

ANNUAL PERFORMANCE REPORT

— FFY 2013 —



zero[®]
Fatalities
Drive Safe Nevada

October 1, 2012 — September 30, 2013

ANNUAL PERFORMANCE REPORT FEDERAL FISCAL YEAR 2013

**PREPARED BY NEVADA DEPARTMENT OF PUBLIC SAFETY-
OFFICE OF TRAFFIC SAFETY (DPS-OTS)**

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Prepared in accordance with the Safe, Accountable, Flexible, Efficient Transportation Equity Act - A Legacy for Users (SAFETEA-LU), U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA)

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2012 NEVADA TRAFFIC SAFETY FACTS

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities (Actual)	368	395	427	432	373	324	243	257	246	259
Fatality Rate /100 million VMT* (FHWA est NV 2012 VMT = 22,797,670,121)		1.95	2.06	1.97	1.68	1.56	1.20	1.11	1.02	0.88
# of Serious Injuries		1,595	1,689	2,011	1,930	1,558	1,412	1,328	1,219	1,162
# of Fatalities Involving Driver or Motorcycle Operator w/ > .08 BAC		112	135	144	118	106	69	69	70	82
# of Unrestrained Passenger Vehicle Occupant Fatalities	145	123	140	147	124	91	74	77	62	63
# of Speeding-Related Fatalities	116	135	160	159	97	93	94	81	76	100
# of Motorcyclist Fatalities	26	52	56	50	51	59	42	48	41	42
# of Unhelmeted Motorcyclist Fatalities	1	6	8	9	7	15	2	10	5	9
# of Drivers Age 20 or Younger Involved in Fatal Crashes	64	53	65	70	66	50	37	23	26	35
# of Pedestrian Fatalities	66	62	64	51	52	56	35	36	47	54
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	79%	87%	95%	91%	92%	90%	90%	91%	90%	91%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities					1,742	6,762	3,692	5,463	5,757	4,413
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities					504	494	1,014	832	554	1,226
# of Speeding Citations Issued During Grant-Funded Enforcement Activities					7,752	15,345	20,600	16,612	14,563	14,422

THE OFFICE OF TRAFFIC SAFETY (OTS)

OTS MISSION

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

OTS PERFORMANCE GOAL

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

OTS PERFORMANCE MEASURE

An annual decline in motor vehicle fatalities and serious injuries on Nevada roadways, both in number and rates, and in line with SHSP goals.

Performance Objective:

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

- Decrease total roadway fatalities from 324 in 2008 to 229 by 2012.
- Decrease total roadway serious injuries from 1,558 in 2008 to 1,329 by 2012.

Actual Performance:

- Fatalities totaled 259 people on Nevada roadways in 2012, which is a 5 percent increase from the 246 in 2011 (the annual goal is to decrease fatalities each year by at least 3 percent)
- Serious injuries were numbered at 1,162 in Calendar Year (CY) 2012, down 4 percent from the 1,219 in 2011, significantly lower than the goal of 1,250 (the annual goal is to decrease serious injuries each year by at least 3 percent)

NEVADA TRAFFIC FATALITIES

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2005	283	56	63	10	15	427
2006	312	50	51	10	8	432
2007	254	51	52	10	6	373
2008	196	59	56	7	6	324
2009	150	42	35	7	9	243
2010	163	48	41	6	4	257
2011	151	41	47	4	4	246
2012	156	42	54	3	2	259

NEVADA SERIOUS INJURIES 2008-2012

Year	Incapacitating	Goal	Change
2008	1,558		
2009	1,412	1,512	-9%
2010	1,328	1,370	-6%
2011	1,219	1,287	-9%
2012	1,162	1,182	-4%

TOTAL FATALITIES PER 100,000 POPULATION

Year	Population	Total Fatalities					Rate per 100,000 Population				
		Total	Motor Vehicle	Motor-cycle	Pedestrian/Bicycle	Impaired	Total	MVO	MC	B/P	ID
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
2012*	2,750,217	258	155	37	64	60*	9.35	5.64	1.35	2.33	2.18

Nevada's fatality rate per 100,000 population was 9.35 in 2012, down from a high of 13.72 in 2007.

PROGRAM FUNDING

Designated by the Governor, the Nevada Department of Public Safety (DPS) 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. The Director of the Department serves as the Governor's Representative for Highway Safety. 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 government 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 Federal Fiscal Year (FFY) 2013 was unique in that part of the year was funded by the SAFETEA-LU legislation. Reauthorization was passed and rulemaking came out in January 2013, and the remainder of the grant year was funded by the new authorization, Moving Ahead for Progress in the 21st Century, or MAP-21. MAP-21 includes several funding programs that specifically address behavioral highway safety problem areas. DPS-OTS is currently operating on continuing resolutions of MAP-21 funding in FFY 2014.

SAFETEA-LU provided Nevada with the basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2013, 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). Funds for 2013 consisted of awards carried forward from prior grant years, matching State Highway Funds, and new MAP-21 awards. 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). NDOT has again awarded DPS-OTS with Highway Safety Improvement Plan (HSIP) funds to support and enhance SHSP strategies in FFY2014.

Sub-grant awards made by DPS-OTS provide start up "seed" money for projects that conduct proven countermeasures for evidence-based 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.

PROGRAM AREAS OF CONCENTRATION

Rules established by NHTSA allow states to identify problems and funding needs in each of the nationally designated program priority areas. State Highway Safety Offices (SHSOs) have the flexibility to identify additional program areas from their data, and the amount of funding allocated to each. Nevada utilizes this flexibility in working with its SHSP partners toward achieving its goal of 'Zero Fatalities.' The projects chosen for funding in FFY 2013 included strategies for the SHSP's five critical emphasis areas and are detailed on the following pages. (For more on the SHSP, 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.

Nevada continues its downward trend in alcohol-related fatalities, with an objective to become a ‘low tier’ state within three years (2016) per the preliminary MAP-21 definitions (Alcohol-related fatality rate per AVMT below 0.30); Nevada is considered a mid-range state for FFYs 2013 and 2014 (> .30 but less than .60 fatality rate per AVMT, or annual vehicle miles traveled).

PERFORMANCE GOALS

- Decrease the alcohol-related fatalities per 100m VMT from 0.63 in 2008 to 0.40 by 2012.
- Decrease the percentage of alcohol-related fatalities from 27 percent in 2011 to 24 percent in 2013 (non-imputed).

ACTUAL PERFORMANCE

- The 2012 alcohol fatality rate per 100m VMT was 0.36 (all numbers include imputation)
- The 2012 percentage of all fatalities that were alcohol-related was 32 percent. This is still a significant drop from the >50 percent in 2003.

FUNDING LEVELS

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$210,675	80.3%
Section 154 (Penalty Funds)	\$295,102	100%
Section 410 (SAFETEA-LU)	\$2,361,717	90.1%
Total	\$2,867,494	

RELATED PROJECTS

Felony DUI Court – Sec. 402
Washoe County 2nd Judicial Court
TS-2013-Washoe County Second Judicial District Court-00107
Obligation Percentage Spent: 71.7 %

The Washoe County 2nd Judicial Court is a felony level DUI Court. This court has been operating for several years and funding was for a portion of the DUI Court Coordinator position. The balance of the salary for the position was from fee income to the program.

At the end of the grant period there were 163 active participants in the program. This is a self-sustaining population. The partial funding for this grant year was to ensure the Coordinator's position during the recovery from the economic downturn which impacted the participants' ability to pay fees on a timely basis (loss of job, reduced hours, etc.). Both the DUI Court Judges and the Specialty Courts Manager are strong supporters of the DUI Court. The results of the Court speak for the success of the program. Out of 133 graduates only three have been rearrested for DUI, a 2 percent recidivism rate.

DUI Court – Sec. 402
Carson City District Court
TS-2013-Carson City District Court-00097
Obligation Percentage Spent: 71.4%

Carson City District Court is a felony DUI Court in a much smaller jurisdiction than either Reno, Sparks or Las Vegas. Because the population of the Court's jurisdiction is approximately 50,000, the number of felony DUI offenders is small. The program currently has 30 active participants. To become self-sustaining a program should have approximately 125 active participants.

The funding for this program was for the position of DUI Court Coordinator. The unspent balance was the result of a change in coordinators where the position was vacant for a period of time. The DUI Court functions the same as other DUI Courts in the state, following the DUI Court guidelines. The Court is also matching the recidivism rate expected for graduates of 10 percent or less for two years.

To become self-sustaining, this court needs to partner with other jurisdictions/courts to increase the number of participants. These discussions are being held within the Court to expand the number of participants.

DUI Court Douglas County – Sec. 402
East Fork Justice Court
TS-2013-Douglas County Alternative Sentencing-00068
Obligation Percentage Spent: 70.1%

This is a small jurisdiction with a felony level DUI Court. This District Court has the smallest population of any of the felony DUI Courts in Nevada. The participation number reflects this with a high of 23 and a low of 17. To become self-sustaining, this Court will need to partner with other jurisdictions. With Nevada's extraordinary concentration of the population in two counties, problems with population levels and distances are limiting the rural areas of the State. The Court does follow the guiding principles of the DUI Courts.

The grant was to support the DUI Court Coordinator position. Because of a change in the coordinator position only \$34,145 was expended on personnel, along with drug test supplies for \$4,434. This Court operates in the same manner as all the other DUI Courts in the State and has similar results. The key difference is the small population base keeping the Court from becoming self-sustaining.

Tri County Impaired Driving Program – Sec. 402
Frontier Community Coalition
TS-2013-Frontier Community Coalition-00025
Obligation Percentage Spent: 93.1%

Frontier Community Coalition covers three rural counties in Nevada, Pershing, Lander, and Humboldt. Together the total population of these Counties is 31,500. The project leader in Pershing County (home to Frontier Coalition) has county coordinators in both Lander and Humboldt Counties. The project leader and the coordinators' salary were the expenditures for the grant.

The primary emphasis area was reducing impaired driving specifically and alcohol use in general. The Coalition has three youth teams to help present information on a peer-to-peer basis. There were 15 events where information was given and demonstrations using fatal vision goggles were part of the event. Presentations were made to schools in each county, Jacob's Well Youth Center, one of the local mining companies, City of McDermitt, and Lovelock Paiute Tribes. At the McDermitt Tribe a new youth coalition was developed.

Course for beverage retailers (by the drink). Over 100 individuals were trained during the grant year.

With very low numbers of crashes, injuries, and fatalities in these three counties it is difficult to show definitive trends in crashes, injuries, and fatalities. Based on information from the law enforcement agencies in the three counties, there has been a reduction in all three counties in juvenile charges for alcohol offences.

The Coalition provides the Server Training

Impaired Driving Program – Sec. 402
Healthy Communities Coalition of Lyon and Storey Counties
TS-2013-Healthy Communities Coalition of Lyon And Storey Counties-00167
Obligation Percentage Spent: 99.3%

This Coalition covers two counties, Storey and Lyon. Storey County is very small in both population and geography, while Lyon is only one of three Counties in the State that exceeds 50,000 in population. The three major communities in Lyon County are 65 miles from each other. The grant funded the Project Coordinator (\$9,730) and three Community Coordinators (\$5,170, billed as contracts).

The primary emphasis area was reducing impaired driving specifically and alcohol use in general. Two “Every 15 Minutes” youth programs were held during the grant year, along with information booths set up at football games and other community events. Partnership with law enforcement included additional youth impaired driving education during holiday periods and an awareness campaign at Lake Lahontan (an isolated large lake in Lyon County that is a popular party site).

Per Lyon County Juvenile Probation Office, there was a decrease in juvenile traffic incidents from 386 for the first nine months of 2012 to 195 in the first nine months of 2013.

CMI Evidentiary Breath Test Devices – Sec. 410
DPS-Office of Traffic Safety
TS-2013-Department of Public Safety - Office of Traffic Safety 658-00222
Obligation Percentage Spent: 97.2%

While this project is waiting for one more parts order to be received by the end of December 2013, the following is a summary of the project.

The state has two crime labs, at Washoe County Sheriff’s Office and Las Vegas Metropolitan Police Department (Reno and Las Vegas). This project funded the purchase by the state of new evidentiary breath test devices for these labs. The amount awarded was based on an estimate for the Evidentiary Breath Test Devices. Per the State guidelines, this purchase had to go through the bid process. Fortunately the bid price was below the estimate used.

The majority of the funding went for the purchase of 90 CMI Intoxilyzer 8000 Evidentiary Breath Test Devices. This was the number needed to replace all breath test devices in use throughout the State. The total cost for these was \$698,760.00. Currently these devices are being placed at every evidentiary test location in the State (commonly the booking facilities of the local law enforcement agencies).

Prior to placing these devices in the field the Forensic Analysts of Alcohol from both Metro PD and Washoe Sheriff’s Office labs began training the operators in the use of the new devices. That training is nearly complete. This training was conducted as part of the normal routine of calibration checks and maintenance conducted every 90 days.

Training conducted by the vendor for the Forensic Analysts was completed prior to the operator training. This vendor training was conducted at the Washoe SO Forensic Lab under a contract for training as part of the bid. This contract was all inclusive for the trainers’ cost. CMI (trainer’s base) is located in Lexington, KY. Additional travel costs were paid to the two Forensic Analysts who attended from the Las Vegas Metro PD Lab.

The final cost for the bid is the parts order for each lab so they can repair any device as needed. The parts ordered should be adequate for 18 to 24 months for each lab.

The major sticking point of working with grants to the individual labs is the ownership issue. Nevada has a statewide breath test program, but each lab owns approximately one half of the devices in use and many of them are in other law enforcement agency facilities. This gave OTS the opportunity to transfer all breath test devices to State Ownership.

The total project will have cost \$728,754.94 vs. an award amount of \$750,000.00.



By the end of September, 2013, all of the breath test devices had been purchased and received. A spare parts order for each lab was placed and because of vendor issues were not able to be delivered until late in calendar year 2013. OTS does have an extension for the grant from NHTSA Region 8. Most of the devices are being placed in the field as the ongoing operator training covers more of the Law Enforcement agencies in the State. To ensure all operators can conduct a breath test many locations will have both the old and new devices so an operator who has not received training on the new device will be able to use the older device. When everyone has been trained the old devices will be retired.

Prosecuting Impaired Driving Cases – Traffic Safety Resource Prosecutor (TSRP) – Sec. 410

DPS-Office of Traffic Safety

TS-2013- Department of Public Safety - Office of Traffic Safety 658-00131

Obligation Percentage Spent: 0%

This grant was to fund the position of a Traffic Safety Resource Prosecutor. Nevada has been working for the past couple of years to fill this position without much success. This year a TSRP was hired by the Prosecuting Attorneys Advisory Council (PAAC) within the Attorney General's Office. OTS has a good relationship with the PAAC and will support the TSRP and their work on an as-needed basis. The salary for the position is being paid by the AG's Office. No OTS expenditure was needed during FFY2013.

Impaired Driving Program – Sec. 402
Nye Communities Coalitions
TS-2013- Nye Communities Coalition-00079
Obligation Percentage Spent: 99.4%

This Coalition works on both Impaired Driving and Occupant Protection education. They have a vast geographical area to cover with Nye County the largest in Nevada, and Lincoln County the second largest. Nye borders California and Lincoln borders Utah. The coalition is working hard to help Lincoln County by collaborating with the Sheriff's Office school resource officer, providing programs using the fatal vision goggles, and providing educational hand outs and brochures. Examples in Nye County include programs similar to those in Lincoln County and working on Safe Grad Night Events in both Tonopah (170 miles north) and Round Mountain (80 miles NE of Tonopah). Because of the great distances covered most of the funding goes to travel expenses and personnel costs for the program coordinator.

The coalition makes excellent use of the local media with monthly articles in the local paper and local television appearances on a regular basis. They have a high profile in both Nye and Lincoln Counties.

'Do the Ride Thing' – Sec. 402
University of Nevada, Reno Police Department
TS-2013- Board of Regents, Nevada System of Higher Education, obo UNR-00098
Obligation Percentage Spent: 85.3%

This grant featured collaboration between the University of Nevada Police Department, University Office of Student Conduct and the Wolf Pack Athletics. The primary focus is on underage drinking and impaired driving by students of UNR. At the beginning of the football season the program was promoted by a video featuring the Chief of UNR PD, the Head Football Coach, the quarterback of the team, and several students. Throughout the game there were public service announcements consistent with the aim of "Do The Ride Thing" to encourage a designated driver or public transportation after drinking.

The second effort led by the program was to partner with Reno Code Enforcement to educate the general public and student body on the "Social Host Legislation". The two components to the Code are the identification of "party houses," and "service" provided by an unlicensed server. UNR PD and Reno Code Enforcement officers conducted 11 enforcement activities during the grant period. Owners of property were informed of their liability and potential consequences of allowing parties on their property.



'Every 15 Minutes' Program – Sec. 402
Henderson Police Department
TS-2013- Henderson Police Department-00034
Obligation Percentage Spent: 90.1%

Henderson Police Department has established a continuous program to present the Every 15 Minutes Program to each high school in their jurisdiction every other year. This program involves many community partners over a two-day period to bring home the consequences of impaired driving to high school and young adult students. Henderson PD has five high schools in their jurisdiction and will do two presentations one year, and three in the next. This grant was to help provide equipment to help improve the mobility of the program. Equipment purchased included an upgrade to the audio system used for the programs, and improved props to create a graveyard for the presentation.

DUI Court – Sec. 410
Las Vegas Justice Court
TS-2013- Las Vegas Justice Courts-00121
Obligation Percentage Spent: 100%

This is the only DUI Court for misdemeanor offenders in Clark County, and the funding for this grant is to add a second docket as the workload for the original (and still operating) DUI Court increased to levels that taxed the Coordinator position. The funding covers a portion of the personnel cost for the new coordinator with the balance covered by the participant fees to the DUI program.

Results continue to be excellent: 64 graduated in 2013, the program retention rate is at a high of 82 percent and there were only two re-offenders from previous graduates of the program (a new low). Overall the recidivism rate over the past three years is approaching 10 percent, (down from 12 percent).

Program Management – Sec 402
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00188
Obligation Percentage Spent: 60%

This project provided Sec 402 funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Impaired Driving Program. Nevada continues its downward trend in alcohol-related fatalities, with an objective to become a low tier state within three years (2015) per the preliminary MAP-21 definitions (AL-related fatality rate per AVMT below 0.30); Nevada is considered a mid-range state for FFY's 2013 and 2014.

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS. Expenses included the following for both the Carson City and Las Vegas offices:

- | | |
|------------------|----------|
| 1. Personnel: | \$17,425 |
| 2. Travel: | - 0 - |
| 3. Direct Costs: | 2,919 |

Personnel included costs for any Grants & Projects Analyst that managed an Impaired Driving grant projects or programs during the grant year. A portion of the fiscal officer and/or administrative staff support for these projects were also part of these costs. Travel expenses related to monitoring these projects, statewide Impaired Driving team meetings, or training/workshops directly related to the state's Impaired Driving Program. Direct costs included operational costs (like telephone, printing, copying, postage, office supplies) for the program as well as a small amount of PI&E needs.

Activities Included:

1. Well-publicized enforcement of State DUI laws supported by paid and earned media was conducted by the Joining Forces High Visibility Enforcement program which includes 29 agencies comprising over 90 percent of the state's population. Impaired Driving HVE events included the Halloween and December holiday periods, Super Bowl, St. Patrick's Day, Graduation, July 4th, and Labor Day holidays as well.
2. Support to the judicial system and the continued development of new DUI Courts and prosecutor training was expanded in FFY2013 with the appointment of a State Traffic Safety Resource Prosecutor by the Clark County District Attorney's Office (Bruce Nelson). OTS provides support to the TSRP program, but does not pay any salary. Washoe County courts want to initiate and implement a moderate offender program in 2014.

3. The program continued to foster an effective statewide impaired driving (ID) action committee. The former Nevada Attorney General Advisory Coalition on Impaired Driving was reorganized as a subcommittee of SAPTA, a statewide Alcohol Prevention and Treatment Association. This group was further incorporated into the SHSP CEA Team, or the statewide ID team. OTS also worked closely with the SHSP Management Team and NHTSA Regional staff to make sure the state's current Impaired Driving Strategic Plan met federal funding requirements.
4. Community programs, including university, high school, and public media emphasized alternatives to driving impaired like designated drivers and public transportation. The Labor Day 'Marker Face' campaign, partnered with the Zero Fatalities campaign, was widely recognized and commented on by the public and won national recognition.
5. Monitoring is done on a continuous basis to ensure that impaired driving projects are compliant with state and federal regulations through project reports, telephone contacts, email correspondence, and on-site visits as necessary. Monitoring is evidenced in the Nevada eGrants system per project.

Program Management – Sec 410

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00193

Obligation Percentage Spent: 98.5%

This project provided funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Impaired Driving Program.

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS. Expenses included the following for both the Carson City and Las Vegas offices:

- | | |
|------------------|----------|
| 1. Personnel: | \$85,718 |
| 2. Travel: | 4,106 |
| 3. Direct Costs: | 13,300 |

Personnel included costs for any Grants & Projects Analyst that managed an Impaired Driving grant project or program during the grant year. A portion of the fiscal officer and/or administrative staff support for these projects were also part of these costs. Travel expenses related to monitoring these projects, statewide Impaired Driving team meetings, or training/workshops directly related to the state's Impaired Driving Program. Direct costs included operational costs (like telephone, printing, copying, postage, office supplies) for the program as well as a small amount of PI&E needs.

Program Management – Sec 410

Nevada Office of Traffic Safety: HSC, GPA III, and GPA II personnel costs

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00192

Obligation Percentage Spent: 99%

This project provided funds for direct program management costs incurred for the program by professional staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Impaired Driving portion of the statewide Police Traffic program (including Joining Forces).

The program's performance goal is to decrease motor vehicle fatalities by 3 percent each year to halve fatalities by 2030. Fatalities declined from 257 in 2010 to 246 in 2011, but rose again to 259 for CY2012. However, the rate of alcohol-related fatalities continues to decline, falling below 30 percent (non-imputed), and classifying Nevada as a medium-rate state (for MAP-21) instead of its previous high-rate state status under SAFETEA-LU legislation.

Another performance goal is to decrease motor vehicle crash serious injuries by 3 percent each year to halve serious injuries by 2030. Nevada serious injuries from car crashes declined from 1,328 in 2010 to 1,219 in 2011, and again in CY2012 to 1,162. This is ahead of the targeted 3 percent decline per year.

Expenses included a portion of the personnel costs for the Highway Safety Coordinator, Grants & Projects Analyst III, and Grants & Projects Analyst II in administering the Impaired Driving portion of OTS Police Traffic projects, primarily Joining Forces, during the grant year:

Personnel: \$ 26,461

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 of how to prevent motor vehicle crash fatalities and injuries.

PERFORMANCE GOAL

- Decrease total roadway fatalities from 246 in 2011 to 231 by CY2013.
- Decrease total roadway serious injuries from 1,219 in 2011 to 1,147 by CY2013.

ACTUAL PERFORMANCE

- Nevada roadway fatalities totaled 259 in CY2012.
- Serious injuries from car crashes in 2012 numbered 1,162, significantly below the 3 percent reduction target for the year (2013 numbers show a decrease to 1,099).

FUNDING LEVEL

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$ 592,867	77.3%
Section 406 (SAFETEA-LU)	\$ 35,000	87.0%
Total	\$ 627,867	

RELATED PROJECTS

Limited Fixed Deliverables – Sec. 402

Multiple Grantee Agencies

TS-2013-Department of Public Safety- Office of Traffic Safety-00184

Obligation Percentage Spent: 93%

This project provided multiple sub-awards of fixed deliverable grants of up to \$5,000 to allow flexibility and efficiency in achieving short-term deliverable goals. Sample projects include Police Traffic equipment purchases, travel expenses for necessary training, and/or procurements for a traffic safety educational/awareness event.

This short-term simplified grant program allows OTS staff the time and resources needed toward meeting the goals of program areas and the deliverable needs of other sub-grantees. It also allows for a resource for traffic safety partners during the grant year as things come up. For FFY2013, DPS-OTS staff carefully reviewed, awarded, and administered fixed deliverable grant projects to allow more flexibility in achieving short-term deliverable goals for both OTS and sub-grantees.

DPS-OTS provided a fixed deliverable grant opportunity throughout the grant year to applicants (as funding permitted). DPS-OTS was able to simplify the LFD application and award process of these less-complex, deliverable based grant projects within NV eGrants, the OTS web-based grants management system. OTS staff determined if the project was feasible and applicable to the OTS mission of saving lives and reducing injuries on Nevada's roadways. Staff administered, reviewed, and monitored the grant project proceedings per the same rules and regulations as applicable for the larger Traffic Safety and/or Joining Forces grant opportunities. LFD projects are typically for a one-time event or purchase.

LFD projects funded in FFY2013 included the following:

- Central Lyon County Fire Protection District, Child Passenger Safety Seats and Education
- Lincoln County Sheriff's Office, Speed Enforcement Equipment
- Las Vegas Metropolitan Police Department, Tint Meters/Equipment
- Washoe County Sheriff's Office, Speed Enforcement Equipment

Other limited fixed deliverable projects in FFY2013 included the following:

**Safe Grad Night – Sec. 402
Faith Lutheran High School
LFD-2013-Faith Lutheran-00005
Obligation Percentage Spent: 99.2%**

This grant helped with costs associated with the Safe Grad Nite hosted by the School to provide a safe and sober graduation celebration. The funding paid for rental of tables and chairs, and transportation from the school to the event location (YMCA). More than 85 percent of the graduating class attended the event this year, a new high for the program.

**Preliminary Breath Test (PBT) Devices – Sec. 402
Mesquite Police Department
LFD-2013-Mesquite Police Department-00041
Obligation Percentage Spent: 100%**

This grant was used to replace and increase the number of PBTs available to Mesquite law enforcement officers. The current number of devices was not sufficient to provide each officer a PBT. With these additions, each officer will have a PBT on hand if needed for preliminary testing of a suspected impaired driver.

Speed Enforcement Equipment
North Las Vegas Police Department
LFD-2013-North Las Vegas Police Department-00022
Obligation Percentage Spent: 100%

This project funded the North Las Vegas Police Department's purchase of three Truspeed "S" Compact Laser Speed Detection units (LIDAR) to enable officers to conduct speed enforcement on heavily traveled, multi-lane roadways. The LIDAR units have enabled officers to obtain a speed measurement on a specific vehicle within a group of vehicles, something not always possible using traditional RADAR speed measuring devices. Training was conducted and the devices are in service with traffic unit officers.

Impaired Driving Education – Sec. 410
Mesquite Police Department
LFD-2013-Mesquite Police Department-00007
Obligation Percentage Spent: 100%

This project funded the Mesquite Police Department's purchase of two pedal cars and 12 alcohol, and drug impairment simulation goggles, and associated equipment. Pedal cars, goggles and remote control vehicles provided opportunities for community members of all ages to experience a realistic simulation of driving impairment. Equipment will be used at community outreach events and school presentations in Mesquite and was loaned out to the Lincoln County Sheriff's Office for events as well.

Central Lyon Co. Child Safety Seat Program – 402
Central Lyon County Fire Protection District
LFD-2013-Central Lyon Co. Fire Protection District-00011
Obligation Percentage Spent: 98%

On Saturday August 10, 2013 in conjunction with the annual Dayton Child Safety Fair a Car Seat Check Point was conducted. During the event there were 14 car seats installed, child safety materials were handed out and parents, relatives and caregivers were coached on the proper installation of car seats and the hazards of projectiles inside the vehicle. Ads were posted in the [Nevada Appeal](#) and [Dayton Courier](#) with date, time, location, and sponsorship information. An order was placed with Evenflo for car seats. 23 car seats were installed at the car seat check point and by appointment at the fire stations.

Throughout the grant year two car seat check points were performed, car seat order was placed, one person was sent to the OTS traffic safety seminar in Las Vegas and ongoing installations were done at the fitting stations.

Continued public education on the importance of properly installed child safety seats. Fifty-seven installations were completed during the grant period, with education provided to all participants.

Traffic Safety Summit – Sec. 406
TS-2013-Department of Public Safety- Office of Traffic Safety 658 00204
Obligation Percentage Spent: 87%

To provide sponsorship and funding for a statewide traffic safety summit that brings all SHSP partners together to discuss and determine implementation techniques for the current plan's Critical Emphasis Area strategies.

The state's SHSP Implementation team (Cambridge Systematics) coordinated the statewide summit held in November 2012. Planning, preparation, ordering, staff time and other logistics to carry out the Summit were also provided by DPS-OTS and its SHSP partners as 'in-kind contribution,' or match.

The Summit was held over two days and included more than 20 one-hour sessions on the critical emphasis area updates, but other subjects too like older drivers, crash data, Highway Safety Manual, crash reconstruction, and public transit. There were over 200 traffic safety advocate attendees.

The traffic safety summit included participation of all 'five E's' (Engineering, Emergency Management, Enforcement, Education, and Everybody) of the Strategic Highway Safety Plan, and resulted in a satisfactory evaluation of the summit by all attendees.

Please contact DPS-OTS for the agenda and other documents related to the November 2012 Summit.

Traffic Safety Community Attitudes Survey – Sec. 402
University Nevada Reno, Center for Research Design & Analysis, UNR-CRDA- 00130
Obligation Percentage Spent: 84%

The main purpose of this project was to provide public opinion telephone survey data to the Office of Traffic Safety (OTS) regarding the public's attitudes toward key traffic safety issues (e.g., safety belt usage, impaired driving, speeding behavior, and distracted driving). OTS will be able to utilize the data and recommendations from the final report for a baseline measure of community attitudes as well as comparative measures. This is an annual survey conducted by OTS since 2010.

The Center for Research Design and Analysis (CRDA) also met regularly with OTS personnel regarding the progress of the project to ensure all goals and objectives were being met.

The primary goal of this year's study was to gather Nevada public opinion data regarding the public's attitudes toward three key traffic safety issues (e.g., impaired driving, safety belts, and speeding). This survey report was completed by September 30, 2013.

770 telephone interviews with Nevada citizens were completed from a representative sample regarding residents' attitudes toward the key issues targeted by the Office of Traffic Safety. Data collection started in March 2013 and continued through mid-August.

Any significant differences in driver demographics were looked at as well (e.g., driving location, age, gender, socioeconomic status, education level, vehicle type, state issuing driver's license), for those that might account for differential driving behavior in the Nevada population.

The survey instrument was primarily closed-ended questions. The average length of each completed interview was approximately 10 minutes, including the introduction section and selecting the proper respondent.

Telephone interviews were administered from CRDA's computer assisted telephone interview (CATI) laboratory, located on the campus of UNR. Data from completed interviews was monitored and cleaned by CRDA staff throughout the data collection process. All contact information, including telephone numbers, along with any other uniquely identifying information was kept separate from the interview responses for purposes of confidentiality. A complete and fully annotated data file was maintained for the duration of the study.

Activities were completed on time per the following schedule for FFY2013:

Task 1: Develop draft survey instrument with NV OTS	Task 7: Program any instrument changes
Task 2: Cognitive testing and time testing of survey instrument	Task 8: Order sample;
Task 3: Finalize survey instrument;	Task 9: Data collection;
Task 4: Program survey instrument in english;	Task 10: More data collection;
Task 5: Training of interviewers and supervisors on survey instrument;	Task 11: Data cleaning;
Task 6: More cognitive testing of instrument in CATI program by interviewers and supervisors before instrument goes into field;	Task 12: Data analysis;
	Task 13: Report writing

A draft report was delivered to OTS mid-September. For a copy of the final survey report, please contact OTS. It is also attached to this report in the Nevada eGrants Management System.

Highlights of the survey results include:

- 92.1 percent indicated that they always used safety belts when driving or riding in a car, van, SUV, or pick-up, with another 5.1 percent reporting that they nearly always use belts.
- 74.6 percent of those who said they had heard about seat belt enforcement by police within the last sixty days were from television ads.
- There is a clear difference between men and women regarding perceived chances of receiving a citation for not wearing a seat belt; more females (67.8 percent) believe they were very likely to receive a ticket compared to their male counterparts (55.9 percent).
- 42.5 percent indicate that they rarely drive more than five miles per hour over the 65 mile per hour speed limit (34.6 percent said they never exceed this speed limit by > 5mph).
- 75 percent believed it was likely to get a ticket if they drive over the speed limit
- Despite the fact that the majority (66.9 percent) reported it likely they might get arrested if they drive after drinking, 12.4 percent still reported that they drove after drinking one-to-five times within the past 60 days

- 25 percent of those ages 24 and younger reported having heard of impaired driving enforcement through the internet, compared to single digits for other age groups.
- Men were more likely than women to have learned about enforcement via the radio.
- Southern Nevada residents were significantly more likely to have seen info about law enforcement via the television than respondents from rural counties and Northern Nevada residents (more billboards and signs).
- In regard to distracted driving, Nevadans reported the following behaviors while driving:
 - Adjusting controls 87.3%
 - Eating or drinking 74.3%
 - Talking on hand-held cell phone 21.5%
 - Talking hands-free 50.4%
 - Operating a GPS unit 28.4%
 - Reading 18.5%
 - Sending text messages or email 12.2%
 - Personal Grooming 8.7%
 - Browsing the web/internet 3.3%
 - Watching TV or a DVD .2%

Additional questions re: motorcycles, helmets, and mopeds is being considered for the FFY2014 Attitudinal Awareness Survey.

STARS (Supporting Teens and Roadway Safety) – Sec. 402

Nye County Sheriff's Office

TS-2013-Nye County Sheriff's Office-00104

Obligation Percentage Spent: 96%

Supporting Teens and Roadway Safety (STARS) is a program to help teens learn about safe driving habits. It shows teens how to react in different driving situations as well as learn the rules of the road. It involves lectures as well as hands-on driving skills, and emphasizes the importance of seat-belt usage, speed reductions, and avoiding distracted / impaired driving (cell phone use, alcohol and drugs).

This grant was for a STARS project in Nye County. The NCSO had 32 students participate in the 2013 STARS project. Oral and hands-on presentations for all Nye County High Schools were conducted by a School Resource Officer. Flyers were dispersed throughout town and at the schools, and an interview was aired by the local TV station.

This year's NCSO project focused on the educational portion of the program, using, demonstrating and presenting sessions with an impaired driving simulator.

The driving simulator was purchased this year and tested well in its first year of use. From July through September, 210 participants tested the simulator. People of all ages enjoyed it, and many commented that they didn't realize the effect of alcohol on motor skills was so drastic. The only fallback of the simulator is being unable to change the simulated level of intoxication per participant. It would be nice to adjust that level, depending on the size & gender of the participant. There are many different scenarios to each module, which is a great benefit when a participant wants to try it multiple times. The driving simulator will continue to be used at Nye community and school functions.

A major setback occurred that affected NCSO's ability to accurately report numbers for a performance measure of improvement with this project and age group. Their records system does not have the capability to run reports on violations or adjudications that do not have an NRS/NOC (Nevada Revised Statute/Court code). Loss of their statistician also made it an even less feasible situation for NCSO to obtain updated statistics for this project at the time of this report.

Professional Development – Sec. 402

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00185

Obligation Percentage Spent: 90%

The purpose of this project was to provide a funding source for technical courses, conferences, seminars and specialized professional development or training classes that enhance the ability of internal staff and partners for which funding had not previously been allocated.

All requests for training and education were first reviewed to see if they complied with the objectives of the HSP 2013, as well as appropriateness of events to enhance traffic safety management or projects.

OTS sponsorship may have included any one or all of the expenses related to registration costs, travel and/or per diem for the training or networking event(s).

All requests and related costs were evaluated for reasonableness, feasibility, and applicability. When possible, accommodations were made for training participants as a group instead of an individual.

The following activities were sponsored through this project in FFY2013:

- Colonel, Nevada Highway Patrol, to attend the International Association of Chiefs of Police (IACP), Chairman, Highway Safety Committee
- Nevada Department of Transportation, Chief Safety Engineer, to attend AASHTO's Safety Committee on Highway Traffic Safety (SCOHTS)
- Nevada Highway Patrol, two troopers, to attend the 2013 ARC-CSI Crash Conference (Crash Reconstruction)
- Nevada Highway Patrol, a trooper to attend the train-the-trainer course for the 'Below 100' course, (Officer Safety Training), at the California Highway Patrol Academy
- Nevada Executive Committee on Traffic Safety (NECTS) members, September meeting in Las Vegas (biannual meetings)
- Sparks Police Department, Joining Forces Coordinator, to attend GHSA, LEL program interest

Program Management – Sec. 402
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00186
Obligation Percentage Spent: 78%

This project provided funds for direct program management costs incurred by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of the state’s community traffic safety projects.

1. In line with the SHSP goal of ‘Zero Fatalities,’ to decrease motor vehicle fatalities by 3 percent each year to halve fatalities by 2030. NV Fatalities declined from 257 in 2010 to 246 in 2011, but rose again to 259 for CY2012. However, the rate of AL-related fatalities continued to decline, falling below 30 percent (non-imputed), and classifying Nevada as a medium-rate state (for MAP-21) instead of its previous high-rate state status under SAFETEA-LU legislation.
2. In line with the SHSP goal of ‘Zero Fatalities,’ to decrease motor vehicle crash serious injuries by 3 percent each year to halve serious injuries by 2030. NV Serious Injuries declined from 1,328 in 2010 to 1,219 in 2011, and again in CY2012 to 1,162. This is ahead of the targeted 3 percent decline per year.

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS expenses included the following for both the Carson City and Las Vegas offices:

1. Personnel: \$27,690
2. Travel: 3,970
3. Direct Costs: 8,292

Personnel included costs for a Grants and Projects Analyst and the Highway Safety Coordinator if they managed a Community Safety grant project during the year. Community Projects included the teen driver education program ‘Driver’s Edge,’ UNLV’s Center for Safety Research, and several community coalitions. A portion of the fiscal officer and/or administrative staff support for these projects may also be part of these costs. Travel expenses were for monitoring these projects or to attend SHSP or Zero Fatalities team meetings. In addition, DPS-OTS hosted Nevada’s Traffic Safety Summit in November 2012. Direct costs may have included operational costs related to community projects.

Activities Included:

1. To assist community based organizations: DPS-OTS hosted a CPS Pre-Summit Workshop before the Traffic Safety Summit. National and state CPS Advisors presented, and continuing education credits were earned. More than 50 of the state's CPS Technicians attended.
2. To continue to partner with the NV Department of Transportation and the NV Executive Committee on Traffic Safety (NECTS) to implement the education and enforcement strategies outlined in the Strategic Highway Safety Plan: The Joining Forces HVE Program, and the Paid Media plans were implemented directly in line with SHSP strategies to improve seat belt usage, reduce impaired and distracted driving, and reduce the incidence of speed-related crashes.
3. To research and develop public education programs that will effectively 'reach' the intended target audience: the combined efforts of DPS-OTS and NDOT resources, particularly in relation to media investment dollars and the parallel use of a professional public relations firm, increased the public's awareness of the state's 'Zero Fatalities' goal, Local businesses voluntarily joined the Zero Fatalities effort in their TV and radio advertisements, either focusing on a specific behavior (ie, texting while driving), or initiating policies to keep their employees and clients safer on the roads.
4. To continue to partner with the University of Nevada and the University Medical Center to determine costs of motor vehicle crashes in Nevada: congestion, first responder efforts, medical costs, and the like. This UNSOM (University of Nevada School of Medicine) project created a website and regular newsletter on analysis of crashes from NDOT with the University Trauma Center's records (serious injuries). Several TREND newsletters were produced and all of them can be found here:
<http://ctsr.org/trendNewsletter.html>.
5. To monitor Community Traffic Safety projects to ensure compliance with state and federal regulations and project agreement requirements through project reports, telephone contacts and on-site visits as necessary: these projects were monitored and administered by OTS Program Managers and staff. DPS-OTS implemented its web-based Nevada eGrants grants management system this year.
6. To audit all project claim invoices to ensure expenditures are for allowable costs and do not exceed authorized amounts: The newly implemented Nevada eGrants management system requires multiple approvals and business edit checks for the claim processing procedure.
7. To write that portion of the FFY Annual Report that pertains to each community traffic safety project of FFY2013. This is currently being completed for FFY2013 and will be evidenced in the final 2013 Annual Report submitted no later than Dec 31, 2013, herein.

EMERGENCY MEDICAL SERVICES

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 distant urban areas. Rural communities cover 85 percent of the square miles of Nevada, with over 80 percent of that belonging to the federal government.

PERFORMANCE GOAL

- Reduce the number of total fatalities from 246 in 2011 to 231 for 2013.

Fatalities totaled 259 people on Nevada roadways in 2012, which is a 5 percent increase from 246 in 2011 (the annual goal is to decrease fatalities each year by 3 percent)

FUNDING LEVELS

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$92,818	92.2%
Total	\$92,818	

RELATED PROJECTS

Hydraulic Rescue Tools & Training – Sec. 402
 Pyramid Lake Paiute Tribe Volunteer Fire & Rescue
 TS-2013-Pyramid Lake Paiute Tribe Volunteer Fire Rescue Dept.-00062
 Obligation Percentage Spent: 100%

The project purchased one set of hydraulic rescue tools and air bag recovery systems, and trained firefighters on the equipment, allowing for auto crash victims to be extricated from vehicles safely and efficiently. This equipment provided for one additional fire engine within the Pyramid Lake Tribe’s area to be equipped with this life saving equipment.

The tools were purchased and are in use on engine 241. Ten members of the Pyramid Lake Fire Rescue were trained with the new tools.

Extrication Equipment – Sec. 402
Storey County Fire Department
TS-2013-Storey County Fire Department-00048
Obligation Percentage Spent: 100%

This project provided the Storey County Fire Department, Station 73, with state-of-the-art extrication equipment; training in dealing with new car technology; and skills necessary to quickly, safely, and efficiently extricate victims of motor vehicle collisions to transport them to definitive care centers within the “Golden Hour”.

The goal of extricating patients of motor vehicle collisions in less time has only been realized within the training process. Fortunately as of November, SCFD had not had any extrication incidents within the station’s response area. Through public education, the region has been effective in getting messages out about drinking and driving; distracted driving; and, self restraint usage. New extrication tools have been purchased and placed on Engine #73 in the Mark Twain District of Storey County, where they are no longer forced to call an engine with extrication tools from other areas of the fire district to calls in Mark Twain. New tools help

perform extrication on new vehicle technology with the newer steel that is being used in motor vehicles.

The actual in service date of the equipment was April 11, 2013.

Three training courses on the new equipment were also completed. These were primarily conducted with the closest mutual and automatic fire district of Central Lyon County. These training courses have been built into the agency’s annual training calendars as job performance requirements.

Extrication Improvement – Sec. 402
North Lake Tahoe Fire Department
TS-2013-North Lake Tahoe Fire Protection District-00141
Obligation Percentage Spent: 100%

This project was for the acquisition of replacement hydraulic rescue tools for the North Lake Tahoe Fire Department to use for the safe extrication of persons involved in highway vehicle crashes. The biggest challenges were both the timing involved with acquiring the tools, and the logistics involved with training members. It took longer than expected to receive the tools from the vendor. In the future, the agency will acquire solid delivery dates from the vendor as opposed to best guesses, and build the program from there.

There were also some delays with the training vendor and it was decided to go with a different vendor in Reno. This person was instrumental in helping the agency meet its goals. The logistics of getting crews down to the training location was worked out and the training was accomplished without any further issues.

The overarching goal of this endeavor was to have a positive impact on the survivability of persons involved in vehicle collisions, by reducing emergency response times of getting victims to a medical facility. At the time of this report, the fire district has yet to respond to a vehicle accident requiring the use of the new tools, so true quantification is currently not possible. The newer tools are far superior to the ones they replaced, and the stated goals and objectives are attainable.

The new tools are expected to have a service life of 10 plus years. The only unforeseeable issue is the continued evolution of vehicle design. This could have the same impact on these new tools as current design and materials had on the tools that were replaced.

Program Management – Sec. 402
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00182
Obligation Percentage Spent: 63%

Goal:

- To increase the survivability of severe motor vehicle crashes by shortening the length of time from crash occurrence (SHSP strategy) to transport of the injured to a medical facility by emergency responders
 - o Unfortunately, sufficient amount of data is not available for analysis to determine a base line for the problem in Nevada, or to measure an improvement toward the target.
- To provide funding for the management of Emergency Medical System programs and projects in the FFY 2013 Highway Safety Plan
 - o Successful problem identification, proposal analysis, project summary and plan development will be indicated by acceptance of the HSP by NHTSA, Region 8. Confirmed and approved.
 - o Accomplishment of the coordinating and monitoring of each project in every traffic safety program area will be indicated by the successful completion of a given project and its meeting of the specified goals, objectives and tasks contained within the project agreement. Confirmed. See individual EMS projects document numbers for specifics regarding each project.
 - o Accomplishment of the evaluation and audit phases of each project in the program area will be indicated by its successful close out at the end of the fiscal year with the submission and approval of the Final Report to NHTSA, Region 8.

The Nevada Office of Traffic Safety administered the Sec 402 fiscal resources necessary to provide staff time and operational needs of OTS that related directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all emergency medical system projects in relation to traffic safety. Sec. 402 EMS projects included the following:

Project Number	Project Title	Budget	Budget Source
23-EM-1, Doc 182	EMS Program Mgmt	\$ 20,500	402
23-EM-2, Doc 141	N. Lake Tahoe Extrication	\$ 19,389	402
22-EM-3, Doc 048	Storey County Extrication	\$ 27,929	402
22-EM-4, Doc 062	Pyramid Lake Extrication	\$ 25,000	402
402 Total		\$ 92,818	402

23-EM-1, Doc 182 OTS- EMS Program Management expenses included the following:

Personnel:	\$11,645
Travel:	1,155
Direct Costs:	106

Personnel included a portion of costs for the HSC and Grants & Projects Analyst III and II staff that managed the Emergency Medical Systems grant projects during the grant year. This expense may also include some Fiscal Officer or Administrative Staff efforts. Travel expenses related to monitoring these projects, statewide Zero Fatalities and SHSP meetings, or other meetings like NECTS that related to the state's Emergency Management Program. Direct costs included operational costs (like telephone, printing, copying, postage, office supplies). There is no staff designated as the OTS EMS Program Manager as it's such a small program, and available data does not support a big problem id; the SHSP Data Team is assisting OTS and the State Health Division's EMS Division, along with the UNSOM data project and UNLV-TRC in incorporating those individual agency, or NEMSIS response data into this missing piece of Nevada's motor vehicle crash picture.

OTS: Emergency Medical Systems (EMS) Activities

Nevada is considered one of the most urbanized states. The metropolitan areas, Las Vegas and Reno/Sparks represent 83 percent of the state's population. The remaining 17 percent of the population is thinly distributed over a vast geographical area. The problem of having inadequate equipment and/or the training to use that equipment is a critical one in the outlying rural communities. With many locations in the rural part of the state over an hour from the nearest medical assistance, it is critical that the on-scene time is reduced as much as possible.

For traffic safety concerns, the availability of extrication equipment and the training in proper extrication techniques can improve Emergency responders' ability to complete their portion of the effort to save lives in an efficient manner. While only a small portion of funding is allocated, (1.8 percent of HSP 2013 funding) it has a large impact by equipping rural responders with the tools and training they could not otherwise afford to reduce that golden hour. Some of those projects are outlined below.

EMS Projects funded extrication equipment and/or training needs of small outlying rural agencies, some of them manned only by volunteers.

Emergency Responder CPS Training, OTS – Sec. 402

DPS, Office of Traffic Safety

Obligation Percent Spent: 46%

To prevent child passenger injuries and deaths, parents and caregivers must be educated on how to make sure their car seats and booster seats are properly installed in their vehicles. To ensure child passenger safety, it is essential that public safety personnel, emergency responders and other appropriate persons receive necessary CPS training. This information and training will enable public safety and emergency responders to educate and inform parents and caregivers throughout Nevada to enhance public access to child passenger safety information, services, and education; and train them also on crash forces and points of impact for child passenger crash victims.

FLEX FUNDS

Federal Highways Administration/Nevada Department Of Transportation (NDOT) Flex Funds

States with Strategic Highway Safety Plans (SHSP) that meet the requirements of United States Code 23 USC 148 may obligate Highway Safety Improvement Plan (HSIP) funds for projects on any public road, or publicly owned pedestrian pathway or trail. HSIP funds are awarded to the state's Department of Transportation from FHWA (Federal Highways Administration). Nevada's first SHSP was established in 2006, also the year of the state's record-high fatalities (432); it has since been updated as the current 2011-2015 plan (<http://www.zerofatalitiesnv.com/index.php>). The Nevada Department of Transportation is 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 Legislation).

Nevada's Department of Transportation met these required criteria and has 'flexed' HSIP funds to OTS for behavioral projects annually since FFY2010. OTS must expend the funds on strategies found within the SHSP to increase seat belt use, reduce the incidence of impaired driving, improve pedestrian safety, avoid distracted or drowsy driving (lane departures), and speeding and/or running red lights (intersection crashes). These are the plan's five critical emphasis areas of Nevada's traffic problems.

OTS received a flex fund award in FFY2013 of \$800,000 to conduct high visibility enforcement projects, and conduct paid and earned media efforts. These projects were in tandem with the Joining Forces enforcement calendar and paid media campaigns throughout the year that support distracted driving, impaired driving, and pedestrian safety efforts. Joining Forces scheduled its first intersection safety enforcement efforts in FFY2013.

Half of the award funded paid media (TV, radio, billboards, social media, etc.) for high visibility enforcement campaigns conducted by the Joining Forces program agencies, including the December-January Holiday Impaired Driving campaigns, Pedestrian safety and Distracted Driving Campaigns. These campaigns

included TV, radio and outreach efforts via other mediums as well. Nevada's Attitudinal Awareness Survey indicates that more than 60 percent of drivers are familiar with the SHSP's 'Zero Fatalities' goal, and saw the enforcement or ZF message mostly from TV first, then radio in the south; and from TV and billboards in the north.

The other half of the flex award was for overtime funding for the HVE enforcement events. OTS and NDOT and multiple other advocate agencies and partners have embraced the SHSP goals of reducing the number of motor vehicle fatalities, and serious injuries within the state by 3 percent each year, to cut motor vehicle fatalities in half by the year 2030 (this is in tandem with AASHTO goals, the American Association of State Highway Transportation Officials).

Nevada fatality numbers dropped from a high of 432 in 2006 to its lowest number of 243 in 2009, three short years after implementation of the SHSP. Numbers have fluctuated since then, but have remained below 300 (current 2013 numbers are one higher than the same time last year, where 259 people died in Nevada crashes in CY2012). Serious injury number decreases have exceeded the 3 percent annual goal.

Nevada Serious Injuries 2008-2012

Year	Incapacitating	Goal	Percent Change
2008	1,558		
2009	1,412	1,512	-9%
2010	1,328	1,370	-6%
2011	1,219	1,287	-9%
2012	1,162	1,182	-4%

PERFORMANCE GOALS

- Promote multi-jurisdictional enforcement of Nevada safety belt, DUI, distracted driving, pedestrian and speeding laws.
- Reduce the number of motor vehicle crash injuries and fatalities through public education and enforcement.
- Increase the number of seat belt and child seat citations issued during highly visible enforcement events to 6,100 in 2013.
- Increase the number of speed citations issued during highly visible enforcement events to 16,000 in 2013.
- Increase the number of DUI arrests made during highly visible enforcement events to 1,500 by 2013.

ACTUAL PERFORMANCE: HVE CITATIONS

Year	Seat Belt	DUI	Speed
2008	6,762	494	15,345
2009	3,692	1,014	20,600
2010	5,463	832	16,612
2011	5,757	554	14,563
2012	4,413	1,226	14,422
2013	2,795	996	12,124

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 OP program also promotes public education and awareness of Nevada's occupant protection laws.

Nevada has exceeded a 90 percent observed seat belt usage rate for the past nine years, the highest in the nation for states with a secondary enforcement seat belt law. Consistent law enforcement and paid and earned media efforts during 'Click It or Ticket' (CIOT) and other high visibility campaigns have primarily contributed to maintaining a usage rate of more than 90 percent since 2005.

While the overall observed day time usage (front seat, shoulder belt survey) is well above the national average, the rate for child seat usage is lower. Although Nevada has a primary child restraint law, the last usage survey showed an average for infants and toddlers using safety restraints at 55 percent. University of Nevada Medical Center Trauma Center data show that more than 918 children (age 0-12) were admitted to a Nevada trauma unit from motor vehicle crash injuries in the years 2005-2010. When restraint use was reported, only 72.8 percent reported proper restraint use.

The average hospital charge for an unrestrained patient was 191 percent higher than that of a restrained patient (\$79K vs. \$27K).

The restraint use by fatal occupants in motor vehicle crashes is far too low, being half of the observed usage rate. With the exception of 2008 (a 10 percent decrease from 2007), the restraint use rate has been within +/-2 percent of 50 percent of all motor vehicle occupant fatalities using seat belts at the time of the crash. The observed usage rates have risen, but the actual fatal usage rates reflect something different.

In 2011 and again in 2012, 48 percent of Nevada fatalities (motor vehicle occupants) were not wearing a seat belt. With the State's growth and transient population, continual and uninterrupted effort is needed to both increase seat belt use rates with the habitual non-users and part-time users, and to educate new residents and visitors about how seat belts save lives.

PERFORMANCE GOAL

- Maintain an annual daytime observed seat belt usage rate of at least 90 percent.
- Decrease the percentage of unrestrained fatalities from 48 percent in 2011 to 47 percent in CY2013.* **'Unrestrained' rate equals those unrestrained + unknown's*

ACTUAL PERFORMANCE

- The 2013 Nevada Observed Safety Belt Usage rate is 94.1 percent.
- 2012 unbelted fatalities were approximately 48.6 percent of total roadway fatalities
- 2013 unbelted fatality numbers are estimated at 48.6 percent.



FUNDING LEVEL

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$376,769	67.6%
Section 405 (SAFETEA-LU)	\$211,330	95.2%
Section 406 (SAFETEA-LU)	\$163,940	92.2%
Total	\$752,039	

RELATED PROJECTS

Child Car Seat Safety Program– Sec. 402
 Ron Wood Family Resource Center
 TS-2013-Ron Wood Family Resource Center-00019
 Obligation Percentage Spent: 97.7%

Ron Wood Family Resource Center (RWFRC) is based in Carson City and held 24 on-site car seat safety events and nine off-site car seat safety events (with the mobile CPS unit) including Minden and Jack's Valley (Douglas County), Lovelock (Pershing County), Mound House (Lyon County), and Carson – Tahoe Hospital. An additional five events without the mobile unit were also conducted (education only events).

Local media is used every month to increase public awareness of child passenger safety needs, and 1,500 flyers are distributed quarterly promoting child seat events. This effort led to 275 car inspections and 496 seat installations.

Occupant Protection Program – Sec. 402
Nye Communities Coalition
TS-2013-Nye Communities-00125
Obligation Percentage Spent: 99%

The Nye Communities Coalition had a strong year by exceeding its goal of people served by 165 percent. Strategies of utilizing local media, social media, meeting announcements and community events proved to be very effective.

Education was provided in multiple forms to the community about car crashes and possible child passenger injuries that can be prevented by the proper use of a child safety seat. Vulnerable and hard to reach populations were reached by partnering with the Nye County School Districts Pre-Kindergarten program and numerous community events. From January through October 168 Child Safety Seats were inspected during regular checks on the campus and at community events. Technicians spent substantial time educating 133 primary caregivers during inspections and 132 of the 168 seats checked were replaced, as needed, for those that met eligibility requirements. Nye Communities thanks 'No to Abuse' and the Nye County Sheriff's Office for their donations of car seats that allowed more families to be served.

Nye Communities used a three-pronged approach:

Media/Marketing – Child Safety Seat inspections and installations were promoted every month in a community e-newsletter to more than 500 people. Child safety seat flyers were distributed at each monthly coalition meeting and at the front desk of the coalition. News briefs were sent to both Pahrump-based newspapers, every other month, about weekly checks, as well as special events like Kindergarten Round-Up and the Goodie Two Shoes back to school shoe giveaway to homeless and low income children.

Information dissemination and education- A substantial amount of time was spent with 168 primary caregivers during seat inspections and installations. Dozens more learned about child safety seats during demonstrations at community events where seats were properly and improperly installed. Postcards were shared at community events such as the Back to School Health Fair.

Environmental strategy-change of environment- The goal for the year was to replace 80 damaged, recalled, or non-existent child safety seats. With the donation of seats from the Nye County Sheriff's Office and No to Abuse, the program was able to serve more children than its goal, serving caregivers at 165 percent of its goal.

Nye Communities created an internal "Car Seat Task Force" to manage activities relating to child safety seat inspections and installations. These activities included press releases and local earned media with two local television stations, the two local newspapers and the locally owned and operated radio station, announcing the grant award, and information on child safety seat inspections and installation appointments. Task Force meetings were announced at Coalition meetings, Community Outreach Meetings, Community Crisis Intervention Committee and Holiday Task Force meetings. Six people received their CPS Technician certification, a mix of coalition staff and AmeriCorps members.

**Teen Driver Seat Belt Safety Campaign – Sec. 402
Washoe County School District Community Education
TS-2013-Washoe County School District
Community Education-0066
Obligation Percentage Spent: 76%**

The purpose of this project was to increase seat belt usage at local high schools in Washoe County. Pre- and post peer-to-peer campaigns were conducted, with self-reported surveys also conducted pre- and post-campaign. All three of the pilot high schools exceeded the goal of increasing belt usage by 6 percent.

At all three high schools, students initially reported that they were less likely to wear a seatbelt as a passenger than they would as a driver. Passenger seatbelt use increased after the campaign at these sites.



Baseline data on driver behavior at the site was collected via an observational survey completed by a core group of students selected by their instructor and monitored by grant staff. After the completion of the campaign, data was collected again to compare to the pre-campaign data, measuring any change in observable behavior. The grant staff's assumption was that changes in behavior could be attributed to the peer-to-peer campaign's influence. This post-campaign data collection was conducted on the same day of the week, in the same locations, with the same students (where possible) conducting the survey.

Students were encouraged to view the project as a real-world experience, thinking of the grant staff as the "client," and received grades. The grant budget provided for incentive rewards. Two local businesses provided in-kind support: Deli Towne provided sandwiches to Reno High School (RHS) for lunchtime survey students & Sparks Pick 'n' Pull provided seatbelts to RHS for art installations.

At Spanish Springs High School (SSHS), there was an increase in seatbelt use by drivers of 6.11 percent and an increase in seat belt use by front seat passengers of 1.71 percent. For drivers on campus, Spanish Springs High School achieved the stated goal of a 6 percent increase in seatbelt use during the grant year.

At Reno High School (RHS), there was a decrease in driver seatbelt usage of 0.23 percent and an increase of passenger seatbelt usage of 10.83 percent. For passengers on campus, Reno High School achieved and surpassed the stated goal of a 6 percent increase in seatbelt use.

At Damonte Ranch High School (DRHS), there was a decrease in driver seatbelt usage of 3.15 percent and an increase of passenger seatbelt usage of 7.56 percent. For passengers on campus, Damonte Ranch High School achieved and surpassed the stated goal of a 6 percent increase in seatbelt use.

All objectives were achieved and in a timely manner, including:

- Identify key elements of successful peer-peer seatbelt campaign
- Buy-in from participating groups
- Self-reported behavior at site provided prior to site's campaign development
- Regular check-in with progress at each site
- Robust campaigns
- Emphasis on quality data collection
- Community recognition/applicability
- Create and launch campaigns / frequency of outreach methods during campaign

SSHS aired PSAs in rotation on the school's internal television station for three weeks, and an article ran in the student newspaper. RHS PSAs aired with the school's election campaign videos in February and two seat belt art installations, one poster, and one large window drawing message.

DRHS's campaign consisted of handmade and commercially printed posters, a canned video PSA, student PSAs and oral presentations with accompanying refrigerator magnets and fliers. The campaign began in March and ran for two weeks. The PSAs were played during that time. Oral presentations occurred once for each homeroom class.

All activities were successfully completed for the project. Students conducted the seat belt observational studies for both pre- and post-campaigns. Student teams and an instructor developed campaign materials to promote the campaign within their own communities. Student groups involved included SSHS – Video Production Class; RHS – Video Production Class, Fine Art advanced students, Leadership group; DRHS – Principals of Marketing and Video Production classes.

State's CPS Program

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00081

Obligation Percentage Spent: 10%

The Nevada CPS Task Force usually meets quarterly to coordinate the state's CPS program. This includes maintenance of the Family Vehicle Safety Program (FVSP) curriculum and guidelines, along with continuous public education on "How to Prevent the #1 Killer of Children," (motor vehicle crashes). This grant project facilitated Task Force meetings, including travel expenses for members (no overnight trips).

DPS-OTS also co-sponsored a NHTSA Standardized CPS Technician course hosted by SAFE KIDS Clark County in mid-May 2013. This course had thirteen enrollees and passed ten students (see Goal #2, below). There are requests from additional rural counties for this course that Nevada's two SAFE KIDS coalitions do not have the resources to provide. Funds from this project may have also been spent for last minute requests for special needs seats, OP program travel, operating needs, or PI&E materials. Goals included:

1. To maintain, and/or to increase the 2011 observed seat belt usage rate by 2 percent from 94 percent. The 2013 Nevada Observed Safety Belt Usage rate is 94.1 percent.
2. To re-certify a minimum of 10 Child Passenger Safety Technicians, and certify an additional 25 new CPS Technicians. A mid-May CPS Technician course hosted by SAFE KIDS Clark County passed ten new Technicians.
3. To maintain at least a 40 percent retention rate of current CPS Technicians through National Safe Kids recertification procedures. The most recent National SAFE KIDS Re-Certification Update indicated Nevada's rate at 56 percent, up from previous years.
4. To purchase child car seats and other CPS supplies and distribute them to non-profit organizations and low income families on an as-needed basis. The State provided \$14,999 to the CPS program and those funds were utilized for these purposes.

Nevada's child restraint law changes of 2005 mandated a program of training for violators. The Department of Public Safety – Office of Traffic Safety (OTS) took on administrative responsibility for this training program (Family Vehicle Safety Program, FVSP). Although the 2007 Legislative Counsel Bureau (LCB) determined that OTS was not to administer, and therefore incur operating costs for the FVSP program, OTS is still responsible per NRS 484B.157 to 'approve [and notify the courts] of providers of this training program.'

The state's program also encourages NHTSA Standardized CPS Technician training on a regular basis through open enrollment to Nevada residents, as well as sponsoring law enforcement and other emergency responder training.

The program also encourages both education and enforcement of Nevada's seat belt and child restraint laws (NRS 484D.495 and 484B.157) through various local, public and non-profit agencies, like REMSA (Regional Emergency Medical Services Authority), lead organization for Safe Kids Washoe County; Sunrise Hospital lead organization for Safe Kids Clark County; DPS-Nevada Highway Patrol Academy training and enforcement; local community coalitions like Nye and Central Lyon County non-profit organizations; FVSP providers, and other partners throughout the state. National Child Passenger Seat Check events are held each year at some of the seventeen fitting stations in the state (see NHTSA's website for the contact list by state).

DPS-OTS sponsored a NHTSA Standardized CPS Technician course in Pahrump, Nevada (Nye Communities Coalition, host). This is the second largest county in the nation, and is considered rural, although it has become a popular 'bedroom' community for commuters to Las Vegas.

DPS-OTS serves as staff to the state's CPS Task Force, which addresses issues like increasing the restraint use of children age 0-8; identifying training opportunity areas in Nevada, both by demographics and regions; reviewing public education materials applicable to Nevada; and facilitating the training and recruitment of CPS Technicians and Instructors to serve the State's needs. The Task Force met only once in FFY2013.

It is prudent to pursue the feasibility of other funding sources (beyond federal grants and limited state funds) in order for the CPS Task Force and the state to administer an effective public education program on the proper selection, use, and installation of child safety restraints in motor vehicles. The Task Force has researched possibilities, like a voluntary \$2 donation to the program when registering a vehicle at the DMV. Some of the state's child seat fitting stations already charge a fee for services on a sliding scale basis. Recent Legislative Sessions have not been conducive to implementing a new 'tax' on residents. Future funding of the state's CPS Program is heavily dependent on the existence of an identified problem in this traffic area, and what the data analysis indicates.

Activities Included:

1. To facilitate and maintain the training of new and currently certified CPS Technicians and Instructors. The OTS OP Program Manager is the state's CPS Coordinator for National Safe Kids, and monitors the number of technicians, courses, instructors, and training opportunities. Nevada registered a 56 percent recertification rate in the most recent quarterly report.
2. To outfit and offer the CPS program's utility trailer and equipment, to partner agencies that conduct seat check or training events. This activity was not pursued due to a conflict with other DPS-OTS priorities as well as risk management concerns. This resource was applied to another priority area, the motorcycle safety program, to transport its new SmarTrainer motorcycle simulators for training purposes all over the state, both rural and urban.
3. Supplement DPS-OTS current PI&E supplies pertaining to seat belt and child seat usage safety standards, Nevada law, and best practice recommendations. This project did not fund this type of expense in 2013.
4. Provided educational materials and presentations to public and non-profit agencies as requested. This included the request for a CPS Technician Certification course in Nye County.
5. To provide financial assistance to CPS certified technicians and instructors to attend CPS related national conferences on a first-come, first serve basis. This project did not fund this type of expense in 2013.
6. To provide funding resources for CPS instructors to cover their professional services and facilitate additional CPS training opportunities. This project supported professional services for an instructor at the May SAFE KIDS course in Clark County, as well as recertification fees and/or travel for CPS continuing education opportunities (recertification requirements, etc.).
7. The State's Child Passenger Safety funds provided over 240 child safety restraints to local fitting stations as a resource when conducting seat check events to distribute to those who needed the assistance; to emergency providers, CPS instructors, and for other educational purposes.

Emergency Responder Training – Sec. 402
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00073
Obligation Percentage Spent: 46%

This project's purpose was to provide financial assistance to public safety personnel and other first responders to receive necessary Child Passenger Safety certification training. This training is essential for two reasons. The public typically stops at law enforcement and fire stations for questions about child seat safety, and this information and training will enable them to educate and inform parents and caregivers throughout Nevada to enhance public access to child safety seat education. In addition, this training will assist first responders on a crash scene that has a child passenger involved. With renewed attention to Child Passenger Safety, NHP is now going to provide a required 12-hour CPS training course for new cadets in future academies.

OTS sponsored travel expenses for both students and instructors, as well as instructor fees, course operating needs, training seats, and other ancillary training expenses for the training session. Each Nevada Highway Patrol sub-station, fire department and law enforcement office will have at least one certified CPS Technician on staff. The following training courses will be utilized as needed:

OTS Child Passenger Safety Assistant (12 hour course)
NHTSA Child Passenger Safety Technician (40 hour course)
NHTSA Technician Renewal Course (8-hour course)
CPS TF/OTS Law Enforcement Course (4-hour)

In addition to new certifications, this project also sponsored recertification courses and continuing education toward that certification. Nevada has had 56 percent of its CPS Technicians recertify in the past year, up from previous years.

Activities Included:

1. Number of law enforcement, first responders, etc., technicians re-certified: 5
2. Number of law enforcement, first responders, etc., technicians certified: 44, including Clark County Fire Department, Sunrise Hospital, and Nevada Highway Patrol.
3. Number of training courses conducted: 3
CPS Technician Courses: October, January, and May
4. Measurable increase in Child Passenger Safety violator referrals for Family Vehicle Safety Program (FVSP) training. UNK.

Program Management – Sec. 402
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00179
Obligation Percentage Spent: 96%

This project provided funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Occupant Protection Program.

Goal:

- Maintain an annual day time observed seat belt usage rate of at least 90 percent.
 - o The 2013 Nevada Safety Belt Usage Survey rate is 94.1 percent.
- Decrease the percentage of unrestrained* fatalities from 48 percent in 2011 to 47 percent in CY2013.
**Unrestrained' rate equals those unrestrained + unknown's*
 - o The 2013 unrestrained percentage of motor vehicle occupant fatalities was 48.6 percent.

Program managers monitored Occupant Protection Traffic Safety projects to ensure compliance with state and federal regulations and project agreement requirements through project reports, telephone contacts and on-site visits as necessary.

They also audited all project claim invoices to ensure expenditures were for allowable costs and did not exceed authorized amounts.

The Nevada Office of Traffic Safety administered Sec. 402 funds necessary to provide staff time and operational needs of OTS that related directly to projects within the occupant protection program. Expenses included the following:

Personnel:	\$89,531
Travel:	\$6,073
Other Direct Costs:	\$12,291

Personnel included costs for Grants & Projects Analysts that managed the Occupant Protection grant projects or program during the grant year. A portion of the fiscal officer and/or administrative staff support for these projects may also be a part of these costs. Travel included those for the GPA II (Program Manager), GPA III (PM's supervisor), and a portion of the Highway Safety Coordinator's salary. The OP Program Manager position was vacated late in FFY2013. Other direct costs included operating costs for the OP Program (i.e. telephone, rent, printing, copying, postage, and other such expenses).

Activities Included:

1. Well-publicized enforcement of Nevada's Occupant Protection laws supported by earned and paid media was conducted by the Joining Forces High Visibility Enforcement (HVE) program which includes 29 agencies comprising over 90 percent of the state's population. Seat Belt Safety HVE events included the national May/Memorial Day 'Click it or Ticket' (CIOT) campaign and the state's November/Thanksgiving CIOT campaign. For specific enforcement results, see the Final Report for Doc 143, 2013 Joining Forces, under the "Police Traffic" program.
2. The program continued to partner with occupant protection committees in Clark and Washoe Counties, as well as local community coalitions in rural parts of the state.
3. Monitoring is done on a continuous basis to ensure that grant-funded projects are compliant with state and federal regulations through project reports, telephone contacts, email correspondence, and on-site visits as necessary. Monitoring is evidenced in the Nevada eGrants system per project.

Seat Belt Survey – Sec. 402

University of Nevada Las Vegas

TS-2013- Board of Regents, Nevada System of Higher Education, obo UNLV-00094

Obligation Percentage Spent: 81%

The Transportation Research Center (TRC) at the University of Nevada, Las Vegas (UNLV) conducted Nevada's annual observational seat belt survey according to the Uniform Criteria for State Observational Surveys of Seat Belt Use requirements set forth in 23 CFR Part 1340. The observed state usage rate for CY2013 is 94.3 percent.

Nevada annually conducts observations of seat belt usage by motor vehicle occupants prior to, and immediately after, the 'Click it or Ticket' seatbelt enforcement campaigns. The pre-campaign survey was conducted during April 19-25, May 2-May 5, and then May 16-May 19. The post-campaign survey was conducted during June 8-June 18. Both surveys were conducted in Clark, Nye, Elko, Lyon, and Washoe counties in Nevada. Observation site locations are based on fatality numbers for that location/county.

Nevada's revised survey methodology was accepted in FFY2011 and was used for the first time in CY2012, with a usage rate of 90.1 percent.

The observational survey was conducted within the timeline of the methodology approved by NHTSA. A report of the findings was made according to requirements (contact DPS-OTS for a copy of the 2013 survey results). UNLV TRC has conducted this survey for OTS for several years and always meets target dates for the survey's timeline and approval from OTS; for development of survey forms; training of observers; conducting observations; summarizing of data submitted to OTS; preparation of draft report to OTS; and submission of the final survey report to OTS.

Both the pre-campaign and post-campaign surveys were completed with 117 sites observed in five counties. The labor hours calculated for each campaign (pre- and post-) were 185.

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 (2008-2012) is 46 fatalities per year, down from 48 for years 2007-2011. In 2011 results were 16.7 percent below the five-year average; but 2013 has seen a spike in these fatalities, and are 32 percent higher than the same time in 2012.

Nevada's motorcycle safety program is primarily fee-based to provide necessary beginner and experienced rider training to residents and to increase awareness of motorcycles on the road by other motorists. The federal grant award supplements the efforts of the Nevada Rider program.

PERFORMANCE GOAL

1. Decrease the number of motorcycle fatalities from 40 in 2011 to 36 by 2013.
2. Decrease the percentage of un-helmeted fatalities from a three year average of 7.87 percent to 5 percent by calendar year end 2013.
3. Decrease the rate of motorcycle fatalities per 100,000 population of Nevada, from 1.51 in 2011 to 1.48 in 2013.

ACTUAL PERFORMANCE

- There were 42 motorcycle fatalities in 2012 and 50 to date in 2013
- 21 percent of all motorcycle fatalities were un-helmeted in 2012 (9 of 42), but that number is significantly lower to date in 2013
 - Overall motorcycle fatalities have increased 36 percent from the same time in 2012, mirroring increases in these fatalities nationwide.
- Current year-to-date rate of MC fatalities per 100,000 pop. in Nevada for 2013 is 1.62, and was estimated at 1.49 for CY2012.

FUNDING LEVEL

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$18,500	98.1%
Section 2010 (SAFETEA-LU)	\$175,000	97.2%
Total	\$193,500	



RELATED PROJECTS

Motorcycle Training & Awareness – Sec. 2010

DPS- Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00189

Obligation Percentage Spent: 76%

This project provided Sec 2010 funds for costs incurred for the program for two primary purposes within the state's Motorcycle Safety & Training Program, or Nevada Rider. The first was to upgrade the program vehicle that pulls the mobile classroom to various rural sites and the second was to purchase a SMARTrainer traffic simulator for training and awareness purposes at classes as well as at statewide community events and rallies.

Goals for this project were to decrease un-helmeted fatalities from 12 percent in 2011 to 8 percent in CY2013. Through November 25, 2013 only two of the motorcycle fatalities have been un-helmeted. This equates to 4.1 percent.

A second goal of decreasing the rate per 100,000 population of motorcycle fatalities from 1.51 in 2011 to 1.48 in 2013 was not reached.

Motorcycle fatalities spiked higher in Nevada and nationwide in 2013. Through November 25, 2013 there were 49 motorcycle fatalities compared to 35 at the same time in 2012. Nevada's 2013 motorcycle fatality rate per 100,000 population is 1.62 to date.

Based on Federal Register requirements, improvements were made in program delivery of motorcycle training to both urban and rural areas (including procurement of, repair of practice motorcycles, instructional materials, and mobile training units).

Funds were used to upgrade the F350 pulling vehicle of the mobile classroom that is used to service rural areas. A rear axle bag system was installed to level the truck/trailer rig while traveling on the roadway, and the truck differentials were re-gearred in order to meet the manufacturer's GVWR (Gross Vehicle Weight Rating) specification to pull the 35 ft. fifth-wheel classroom trailer. To purchase a new tow vehicle was estimated at \$55,000, so by investing and upgrading the current tow vehicle, OTS ensured an adequate towing capacity and extended its useful life by a minimum of two additional years.

This mobile classroom accommodates up to 12 students and also transports training motorcycles, helmets, riding gear and other training supplies.

Additional Federal Register requirements were met with an emphasis on public awareness, public service announcements, and other outreach programs to enhance driver awareness of motorcyclists, such as the "share-the-road" safety messages using Share-the-Road model language required under section 2010(g) of SAFETEA-LU.

The program also purchased a SMARTrainer Traffic Simulator. This simulator was used at all the Nevada major motorcycle rallies in CY2013. "Riders" on the SMARTrainer experience various real-life scenarios that help reinforce how both motorcyclists and other drivers in traffic are responsible to 'Share the Road' with each other. Nevada Rider Motorcycle Safety Program set up the Trainer at safety booths at each venue attracting over 2,000 visitors. A new logo was developed for the Nevada Rider Motorcycle Training Program. This was the first re-design since the Program's inception in 1991. Re-branding the Program with a new, updated logo was part of the larger plan to re-invent the Program to better appeal to riding groups and the riding community in Nevada. The new logo was first displayed on the Program's new website launched in September, 2013 (<http://www.nevadarider.com>).

The program provided public education on the importance on heightened awareness of motorcycles on our highways by other motorists and vehicles. Two major media campaigns were launched in 2013. "Respect my Space" was a 'Share the Road' message that ran in both the Las Vegas and Reno areas (the two urban areas of the state). A total of 1,770 radio spots, 11 large billboards, and 35 small billboards were utilized.

The second major campaign was "Safe on Red". This campaign was launched as a result of a new Nevada traffic law that affected all motorists. Because a motorcycle can now travel through a red light at an intersection under certain circumstances, it was necessary to inform all motorists to watch for motorcycle riders, and especially around intersections. The campaign included billboards, radio ads, and posters. Each one directed drivers to visit www.SafeOnRed.com which was also re-directed to the new Nevada Rider website. Press conferences were held in Reno and Las Vegas and several live and recorded interviews were given.



The program actively pursued communication with motorcycle safety advocates to review and identify new strategies to educate the driving public (motor vehicles and motorcyclists) on how to share the road. The Program has begun working closely with motorcycle rights groups who have been very receptive to discussing motorcycle safety, to the point of using some of their personal funding to place two billboards in high motorcycle accident areas. The Program's Administrator has also joined the SHSP Critical Emphasis Area Lane Departures committee. Developing a coalition will continue to be an on-going effort throughout 2014 and 2015.

Basic Rider (beginning) and Experienced Rider motorcycle training courses being offered in Nevada increased during FFY2013. The number of classes offered in the rural areas, especially Winnemucca and Elko were increased, where the mining industry has attracted many workers to those areas and thus increased the demand for classes. The demand for classes in northern Nevada (Reno/Sparks/Carson City) dropped off in 2013 due to economic conditions. Las Vegas and the southern urban area did not experience a drop and continues to fill approximately the same number of classes as was offered in 2012.



Program Management – Sec. 402

DPS- Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00181

Obligation Percentage Spent: 98%

This project provided Sec. 402 funds for direct program management costs incurred by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Motorcycle Safety Program; its goals for FFY2013:

1. To decrease un-helmeted fatalities from 12 percent in 2011 to 8 percent of all NV motor vehicle fatalities in CY2013. In CY2010, MC fatalities were 12 percent of all fatalities, again in 2011, and then 13.5 percent in CY2012. Current un-helmeted MC fatality numbers for CY2013 are not known, but overall motorcycle fatalities have increased 36 percent from the same time in 2012, mirroring increases nationwide.
2. Decrease the rate of motorcycle fatalities per 100,000 population, from 1.51 in 2011 to 1.48 in 2013. Current year-to-date rate of MC fatalities per 100,000 pop. in Nevada for 2013 is 1.62, and was 1.49 for CY2012 (estimates).

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS that related directly to managing all projects within the motorcycle safety program. Expenses included the following:

Personnel:	\$ 16,107
Direct Costs:	1,503

Personnel included a portion of costs for the Highway Safety Coordinator and Grants and Projects Analyst III's (the GPA III supervises the Motorcycle Safety Program Manager, and coordinates all OTS Communications) work activity for the motorcycle safety grant projects as well as oversight of the paid media for the Motorcycle Program during the grant year. A portion of the fiscal officer and/or administrative staff support for these projects may also be a part of these costs. Direct costs were for a portion of the rent costs for the Las Vegas Office, or the NDOT F.A.S.T. building on Sunset Dr. This is also the NHP Traffic Management Center building.



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, educators and government agencies across the state. But pedestrian fatalities have continued to rise, up 23 percent in CY2012 from 2011, and up a slower increase of 7.2 percent to date in 2013 from last year.

The majority of Nevada's pedestrian fatalities occur in the Las Vegas metropolitan area, representing approximately 70 percent of the state's total pedestrian fatalities each year. Las Vegas is in Clark County which encompasses approximately 75 percent of the state's population.

An additional complication to the pedestrian fatality problem is the city's infrastructure. Las Vegas was the fastest growing city in the nation for over a decade until 2008, and it was therefore almost impossible to keep up with improved and new infrastructure needs as they were identified. Wide, multilane streets; higher speed limits in residential areas (average 45 mph); poor lighting in some of those areas; minimal sidewalks; long blocks between intersections; and other similar conditions have created an "unfriendly" environment for pedestrians and bicyclists in the urban areas of both Clark and Washoe Counties. Pedestrian fatalities in Clark County experienced a dramatic increase in the first six months of 2012, and again in 2013. The most common pedestrian victims are males age 34-55, where over one third are impaired. The latter six months of the year show numbers tapering off.





PERFORMANCE GOAL

- Decrease the number of pedestrian fatalities from 47 in 2011 to 39 by 2013. There were 54 pedestrian fatalities in CY2012, the only fatality type to increase in 2012 beside motorcycle fatal crashes. The majority of pedestrian fatalities are in the two urban areas of the state, primarily in the Clark County/Las Vegas area.

ACTUAL PERFORMANCE

- Pedestrian fatalities totaled 54 in CY2012; with 58 fatalities YTD in CY2013

FUNDING LEVELS

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$107,756	81.3%
Total	\$107,756	



RELATED PROJECTS

Pedestrian Safety Awareness and Enforcement – Sec. 402

University of Nevada-Reno Police Department

TS-2013-Board of Regents, Nevada System of Higher Education, obo UNR-00032

Obligation Percentage Spent: 85%

This project provided funding to build on the success of a pedestrian safety project conducted by University of Nevada, Reno Police Services (UNRPD) and the Davidson Academy of Nevada (a free public school for profoundly gifted middle and high school students located on UNR Campus), funded by the Nevada Office of Traffic Safety in 2010/11. The project educated the university community about pedestrian safety in the area of N. Virginia and N. Sierra Streets, which cut through and border student housing and educational facilities at UNR. This included information on safety issues related to distracted driving and walking in the target area per new Nevada laws. The project consisted of directed enforcement by UNRPD, and joint education and awareness events. The events included efforts to encourage pedestrians to use the pedestrian flyover bridge above North Virginia Street near Argenta Residence Hall and to “push the button” to activate stutter flash devices installed by the Washoe County Regional Transportation Commission (RTC). At awareness events, people were asked to sign a safety pledge, committing to safe practices. Signers received incentives and educational materials.

Accomplishments included:

- Posters created by Davidson Academy students, displayed on campus and at busy crosswalks on and near campus
- Collection of approximately 250 signatories to the safety pledge
- Distribution of 500 incentive items including stress balls,
- Informational events held throughout the school year
- A Video PSA was created through local TV station KTVN, which was aired from February, on KTVN, TV Station KOLO and on KTVN website
- Hosted pedestrian safety forum for the community on campus
- Over 100 citations issued during enforcement campaigns throughout the year

Pedestrian Safety
Reno Police Department
TS-2013-Reno Police Department-00041
Obligation Percentage Spent: 91%

This project provided funding to the Reno Police Department's efforts to prevent injuries to children and adults from pedestrian crashes through increased enforcement and education.

Increased enforcement efforts targeted pedestrians and motorists to increase obedience to traffic laws while promoting a safer traffic environment. Efforts used focused crosswalk sting and other pedestrian related operations. Significant enforcement was conducted during August & September when many public events are held in Reno, including Hot August Nights and Street Vibrations which have thousands of pedestrians in town. Enforcement resulted in citations for over six hundred (600) violations over the grant period.



Education efforts focused on personal awareness and the dangers of distractions, such as cell phone use and walking outside the designated traffic control areas. Materials were provided to both adults and juvenile pedestrians in English and Spanish. Presentations were held at schools where over 300 students were educated by police officers on proper use of crosswalks. All major TV stations covered some or all of these educational events.

Pedestrian Enforcement and Education
TS-2013-North Las Vegas Police Department-00029
Obligation Percent Spent: 96%

The North Las Vegas Police Department's Pedestrian Enforcement and Education Program had a successful year. Thirteen of the projected fifteen elementary schools participated and officers conducted assemblies for the children. Assemblies were conducted for kindergarten through second graders, and another for third through fifth graders. Two signal lights and two crosswalk light signs were brought and used to help demonstrate how to safely cross. Children were shown how to watch for vehicles making right turns and may not be aware of them crossing or attempting to cross. Officers were also able to provide a presentation to Martinez Elementary PTA, which was greatly appreciated by the attending parents.

In addition, five pedestrian enforcement activities were held, where an officer crossed at mid-block marked crosswalks and citations were issued for failure to yield to pedestrian. Locations were selected based on statistics and citizens complaints.

There has been a reduction in pedestrian collisions, however there is an increase in traffic collisions where vehicles stop to yield to pedestrians, and a vehicle following does not safely stop.

During enforcement activities, 1168 citations were issued for the following:

Speed	188
Seatbelts	22
Child seats	11
Pedestrian at fault	77
Driver at fault	63
No insurance	109
Drivers license violation	122
Equipment violation	52
Registration violation	95
Red light running	61
Cell phone distraction	58
Other distracted driving	9
Suspended drivers license	20
Failure to yield	43
All other citations	113
Warnings	125
Number of stops	669

Program Management – Sec. 402

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00177

Obligation Percentage Spent: 100%

This project provided funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Pedestrian Safety Program.

The goal was to decrease the percentage of pedestrian fatalities from the 2012 rate of 18 percent to 17 percent of total fatalities for 2013. As of October 30, 2013, pedestrian fatalities represent 22 percent of traffic fatalities.

Project Number	Project Title	Budget	Budget Source
23-PS-1, Doc 177	OTS Ped Safety PM	\$15,000	402
23-PS-2, Doc 041	Reno Police Dept	\$25,000	402
23-PS-3, Doc 029	North Las Vegas PD	\$48,000	402
23-PS-4, Doc 032	UNR	\$19,756	402
402 Total		\$107,756	

The Nevada Office of Traffic Safety administered Sec. 402 funds necessary to provide staff time and operational needs of OTS that related directly to planning, developing, coordinating, conducting, monitoring, evaluating, and auditing of all projects within the pedestrian safety program. Expenses included the following:

Personnel: \$15,000

Personnel included costs for Grants and Projects Analysts that managed Pedestrian Safety grant projects during the grant year. A portion of the fiscal officer and/or administrative staff support for these projects may also be a part of these costs.

Activities Included:

1. Well-publicized enforcement of Nevada's Pedestrian Safety laws supported by earned and paid media was conducted by the Joining Forces High Visibility Enforcement (HVE) program which includes 29 agencies comprising over 90 percent of the state's population. Pedestrian Safety HVE events included back-to-school time periods, and the warmer months where more pedestrians are outside on Nevada's roads.
2. The program continued to partner with the pedestrian safety action committees in Clark and Washoe Counties. Legislation was pursued (but not passed) to clarify the laws on the definition of crosswalks, changing the 'yield to pedestrians' to 'stop for pedestrians' signage, and penalties for being involved in a pedestrian crash (for motorists). Several local agencies, like North Las Vegas Police and the University of Nevada-Reno Police Departments, stepped up enforcement in problem areas and also provided educational presentations to elementary schools, the local university, or county-wide communities (i.e., Clark County Safe Kids sponsors the October 'Walk to School Day' events in Clark County).
3. Monitoring was done on a continuous basis to ensure that these grant-funded projects were compliant with state and federal regulations through project reports, telephone contacts, email correspondence, and on-site visits as necessary. Monitoring is also evidenced in the Nevada eGrants system per project.



POLICE TRAFFIC AND JOINING FORCES

Nevada Department of Public Safety, Office of Traffic Safety (DPS-OTS) cooperates with State and local law enforcement agencies to provide an efficient and effective Police Traffic Services program. The objective of the program is to assist Nevada law enforcement agencies in enforcing traffic laws, preventing crashes and deaths, assisting the injured, documenting crash and citation data, supervising road clean-up, and restoring safe and orderly movement of traffic in a timely fashion.

As such, OTS developed “Joining Forces”, a sustained, multi-jurisdictional enforcement program specifically for overtime enforcement of traffic safety laws. If a law enforcement agency wishes to receive overtime funding through the Joining Forces program they must participate in the scheduled CIOT events, November (Thanksgiving holiday), and May (Memorial Day); and DUI campaign in September (Labor Day). After agreeing to participate in these three campaigns, any other special emphasis events may be selected. Additional events are established in the annual Joining Forces calendar outlining each month’s focus area/event type. This way, all agencies participating in Joining Forces will be working on the same program area, and campaigns’ earned media and paid media statewide will have the same message. Participation in the Joining Forces program currently covers over 90 percent of the state’s population.

The DPS-OTS relationship with law enforcement is critical to the success of many traffic safety counter-measures as well for the prevention of traffic related injuries and deaths. Law Enforcement overtime enforcement efforts such as the “Click it or Ticket” (CIOT) campaign, or “Buzzed Driving is Drunk Driving” DUI campaigns are key to the success of the HSP. State traffic enforcement resources (equipment and human resources) did not keep pace with the population explosion in Nevada during the past decade, making this funding essential to pro-active traffic program implementation. The net effect of this program is that agencies participate in nine to 12 high visibility enforcement overtime events throughout the year. Agencies also work using other funding and their own resources, thus increasing the number of officers and activities worked.

PERFORMANCE GOALS

- Promote multi-jurisdictional enforcement of Nevada safety belt, DUI, distracted driving, pedestrian and speeding laws.
- Reduce the number of motor vehicle crash injuries and fatalities through public education and enforcement.
- To increase the number of seat belt and child seat citations issued during highly visible enforcement events from 5,757 in 2011 to 6,100 in 2013.
- To increase the number of speed citations issued during highly visible enforcement events from 14,863 in 2011 to 16,000 in 2013.
- To increase the number of DUI arrests made during highly visible enforcement events from 1,334 in 2011 to 1,500 by 2013.
- Reduce the number of pedestrian injuries and fatalities from 47 in 2011 to 42 in 2013.

ACTUAL PERFORMANCE

- Conducted 15 multi-jurisdictional enforcement programs of Nevada safety belt, DUI, distracted driving, pedestrian and speeding laws.
- 2,795 seat belt and child seat citations were issued during highly visible enforcement events in 2013.
- 12,124 speed citations were issued during highly visible enforcement events.
- 996 DUI arrests were made during highly visible enforcement events.
- There were 54 pedestrian fatalities.

FUNDING LEVELS

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$910,470	32.2%
Section 154 (Penalty Funds)	\$126,000	17.0%
Section 410 (SAFEATEA-LU)	\$474,075	98.4%
Section 406 (SAFETEA-LU)	\$106,714	100%
Section 405 (SAFETEA-LU)	\$81,330	90.0%
NDOT Flex funds	\$400,000	90.0%
Total	\$2,098,589	

RELATED PROJECTS:

Speed Enforcement – Sec. 402
Mesquite Police Department
TS-2013-Mesquite Police Department-00055
Obligation Percentage Spent: 93%

This project enabled the Mesquite Police Department to purchase six Stalker Moving RADAR units to improve speed enforcement efforts in school zones and the Interstate 15 corridor through the city. The City of Mesquite purchased the RADAR devices and installed them in three patrol vehicles. Due to timing of the purchase of new patrol vehicles, the remaining three RADAR were not installed during the grant period.

The RADAR were used for speeding enforcement on IR15 and in school zones. The number of school zone violations reduced by 12 percent compared to same reporting period in 2012.

Speed Enforcement Equipment – Sec. 402
Elko County Sheriff's Office
TS-2013-Elko County Sheriff's Office-00151
Obligation Percentage Spent: 100%

This project provided funding for the Elko County Sheriff's Office to purchase 18 Golden Eagle moving RADAR units for patrol cars and one SpeedAlert RADAR Message Sign for speeding enforcement and education in Elko County

The RADAR Message Sign was deployed in residential areas and known crash locations to help determine speeding problems and deployment of personnel for enforcement activity. Throughout the year, statistics showed reduced speeding in deployment areas.

All 18 RADAR were installed, and deputies were trained in the use of the devices for enforcement activity.

DUI Van – Sec. 410
Las Vegas Metro Police Department
TS-2013-Las Vegas Metro Police Department-00036
Obligation Percent Spent: 96%

Las Vegas Metro Police Department has completed another successful year utilizing the three DUI vans available to the department. The vans were deployed to assist both on police related activities such as DUI checkpoints and assisting patrol officers in the field and also responded to multiple community relations and partnership building events. The vans were deployed on a regular basis to assist patrol officers in the field with the processing of impaired drivers. The vans assisted with 12 DUI checkpoints; and the processing of 453 impaired drivers throughout the year and provided assistance to other local law enforcement agencies, thus promoting a healthy and thriving working relationship between local police departments.

The vans were also used to help with large-scale community events such as the New Year's Eve celebration, NASCAR race at the Las Vegas Motor Speedway and the Las Vegas Marathon. Assistance was also provided to important community events like, National Night Out, the Police Memorial celebration, UMC's "You Drink, You Drive, You Lose" event, the Every 15 Minutes program and take your kids to work day.

The vans were hindered by two challenges this year, taking them out of service for a period of time. The generator on one of the vans had to be replaced due to mechanical failure and two automatic fans were installed on the vans to help keep temperatures down during hot summer days and by that extending the service life of the vans and equipment inside.

The vans have become an important and useful tool to the Las Vegas Metro Police Department when it comes to arresting and processing impaired drivers and also promoting the department's safe driving message to the community.

Program Management – Sec. 402

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00176

Obligation Percentage Spent: 100%

This project provided funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Police Traffic and Joining Forces Programs.

- Decrease total roadway fatalities from 246 in 2011 to 235 by 2013. As of October 30, 2013, known 2013 fatalities numbered 213, or five less than the same date in 2012).
- Decrease total roadway serious injuries from 1,328 in 2010 to 1,147 by end of CY2013. (State's 2012 serious injury numbers totaled 1,162, a decrease of 8 percent from CY2011's 1,289).

The Nevada Office of Traffic Safety administered the Sec. 402 fiscal resources necessary to provide staff time and operational needs of OTS that related directly to all projects within the Police Traffic Program. Expenses included the following for both the Carson City and Las Vegas offices:

Personnel:	\$22,872
Travel:	9,617
Direct Costs:	7,908

Personnel included costs for the Grants and Projects Analysts that managed the police traffic program and/or individual PT grant projects during the FFY2013 grant year. A portion of the OTS fiscal officer and/or administrative staff support for these projects may also be a part of these costs. Travel expenses included those of the GPA III as well, as she directly supervises the GPA II PT Program Manager. Travel expenses also related to monitoring of PT projects, equipment inventory as applicable, SHSP CEA team meetings or training/workshops directly related to the state's Police Traffic Program. Other direct costs included operational costs (like telephone, printing, copying, postage, office supplies) for the program manager.

Objectives were achieved as follows:

1. Analyzed and monitored program area project proposals and awards to ensure compliance with federal requirements and state plans and objectives.
2. Completed a project summary of each approved project for inclusion in the Highway Safety Plan (HSP).
3. Monitored police traffic and enforcement projects to ensure compliance with state and federal regulations and project agreement requirements through project reports, telephone contacts and on-site monitoring as necessary.
4. Evaluated the projects as they related to overall program area objectives and state requirements, and to anticipate needs for the FFY2014 year.
5. Audited all project claim invoices to ensure expenditures were for allowable costs and did not exceed authorized amounts.
6. The Program Manager writes that portion of the FFY Annual Report that pertains to the Joining Forces grant project and other police traffic projects as outlined in the HSP.

Activities:

- Conducted a statewide, sustained, multi-jurisdictional law enforcement program that included highly visible enforcement events on Safety Belts, Alcohol, Speed, and Pedestrian Safety (Nevada Strategic Highway Safety Plan strategy). Fifteen specific traffic safety enforcement campaigns were conducted during FFY2013 statewide. See the final report for Doc 143, Joining Forces 2013 for more details.
- Enhanced the ability of law enforcement to conduct public education through localized programs that provided equipment, training and/or overtime resources. Examples include multiple school, neighborhood and community safety event print and educational materials (i.e., Seat Belt Convincer); Drug Recognition Expert Training; traffic enforcement overtime for HVE events focused on a specific critical emphasis area (seat belts, impaired, pedestrian safety, intersections, and/or distracted driving); and Zero Fatalities Ambassador training for all law enforcement in partnership with the SHSP and its Communications Team.
- Provided specialized traffic enforcement equipment to traffic officers and instructors as needed, and that supported the DPS-OTS priority problem areas, such as radar guns, in-car video cameras, and Preliminary Breath Testers and mouthpieces.
- Provided incentives and awards to honor top law enforcement agencies, officers and community members who performed above and beyond within the Joining Forces program.

Program Management – Sec. 410, 406, 402, 154, Flex

Nevada Office of Traffic Safety

TS-2013-Department of Public Safety- Office of Traffic Safety 658-00192

Obligation Percentage Spent: 100%

This project provided funds for direct program management costs incurred for the program by professional staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Impaired Driving, OP and pedestrian portions of the statewide Police Traffic program (including Joining Forces).

In line with the SHSP goal of 'Zero Fatalities,' is to decrease motor vehicle fatalities by 3 percent each year to halve fatalities by 2030.

NV Fatalities declined from 257 in 2010 to 246 in 2011, but rose again to 259 for CY2012. However, the rate of AL-related fatalities continued to decline, falling below 30 percent (non-imputed), and classifying Nevada as a medium-rate state (for MAP-21) instead of its previous high-rate state status under SAFETEA-LU legislation.

Also in line with the SHSP goal of 'Zero Fatalities,' is to decrease motor vehicle crash serious injuries by 3 percent each year to halve serious injuries by 2030.

NV Serious Injuries declined from 1,328 in 2010 to 1,219 in 2011, and again in CY2012 to 1,162. This is ahead of the targeted 3 percent decline per year.

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS that related directly to all traffic safety program areas. Expenses included the following for both the Carson City and Las Vegas offices:

Personnel: \$26,461

Expenses included a portion of the personnel costs for the Highway Safety Coordinator, Grants and Projects Analyst III, and Grants & Projects Analyst II in administering the Impaired Driving, OP and pedestrian portions of OTS Police Traffic projects, primarily Joining Forces, during the grant year.

Activities Include:

1. Well-publicized enforcement of State DUI laws supported by earned and paid media was conducted by the Joining Forces High Visibility Enforcement program which included 29 agencies comprising over 90 percent of the state's population. Impaired Driving HVE events included the Halloween and December holiday periods, Super Bowl, St. Patrick's Day, Graduation, July 4th, and Labor Day holidays as well.
2. Community programs, including university, high school, and public media emphasized alternatives to driving impaired like designated drivers and public transportation. The Labor Day 'Marker Face' campaign, partnered with the Zero Fatalities campaign, was widely recognized and commented on by the public and won national recognition.
3. Monitoring was done on a continuous basis to ensure that impaired driving projects were compliant with state and federal regulations through project reports, telephone contacts, email correspondence, and on-site visits as necessary. For additional detail re: the Joining Forces program in FFY2013, please see the final annual report for Doc 143, in the Nevada eGrant system.

JOINING FORCES

Nevada Department of Public Safety, Office of Traffic Safety (DPS-OTS) developed “Joining Forces” in 2001, a sustained, multi-jurisdictional enforcement program specifically for overtime enforcement of traffic safety laws. Participating law enforcement agencies must participate in scheduled Click it or Ticket (CIOT) enforcement events in November (Thanksgiving holiday), and May (Memorial Day); and a DUI enforcement campaign in September (Labor Day) in tandem with national campaigns. After agreeing to participate in these three campaigns, other special emphasis events may be selected. A calendar of events is created by participants outlining each focus area and event type, so participating agencies will be working on the same traffic problem area, and media campaigns’ have the same message. Participation in the Joining Forces program currently covers more than 90 percent of the state’s population.

This year presented a few challenges:

- The first-year implementation of the on-line grants management system (eGrants);
- Three agencies withdrew from the program due to staffing shortages;
- Another agency was suspended due to compliance issues. With that being said, the Joining Forces agencies worked many hours to enforce the safe traffic message and issued the following citations:

DUI	996	Driver License: other	1,992
Seatbelt	2,510	Registration violation	2,542
Child seat	285	Equipment violation	1,131
Speed	12,124	No insurance	3,759
Pedestrian at fault	184	Reckless driving	107
Driver at fault	217	Red light running	3,038
Cell phone use	3,694	Failure to yield	715
Drug arrest	155	All other citations	3,471
Other dist. driving	106	Warnings	9,223
Fugitive	228	Number of traffic stops	37,367
Susp/rev’d Driver License	725		

2013 Event Totals:

# of co-op events:	744
# regular time staff:	986
# overtime officers:	2,723
# overtime civilians:	73
# reg hours worked:	7,521
# overtime hrs worked:	21,032
TOTAL # of hrs worked:	28,553



Event #	EVENT SCHEDULE		
	October 1, 2012 – September 30, 2013		
1	IMPAIRED DRIVERS/RIDERS	Oct 19-Nov 9, 2012	(410 FUNDS)
2*	CIOT/DISTRACTED DRIVING	Nov 14 – 27, 2012	(402 FUNDS)
3	IMPAIRED DRIVING	Dec 17–Jan 2, 2013	(410 FUNDS)
4	IMPAIRED DRIVING	Feb 1–Feb 19, 2013	(410 FUNDS)
5	INTERSECTIONS ...red light running, speed, failure to yield, pedestrians, distracted drivers, etc.	Mar 4 – Mar 22, 2013	(FLEX FUNDS)
6	INTERSECTIONS ...red light running, speed, failure to yield, pedestrians, distracted drivers, etc.	Apr 1 – Apr 22, 2013	(FLEX FUNDS)
7*	CIOT	May 20–June 2, 2013	(405 FUNDS)
8	INTERSECTIONS ...red light running, speed, failure to yield, pedestrians, distracted drivers, etc.	Jun 7 – Jun 21, 2013	(FLEX FUNDS)
9	IMPAIRED DRIVERS/RIDERS	Jun 28 – July 12, 2013	(410 FUNDS)
10	Back to School Safety ...pedestrians, speed, seatbelts	Aug 16 – Aug 29, 2013	(402 FUNDS)
11*	IMPAIRED DRIVERS/RIDERS	Aug 30 – Sept 8, 2013	(410 FUNDS)
	TOTAL		

* Required Event

TRAFFIC RECORDS

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

A major continuing effort for this year is to finalize the implementation of the NCATS Modernization project begun in FFY2010. The vendor for the NCATS Modernization project, Brazos Technology, has developed citation software for seventeen law enforcement agencies and statewide uniform crash data collection software currently in use by 11 of the agencies.

Citation data for all participating agencies is forwarded to the AOC and courts of jurisdiction.

Crash data for all agencies is collected in the Nevada Citation and Accident Tracking System (NCATS) and forwarded to DOT for traffic safety analysis.

PERFORMANCE GOALS

The Nevada Traffic Records program will continue to collect, analyze and utilize crash data to determine appropriate countermeasure activities and to plan resource allocation. Currently, crash data from three large agencies (Las Vegas Metropolitan, Henderson and Reno Police Departments) is collected by individual data pushes through a manual process. Methods for automating the collection of crash data are continually being researched to decrease the number of days it takes to input crash reports into the NCATS repository.

FUNDING LEVELS

Funding Source	Grant Awards	Obligation Expended
Section 402 (SAFETEA-LU)	\$30,000	91.7%
Section 408 (SAFEATEA-LU)	\$911,092	50.1%
NDOT Flex Funds	\$1.8M*	25%
Total	\$941,092	

**Brazos contract for NCATS Modernization Project*

RELATED PROJECTS:

Traffic Records Data Collection – Sec.408
Fallon Police Department
TS-2013-Fallon Police Department-00083
Obligation Percentage Spent: 100%

This project provided funding for the Fallon Police Department's purchase of five Motorola MC75A Enterprise Digital Assistant handheld data collection devices. The devices enable each Police Officer to write citations and crash reports with the Brazos Technology data collection software provided by OTS through the NCATS Modernization project. The Fallon Police Department is committed to the automation of traffic records and has been a long time participant in electronic traffic records with the State and is an active participant in the TRCC.

The Fallon Police Department, purchased the five devices, set up the devices in cooperation with Brazos Technology, and issued them to police officers. These officers actively use the devices to issue citations and document crash investigations, which are uploaded to Brazos Technology's servers and then to the NCATS Database at DPS.

Crash Data Retrieval Equipment – Sec. 408
Reno Police Department
TS-2013-Reno Police Department-00086
Obligation Percentage Spent: 100%

This project provided funding for the Reno Police Department's purchase of a Crash Data Retrieval (CDR) tool to enhance Collision Reconstructionists' ability to investigate vehicle crashes. Following a collision, crash data is imaged on the Airbag Control Module (ACM) and the Electronic Control Module (ECM). This data is accessed using a CDR unit and downloaded into a software program that provides detailed vehicle information. This process is similar to the "black box" used in aviation. Prior to this purchase, the Reno Police Department Traffic Division did not have a CDR and had to borrow one from other agencies in order to best investigate serious crashes. The Reno Police Department purchased a Bosch CDR with the necessary accessories and trained personnel in the proper use of the equipment. The CDR was used in the investigation of five traffic crashes and provided information which would have been otherwise unavailable to investigators.

Integration of EMS data with NDOT crash and Nevada trauma Data – Sec. 408
University of Nevada – Reno, School of Medicine (UNSOM)
TS-2013-Board of Regents, Nevada System of Higher Education, obo UNSOM-00117
Obligation Percentage Spent: 81%

This Traffic Records project focused on linkage of multiple sources of data: database using 2005-2010 NDOT crash records, statewide Nevada trauma records, the Uniform Hospital Discharge Data Set (UB04), and EMS data. This linked data set is a valuable resource of hard medical cost data for safety awareness and injury prevention. The linked database will utilize Traffic Crash Records (NDOT), trauma database data from across the state through 2011 and 2012 as well as EMS data, pending IRB approval. The database and analyses are valuable to the agencies and legislative bodies who request them. Project goal is to make information available to the public so that the result of risk taking behavior can be known to inform individual decisions.

Integration and Analysis of Traffic and Trauma Data Associated
with Traffic Crashes – Sec. 408
University of Nevada Las Vegas, Transportation Research Center
Obligation Percent Spent: 63%

This Traffic Records project's purpose was to gain better understanding of various variables involved in traffic accidents through advanced data integration, and to identify solutions to the challenges in integration of such databases, thereby developing a concrete mechanism for automation of the data integration. A proof of concept was created by development of software capable of cleaning, normalizing and analyzing, along with generating relevant reports. The interdependencies between the various variables included in the integrated seatbelt survey, FARS data, traffic safety and trauma data was captured using multiple statistical methods based on the characteristics of the data. The integrated data include numerous variables with different characteristics, information that is continuous, discrete, rank ordered, and unordered.

Traffic Records Coordinating Committee – Sec. 402
DPS-Office of Traffic Safety
TS-2013-Department of Public Safety-Office of Traffic Safety-658-00156
Obligation Percentage Spent: 99%

This project provided funding for Traffic Records Coordinating Committee (TRCC) travel to prevent travel constraints from being the deciding factor of agency participation. The quarterly meetings are rotated between the north and south ends of the State to provide equal attendance opportunities.

In addition to travel for members of the TRCC, equipment purchases included conference call telephone for subcommittee conference calls including the Nevada Citation and Accident Tracking System (NCATS) Modernization project management team.

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 Sec. 408 performance goals. With the goal of improving understanding of the traffic records process and participation by TRCC agencies, representatives were sent from OTS, the Administrative Office of the Courts, Department of Motor Vehicles and State EMS.

An e-cite assessment fee bill draft request was introduced to the 2013 Legislative Session by some LEAs individually represented. However, it was difficult to find a legislative champion for this request and it never became an official bill. Work will continue with legislative leaders for the next legislative session (2015). Clarification of crash data ownership at the state level was introduced by the Nevada Department of Transportation (NDOT) as well (AB 21 had multiple sections), but the original language was re-established in the final version of the bill that passed. New and/or improved relationships with State partner agencies like the Emergency Response Systems, Department of Motor Vehicles and courts were achieved in FFY2013. The increased partnership is evident in the current production implementation for NHP who sends citations daily to 160 plus courts throughout the state, as well as the participation of the DMV and ERS in multiple TR activities. Coordination with the SHSP partners, as well as the CEA data team is ongoing. The Chair of the Data Team serves on the NCATS Modernization Project and the state's TRCC.

NCATS Project Management – Sec. 408

DPS-Office of Traffic Safety

TS-2013- Department of Public Safety-Office of Traffic Safety-658-00159

Obligation Percentage Spent:

This project funded the Project Manager of the NCATS database and related technical information technology projects; a technical position (IT Professional III) housed at DPS Records & Technology to maintain the NCATS repository and verify new software product implementation, crash upload maintenance and assist with development of the NCATS citation system as well as the implementation of the NCATS Modernization project with Brazos Technology.

Position was funded until June 30, 2013, when position was eliminated. The DPS Records & Technology staff was absorbed into NV EITS as part of a planned consolidation of State IT services. This position no longer existed after the consolidation, and many duties previously tended by this position will no longer be needed due to automated processes which will be put in place through the NCATS Modernization Project.

Program Management- Sec. 408
Nevada Office of Traffic Safety
TS-2013-Department of Public Safety- Office of Traffic Safety 658-00194
Obligation Percentage Spent: 99%

This project provided funds for direct program management costs incurred for the program by professional and administrative staff of the SHSO that related to planning, developing, coordinating, conducting, monitoring, evaluating, and/or auditing of projects within the state's Traffic Records Program. This project administered the Subgrant projects funded by Sec. 408 (SAFETEA-LU), the Traffic Records Coordinating committees, and NCATS (Nevada Citation & Accident Tracking System) related functions. Performance measures and goals for the Section 408 funds are in the NHTSA Traffic Records Improvement Program Reporting System at <http://www.nhtsa-tsis.net/TRIPRS/>, including the strategic plan for Nevada.

The Nevada Traffic Records program continued to collect, analyze and use crash data to determine appropriate countermeasure activities and to plan resource allocation. Currently about 98 percent of current crash reports are accepted into the NCATS system (2011). The performance measures were to increase report acceptance (approval) by a minimum of 1 percent per year in 2010 and 2011; decrease the number of days between NCATS refreshes from 120 to three days or less with electronic download of crash reports, by the end of CY 2010 (this was accomplished); and increase the percentage of law enforcement agencies reporting traffic citations to NCATS from 0 percent in FFY 2008 to 10 percent in 2011, 50 percent in 2012 and 75 percent in 2013.

The Nevada Office of Traffic Safety administered the fiscal resources necessary to provide staff time and operational needs of OTS that related directly to all projects within the state's Traffic Records program. Expenses included the following, primarily for the OTS Traffic Records Program Manager and program costs:

Personnel:	\$83,800
Travel:	5,666
Direct Costs:	14,678

Personnel included costs for the Traffic Records Program Manager/GPA II that managed Traffic Records grant projects during the grant year as well as administration of the state's program. A portion of the fiscal officer and/or administrative staff support salaries provided for these same projects may also be part of the costs. Travel expenses related to monitoring these projects, statewide Traffic Records Coordinating Committee, TR Exec Committee, NCATS Mod Management team or similar meetings, and federal training/workshops, like the annual Traffic Records Forum. Direct costs included operational costs for the program (like telephone, printing, copying, postage, and Department of Information Technology, or DoIT services).

Activities:

- Coordinated the meetings and deliberations of the Traffic Records Coordinating Committee, the Traffic Records Executive Committee, and on-going sub- committees; prepared agendas and minutes, managed, generated and posted reports and applicable information. OTS and member agencies hosted four quarterly TRCC meetings during the grant year, alternating between northern and southern NV locations, and contributed to the TREC meetings held twice/year (as the Nevada Executive Committee on Traffic Safety, or NECTS).
- Tracked NCATS system problems and help tickets, provided reports and guidance to local agencies on system issues, negotiated service and contracts with vendors; but these are more of an IT Project Manager's functions, so these duties were transitioned during FFY2013 to the software vendor for the NCATS Mod project, Brazos.
- Developed and oversaw TR project budgets, including approval of invoices and claims for payments to agencies and vendors.
- Coordinated the updating of the state's Traffic Records Strategic Plan. This contributed greatly to Nevada qualifying for new Sec 405(c) MAP-21 funding in FFY2013 and for FFY2014.



PAID MEDIA AND PUBLIC RELATIONS

SUMMARY

The goal of marketing and public relations in Nevada is to raise awareness of the need to change poor driver behavior and educating the motoring public, pedestrians and bicyclists on safe driving behaviors. Paid media is a large part of the OTS marketing strategy. Throughout the year OTS conducted public safety campaigns that focused on specific traffic safety emphasis areas and that were in line with both the national safety campaign calendar and the state's local enforcement calendar.

The positive effect of these safety initiatives was amplified by syncing the state's Joining Forces enforcement timing and the OTS paid media schedule with the national enforcement and media calendars. The state unified the public messaging by reinforcing the Zero Fatalities goal as a part of all these programs.

For FFY2013, OTS began using a professional integrated advertising and media firm to place paid media and to create public safety messages. OTS also collaborated with NDOT to support both the paid media/outreach and the data-driven HVE components of the OTS traffic safety and public education programs.

SHSP & ZERO FATALITIES

The SHSP addresses the top five things killing and injuring people on Nevada's roads:

- Lack of seat belt use
- Impaired driving
- Lane departures (distracted driving)
- Intersections (red light running)
- Pedestrians and pedestrian awareness

In order to reduce fatalities, several state and local agencies and organizations are addressing these critical emphasis areas through educational outreach and advertising. In addition to the SHSP critical emphasis areas, OTS also addressed motorcycle safety with public education campaigns. Key messages this year included rider awareness, impaired riding and informing the public about new laws related to motorcycles and bicycles.

COORDINATION WITH NDOT

The Office of Traffic Safety continues to coordinate with the NDOT Safety Engineering team in its traffic safety efforts. These agencies worked together in FFY2013 under the common goal of Zero Fatalities, which is the foundation of the SHSP. This coordination has been ongoing since the inception of the SHSP. NDOT has funded behavioral components of OTS programs for several years now with Flex Funding from the Highway Safety Improvement Funds.

For the FFY2013, OTS and NDOT agreed to pool the majority of funds allocated to them for educational outreach and advertising campaigns. This provided the state with a more effective use of funds (more media), less duplication of efforts and consistent safety messaging across a combined pool of advertising creative. Partnering to develop consistency in messaging accelerated the increase in awareness for both the safety messages related to each critical emphasis area and the Zero Fatalities goal. As the impact of media impressions surrounding the safety campaigns compounds, the value of media purchased for campaigns will continue to grow.



Media Plan FFY 2013-Nevada Office of Traffic Safety

	Fund	OTS Funding	Flex Funding	Total Funding
OP Media (CIOT Nov.)	405	\$80,000	\$0	\$80,000
Professional Services (HSP)	405	\$8,000	\$0	\$8,000
Impaired Media (Holiday)		\$0	\$100,000	\$100,000
Impaired Media (Holiday, St. Patty's Day, 4th)	410	\$597,500	\$0	\$597,500
Impaired Media (St. Patty's Day, 4th, PI&E)	402	\$15,000	\$0	\$15,000
Impaired Rider Media	410	\$45,000	\$0	\$45,000
Professional Services (HSP)	410	\$12,000	\$0	\$12,000
Distracted Driving Media		\$0	\$150,000	\$150,000
Pedestrian Safety Media	402	\$48,000	\$150,000	\$198,000
MC Safety Media	2010	\$155,000	\$0	\$155,000
STARS Program	402	\$34,752	\$0	\$34,752
Professional Services (HSP)	402	\$8,253	\$0	\$8,253
Safe on Red Media	402	\$100,000	\$0	\$100,000
TOTALS		\$1,103,505	\$400,000	\$1,503,505

Media Plan FFY 2013-Actual Expenses

	Total	Percentage
OTS Actual Expenses		
Total Section 402 Funding Commitment to Media Plan	\$205,785	99.9%
Total Section 405 Funding Commitment to Media Plan	\$87,924	99.9%
Total Section 410 Funding Commitment to Media Plan	\$654,452	100.0%
Total Section 2010 Funding Commitment to Media Plan	\$154,957	100.0%
Total NDPS OTS Expenses	\$1,103,119	100.0%
NDOT Flex Award for Media Actual Expenses		
Total Flex Funding Commitment to Media Plan	\$399,865	100.0%
Total NDOT Flex Award Expenses	\$399,865	100.0%
TOTAL FUNDING COMMITTED TO MEDIA PLAN	\$1,502,984	100.0%

CAMPAIGNS

In FFY2013, OTS ran a total of 11 paid media campaigns. These campaigns included both paid and earned media components, as well as PR announcements and grassroots outreach efforts within the community. Two other campaigns were entirely supported with earned media and outreach. Below is a list of the campaigns conducted during the year:

- November 7-25 – **Occupant Protection (Click It or Ticket)**
- December 17-January 20 – **Impaired Driving (Drive Sober, Buzzed Driving)**
- March 4-24 – **Impaired Driving (Buzzed Driving)**
- April 8-28 – **Distracted Driving (L8R, LOL)**
- May 6-July 1 – **Motorcycle Awareness South (Share the Road)**
- May 13-July 7 – **Pedestrian Safety South (Every Pedestrian)**
- May 20-June 2 – **Occupant Protection (Click It or Ticket)** – Earned Media Only
- June 24-July 21 – **Impaired Driving (Be the Designated Driver)**
- June 24-August 18 – **Impaired Riding (Ride Sober)**
- July 15-September 8 – **Pedestrian Safety North (Every Pedestrian)**
- August 26-September 8 – **Impaired Driving (Drive Sober)** – Earned Media Only
- July 22-September 15 – **Motorcycle Awareness (Share the Road)**
- September 9-30 – **Safe on Red**



MEDIA IMPACT

These campaign messages were delivered through several different media channels including television, cinema, radio, online banners, online videos, online radio, social media, freeway and surface street billboards and posters, buses and bus shelters, local store and bar media, and even street teams that promoted messages in crowd-heavy locations.

Across all of the media campaigns in FFY2013, OTS achieved a 99 percent reach with an average number of 56 exposures to each individual within our target audiences. Over the 12-month period these campaigns served over 56 million impressions across all of these paid media channels, as well as an estimated tens of millions of additional earned media and community event message impressions.

Organizations like the Department of Motor Vehicles (DMV), the NHP and the NHP Commercial Enforcement Section (CES) join in to support these campaigns with additional time, media space and campaign messaging specific to their audience. OTS coordinates with them so all messages will be in line with the state's safety goals and Zero Fatalities efforts.

OTS and NDOT also partner with local sports teams to promote safety messages. Team partners include Las Vegas 51's, Reno Aces, Las Vegas Wranglers, UNR and UNLV. A number of other prominent community partners are involved in this unified effort to educate the public on traffic safety. Some recent examples include the McCarran Airport, the Blue Man Group and Zappos.

CAMPAIGN SUCCESSES

The impaired driving prevention campaigns were particularly unique and successful in FFY2013. OTS ran three impaired campaigns spanning six calendar months and grossed millions of audience impressions across almost every targeted media channel. While some messages supported the “Buzzed Driving is Drunk Driving” tagline and creative, others reminded people to plan ahead, designate a sober driver and even to take a turn being the designated driver. The “Marker Face” and “Cups” messages celebrated and empowered the designated driver. Both the public and OTS media partners applauded the strategy and the creative for these campaigns.

Because Nevada has experienced an increase in pedestrian fatalities over the last two years, NDPS and NDOT diverted funds to strengthen the 2013 pedestrian safety campaign budgets. Together they created a powerful message to remind pedestrians and drivers to watch for each other on the roads. The message was reflected in a new iconic pedestrian safety heart-shaped logo. The campaign message was impactful because it had both a strong behavioral call-to-action and a goal-based foundation.

In April, during National Distracted Driving awareness month, NDOT and NDPS ran a fully integrated campaign warning drivers of the dangers of distracted driving. Having cultivated a partnership with the Blue Man Group, OTS worked with them on creating a Distracted Driving campaign sponsored by their group. Under our direction, they produced and ran a TV spot, radio ads, gas station ads, and many other “Focus on the Road” ads as well. Our campaigns ran in tandem with each other, and collectively strengthened the anti-distracted driving message to the public.



Online animated banners



Video

PERFORMANCE SUMMARY

	2007	2008	2009	2010	2011	2012
<i>Population</i>	2,718,336	2,738,733	2,711,206	2,724,634	2,723,322	2,758,931
<i>100 Million Vehicle Miles Traveled</i>	22.14	21.02	20.9	21.1	24.2	22.8
<i>Traffic Fatalities</i>	373	324	243	257	246	259
<i>Per VMT</i>	1.68	1.56	1.19	1.22	1.02	1.13
<i>Per 100,000 Population</i>	13.72	11.83	8.96	9.43	9.04	9.35
<i>Impaired Fatalities **</i>	158 / 118	136 / 106	105 / 69	102/69	109/70	119/82
<i>% of Total</i>	42.0/ 32.0	42 / 33	43/ 28	40/27	45/28	46/32
<i>Per VMT</i>	0.53	0.51	0.48 / 0.33	0.45/0.31	0.45/0.29	0.52/0.35
<i>Population (100,000)</i>	5.81/ 4.34	5.00 / 3.91	3.73/2.51	3.74/2.53	4.00/2.57	4.31/2.97
<i>Occupant Protection</i>						
<i>Safety Belt Rate</i>	92	90	90	91	90	91
<i>Child Seat Rate</i>	*	*	*		*	
<i>Unrestrained Fatalities</i>	43%	44%	37%	44%	42%	49%
<i>Pedestrian / Bicycle</i>						
<i>Pedestrian</i>	52	56	35	36	46	54
<i>Bicycle</i>	10	7	6	6	4	3
<i>Motorcycle</i>						
<i>Fatalities</i>	51	59	42	48	41	42
<i>% Helmeted</i>	86%	75%	95%	79%	88%	62%
<i>Speeding Involved Fatalities</i>						
<i>Total Crashes</i>	97	93	91	77	76	100
<i>% of All Crashes</i>	26.0%	28.7%	37.4%	29.9%	31%	39%

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 2013

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
<i>Planning and Administration</i>	\$147,000	\$229,031	\$149,337	\$79,694
<i>Alcohol</i>	\$278,906	\$244,581	\$169,188	\$75,393
<i>Emergency Medical Services</i>	\$92,818	\$92,818	\$85,156	\$7,662
<i>Motorcycle Safety</i>	\$15,000	\$18,500	\$18,144	\$356
<i>Occupant Protection</i>	\$391,776	\$376,769	\$303,206	\$73,563
<i>Pedestrian & Bicycle</i>	\$107,756	\$107,756	\$100,394	\$7,362
<i>Police Traffic Services</i>	\$377,750	\$906,777	\$296,632	\$610,145
<i>Traffic Records</i>	\$30,000	\$30,000	\$27,106	\$2,894
<i>Community Safety</i>	\$442,425	\$576,614	\$574,758	\$1,856
402 Total	\$1,883,431	\$2,582,846	\$1,723,921	\$858,925
NHTSA 406 Funding				
<i>Planning and Administration</i>	\$22,226	\$22,226	\$15,400	\$6,826
<i>Police Traffic Services</i>	\$96,714	\$446,979	\$106,425	\$340,554
<i>Safe Communities</i>	\$35,000	\$35,000	\$30,316	\$4,684
406 Total	\$153,940	\$504,205	\$152,141	\$352,064
NHTSA 405 Occupant Protection	\$203,330	\$287,115	\$202,281	\$84,834
NHTSA 408 Traffic Records	\$911,092	\$1,181,915	\$487,003	\$694,912
NHTSA 2010 Motorcycle Safety	\$70,000	\$338,194	\$170,077	\$168,117
<i>NHTSA 410 Alcohol SAFETEA LU</i>	\$1,204,714	\$3,174,515	\$2,099,938	\$1,074,577
<i>NHTSA 410 Planning and Admin</i>	\$40,000	\$47,596	\$28,515	\$19,081
410 Total	\$1,244,714	\$3,222,111	\$2,128,453	\$1,093,658
<i>154 Transfer Funds Plan & Admin</i>	\$70,102	\$70,102	\$0	\$70,102
<i>154 Transfer Funds - Alcohol</i>	\$405,919	\$405,919	\$104,177	\$301,742
<i>154 Transfer Funds - Media</i>	\$225,000	\$225,000	\$0	\$225,000
154 Total	\$701,021	\$701,021	\$104,177	\$596,844
SUBTOTAL	\$5,167,528	\$8,817,407	\$4,968,053	\$3,849,354

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
BALANCE FORWARD	\$5,167,528	\$8,817,407	\$4,968,053	\$3,849,354
MAP 21 405b OP High Funding				
405b High HVE	\$100,000	\$100,000	\$0	\$100,000
405b High Public Education	\$100,909	\$100,909	\$0	\$100,909
405b High Occupant Protection	\$253,963	\$253,963	\$0	\$253,963
MAP 21 405b OP High Total	\$454,872	\$454,872	\$0	\$454,872
MAP 21 405c Data Program Total	\$387,783	\$387,783	\$0	\$387,783
MAP 21 405d Impaired Drvg Mid				
405d Mid HVE	\$604,000	\$604,000	\$0	\$604,000
405d Mid ID Coordinator	\$37,000	\$37,000	\$0	\$37,000
405d Mid Court Support	\$295,000	\$295,000	\$0	\$295,000
405d Mid BAC Testing/Reporting	\$140,029	\$140,029	\$0	\$140,029
405d Mid Training	\$28,000	\$28,000	\$0	\$28,000
MAP 21 405d Impaired Drvg Total	\$1,104,029	\$1,104,029	\$0	\$1,104,029
MAP 21 405f Motorcycle Programs	\$34,585	\$34,585	\$0	\$34,585
NHTSA MAP 21 402 Funding				
Planning and Administration	\$96,341	\$0	\$0	\$0
Alcohol	\$70,062	\$0	\$0	\$0
Emergency Medical Services	\$10,250	\$0	\$0	\$0
Motorcycle Safety	\$1,429	\$0	\$0	\$0
Occupant Protection	\$235,998	\$0	\$0	\$0
Pedestrian & Bicycle	\$158,929	\$0	\$0	\$0
Police Traffic Services	\$96,610	\$0	\$0	\$0
Traffic Records	\$1,429	\$0	\$0	\$0
Safe Communities	\$119,857	\$0	\$0	\$0
Speed Enforcement	\$172,500	\$0	\$0	\$0
402 Total	\$963,405	\$0	\$0	\$0
TOTAL FUNDING ALL SOURCES	\$8,112,202	\$10,798,676	\$4,968,053	\$5,830,623

GLOSSARY

AGACID	Attorney General's Advisory Coalition on Impaired Driving
AL/ID	Impaired Driving (Alcohol or Impaired Driving)
AOC	Administrative Office of the Courts (state)
AVMT	Annual Vehicle Miles Traveled
B/P	Bicycle and Pedestrian
BAC	Blood Alcohol Content
BDR	Bill Draft Request (Legislative)
BIID	Breath Ignition Interlock Device
CEA	Critical Emphasis Area (SHSP)
CIOT	"Click it or Ticket" seat belt campaign
CPS	Child Passenger Safety
CY	Calendar Year
DD	Distracted Driving
DMV	Department of Motor Vehicles
DPS-OTS	Department of Public Safety's-Office of Traffic Safety
DRE	Drug Recognition Expert
DUI	Driving under the Influence
EMS	Emergency Medical Systems
EUDL	Enforcing Underage Drinking Laws
FHWA	Federal Highways Administration
FMCSA	Federal Motor Carrier Safety Administration
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
GR	Governor' Representative for Highway Safety
HSC	Highway Safety Coordinator
HSP	Highway Safety Plan (Behavioral Traffic Safety)
INTOX Committee JF	Committee on Testing for Intoxication
JF	Joining Forces
LEL	Law Enforcement Liaison
MAP-21	Moving Ahead for Progress in the 21st Century
MC	Motorcycle Safety
MMUCC	Minimum Model Uniform Crash Criteria
MPO	Metropolitan Planning Organization (in NV = RTC)
MVMT	Million Vehicle Miles Traveled
MVO	Motor Vehicle Occupant
NCATS	Nevada Citation & Accident Tracking System
NCJIS	Nevada Criminal Justice Information System
NCSA	National Center for Statistics & Analysis

NDOT	Nevada Department of Transportation
NECTS	NV Executive Committee on Traffic Safety
NEMESIS	National Emergency Medical Services Information System
NHP	NV Highway Patrol
NHTSA	National Highway Traffic Safety Administration
OP	Occupant Protection
OPC	Occupant Protection for Children
OTS	Department of Public Safety's-Office of Traffic Safety
P&A	Planning & Administration
PA	Project Agreement
PBT	Preliminary Breath Tester
PD	Police Department
PED	Pedestrian Safety
PM	Performance Measure
RFF OR RFP	Request for Funds, or Request for Proposal
RTC	Regional Transportation Commission
SAFETEA-LU	Safe, Accountable, Flexible, Transparent, Efficient Transportation Equity Act – A Legacy for Users
SFST	Field Sobriety Test
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan (many partners)
SO	Sheriff's Office
TRCC	Traffic Records Coordinating Committee
TWG	Technical Working Group
UNLV	University Nevada – Las Vegas
UNR	University Nevada – Reno
UNSOM	University of Nevada School of Medicine
TRC	UNLV's Transportation Research Center
VMYT	Vehicle Miles Traveled

OTS PROGRAM AREAS:

AL/ID	Alcohol/Impaired Driving
OP	Occupant Protection
JF	Joining Forces
MC	Motorcycle Safety
PS	Pedestrian Safety
SP	Speed
TR	Traffic Records
P&A	Planning & Administration