within the state of Nevada. During the 2012

grant year the program received broadcast media coverage from the ABC,CBS, FOX, and NBC network affiliates in the Las Vegas market, and also the ABC, CBS, FOX, NBC and Univision network affiliates in the Reno market. Edge was also covered by KUNR, Reno’s NPR radio affiliate.

To see the latest comments from *Drivers Edge* attendees, check out the *Drivers Edge* Facebook page at www.facebook.com/driversedge.org.

With the assistance of the University Nevada – Las Vegas Transportation Research Center, *Driver’s Edge* is implementing an online interface and database for their 12- and 24-month follow up surveys. There were some delays with the survey finalization this year, but progress is continuing.

**22-CP-3 STARS* Supporting Teens and Roadway Safety – Southern Region
University of Nevada-Las Vegas-Transportation Research Center**

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
72,992	64,485	88 %



STARS (Supporting Teens and Roadway Safety) is an interactive educational program designed to encourage safe-driving habits among young drivers (15-20 years old) and increase awareness of seat belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group.

The *Thursday Night Lights* program helped recruit schools and participant teams, utilizing three winning awareness messages from last year’s competition. The program experienced unbelievable support from the Clark County School District (CCSD) who provided assistance at the games and helped collect a minimum of 100 surveys/contacts at each football game.

Monthly *STARS* presentations were given at area high schools, where teachers signed up to assist with projects or become team advisors. Drivers’ Education instructors were of less supply

due to budget cuts from prior years, so recruitment was conducted with leadership, yearbook, and audio-visual/video classes.

Surveys showed that when driving alone, teens buckled up 69% of the time. While driving with parents the usage increased to 71%. When driving with friends, and when they need it the most, surveys showed that teens only buckled 58% of the time.

37 teams entered the contest and 24 teams competed in the driving day. The first place team received scholarship dollars, the second place team received laptops and the third place team received *Kindle Fires*.

The program resulted in six video PSAs that were distributed for use in schools and presentations and to employers. A school poster was produced and distributed and a bus shelter poster “Promise?” is still displayed all over the Las Vegas Valley. Clips of several of the winning spots were used by Channel 8 in stories about teen driving.

A new website and Facebook page was developed by PPBH with an abundance of options and promotional materials for the STARS program.

Revisions have been made to the program outline for the upcoming year to enhance recruitment, judging, quality of entries and production. Categories have been streamlined and more specific. Entries must address one of OTS priorities and must fall under one specific medium.

22-CP-8 Clark County Courts/ Coroner’s Office -- Teen Education

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
11,200	10,008	89 %

The Coroner’s Visitation Pilot Program is a highly motivational information driven program designed to show teens the often deadly outcomes of reckless driving behaviors, including but not limited to speeding, distracted driving, impaired driving, and the use of seatbelts. It utilizes real life case studies combined with a life-changing visit of the Clark County Coroner/Medical Examiner’s Office through a powerful PowerPoint presentation. The intent is to challenge and implore youth into making positive changes and to deter future unsafe risk taking behaviors while driving. This was the second year of grant funding toward this outstanding program. It is well received by students and drivers education teachers.

22-CP-4 University of Nevada-Reno/Center for Research Design and Analysis - Traffic Safety Community Attitudes Survey

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
45,250	40,542	90%

The Center for Research Design and Analysis (CRDA) was contracted by DPS-OTS to conduct a telephone survey about Nevadans' driving behavior and attitudes. The objectives of this survey included gathering self-reported behavioral and opinion data on key safety issues, such as impaired driving, safety belts, speeding, and distracted driving. OTS was also interested in examining the effect that a "Click it or Ticket" (CIOT) campaign had on respondents' answers to safety belt use and awareness questions.

A total of 851 interviews were completed for this study. The genders in the sample were represented roughly equally; 47.2% of the respondents were male and 52.8% were female. Respondents also composed a wide range of age groups. However, almost half of the respondents were 55 and older (49.5%). A little over 3% of respondents reported that they were Hispanic, 10.7% reported they were multi-racial, 4.7% indicated they were Black or African American, and 2.2% identified themselves as Asian or Pacific Islander. Only 1.2% of respondents were American Indian or Alaska Native. Respondents were also asked to indicate their current county of residence. Analyses indicated that respondents included current residents of all 17 counties in Nevada.

A sample of cell phone users was included in the methodology to ensure that Nevadans under the age of 40, who predominately use cell phones only, were adequately represented in the sample. Out of the 851 respondents included, 523 came from the traditional sample of landline phone numbers and 328 came from the supplementary sample of cell phone numbers. Un-weighted demographic analyses were conducted on these two samples (i.e., landline and cell) to determine how they varied and if the cell phone sample achieved its purpose of representing specific demographic categories: younger individuals, males, and non- White Nevadans.

Respondent selection and eligibility for the study was based on the following criteria, verified at contact: the call number must be a private residence in Nevada (or a personal cell phone in the cell phone random sample) and the respondent must be (1) 18 years of age or older, (2) have a valid driver's license (in any state), and (3) have driven *in Nevada* within the past 60 days. Passengers, pedestrians, and those who only ride bicycles or drive mopeds or scooters were not eligible for the study.

22-406CP-3 University Medical School/Trauma Center - Injury Prevention Research

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
90,000	87,838	98%

The Nevada Center for Traffic Safety Research at the University of Nevada, School of Medicine (UNSOM) continued development of a workable process for linking and analyzing statewide crash and hospital discharge data. Statewide analysis of traffic crashes, serious injuries and other pertinent information have been instrumental in providing legislative testimony, briefing to elected and executive officials, and informing OTS and all traffic safety partners and stakeholders.

In 2011, the means to overcome technical, legal, and other challenges to implementation and linkage of this data system were identified and resolved. As a result, a state-wide comprehensive

repository contains linked trauma records related to motor vehicle crashes resulting in serious injuries. The established linked dataset continues to provide opportunity for comprehensive analysis and understanding of the factors associated with serious injuries before, during, and after the crash occurs, and the associated medical outcomes.

Below is a summary of the number of crash records received from Nevada's four trauma centers and linking percentages.

Total MVC Trauma Records Received

<u>Trauma Center</u>	<u>Motorcycles</u>	<u>Motor Vehicles</u>	<u>Pedestrians</u>	<u>All</u>
Renown	2,357	7,156	915	10,428
St. Rose	624	2,451	Not reported	3,075
Sunrise	610	1,607	529	1,968
<u>UMC</u>	<u>1,968</u>	<u>6,376</u>	<u>1,494</u>	<u>9,838</u>
All Centers	5,559	17,590	2,938	26,087

Total Trauma Records Linked to NDOT Crash Data and Percentages

<u>Trauma Center</u>	<u>Motorcycles</u>	<u>Motor Vehicles</u>	<u>Pedestrians</u>	<u>All</u>
Renown	765 (32.5%)	4,844 (67.7%)	453 (49.5%)	6,062 (58.1%)
St. Rose	179 (28.7%)	1,550 (63.2%)	Not reported	1,729 (56.2%)
Sunrise	217 (35.6%)	858 (53.4%)	277 (52.4%)	1,352 (68.7%)
<u>UMC</u>	<u>1,155 (58.7%)</u>	<u>4,644 (72.8%)</u>	<u>920 (61.6%)</u>	<u>6,719 (68.3%)</u>
All Centers	2,316 (41.7%)	11,896 (67.6%)	1,650 (56.2%)	15,862 (60.8%)

Additional activity from this project was publishing a regular newsletter. The TREND (Trauma Research and Educational News) newsletters are added to the agency's CTSR.org website as well as emailed to those on the master email list, and Volume I issues can be found online at [Trauma Research and Educational News](#).

Volume 2 TREND Newsletters produced in 2012:

TREND 2-1 *Motor Vehicle Seat Belt Use, Alcohol - Drugs* - Is there a difference in these issues when we examine race

TREND 2-2 Is there a difference in safety issues when we examine geographic location

TREND 2-3 Motorcycle safety, injury and medical costs

TREND 2-4 Predictable Behavior Patterns

TREND 2-5 Pedestrian Improper Crossing and Impairment

NDOT ‘FLEX’ FUNDING (FHWA)

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

Nevada’s Department of Transportation met these required needs, and this was the second year they let out an application process to SHSP partners for ‘flex’ funded-projects related to behavioral change: increase seat belt use, reduce incidence of impaired driving, pedestrian safety awareness, lane departures and intersection crashes (5 critical emphasis areas). DPS-OTS applied for and received a flex fund award for FFY2012 in the amount of \$900,000 to conduct four projects related to SHSP traffic safety issues, as follows. These projects were scheduled and in line with the *Joining Forces* enforcement calendar and focus program areas throughout the year, as applicable.

FLEX-FUNDED PROJECTS

TOTAL FLEX FUNDING COMMITMENT: **\$ 900,000**

22-DOT-1 Paid Media/Marketing

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
555,000	555,000	91%

**22-DOT-2 University Nevada – Las Vegas/Transportation Research Center (TRC)
STARS “Supporting Teens And Roadway Safety”**

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
150,000	150,000	100%

The objective of STARS (formerly known as PACE) is to encourage safe-driving habits among young drivers and increase awareness of seat-belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group. This fiscal year entailed the fifth annual STARS program as originally introduced by the Safe Community Partnership of Clark County. The program runs several months during the school year and solicits teams of teens from local area high schools to compete with each other on actual driving skills, as well as a media

campaign theme and ad material for teens talking to teens. The winning entries are produced by OTS for public broadcasting. Specific, targeted earned media campaigns will be developed to match critical emphasis areas for young adult drivers in regard to occupant protection, impaired driving, and distracted driving. Funds supported the UNLV-TRC operating costs, PI&E, earned & paid media needs, minimal travel, contractor fees, and student work directly related to the STARS project. Project Directors served as regional coordinators for the program in 2012.

22-DOT-3 Pedestrian Safety Information & Education

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 95,000	\$ 95,000	100%

This project provided Pedestrian safety education for pedestrians and for motorists during a troubling year for pedestrian fatality increases in Clark County. Recognizing that both pedestrians and motorists play a role in pedestrian safety, this project tried to educate all road users by speaking to them as motorists behind the wheel and as pedestrians while on the bus or walking down the street. The project also coordinated and supported pedestrian safety awareness campaigns and created educational materials for buses and bus shelters. A task force has developed criteria to identify high crash locations and placement, design, and implementation guidelines for pedestrian amenities. The task force strives to implement pedestrian friendly countermeasures in alignment with FHWA and NCHRP proven/tested strategies. Drivers continue to see educational messages on bus shelters, in buses and through employer-based publications. They also hear radio advertising while driving. Materials were shared with the Strategic Communications Alliance (SCA) for potential tie-ins with other campaigns as well as with the *Joining Forces* high-visibility enforcement waves.

22-DOT-4 Office of Traffic Safety-High Visibility Intersection Enforcement

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
100,000	97,103	97%

This project piloted a new emphasis area within *Joining Forces*, providing funding for law enforcement agencies for traffic enforcement aimed toward a critical emphasis area of the SHSP. This funding was for overtime for high visibility enforcement in intersections as scheduled in the *Joining Forces* calendar.

TRAFFIC RECORDS

Traffic Records Projects:

Total Section 402 Funding Commitment to Traffic Records Programs:	\$ 33,037
Total Section 408 Funding Commitment to Traffic Records Programs:	\$ 708,800
Total Funding Committed to Traffic Records Programs	\$ 741,837

Nevada worked to improve the current Nevada's Citation and Accident Tracking System (NCATS). There are currently 18 of Nevada's 31 law enforcement agencies (LEA) issuing citations and/or reporting crashes and transferring electronically. Fifteen agencies are issuing citations using Brazos Technology (Brazos) software through the OTS managed contract which started in November 2010. Three agencies are using other vendors' solutions for electronic citations. Ten agencies use Brazos software for collecting electronic crash data. The three agencies using other vendors for citation also collect crash data with their vendors. Nevada Department of Transportation (NDOT) enters paper crash reports from other agencies into the Brazos system manually.

The Traffic Records Coordinating Committee (TRCC) continues to monitor the NCATS Modernization Project (NCATS MOD) through the NCATS MOD committee composed of LEA representation, NDOT, OTS and the Department of Public Safety's (DPS) Records and Technology Division. NDOT, with assistance from FHWA, is heavily involved with the NCATS MOD and has awarded \$1.8M of FHWA 'flex' funding toward the project.

Brazos has been working with the NCATS MOD committee to develop and standardize the statewide crash software program. The Fallon Police Department has fully implemented the Brazos system agency wide for all crash data collection. The remaining eight agencies using Brazos are working in conjunction with Brazos and OTS program management to mitigate issues preventing full implementation at those agencies. Once these challenges are overcome, these eight plus an additional six agencies will be using Brazos for crash data collection. Three larger law enforcement agencies, the Las Vegas Metro, Henderson and Reno Police Departments, have not committed to the Brazos program due to independent contracts for their crash and citation programs but continue to report them electronically to the NCATS State Repository via a data file transfer.

NCATS Modernization Project is envisioned as a source of comprehensive data on all aspects of traffic safety, beginning with traffic crash reports and citation issuance data. NCATS is currently a crash data repository. NCATS database contains over 510,000 Nevada crash report records dating from 2003 to the present. Citation data from some agencies was added in starting in 2010 and NCATS currently houses over 20,000 citations. This on-going effort involves many departments and agencies throughout the State and the Administrative Office of the Courts (AOC). The AOC also implemented a program in 2012 collecting adjudication data from 32 courts which is then shared with the Department of Motor Vehicles (DMV).

Integration has been the most difficult challenge between interstate agencies. During FFY 2012 Nevada accomplished electronic transmission of all Brazos citation data to the AOC and courts of jurisdiction statewide. In FFY 2013, Nevada will work with Brazos and the AOC to build an interface with the Case Management Systems (CMS) for the 32 courts working with the AOC to improve accuracy and timeliness in citation data. In addition, Brazos and geographic information system (GIS) ESRI are working together to implement an integrated system for geolocation crashes prior to importing them to NCATS. OTS has also gotten a commitment from the State Emergency Medical System (EMS) office to integrate with NCATS in FFY 2013.

22-TR-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 15,000	13,715	91%

22-408TR-1 Office of Traffic Safety – Program Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 89,800	89,800	100%

These projects provided funding for staff salary and program expenses, such as travel and training that were directly related to the management and oversight of related traffic records projects funded by Section 402 and 408 funds.

22-TR-2 Office of Traffic Safety – TRCC Meetings

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 15,000	\$ 14,750	98%

The TRCC meets quarterly to develop and implement goals of the Traffic Records Strategic Plan to further expand the availability and improve the accuracy and completeness of the State’s crash records and citations. OTS funds TRCC travel through an internal grant to prevent travel constraints from being the deciding factor of agency participation. The meetings are rotated between the north and south ends of the State to provide equal attendance opportunities. Members now include representatives from all participating LEA, the AOC, DMV, University of Nevada School of Medicine’s (UMC) Trauma Center for Research, Nevada Department Of Transportation (NDOT), Nevada Sheriffs and Chiefs Association, and the Department of Public Safety (Nevada Highway Patrol, Office of Traffic Safety and Records & Technology).

In addition to the regular TRCC meetings, the NCATS MOD committee meets regularly by conference call to monitor progress with the Brazos contract.

Four members of the TRCC were also funded to attend the annual Traffic Records Forum in Biloxi, Mississippi in October 2012. This forum allows the members to discuss Nevada's current projects and see what other states are developing for their 408 performance goals. With the goal of improving understanding of the traffic records process and participation by TRCC agencies, representatives were sent from the AOC, DMC and State EMS.

22-TR-3 Office of Traffic Safety – NCATS Master Services Agreement

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
1,000	1,000	100 %

Throughout the grant year the Traffic Records Coordinating Committee (TRCC) and the state's Traffic Records Coordinator may identify technical or programming needs for services that are solicited to existing state contractors for timeliness. This project provides a funding source for any needed traffic records operational or programmatic project solicited by DPS-OTS throughout the year.

22-408TR-3 Office of Traffic Safety – NCATS Project (IT) Management

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
100,000	99,733	99 %

This project addresses the preparation and management of projects in the State Highway Safety Information System Plan. It includes the salary and benefits of the full-time IT Project Manager, who is responsible for the data operations of the TRCC, NCATS agencies and participants, NCATS training development, contracting for NCATS services, vendor performance and planning. This position is housed at the DPS Records & Technology Division where the NCATS servers are physically located.

22-408TR-4 Office of Traffic Safety – NCATS Modernization

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
400,000	4,030	1 %

In July of 2010 Brazos Technology was awarded the contract for software for the state's NCATS project. This project funds a portion of those contract services. Brazos and the TRCC are currently implementing the project and bringing law enforcement agencies onto the system in a meticulous and organized manner.

The project timeline has been pushed back several times, so few deliverables were actually paid in FFY2012.

Other Traffic Records Projects

FFY 2012 grants were approved for equipment purchases to facilitate the advancement of electronic capture of citations and crash records. This equipment allows for more accurate, timely, complete records to be recorded by LEA personnel and the integration of these records to the NCATS database. The collection of electronic records by LEA agencies is critical to the achievement of Nevada's Section 408 funding performance goals. The following grants were awarded FFY 2012:

Churchill County Sheriff's Office

\$20,000 – purchased Motorola MC75A devices & Zebra printers

Sparks Police Department

\$14,016 – purchased Motorola MC75A devices & Zebra printers

Carson City Sheriff's Office

\$12,486 – purchased Motorola MC75A devices

Fallon Police Department

\$18,651 – purchased Motorola MC75A devices

Boulder City Police Department

\$22,776 – purchased Motorola MC75A devices & Zebra printers

North Las Vegas Police Department

\$14,620 – purchased Zebra printers

Performance Goals and Performance Measures

Nevada has made strides in our efforts to achieve our section 408 performance goals and the data quality control provided with NCATS MOD. Electronic citation and crash data collection and the statewide crash Form 5 allows for Nevada to collect better records and achieve NHTSA goals for accurate, timely, complete, uniform records that can be integrated to state and federal agencies. This will allow Nevada to develop an accessible forum for which the safety data can be utilized for highway safety and other decision-making purposes.

Current goals and performance measures include:

Improve timeliness of the crash system by decreasing the number of days it takes for crash reports to be submitted to NCATS

Improve completeness of the citation/adjudication system by increasing the percentage of LEA uploading electronic citations data into AOC database

Improve uniformity of the crash system by developing a long-term legislative solution for financially sustaining the NCATS database with State funds

PAID MEDIA AND PUBLIC RELATIONS

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

In Federal Fiscal Year 2012, the DPS-OTS continued its journey in purchasing media directly, with an additional monetary boost from FHWA flex funding awarded to OTS from the Nevada Department of Transportation. Campaigns addressing each of the SHSP and OTS priority areas were conducted throughout the grant year.

Media Plan FFY2012					
Project	Nevada Office of Traffic Safety				
Number	Program	Fund	OTS FUNDING	FLEX FUNDS	Total Funding
22-CP-5	Thursday Night Lights	402	12,500	0	12,500
22-410AL-4	DUI PI&E	410	207,500	285000	492500
22-OP-13	CIOT Media (May)	402	65000	10,000	75000
22-406CP-6	CIOT Media (Nov)	406	40,000	55,000	95,000
22-2010MC-1	Motorcycle Safety	2010	90000	30,000	120,000
22-406CP-7	PI&E (Speed/Peds/Dist Drvg.)	406	13,737	0	13,737
22-406PS-2	Pedestrian Safety	406	28,559	40,000	68,559
22-410AL-5	DUI Media	410	35000		35000
22-OP-3	OP PI&E	402	11,211	0	11,211
22-CP-9	Distracted Driving	402	35000		35000
22-DOT-1	Distracted Driving		0	115,000	115,000
22-DOT-1	Professional Services		0	20,000	20,000
					0
TOTALS			538,507	555,000	1,093,507

OTS FUNDED MEDIA PLAN (ACTUAL EXPENSE)

Total Section 402 Funding Commitment to the Media Plan: \$ 122,978
Total Section 406 Funding Commitment to the Media Plan: \$ 73,913
Total Section 410 Funding Commitment to the Media Plan: \$ 233,754
Total Section 2010 Funding Commitment to the Media Plan: \$ 77,315

NDOT Flex Award for Media Plan: 555,000

Total Funding Committed to the Media Plan: \$ 1,062,960

22-DOT - 1 Office of Traffic Safety – NDOT Flex Award for Paid Media

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
555,000	555,000	100 %

This award allowed OTS to double its paid media dollars for impaired driving, pedestrian safety, motorcycle safety, distracted driving, and ‘Click it or Ticket’ seat belt campaigns, where 28% of the Flex award was utilized for the Latino market.

The year began with a three month educational campaign to highlight the coming new hands free distracted driving law being implemented in Nevada. OTS partnered with Cox in Reno to drive the TXT L8R message to motorists in the northern and rural regions of the state. In the south, we partnered with NBC, Channel 3 to develop the Eyes on the Road, Hands on the Wheel. Several spots were created and distributed in the southern region. Only warnings were given by law enforcement during the educational campaign, but in January the enforcement efforts changed to writing citations without any warnings.

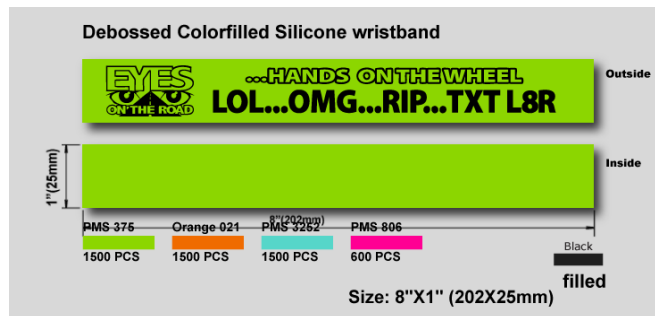
22-CP-5 Office of Traffic Safety - Thursday Night Lights

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
\$ 12,500	12,500	100 %

This was a campaign partnership with local media and area high schools to conduct during local area high school football games and as aired on TV. Outreach and education efforts were conducted in person at each game, along with paid media ads for seat belts and ‘buzzed driving’ messaging. It was a small investment that reached thousands of young adults about safe driving awareness.

22-CP-9 Office of Traffic Safety – Distracted Driving Media

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
35,000	35,000	100 %





22-OP-13 Office of Traffic Safety

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
65,000	64,453	100 %

22-406CP-6 Office of Traffic Safety

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
40000	32,008	80 %

“Click it or Ticket” Paid Media – November 2011 and May 2012 Campaigns



Both TV and radio messaging ran concurrently in local markets with the national *Click it or Ticket* (CIOT) campaign in May 2012. The November campaign was negotiated and placed by the Department’s media contractor, PPB&H.

The primary target audience continued to be males, although data identified the primary age group of 18-34 year-olds to also look at males age 35-44 as the secondary target. Latino males were reached via Spanish language TV and radio as well. (For the Spanish-speaking markets, radio is known as the ‘frequency’ medium to reach male target audiences). Messages were also included in African American and Hispanic female markets in the November Campaign, as evidenced by results from Nevada’s 2011 Seat Belt Survey. In addition to radio and television, several public outreach activities were also conducted.



Utilizing Sections 402,406 and FHWA Flex funds for the November CIOT campaign increased the media buys for November and May substantially. Approximately \$160,000.00 was spent to educate the motoring public regarding this critical emphasis area statewide in Nevada.

22-410AL-4 Office of Traffic Safety – Impaired Driving Media

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
207,500	203,283	98 %

22-410AL-5 Office of Traffic Safety – Impaired Driving Public Education & Outreach

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
35,000	30,470	87 %

“Buzzed Driving is Drunk Driving”

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



Designed to coincide with the enforcement efforts of Nevada’s *Joining Forces* program calendar as well as the national campaigns, Nevada’s statewide DUI messages aired during October for Halloween, December-January for Christmas & New Years, in February for Super Bowl, March for St. Patrick’s Day, at the end of June and July for the Independence Day, and in August and

September for Labor Day. These holidays are typically saturated with parties and alcohol for men ages 24-45.

Again, FHWA Flex funds were awarded to OTS in support of the state’s Strategic Highway Safety Plan. The message was delivered in both the general and Latino markets. Both TV and radio ads aired, in both English and Spanish languages.

“Halloween Impaired” Paid Media – October 20-30, 2011



Funded by Section 410 and Flex funds, nearly \$80,000.00 was spent for media, outreach and educating the public regarding Impaired Driving and its serious consequences during October around Halloween activities (Halloween is also a holiday, Nevada Day, and indicates a high rate of drunk driving incidents). A blend of radio broadcasts, television, sports marketing with the Wranglers and the Nevada Wolf Pack at UNR was conducted. Several outreach events were also conducted as well as Latino radio and television.

22-2010MC-1 Office of Traffic Safety

<u>\$ Granted</u>	<u>\$ Spent</u>	<u>% Spent</u>
90,000	77,315	86 %

Motorcycle Safety Awareness Media -

Although motorcycle safety is an issue at any time of the year, it is particularly critical during the warmer months. There is a great influx of motorcycles on both the major freeways and the surface streets during this time. This year’s motorcycle awareness campaigns were conducted in April and May in Southern Nevada and began in June in Northern Nevada and continued in September statewide.

OTS has explored several options for media to reach the target audience, predominantly males 18-34 and 39 to 54. Based on the fact that we need to reach “drivers,” outdoor advertising was once again utilized. The issue with impaired riders was identified and thus campaigns addressing this issue were also conducted.

Additional outreach efforts were made in staffing educational booths at motorcycle events. Participants were asked to sign a pledge to not drink and ride, and received an instant photograph of themselves and their riding buddies in an appropriate-themed frame. Safety materials that

referenced Nevada's helmet law, and encouraged riders to not drink and ride, were distributed as well. Information regarding classes and learning to ride were also distributed.

Campaigns

Traffic Safety paid (and earned) media campaigns for Nevada's Office of Traffic Safety were conducted in FFY2012 as follows:

- Distracted Driving Educational Campaign – October through December 2011
- Impaired Driving – Halloween, October 2011
- “Click it or Ticket” (CIOT), November 2011 (Thanksgiving)
- “Buzzed Driving Is Drunk Driving”, December 2011 and January 2012 (Christmas & New Year)
- Distracted Driving Enforcement Campaign – January 2012
- Impaired Driving (“Law Enforcement Designated Driver”), February 2012 (Super Bowl)
- Impaired Driving (“Luck o’ Irish”), March 2012 (St. Patrick’s Day)
- Distracted Driving Enforcement Campaign – April 2012
- Motorcycle Awareness (“Look Out-Motorcycles About”), April – September 2012
- “Click it or Ticket” (CIOT), May 2012 (Memorial Day)
- Pedestrian Safety and Awareness – May 2012
- Distracted Driving – June- September 2012
- “Buzzed Driving”, July 2012 (Independence Day)
- “Buzzed Driving”, August-September 2012 (Labor Day)
- Pedestrian Safety Awareness, September 2012 (Back to School)

Overall, Nevada OTS funded nearly \$ 1,000,000.00 in paid television, radio, public education, outreach and media print advertising for traffic safety messaging in FFY2012. Earned media of approximately 34 hours of ‘free’ time resulted in an equivalency value of \$ 189,345, reaching over six million people (Nielsen Audience).

All campaigns were conducted in both English and Spanish languages and in conjunction with Nevada's Strategic Highway Safety Plan goal of “Zero Fatalities.”

PLEASE NOTE: Some of the above media projects may be duplicated in this plan under other program sections (i.e., Impaired Driving, Pedestrian Safety, etc).

‘Zero Fatalities’ Goal

The Nevada Executive Committee on Traffic Safety (NECTS) adopted the *Toward Zero Deaths* national philosophy and goal for its Strategic Highway Safety Plan (SHSP) during FFY2011. In partnership with the Nevada Department of Transportation and other participants in the plan’s Strategic Communications group, all OTS paid media now includes the ‘Zero Fatalities’ message.



PERFORMANCE SUMMARY

	2007	2008	2009	2010	2011
Population	2,718,336	2,738,733	2,711,206	2,724,634	2,723,322
100 Million Vehicle					
Miles Traveled	22.14	21.02	20.9	21.1	*
Traffic Fatalities	373	324	243	257	246
Per VMT	1.68	1.56	1.19	1.22	*
Per 100,000 Population	13.72	11.83	8.96	9.43	9.50
Impaired Fatalities **	158 / 118	136 / 106	105 / 69	102/69	*
% of Total	42.0/ 32.0	42 / 33	43/ 28	40/27	*
Per VMT	0.53	0.51	0.48 / 0.33		*
Population (100,000)	5.81/ 4.34	5.00 / 3.91	3.73/2.51	3.74/2.53	*
Occupant Protection					
Safety Belt Rate	91.2	90.1	91.0	93.0	90.5
Child Seat Rate	*	*	*		*
Unrestrained Fatalities	43%	44%	37%	44%	42%
Pedestrian / Bicycle					
Pedestrian	52	56	35	36	46
Bicycle	10	7	6	6	4
Motorcycle					
Fatalities	51	59	42	48	41
% Helmeted	86%	75%	95%	79%	88%
Speeding Involved Fatalities					
Total Crashes	97	93	91	77	76
% of All Crashes	26.0%	28.7%	37.4%	29.9%	31%

Source: FARS Intranet

* Data not yet available

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

Old = All fatalities with alcohol present

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

(Impaired Fatalities is New Definition)

FEDERAL FUNDING SUMMARY FFY 2012

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 132,000	\$ 223,484	\$ 129,367	\$ 94,117
Alcohol	\$ 397,652	\$ 455,652	\$ 349,448	\$ 106,204
Emergency Medical Services	\$ 101,900	\$ 90,177	\$ 86,681	\$ 3,496
Motorcycle Safety	\$ 50,450	\$ 76,065	\$ 65,997	\$ 10,068
Occupant Protection	\$ 494,847	\$ 579,265	\$ 436,952	\$ 142,313
Pedestrian & Bicycle	\$ 154,330	\$ 161,634	\$ 143,356	\$ 18,278
Police Traffic Services	\$ 251,018	\$ 337,953	\$ 286,283	\$ 51,670
Traffic Records	\$ 55,000	\$ 84,000	\$ 28,465	\$ 55,535
Community Safety	\$ 525,800	\$ 665,583	\$ 452,206	\$ 213,377
402 Total	\$ 2,162,997	\$ 2,673,813	\$ 1,978,756	\$ 695,058
NHTSA 406 Funding				
Planning and Administration	\$ 300,000	\$ 300,000	\$ 277,774	\$ 22,226
Alcohol	\$ 25,910	\$ 60,000	\$ 35,910	\$ 24,090
Motorcycle Safety	\$ 8,358	\$ 20,000	\$ 8,358	\$ 11,642
Occupant Protection	\$ 17,553	\$ 40,000	\$ 17,553	\$ 22,447
Pedestrian & Bicycle	\$ 40,030	\$ 44,000	\$ 37,091	\$ 6,909
Police Traffic Services	\$ 531,716	\$ 765,922	\$ 456,395	\$ 309,527
Traffic Records	\$ 0	\$ 0	\$ 0	\$ 0
Safe Communities	\$ 221,933	\$ 278,933	\$ 171,568	\$ 107,365
406Total	\$ 1,145,500	\$ 1,508,855	\$ 1,004,649	\$ 504,206
NHTSA 405 Occupant Protection	\$ 81,300	\$ 356,169	\$ 69,054	\$ 287,115
NHTSA 408 Traffic Records	\$ 584,800	\$ 1,481,120	\$ 299,205	\$ 1,181,915
NHTSA 2010 Motorcycle Safety	\$ 260,500	\$ 415,509	\$ 77,315	\$ 338,194
NHTSA 410 Alcohol SAFETEA LU	\$ 1,013,202	\$ 4,132,924	\$ 958,409	\$ 3,174,515
NHTSA 410 Planning and Admin	\$ 40,000	\$ 75,852	\$ 28,257	\$ 47,595
NHTSA 410 High Fatality Rate	\$ 0	\$ 0	\$ 0	\$ 0
NHTSA 410 High Visibility	\$ 0	\$ 0	\$ 0	\$ 0
410Total	\$ 1,053,202	\$ 4,208,776	\$ 986,666	\$ 3,222,110
TOTAL FUNDING	\$ 5,288,299	\$ 10,644,242	\$ 4,202,097	\$ 6,228,598