



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

TRAFFIC SAFETY DIVISION

FFY12 Annual Report

December 2012

State of New Mexico

**Governor
Susana Martinez**

**NMDOT Cabinet Secretary
Alvin C. Dominguez, P.E.
Governor's Representative for Highway Safety**

Transportation Commission

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District Two – Robert R. Wallach
District Three – Pete K. Rahn
District Four – Ronald Schmeits
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District Six – Jackson Gibson**

Acknowledgments

The NMDOT Traffic Safety Division would like to thank Governor Susana Martinez, NMDOT Cabinet Secretary Alvin C. Dominguez, the National Highway Traffic Safety Administration, Federal Highway Administration, local officials and coordinators, law enforcement and other partner organizations for their support of TSD programs and initiatives during the past year. These partnerships are vital to our success in reducing fatalities and injuries on New Mexico's roads, streets and highways. Thanks to Traffic Safety partners, TSD contractors and staff for providing information for the FFY2012 NMDOT/ TSD Annual Report.

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Executive Summary

Traffic Safety Division (TSD) programs are conducted to reach citizens in all of the six NMDOT districts. Through its media campaigns that encourage safe, sober driving to its high-visibility enforcement programs that remind drivers to 'ENDWI'; 'Drive Sober or Get Pulled Over;' and 'Click It or Ticket,' the TSD supports projects that are designed to make New Mexicans safer.

Overall Performance Measures

The State achieved two of its four FFY12 HSPP performance measures. Preliminary data show an 11.4 percent reduction in serious injuries in crashes from 2010 figures and a 24 percent reduction in the number of under age 21 drivers in fatal crashes. Since 2007, the number of under-21 drivers in fatal crashes has been reduced by 43.7 percent.

Although the State did not reduce overall total fatalities to a projected rate of 1.24, it has seen a 13 percent reduction in this rate since 2007. The number of total fatalities has been reduced by 14.5 percent since 2007, with the biggest decrease being seen in urban fatalities (down 29 percent since 2007).

In FFY12, New Mexico continued its high-visibility enforcement efforts including its Superblitz (DWI and Operation Buckle Down) campaigns, 100 Days & Nights of Summer traffic safety campaign and Safety Corridors. In addition, New Mexico participates annually in the National Impaired Driving Crackdown. As a result of TSD's targeted enforcement and prevention programs, fatalities and injuries have been reduced among the driving and riding public.

Alcohol/ Impaired Driving Performance Measure

The State did not achieve its FFY12 HSPP Alcohol/ Impaired Driving Program performance measure of reducing alcohol-involved fatalities by the projected amount. However, the number of alcohol-involved fatalities in New Mexico has decreased by 20.5 percent since 2007, and they have been reduced by 11.8 percent since 2010.

New Mexico's continuing commitment to high-visibility enforcement by keeping law enforcement and anti-DWI messaging in front of the public, and its prevention and training projects have helped reduce the number of alcohol-involved fatalities.

Occupant Protection Performance Measures

The State achieved one of its two FFY12 HSPP Occupant Protection Program performance measures. Preliminary 2011 data show that the number of unrestrained occupant fatalities was reported at 109, a reduction of 12.1 percent from 2009. The State has achieved a 33 percent decrease in unrestrained occupant fatalities since 2007.

New Mexico has increased its seatbelt use percentage for their third straight year, recorded its highest percentage in the past five years, and has been successful in keeping its observed seatbelt use percentage steady over the past ten years.

Driver seatbelt use was recorded at 92.2 percent. Front seat passenger use (persons sitting by the right door) was recorded at 88.5 percent, both increasing from 2011 figures. New Mexico's 2012 seatbelt use percentage is at its highest in five years and continues to be above the National percentage, as it has for many years. The most recent National data show that in 2011, New Mexico ranked 16th among states for seatbelt use.

Pedestrian Safety Performance Measure

Although the State did not achieve its FFY12 HSPP Pedestrian Safety performance measure of reducing pedestrian fatalities, the number of pedestrian fatalities has decreased by 21.2 percent since 2007.

In FFY12, sustained efforts were made to raise awareness and to educate New Mexico community planners and leaders on pedestrian safety issues.

Police Traffic Services Performance Measure

The State did not achieve its FFY12 HSPP Police Traffic Services Program performance measure of reducing speeding-related fatalities. The State saw an increase in rural fatalities in 2011 from 2010, and rural fatalities are more likely to be speed-related due to increased distances between areas traveled. Since 2007, the State has seen a reduction in speeding-related fatalities of 7.5 percent.

Traffic Records Performance Measure

The State achieved its Traffic Records performance measure of increasing the number of commercial crash records reported to the Federal Motor Carrier Safety Administration (FMCSA) motor carrier management information system (MCMIS) within 90 days. During the period of January to May 2011 the overall FMCSA Crash Accuracy rating was Fair ('yellow') with the percentage of matched records between 85 – 94 percent. During the period of January – May 2012 the accuracy rating increased to Good ('green') with the percentage of matched records at greater than or equal to 95 percent.

The Crash Accuracy measure evaluates fatal and non-fatal crash records that represent interstate carriers and intrastate carriers transporting hazardous material, and includes large truck and bus vehicle types. This measure determines a rating based on the percentage of crash records reported by the State over a 12-month period that were matched to a company registered in the MCMIS.

Motorcycle Safety Performance Measures

The State did not achieve its two FFY12 HSPP Motorcycle Safety Program performance measures. Although preliminary data indicate that motorcyclist fatalities increased in 2011, these fatalities have been reduced by 10 percent since 2007. The number of unhelmeted fatalities remained steady from 2010 and has decreased by 17 percent since 2008.

New Mexico's emphasis on motorcycle safety and awareness assists in the State's efforts to keep the number of fatalities steady, despite the increasing number of motorcycles on the highways.

Planning and Administration Performance Measures

All three FFY12 Planning and Administration performance measures were achieved. The annual Highway Safety and Performance Plan and grant applications under SAFETEA-LU were completed and submitted to NHTSA. All grant applications were funded. Reimbursement claims were paid within 30 days and draw-downs were submitted on time.

NMDOT/ Traffic Safety Division

Mission Statement

The Traffic Safety Division is committed to preventing injuries and saving lives by eliminating crashes on New Mexico public roadways. ¡Si se Puede!

Introduction

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

TSD's top priorities for funding in FFY2012 were in the areas of Impaired Driving, Traffic Records and Occupant Protection. Along with these high priority areas, TSD funded projects in the Police Traffic Services, Pedestrian and Bicyclist Safety, Traffic Safety Marketing and Media, Motorcycle Safety, and Driver Education and Safety Programs. The TSD also provided funding to a variety of organizations to support its traffic safety objectives including State agencies, nonprofit corporations, private contractors and other experts in records, statistics, public information, health and the judicial system. Each funded organization has a specific role in assisting TSD with reducing traffic-related crashes, deaths and injuries.

In FFY12, the NMDOT/ TSD applied for and received funding under the Federal SAFETEA-LU Program for the following grants:

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

Traffic Safety Planning Participants/ Partners

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

2012 State Legislature

In 2012, no significant traffic safety-related legislation was passed.

2012 Highway Safety and Performance Plan Performance Measures

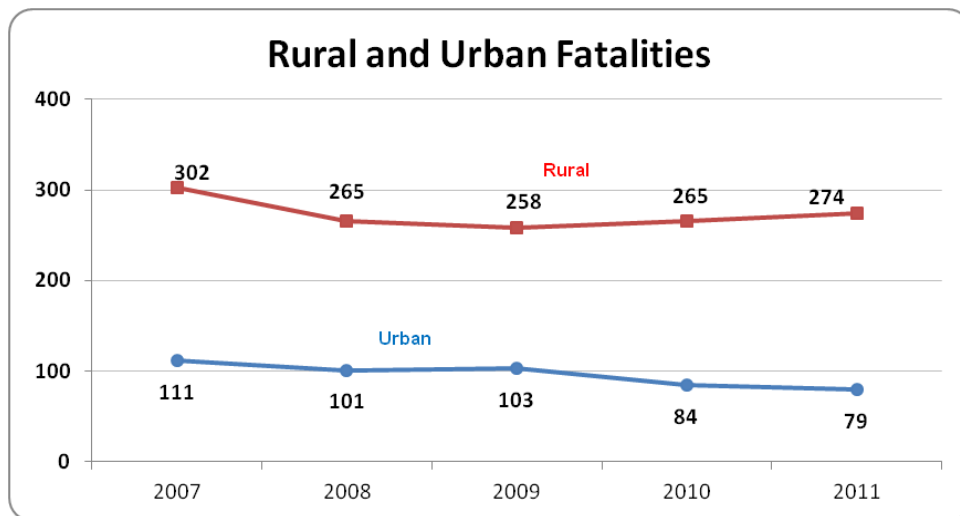
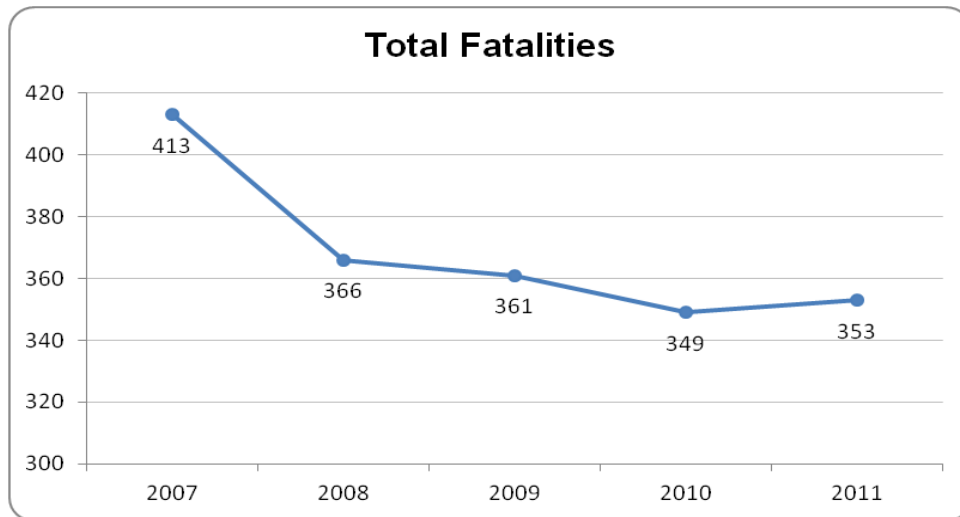
New Mexico's 2012 HSPP Goal

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

Overall Performance Outcomes - Annual Data: 1/1/2011 – 12/31/2011

1) Reduce the total number of traffic fatalities from 361 in 2009 to 328 by 2012.

(Core Measure 1; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data).

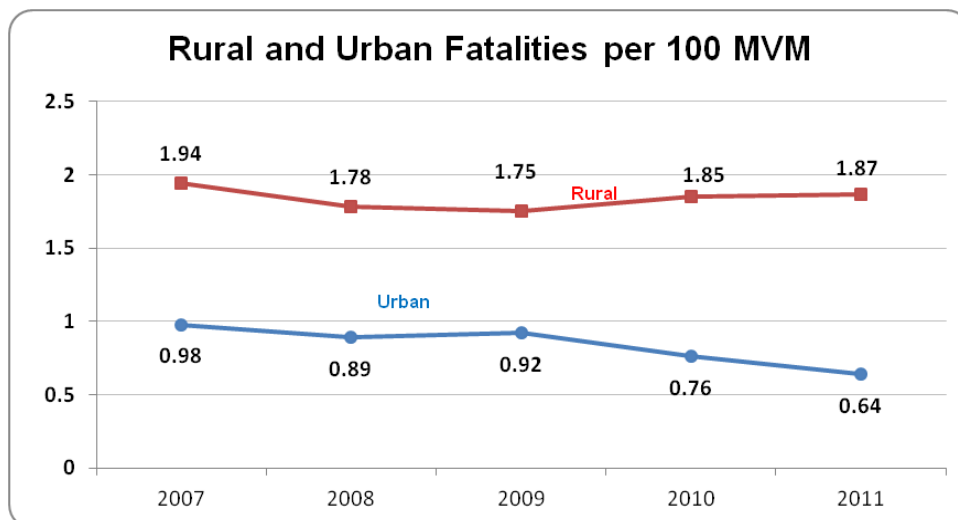
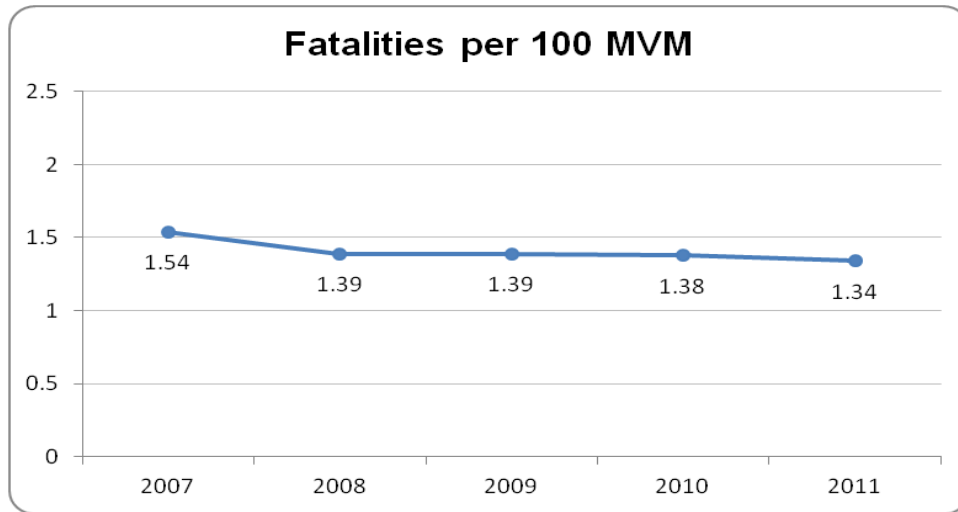


STATUS: Not Achieved

New Mexico did not meet its performance measure for reducing total fatalities by the projected amount. Preliminary 2011 FARS data show that there were 353 total traffic fatalities; rural fatalities were reported at 274 and urban fatalities were reported at 79.

2) Reduce traffic fatalities per 100 MVM from 1.39 in 2009 to 1.24 by 2012.

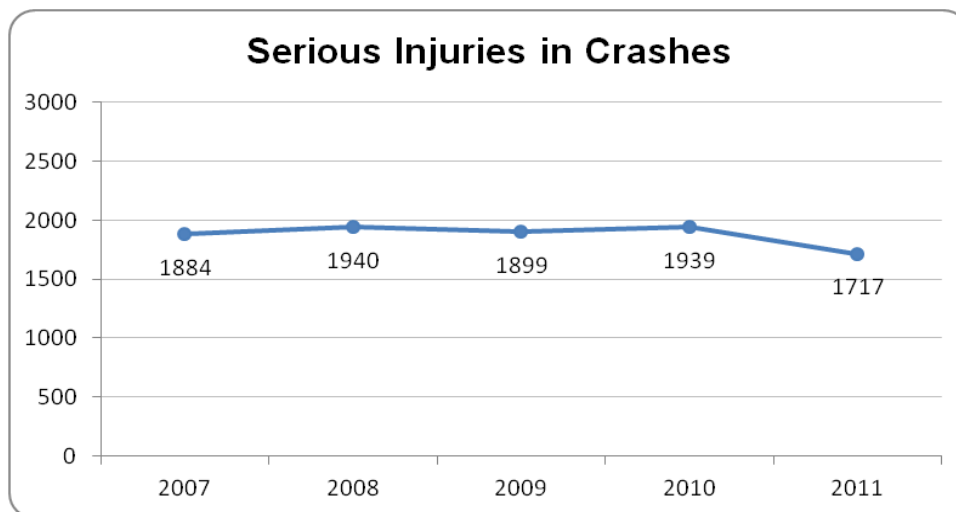
(Core Measure 3; 2007 – 2010 are FARS data; 2011 are preliminary State data; 2009 State HPMS data used for MVM)



STATUS: Not Achieved

Preliminary 2011 State data indicate that New Mexico did not meet this performance measure, but did show a reduced rate of total fatalities. The total fatality rate was reported at 1.34. Although the State did not meet this performance measure, the rate continues to decline. The rural fatality rate was 1.87 and the urban rate was 0.64.

3) Maintain the number of serious injuries in traffic crashes at 1,899 by 2012.
(Core Measure 2; 2007-2009 are final State data; 2011 are preliminary State data)

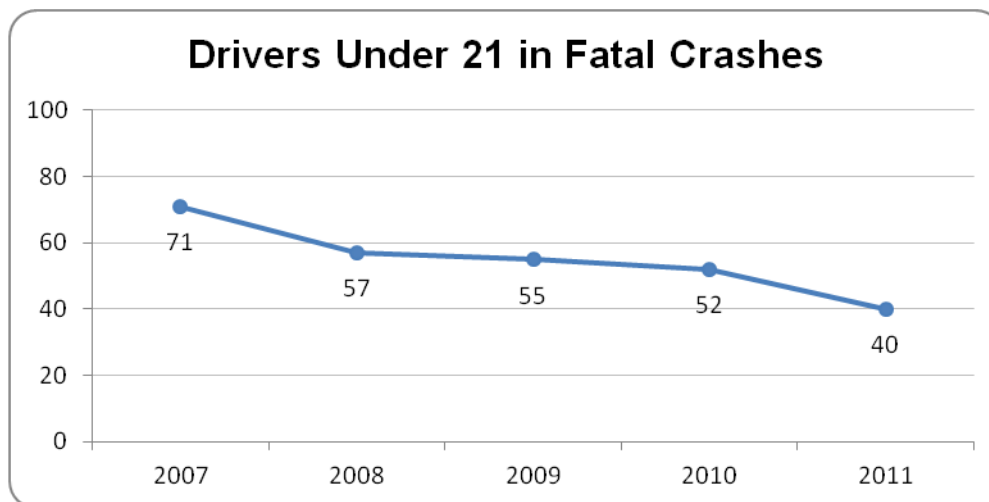


STATUS: Achieved and Exceeded

New Mexico exceeded this performance measure. Preliminary 2011 State data show that the number of serious injuries was reported at 1,717. This is a 9.6 percent reduction from 2009 and an 11.4 percent reduction from 2010.

4) Reduce the number of drivers age 20 or younger involved in fatal crashes from 55 in 2009 to 49 by 2012.

(Core Measure 9; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)



STATUS: Achieved and Exceeded

New Mexico met and exceeded its performance measure for reducing the number of drivers age 20 or younger involved in fatal crashes. Preliminary 2011 State data show that the number of drivers under age 21 in fatal crashes was reported at 40; a 27.3 percent reduction from 2009 figures.

Achievement of Performance Measures

The State achieved two of its four Overall FFY12 HSPP performance measures. Preliminary data show an 11.4 percent reduction in serious injuries in crashes from 2010 figures and a 24 percent reduction in the number of under age 21 drivers in fatal crashes. Since 2007, the number of under-21 drivers in fatal crashes has been reduced by 43.7 percent.

Although the State did not reduce overall total fatalities to a projected rate of 1.24, it has seen a 13 percent reduction in this rate since 2007. The number of total fatalities has been reduced by 14.5 percent since 2007, with the biggest decrease being seen in urban fatalities (down 29 percent since 2007).

In FFY12, New Mexico continued its high-visibility enforcement efforts including its Superblitz (DWI and OBD) campaigns, 100 Days & Nights of Summer traffic safety campaign and Safety Corridors. In addition, New Mexico participates annually in the National Impaired Driving Crackdown. As a result of TSD's targeted enforcement and prevention programs, fatalities and injuries have been reduced among the driving and riding public.

Activity Measures (October 1, 2011 through September 30, 2012)

Number of grant-funded impaired driving arrests –	FFY12 = 2,479	(A-1; From Safer NM Now)
Number of grant-funded seatbelt citations –	FFY12 = 16,483	(A-2; From Safer NM Now)
Number of grant-funded speeding citations –	FFY12 = 56,849	(A-3; From Safer NM Now)

The Program Area sections presented below provide details on progress toward achieving program-specific performance measures and on the projects conducted in FFY12 aimed at positively impacting those measures.

Alcohol/ Impaired Driving Program Area

Program Administration

The Alcohol/ Impaired Driving Program is administered by TSD staff. Individual projects are managed by TSD staff, various law enforcement agencies, Safer New Mexico Now, UNM Division of Continuing Education, NM Administrative Office of the Courts, NM Attorney General's Office, Bernalillo County Metro Court, Albuquerque Police Department, T.A.C.T. & Associates, Inc., NMDOH Scientific Lab Division and local community agencies.

Projects – Federal and State Funds

Enforcement Projects included: ODWI (including Superblitz), Expanded Enforcement with NM Department of Public Safety, the NHTSA National Impaired Driving Crackdown and 100 Days & Nights of Summer.

Training and Education Projects included: Traffic Safety Resource Prosecutor, DWI Training for Law Enforcement, DWI Prosecution in Practice, BAC Training, DRE Training, and Traffic Safety Information and Reporting.

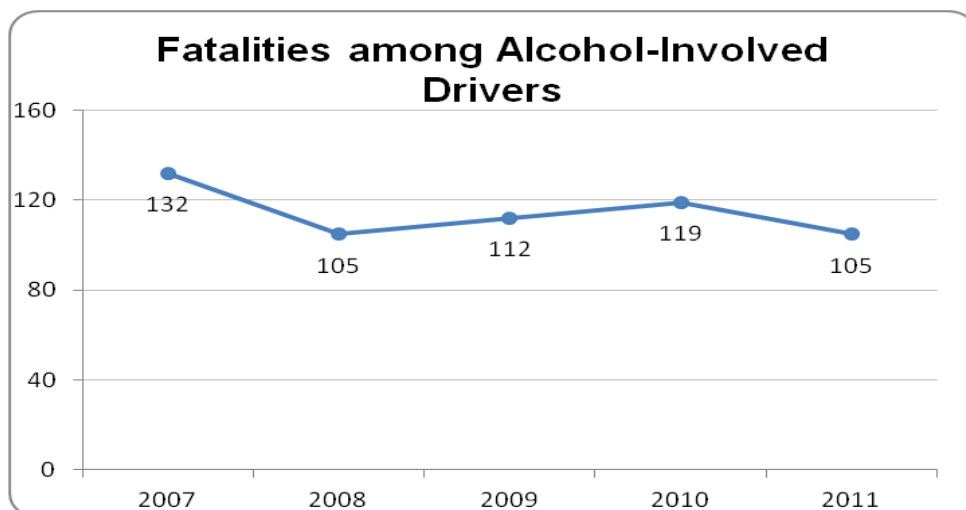
Underage Drinking Prevention Projects included: Life of an Athlete, Parent Initiative, Local UAD Prevention Projects and Underage Drinking Awareness Media.

Other Projects included: Court Monitoring, Liquor Control Act Assistance, DWI/ Drug Courts, DWI Enforcement Task Force-McKinley County, CDWI, Metro Court Supervised Probation, Drunk Busters Hotline, Ignition Interlock Administration and II Indigent Fund.

Alcohol/ Impaired Driving Performance Outcome - Annual Data: 1/1/2011-12/31/2011

5) Reduce the number of fatalities involving driver/ motorcycle operators with .08 or higher BAC from 114* in 2009 to 96 by 2012.

(Core Measure 5; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)



**Fatalities among Alcohol-Impaired Drivers for 2009 were estimated at 114 in the FFY12 HSPP*

STATUS: Not Achieved

The State did not meet its performance measure for reducing fatalities among alcohol-involved drivers by the projected amount. Preliminary 2011 data show that the number of fatalities involving driver/ motorcycle operators with .08 or higher BAC was reported at 105.

Achievement of Performance Measure

The State did not achieve its FFY12 HSPP Alcohol/ Impaired Driving Program performance measure of reducing alcohol-involved fatalities by the projected amount. However, the number of alcohol-involved fatalities in New Mexico has decreased by 20.5 percent since 2007, and they have been reduced by 11.8 percent since 2010.

New Mexico's continuing commitment to high-visibility enforcement by keeping law enforcement and anti-DWI messaging in front of the public, and its prevention and training projects have helped reduce the number of alcohol-involved fatalities.

ALCOHOL/ IMPAIRED DRIVING PROGRAM

The following FFY12 Alcohol/ Impaired Driving Program projects produced positive results that assisted TSD in increasing the safety of New Mexico's citizens.

DWI ENFORCEMENT PROJECTS

ODWI Enforcement, Special DWI Enforcement, Expanded Enforcement and Sustained Enforcement Activities

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

- ◆ The primary objective of ODWI enforcement is to cite, arrest and educate those who fail to comply with New Mexico's DWI laws.

- ◆ Special DWI enforcement focuses on participation by law enforcement in operations such as the annual NHTSA National Impaired Driving Crackdown, Superblitz and 100 Days & Nights of Summer. Superblitz operations combine statewide ODWI enforcement activities with occupant protection enforcement (Operation Buckle Down).

- ◆ Sustained enforcement activities include checkpoint and saturation patrol operations that are conducted throughout the year. In support of NHTSA national traffic safety objectives, sustained enforcement activities focus not only on DWI, but also on seatbelt and speed enforcement.

- ◆ The NM Department of Public Safety- State Police provides 'expanded enforcement' operations throughout the State conducting checkpoints and saturation patrols in addition to ODWI Superblitz activities. The New Mexico State Police has jurisdiction in all counties in New Mexico.

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

Results

During FFY12, 89 law enforcement agencies and the San Juan County Task Force participated in TSD-funded DWI enforcement activities including Superblitz, the NHTSA National Impaired Driving Crackdown and sustained enforcement activities. The 12 State Police districts are counted as one of the 89 agencies. Law enforcement agencies conducted the following major operations in FFY12:

- | | |
|---------------------------------------|-------------------------------------|
| ▪ Winter Superblitz | November 18, 2011 – January 8, 2012 |
| ▪ Spring Miniblitz | March 14 – March 19, 2012 |
| ▪ Cinco de Mayo Miniblitz | May 2 – May 7, 2012 |
| ▪ Fourth of July Miniblitz | July 4 – July 8, 2012 |
| ▪ National Impaired Driving Crackdown | August 17 – September 3, 2012 |

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

Under ODWI contracts, in FFY12 law enforcement officers conducted 549 sobriety checkpoints and 3,249 saturation patrols, arresting 1,972 persons for suspected drunk driving. While the focus during these activities is on DWI, law enforcement officers are able to cite for other violations or apprehend individuals involved in other criminal activities. Along with the 1,972 DWI arrests, these enforcement operations resulted in the following:

- 20,588 citations for speeding
- 2,879 citations for no or improper use of seatbelts or child restraints
- 2,215 citations for driving with a suspended or revoked license
- 320 citations for reckless driving
- 10,623 citations for no insurance
- 260 felony arrests
- 283 drug arrests
- 683 fugitives apprehended
- 18 stolen vehicles recovered
- 27,753 citations for violations other than these listed

In FFY12, 53 law enforcement agencies participated in the 100 Days & Nights of Summer campaign. The 12 State Police districts are counted as one of the 53 agencies. TSD provided overtime funds, and law enforcement agencies used other State, city or county funds to conduct this campaign. The campaign began on June 21, 2012 and concluded on September 30, 2012.

This 100 Days law enforcement operation resulted in the following:

- 126 DWI arrests
- 18,607 citations for speeding
- 2,533 citations for no or improper use of seatbelts or child restraints
- 560 citations for driving with a suspended or revoked license
- 56 citations for reckless driving
- 5,019 citations for no insurance
- 45 felony arrests
- 488 misdemeanor arrests
- 35 drug arrests
- 111 fugitives apprehended
- 5 stolen vehicles recovered
- 14,091 citations for violations other than these listed

TRAINING AND EDUCATION PROJECTS

Traffic Safety Resource Prosecutor

The NMDOT/TSD funds a full-time Traffic Safety Resource Prosecutor (TSRP) to provide special prosecutor services, technical assistance and to conduct regional training for:

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

The TSRP conducts training in the following areas using specialists in a variety of DWI subject matter: DWI/ appellate case law, sentencing issues, legislative issues, standardized field sobriety testing and scientific lab division techniques, including breath and blood testing procedures. She provides training on drug recognition expert (DRE) issues and allows DRE officers to present on issues that arise in court and in the political spectrum. Victims' rights involving drunk-driving crashes are also frequently addressed at various statewide training sessions.

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

Results

In FFY12, the TSRP conducted/ participated in the following training sessions:

- December 2011 – Legal issues update session in Albuquerque for 66 attendees including 53 police officers, 3 DWI compliance officers and 10 prosecutors.
- March 2012 – Legal issues update and new appellate case decisions in Bernalillo for 55 attendees including 45 police officers and 10 prosecutors.
- April 2012 – 'Every 15 Minutes' Training in Hagerman for 130 attendees including 100 community members, 10 police officers, 10 DWI coordinators and 10 firefighters/ paramedics. The TSRP participated in a mock trial and worked with police officers on a vehicular homicide scene.
- June 2012 – Training at the New Mexico Law Enforcement Academy in Santa Fe with 65 attendees including 32 State, county, city and tribal police officers, 15 DWI coordinators and 18 State, county, city and tribal prosecutors.
- July 2012 – SFST DWI Training in Rio Rancho with 40 State, city and tribal police officers.
- September 2012 – Legal issues update session in Dulce with 12 Jicarilla Apache Tribal police officers.
- National Training in Denver, Colorado attended by National TSRPs, National Association of Prosecution Coordinators representatives, and a NHTSA representative.

The TSRP provided technical assistance and consultation on a number of DWI policy issues, including:

- working swing-shift with the Santa Fe Police Department and reviewing officer reports
- assisting numerous assistant district attorneys around the State with legal arguments in both magistrate and district courts
- addressing legal and technical issues with the Chaves County Sheriff's office on a continuing basis
- participating in ride-alongs and attending DWI checkpoints with law enforcement agencies

The TSRP also assisted in the prosecution of three cases at the appellate and District court levels.

Statewide DWI Training for Law Enforcement

The NMDOT/ TSD contracted with T.A.C.T. & Associates, Inc. (TACT) to serve as the State's coordinator for Standardized Field Sobriety Testing (SFST) training for law enforcement. This designated SFST coordinator adheres to New Mexico Law Enforcement Academy Board approved SFST standards. In addition to coordinating training, they maintained and updated their comprehensive tracking program of all training they provided. This database also contains the enforcement leadership contact information for 147 law enforcement agencies in the State (approximately 99 percent of all

agencies) and is one of the most comprehensive and complete departmental information and training lists available in New Mexico.

Results

Training was coordinated with the New Mexico Law Enforcement Academy and its satellite academies statewide. Contacts were maintained with the New Mexico Department of Public Safety, the Municipal Chiefs Association, the Sheriffs and Police Association, TSD and contracted DWI Liaisons to ensure coordination of the SFST process and provide information on future SFST and other DWI training.

The State's Traffic Safety Resource Prosecutor attended statewide training conferences and provided information on important DWI cases affecting SFST in New Mexico. Through the efforts of TACT, the State has increased the number of Master SFST Instructors from two in 2010 to 11 in FFY12.

TACT continued to host their own website and newsletter to enhance communication and cooperation with law enforcement agencies regarding training opportunities.

Direct training was provided to law enforcement officers statewide, as follows:

Standardized Field Sobriety Testing (SFST)

- SFST Instructor Update Courses - 118 officers
- SFST Wet-Lab Courses (24 hr & 32 hr) - 215 officers
- SFST Dry-Lab Refresher Courses (4 hr & 8 hr) – 1,466 officers
- DWI Checkpoint Course - 68 officers
- DWI Vehicular Homicide – 26 officers
- SFST Train the Trainer – 19 officers

In Total:

Trained 1,912 law enforcement personnel with course curriculum
Completed 13,680 officer hours of training

DWI Prosecution in Practice

The University of New Mexico - School of Law provided a DWI Prosecution in Practice course to third-year law students that included information on case law, procedures and issues related to DWI in New Mexico. Students learn the theory behind DWI prosecution and the pertinent New Mexico case law while also gaining practical experience through DWI prosecution in the Bernalillo County Metropolitan Court. The project's goals are to train future prosecutors on DWI case law and prosecution, and to reduce recidivism.

Results

In FFY12, courses were offered for three semesters – Fall 2011, Spring 2012 and Fall 2012.

Each semester the Program was filled to its maximum capacity of eight students, with 24 students completing the course. Students handled a total of 132 cases and covered several hundred court hearings on these cases, such as pre-trial conferences, guilty plea settings, conditions of release hearings, sentencing and other motion hearings. In addition, students conducted six DWI bench trials that all resulted in convictions and two DWI jury trials (one conviction, one acquittal).

Of the students who graduated from law school in the spring of 2012, five are now working at the Bernalillo County District Attorney's Office, and one has joined the Office of the Public Defender.

BAC Training

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

Results

In FFY12, the SLD continued to place special emphasis on training for law enforcement officers.

Training included:

- 72 Intoxilyzer 8000 (breath tester) Breath Operator Full Certification Classes and 16 Intoxilyzer 8000 Breath Operator Recertification Classes* with 1,569 officers trained

- 6 Intoxilyzer 8000 Key Operator Classes with 81 officers trained

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

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

Drug Recognition Experts (DRE) Training

The TSD contracted with the Albuquerque Police Department to manage the DRE Training Project. The project focused on expanding the number of certified DREs statewide, especially in rural areas and smaller counties; ensuring DRE training is available to law enforcement statewide; expanding drug impairment training for education professionals; providing training to State Assistant DAs; and increasing the number of DRE instructors in the State.

Results

In FFY12:

- 19 new DRE officers were certified from nine counties (including four rural counties).
- Six Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were conducted with 73 officers trained.
- Four DREs completed instructor training and were certified.
- Three 8-hour recertification classes were conducted with 25 DREs attending. Classes were conducted in Albuquerque, in a northern NM location and in a southern NM location.
- Currently there are 91 DRE officers in the State in 23 agencies.
- Three law enforcement/ prosecutor classes were conducted in conjunction with New Mexico's Traffic Safety Resource Prosecutor. Attending were 30 attorneys and 50 officers.
- Numerous presentations were made to various schools and agencies on drug trends, drug impairment, DRE and court compliance.
- Four DREs (instructors and non-instructors) attended the 2012 IACP Training Conference on Drugs, Alcohol and Impaired Driving in Seattle, Washington.

Traffic Safety Information and Reporting

In FFY12, the Division of Continuing Education (DCE) of the University of New Mexico was contracted to provide information dissemination, research and facilitation services to NMDOT/ TSD.

Results

DCE staff maintained the New Mexico Transportation Safety Law Center website, <http://transportation.unm.edu/>. Website information includes:

- upcoming training and events related to DWI, ignition interlock and drugged driving
- publications such as past issues of the Traffic Safety News, AlcoEdu, DWI Laws and Obtaining an Interlock License

- DWI and Under-21 penalty posters
- registration information for upcoming conferences and classes
- related case law

In September 2012, a packet of information and resources on the dangers of underage drinking was sent to principals at all New Mexico high schools. The packet included:

- a letter to the principal of the school with website information
- information on the dangers of underage drinking
- newly updated underage penalties poster
- fast facts sheets and other related posters to be displayed in the schools

DCE staff provided materials, legal research and responses to inquiries by TSD and its traffic safety partners, including:

- DWI penalties
- response to Australian agency regarding light trucks and driving fatigue
- review of the Insurance Institute for Highway Safety website information at the request of the Governors Highway Safety Association
- legislative summary

Staff made preparations for a one day Underage Drinking Prevention Retreat on October 4, 2012 to discuss ways to deter early initiation to alcohol by New Mexico children. The retreat is designed to bring together experts in the field from around the State and will feature Tammy Chung, Ph.D., from the University of Pittsburg, as the keynote speaker.

UNDERAGE DRINKING PREVENTION PROJECTS

Life of an Athlete

TSD, in partnership with the New Mexico Activities Association (NMAA), completed the third year of a four year Life of an Athlete project. The NMAA is a statewide organization that oversees all sports activities in New Mexico's secondary schools. The Life of an Athlete (LoA) project targets high school athletes with messages regarding the inverse relationship between peak athletic performance and alcohol consumption (e.g., one night of heavy drinking results in the loss of two weeks of training). Studies by the American Athletic Institute show that drinking alcohol decreases athletic performance in the areas of speed, endurance, agility, strength and concentration. In year four of the project, Life of an Athlete will be expanded into the middle schools to target younger students to help prevent early onset of drinking.

Results

The NMAA maintains the Life of an Athlete website with support from the TSD: (www.lifeofanathlete.com). The website includes 'real time' feedback for all public school high schools. This enables the NMAA and other interested parties, working through local athletic directors, to monitor participation rates by season, sport and gender, and to know how many participating athletes have completed the on-line course.

Direct prevention services are currently provided as part of the LoA on-line service. However, direct prevention services are enhanced and strengthened by being paired with policy (sometimes referred to as an 'environmental' approach). This pairing makes the potential efficacy of both more powerful than of either alone. Therefore, plans were developed to offer three one-half day Code of Conduct/ Alcohol Policy workshops for local superintendents, school principals, school board members and local prevention specialists. The workshops took place in February 2012 in Santa Fe, Roswell and Las Cruces and focused on ways to create an effective and beneficial student athlete code of conduct or strengthen an existing one.

During this past year, several local school districts within New Mexico made participation in the LoA on-line program mandatory. Discussions continue about the pros/cons of making this program mandatory, but all those involved in the issue believe that voluntary adoption is the proper course of action for now.

Plans for the next fiscal year include continuing to: 1) outreach to parents; 2) assess needs via a survey of middle school athletes to see if the current website is appropriate; 3) develop additional media materials for sport-specific tournaments; 4) conduct outreach to the New Mexico School Boards Association to inform them of the website; and 5) conduct a media campaign.

Parent Initiative

According to the scientific literature, children and youth/teens look to their parents for guidance on drinking alcohol. Yet, many parents aren't aware of their influence in this arena, nor are they knowledgeable about how to discuss this very difficult and sensitive topic - especially if they drank underage themselves. As such, TSD has worked with NM MADD and other partners on specific approaches to help equip parents for this discussion.

Results

MADD's Power of Parents: The TSD provided funding to MADD to purchase and distribute newly published parent education materials. New Mexico was one of two states selected by MADD National to pilot these new materials.

Local Underage Drinking Prevention Projects

In FFY 2012, a request for application was sent to all 33 county DWI programs, and six programs were funded for underage drinking prevention projects. Rio Arriba County, Sandoval County, McKinley County, Curry County, Colfax County, and Quay County were funded to conduct underage drinking prevention projects aimed at social host ordinances, media literacy, prevention education, and other environmental strategies to prevent the early onset of alcohol use. Projects began in the summer of 2012.

Underage Drinking Awareness Media

NMDOT launched a multi-media campaign on underage drinking that coincided with the start of the school fall semester and homecomings around the State. The campaign included radio and television, and a significant print campaign. The radio and television creative was called 'Underage Drinking - Damaged' and specifically targeted the underage drinker.

In addition, NMDOT sponsored the ticket backs for all New Mexico high school sports tickets for the 2012/2013 school year. The messaging and artwork on the ticket backs promoted the new ENDWI smart-phone app and utilized the underage drinking campaign cartoon artwork.

In FFY12, underage drinking non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA member stations throughout the State in August and September 2012 for a value of \$144,860. Broadcasts of the NMAA High School Basketball Tournament were again sponsored by the NMDOT/TSD. PSAs on buying drinks for minors and underage drinking aired over local stations in Alamogordo, Portales, Hobbs, Clovis, Las Cruces, Santa Fe, Farmington, Espanola, Chama, Artesia, Lovington and Albuquerque for an estimated value of \$5,500.

Also, the TSD, in coordination with a media contractor, developed a new television spot that has three different endings/ choices. A short movie was created for social media messaging on Facebook, YouTube, Twitter, and other sites. The spots are intended to demonstrate how the social availability of

alcohol to kids is a critical issue in New Mexico. The spots focus on preventing the early onset of alcohol use in our State, which currently is the worst in the nation.

Finally, a new underage drinking website called “My Instead.com” will be launched in the next fiscal year as a tool for parents, teachers, students, prevention coordinators, administrators, law enforcement and others to use as an educational resource on underage drinking prevention.

OTHER PROJECTS

DWI/ Drug Courts

There are seven DWI/ Drug Courts in New Mexico that address both DWI and drug cases, and there are another 36 courts that handle only drug cases. These courts operate in 25 of New Mexico's 33 counties at District, metropolitan and magistrate court levels.

The State's DWI Drug Courts are in the following courts: Bernalillo County Metropolitan, Dona Ana County Magistrate, Eddy County Magistrate, Valencia County Magistrate, Santa Fe County Magistrate, Torrance County Magistrate, and San Miguel County Magistrate. All courts have undergone training and are fully operational. Training sessions in FFY 12 included Strategic Planning for Court Coordinators, a one-day training for all team members on the role of team participants, and the National Association of Drug Court Professionals 18th Annual Training Conference that offered 165 skill building, discipline specific sessions from which team members could choose, over a 4-day period. Funding for these trainings was primarily provided by a grant from the Bureau of Justice Assistance with supplemental funding from TSD.

During FFY12, TSD allocated funds to the Administrative Office of the Courts for six of the eight courts. Results below were taken from the performance measures database within each program.

Results

DWI/ Drug Court	# of Program Graduates	Graduated %	Recidivism %	Retention %
Dona Ana Magistrate	7	100	14	96
Santa Fe Co. Magistrate	14	74	10	76
Valencia Co. Magistrate	12	92	0	96
Torrance Co. Magistrate	5	62	0	70
Eddy Co. Magistrate*	1	100	0	100
San Miguel Co. Magistrate**	5	83	0	88
McKinley Co. Magistrate***	--	--	--	--

** In FFY12 the Eddy County Magistrate DWI Drug Court team underwent training, and the program is now in full operation, including policies and procedures. The Court follows all best practices and the 10 key components.*

*** In FFY12, the San Miguel Magistrate DWI Drug Court has undergone team trainings and is now in full operation, including policies and procedures. The Court follows all best practices and the 10 key components.*

****In FFY12, the McKinley County Magistrate DWI/ Drug Court was not operational. In FFY13, discussion will continue toward possible re-establishment of the program.*

Liquor Control Act Assistance

The Regulation and Licensing Department (RLD) issues Liquor Control Act citations to businesses that serve alcohol to intoxicated persons or that serve or sell to minors. TSD provides support to RLD for additional staff to process these citations.

Results

In FFY12, New Mexico's Regulation and Licensing Department issued and processed 311 Liquor Control Act citations and processed/ closed a backlog of 227 citations.

DWI Enforcement Task Force – McKinley County

The DWI Enforcement Task Force in McKinley County uses a cross-commissioning agreement to conduct checkpoints, saturation patrols and overtime enforcement in McKinley County, including on the Navajo Nation. This Task Force includes officers from the Gallup Police Department, McKinley County Sheriff's Department, New Mexico Department of Public Safety and the Navajo Nation Department of Public Safety. A DWI prosecutor handles court cases resulting from Task Force activities.

Results

In FFY12, the McKinley County Task Force participated in checkpoints and saturation patrols resulting in 118 DWI arrests, 220 citations for suspended or revoked license and 84 citations for open container.

Community Driving While Impaired (CDWI)

CDWI is a statewide program that distributes funds back to cities and counties from which they are generated. These funds come from a \$75.00 fee that judges impose on a person convicted of a DWI. In order to be eligible for funding, each city or county must develop a plan on how to best use these resources to fight DWI in their communities. Allocated funds can be used in any of the following four categories: enforcement, prevention, offender programs, and public information and education.

The CDWI Program helps many communities throughout the State spread DWI awareness through media, prevention and enforcement programs that would be difficult to conduct without the funds provided through this program. Although the majority of communities place their monies in enforcement, several used CDWI funds for prevention programs.

Results

In FFY12, \$645,944 of CDWI funds were distributed to local governmental agencies. All of New Mexico's 33 counties are eligible to receive a portion of the funds, but not all cities/ counties apply for the monies every year.

Metro Court Supervised Probation Project

The Bernalillo County Metropolitan Court DWI First Offender Enhanced Supervision Program has been accepting participants into the program since September 2006. The program goal is to enhance supervision of true first-time DWI offenders, and thereby reduce recidivism among this population. A risk and needs assessment tool is administered at the initial intake, along with the mandatory ADE, Inc. substance abuse assessment tool. These tools allow the probation officers to better determine which offenders are high risk and in need of a more structured supervision plan.

All offenders meeting eligibility for supervision are required to participate in four face-to-face meetings within a two month period with their probation officer before their supervision level is determined. During this period, the offender is assessed for compliance with court directives, treatment level need, bio-psychosocial indicators and need for other services to support the offender's success while on supervision and to provide them with resources upon completion of their probation.

Results

DWI First Offender Enhanced Supervision Program:

In FFY12 the program reported a total of 2,159 DWI First offender Program participants. As of September 30, 2012, enrollments in the program were as follows:

- 1,013 Unsupervised – did not meet high-risk criteria
- 771 Supervised – did meet high-risk criteria
- 433 Ignition interlock only – defendants pending trial on their DWI – not yet convicted
- 13 In custody – defendants ordered to ignition interlock, but who are still in custody

The total number of ignition interlocks installed was 1,153.

Drunk Busters Hotline - #DWI

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

The program receives an average of 1,400 calls per month. Upon receipt of a call, law enforcement agencies are notified immediately and an officer is dispatched immediately. In the event that contact is not made by an officer, a 'Drunk Buster' letter is sent to the vehicle owner who is registered to the license plate.

Results

In FFY12, the Drunk Busters Hotline received 16,926 calls resulting in 1,538 contacts and 311 DWI arrests. See the NM Drunk Busters website at:

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

Ignition Interlock Administration

The NMDOT/ TSD is responsible for the licensing and certification of Ignition Interlock providers. Once approved, provider information is available on the UNM Transportation Safety Center website for use by agencies and the public: <http://transportation.unm.edu/>.

The Ignition Interlock Program Manager (IIPM) monitors, investigates and resolves complaints, and responds to calls for information about ignition interlock requirements from the public, service providers and other government agencies nationally and internationally.

Results

In FFY12, certification was approved for 4 new service center providers, 13 new installers and 21 new service technicians. TSD renewed 176 other service provider applications. There are seven manufacturers distributing interlocks in New Mexico with a total of 53 service centers, 102 installers and 59 service technicians.

The IIPM continued to meet with and assist the courts, compliance personnel and law enforcement with ignition interlock issues. In addition, TSD staff made presentations to the courts, compliance personnel, law enforcement officers, New Mexico Adult Probation and Parole, Bureau of Indian Affairs, Navajo Nation Division of Public Safety and public entities. The goal of this outreach is to educate and assist

these agencies and individuals in the proper utilization of the ignition interlock as a tool for reducing drunk driving.

In FFY12, there were over 13,000 individuals with interlock devices installed in their vehicles.

Ignition Interlock Indigent Fund

The NMDOT/TSD is legislatively mandated to administer New Mexico's Ignition Interlock (II) Indigent Fund and has done so since March 2006. No more than ten percent of the money in the Indigent Fund can be used for administrative purposes in any State fiscal year. One full-time position and two temporary support staff administer the program.

Annually, \$300,000 is appropriated to the fund from the State's Liquor Excise Tax. Additional funds come from a \$100 'indigent device fund' fee for every year a non-indigent individual obtains an Ignition Interlock License. Indigent device fund fees are waived for approved indigent drivers during their indigent eligibility period.

Since July 2010, TSD has processed applications for individuals seeking a subsidy from the II Indigent Fund. The subsidy covers one vehicle per offender, up to \$50.00 for the cost of the interlock installation, \$30.00 monthly for verified active use of the interlock device and \$50.00 for the cost of removal of the device for services rendered during the indigent individual's eligibility dates.

The link to obtain an application is: <http://www.dot.state.nm.us>. Select 'Traffic Safety' under News and Information; then select either the English or Spanish Instructions & Application for Ignition Interlock Indigent Fund.

TSD is developing an Indigent Fund web-based application to facilitate the processing of indigent fund subsidy applications and the subsequent claims for reimbursement from the ignition interlock providers. This application will allow for automation of indigent determinations and migration of existing indigent fund data into the database. The database will provide automatic validation of interlock services on claims with information received from the ignition interlock manufacturers in an effort to expedite payments to vendors.

Results

In FFY12, the TSD processed 2,339 applications for indigent status. Of those processed, 1,691 were approved, 267 were denied, and additional information was requested from 381 applicants.

A total of \$1,062,600 in device fund fees has been collected by the Motor Vehicle Division from non-indigent drivers and deposited into the II Indigent Fund. TSD paid out \$201,389 in eligible reimbursement expenses.

NMDOT anticipates establishing a contract for the development of the Ignition Interlock Indigent Fund web-based application in FFY13.

Occupant Protection Program Area

Program Administration

The Occupant Protection Program is administered by TSD staff. Individual projects are administered by various law enforcement agencies and Safer New Mexico Now.

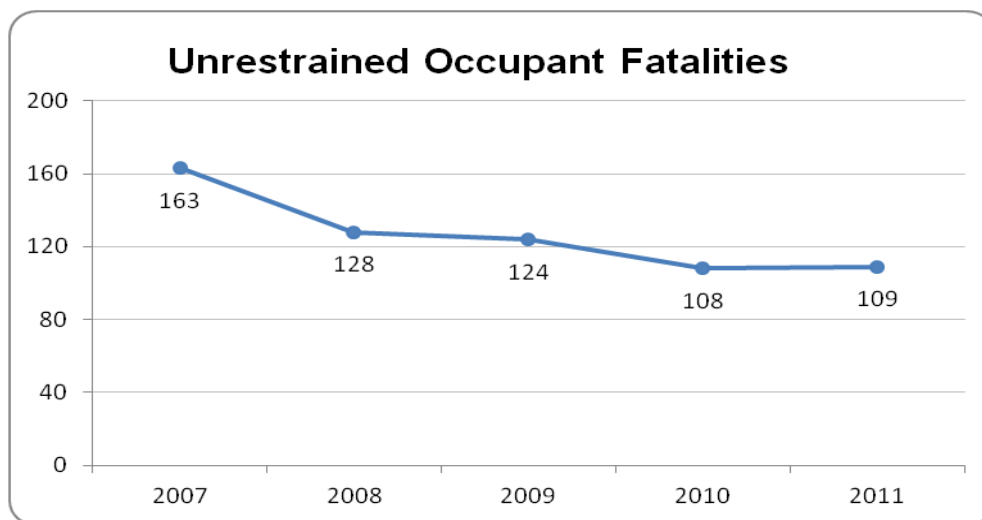
Primary Projects – Federal and State Funds

Operation Buckle Down and Click It or Ticket Enforcement
New Mexico Annual Seatbelt Use Survey
New Mexico Child Safety Seat Distribution Program
Child Passenger Safety Technical Training
Child Safety Seat Fitting Stations and Clinics
Buckle-Up New Mexico Certification Training

Occupant Protection Performance Outcomes - Annual Data: 1/1/2011 – 12/31/2011

6) Reduce the number of unrestrained occupant fatalities (all seating positions) from 124 in 2009 to 111 by 2012.

(Core Measure 4; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)



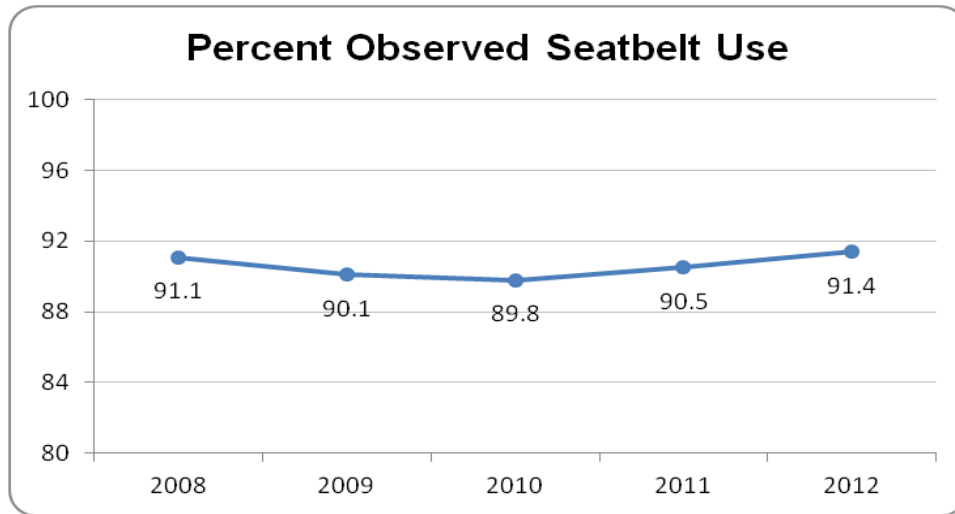
STATUS: Achieved and Exceeded

New Mexico exceeded its performance measure for reducing the number of unrestrained occupant fatalities by the projected amount. Preliminary 2011 data show that the number of unrestrained occupant fatalities was reported at 109, a reduction of 12.1 percent from 2009.

New Mexico Seatbelt Survey Conducted May-June Annually

7) Increase the observed seatbelt use percentage for front-seat outboard occupants from 89.8% in 2009 to 91.5% by 2012.

(Behavioral Measure 1; NM Survey Data)



STATUS: Not Achieved

Final 2012 New Mexico survey data show that the official observed seatbelt use percentage for front-seat outboard occupants was reported at 91.4 percent, a 1.8 percent increase from 2010.

Achievement of Performance Measures

New Mexico achieved one of its two FFY12 HSPP Occupant Protection Program performance measures. Preliminary 2011 data show that the number of unrestrained occupant fatalities was reported at 109, a reduction of 12.1 percent from 2009. The State has achieved a 33 percent decrease in unrestrained occupant fatalities since 2007.

Although the State did not increase the percentage of seatbelt use by the projected amount, New Mexico has increased its seatbelt use percentage for their third straight year, recorded its highest percentage in the past five years, and has been successful in keeping its observed seatbelt use percentage steady over the past ten years.

Driver seatbelt use was recorded at 92.2 percent. Front seat passenger use (persons sitting by the right door) was recorded at 88.5 percent, both increasing from 2011 figures. New Mexico's 2012 seatbelt use percentage is at its highest in five years and continues to be above the National percentage, as it has for many years. The most recent National data show that in 2011, New Mexico ranked 16th among states for seatbelt use.

OCCUPANT PROTECTION PROGRAM

The following FFY12 Occupant Protection Program projects assisted the State in maintaining high levels of overall occupant protection use, and in increasing the public's knowledge about and proper use of child restraint devices.

Operation Buckle Down and Click It or Ticket Enforcement

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

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

Results

In FFY12, 61 law enforcement agencies participated in OBD enforcement activities. The 12 State Police districts are counted as one of the 61 agencies. These officers issued 7,701 seatbelt and 560 child restraint citations. During these activities, law enforcement officers also issued the following citations: 2,632 for speeding, 419 for driving with a revoked or suspended license, 1,999 for uninsured motorist and 30 for reckless driving. Officers apprehended 161 fugitives, made 35 felony arrests, 57 drug arrests and recovered seven stolen vehicles. Another 4,373 citations were issued for violations other than these listed.

In FFY12, 61 law enforcement agencies participated in the National Click It or Ticket campaign. The 12 State Police districts are counted as one of the 61 agencies. During this campaign, law enforcement officers issued 2,847 seatbelt citations and 231 child restraint citations. Officers also made nine DWI arrests and issued the following citations: 981 for speeding, 108 for driving with a revoked or suspended license, 691 for uninsured motorist and one for reckless driving. Officers apprehended 45 fugitives, and made three felony arrests, 20 misdemeanor arrests and 11 drug arrests. Another 1,513 citations were issued for violations other than these listed.

New Mexico Annual Seatbelt Use Survey

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

The TSD contracted with Davis Innovations, Inc. to conduct this survey to evaluate motor vehicle seatbelt use in New Mexico. The findings of the annual survey demonstrate the impact of New Mexico’s primary seatbelt law (a citation can be issued for non-belt use even if no other violation occurs).

In FFY12, New Mexico conducted pre and post surveys on cars and pickup trucks. Trained observers recorded front shoulder belt use by drivers and front outboard passengers (sitting by the right door). The observation sites are a sample of public roadway locations that were selected by a random sampling process in 1998 and since then, the same sites have been used annually.

Results

Post-Survey Observed Seatbelt Use in New Mexico – 2012

Type of Vehicle	Number of Occupants Observed	Seatbelt Use
All Vehicles	16,151	91.36
Driver	12,450	92.17
Passenger	3,701	88.49
Pickup Trucks – Front Seat	4,165	88.80
Driver	3,304	89.49
Passenger	861	86.48

New Mexico has achieved an overall seatbelt use at 90 percent or above for the past six years. This year’s seatbelt use percentage of 91.36 had a 95 percent confidence interval of 90.17 – 92.56. New Mexico’s overall seatbelt use percentage continues to be above the National percentage (84% in 2011).

New Mexico Child Passenger Safety Program

TSD contracts with Safer New Mexico Now (Safer) to assist with the management of the following child passenger safety projects. Safer provides technical and administrative oversight and maintenance of the projects, and produces monthly and annual summary reports to TSD.

New Mexico Child Safety Seat Distribution Program (NMCSSDP)

With the support of public health clinics, hospitals, shelters and other social service organizations, lower income families are provided child safety seats and instruction on their proper use. Several distribution sites serve primarily Spanish-speaking populations. All distribution sites receive educational materials from the Safer Injury Prevention Resource Center throughout the year.

Results

In FFY12, 42 agencies participated in the NMCSSDP distributing 2,057 child safety seats to low-income families. Site staff show child passenger safety videos, review educational brochures and provide individual instruction on how to install the child safety seat. Program services are available to an estimated 90.2 percent of the State's total population.

A \$20 fee is requested from caregivers receiving a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. The fee is intended to provide additional financial support to the Program. In FFY12, Safer received \$26,012 in child safety seat fees. All funds collected were used to purchase child safety seats for distribution.

All agency personnel who distribute child safety seats are required to complete an advocacy-training session conducted by a certified Child Passenger Safety instructor. The six-hour training includes lectures, hands-on activities and a written test that educates health care professionals on proper seat selection and administrative aspects of participation in the New Mexico Child Safety Seat Distribution Program.

Child Passenger Safety (CPS) Technical Training

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

Results

Safer conducted four National Standardized CPS 32-hour Technical Training classes during FFY12, with 78 students becoming certified. A total of 110 technicians were recertified through Safe Kids Worldwide or through a Safer-sponsored Certification Renewal course. Statewide, there are 376 CPS advocates (367 technicians and nine instructors), representing all six NMDOT districts, 25 counties and more than 55 cities/towns.

Child Safety Seat Fitting Stations and Clinics

New Mexico has nine permanent child safety seat fitting stations, and child safety seat clinics are conducted throughout the year. Participation by law enforcement is essential in assisting with local child safety seat clinics and fitting stations.

Results

In FFY12, Safer conducted 50 child safety seat clinics, making the service available to an estimated 75 percent of the State's population. At these clinics, 875 child safety seats were inspected and 342 replaced at no cost to the parent or caregiver. At 75 fitting station events, 780 child safety seats were inspected, 227 were replaced and 150 were newly installed.

To increase awareness around occupant protection and child safety seat use, pamphlets, posters and rack cards are available at each clinic. In addition, Safer participated in 20 outreach and educational events throughout the year. In September 2012, representatives from the Albuquerque Police Department, NMDOT and Safer participated in a news conference sponsored by AAA New Mexico to highlight National Child Passenger Safety Week. During FFY12, occupant protection, teen seatbelt and child safety seat use topics received over \$54,400 of unpaid media.

Buckle-Up New Mexico Certification Training

The Tenth Annual Buckle-Up New Mexico Certification Training was held in Albuquerque in March 2012. The event was sponsored by NMDOT/ TSD and coordinated by Safer New Mexico Now. The two-day training provided interactive learning opportunities on topics including the following:

- Safe Travel for All Children
- Installing Rear-Facing Child Restraints
- Product Update: What's New with Cars and Car Seats?
- Getting It Right! Identifying and Correcting Misuse
- Safe Transport of Children in EMS Vehicles
- Lessons Learned: CPS in New Mexico
- Baby On Board! An Infant Seat Update
- Safer Administrative Update: What's Happened Since We Last Met?
- Test Your Knowledge: Child Passenger Safety Technician Jeopardy

Attendance totaled 170 persons including child passenger safety instructors and technicians, law enforcement personnel, program coordinators and TSD representatives.

The 2012 Buckle-Up New Mexico Recertification Training was accredited for seven CEUs through Safe Kids USA. The New Mexico Emergency Services Bureau and the New Mexico Law Enforcement Academy awarded CEUs to qualifying applicants as well. This year's training also provided nurses the opportunity to earn CEUs accredited by the Emergency Nurses Association.

Pedestrian and Bicyclist Safety Program Area

Program Administration

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

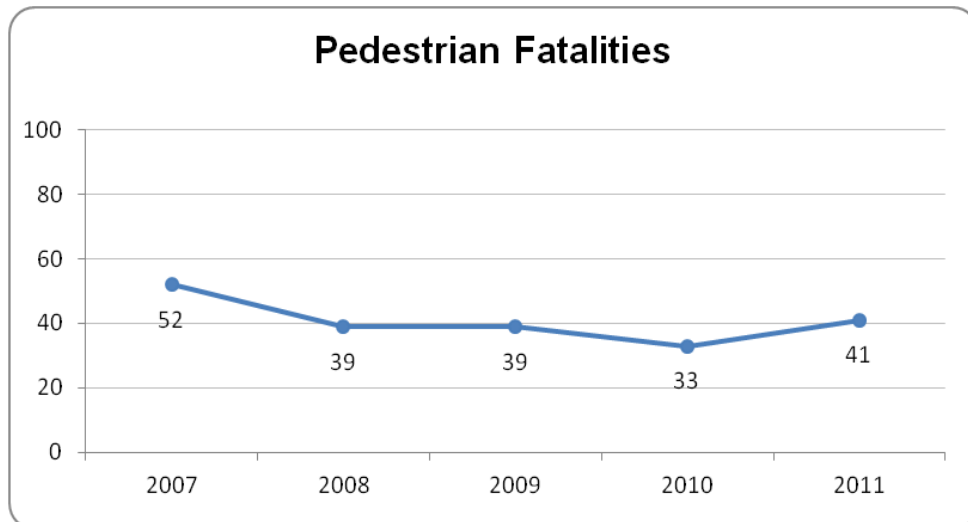
Primary Projects – Federal Funds

Pedestrian Safety Awareness
Walkable Communities Initiative
Walk to School Day
Public Awareness Campaigns

Pedestrian Safety Performance Outcome - Annual Data: 1/1/2011 – 12/31/2011

8) Reduce the number of pedestrian fatalities from 39 in 2009 to 34 by 2012.

(Core Measure 10; 2007 – 2010 are FARS data; 2011 are preliminary FARS data)



STATUS: Not Achieved

New Mexico did not achieve its performance measure for reducing the number of pedestrian fatalities. Preliminary 2011 data show that the number of pedestrian fatalities was reported at 41.

Achievement of Performance Measure

Although the State did not achieve its FFY12 HSPP Pedestrian Safety performance measure, the number of pedestrian fatalities has decreased by 21.2 percent since 2007.

In FFY12, sustained efforts were made to raise awareness and to educate New Mexico community planners and leaders on pedestrian safety issues.

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM

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

The UNM CIPRE maintains a website that is updated monthly and includes recent Walking Group activities, community trainings, documents from FHWA and other health advocacy groups regarding pedestrian and bicycle safety efforts - <http://hsc.unm.edu/som/programs/cipre/NMPSIP.shtml>

The following Pedestrian and Bicyclist Safety Program projects have been in place for the past few years, and they continue to assist the State in its efforts at reducing pedestrian and bicycle-related fatalities and injuries.

Pedestrian Safety Awareness

In FFY12, TSD and CIPRE staff coordinated a one-day training to encourage pedestrian safety in communities. The target audience for training included engineers, traffic safety personnel, community members, planners, decision makers, and public health and injury prevention professionals who have the responsibility of improving pedestrian safety at the State or local level.

A training workshop on Accessible Pedestrian Signals was conducted in March 2012 at the Alvarado Transportation Center by the University of North Carolina Highway Safety Research Center and Accessible Design for the Blind. The training was developed under the National Cooperative Highway Research Program. The goal is to develop guidance regarding recommended and optional characteristics of accessible pedestrian signals to optimize safe and independent crossing at signalized intersections by pedestrians who are blind.

Thirty-three participants attended from multiple agencies including the NM Commission for the Blind, NM School for the Blind and Visually Impaired, NMDOT Districts 2, 3 & 5, and city and county engineers and planners from Santa Fe, Albuquerque, Rio Rancho, Las Cruces, and Bernalillo.

Walkable Communities Initiative

CIPRE met on-site with three New Mexico community-based Walkability Advocacy Groups (WAGs) and held quarterly conference calls on the New Mexico Pedestrian Safety Initiative Program. Several innovative projects were developed by these community groups and the Program Manager made one site visit to each funded WAG during the contract year.

In FFY12, members of 'LA WALKS' in Los Alamos met with the Director of the Los Alamos County Parks and Recreation Department and the architectural firm Sites Southwest about development of a proposed ADA accessible pathway on the Ashley Pond trail. The architect provided a final draft that was reviewed and edited with input from LA WALKS and the city of Los Alamos.

The Otero County Walkability Group (OWAG) partnered with the Boys and Girls Summer program to include walking encouragement and education regarding pedestrian safety topics during a six-week walking program. The summer program was very successful with walking shoes being provided and walking lessons given to the youths. Students logged their walking miles and noted safety concerns.

The Step Into Cuba walkability group prepared a walking guide that will be available to the public. Members worked on walking trails and compiled information about the trails and aerial photos for the guide. In FFY12, the group resumed their partnership with the NM Department of Health and

participated in an environmental assessment and obesity awareness activities. Members worked with the Cuba schools on a 'wellness resolution' and a brochure that encourages walking.

Walk to School Day

The annual 'Walk to School Day' effort was lead by the NMDOT 'Safe Routes to School' coordinator. In FFY12 TSD purchased 'About Traffic Safety' activity books and posters for Walk to School Day. Over 2,600 books were distributed to schools and law enforcement agencies.

Public Awareness Campaigns

With the help of stakeholder agencies, public awareness of pedestrian safety is created via news conferences, pedestrian and driver safety tip brochures, pedestrian safety education videos, letters to the editor, public meetings, and response to media requests for information and interviews. Safer New Mexico Now is the formal clearinghouse for information and education regarding pedestrian safety. In addition, CIPRE provides pedestrian safety information through its website.

A pedestrian/railroad safety message from Operation Lifesaver about safety when crossing in front of a train was translated into the Navajo Language. The message was aired on a radio station in the Farmington area and on two radio stations in the Gallup area in August and September 2012.

Bookmarks designed with the 'Look for Me' campaign message and tips were printed and distributed to New Mexico driving school students.

In FFY12, as part of the 'Look for Me' campaign, the TSD worked with the Motor Vehicle Division to conduct public awareness surveys on pedestrian and vehicular safety laws. The surveys were conducted in Albuquerque, Santa Fe, Las Cruces, Farmington and Gallup. Of the 232 surveys completed, approximately:

- ◆ 50 percent of respondents do not know who yields to whom (vehicle or pedestrian) at un-signalized crosswalks and believe it is okay to start walking when the light is flashing 'do not walk.'
- ◆ 33 percent of respondents do not know that it is illegal to pass another vehicle that has stopped for a pedestrian in a crosswalk and think it is legal to make a right turn in front of a pedestrian who has a walk signal.
- ◆ 25 percent of respondents believe jaywalking is legal.

Police Traffic Services Program Area

Program Administration

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

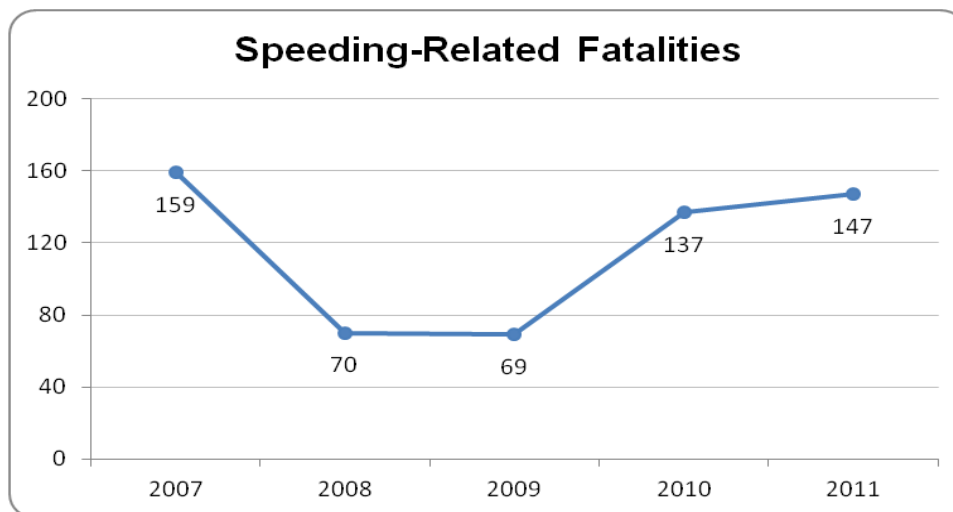
Primary Projects – Federal and State Funds

Selective Traffic Enforcement Program (STEP)
100 Days & Nights of Summer
Safety Corridors
Law Enforcement Liaisons – Enforcement Coordination
Statewide Police Traffic Services Training
Law Enforcement Coordinators' Symposium

Police Traffic Services Performance Outcome - Annual Data: 1/1/2011 – 12/31/2011

9) *Reduce the number of speeding-related fatalities from 69 in 2009 to 62* by 2012.*

(Core Measure 6; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)



**Final FARS data for 2008 and 2009 showed a large decrease in speeding-related fatalities; information received indicated that the FARS calculation for speeding-related fatalities was changed in 2008, but final 2010 and preliminary 2011 FARS data are more in line with previous State trends. 2009 data was the most current data available when performance measures were established for the FFY12 HSPP.*

STATUS: Not Achieved

New Mexico did not meet its performance measure for reducing the number of speeding-related fatalities. Preliminary 2011 data show that the number of speeding-related fatalities was reported at 147.

Achievement of Performance Measure

The State did not achieve its FFY12 HSPP Police Traffic Services Program performance measure. The State saw an increase in rural fatalities in 2011 from 2010. Rural fatalities are more likely to be speed-related due to increased distances between areas traveled. Since 2007, the State has seen a reduction in speeding-related fatalities of 7.5 percent.

POLICE TRAFFIC SERVICES PROGRAM

The following FFY12 Police Traffic Services Program projects continue to assist the State in its efforts at reducing fatal and serious injury crashes.

Selective Traffic Enforcement Program (STEP)

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

Results

A total of 17 law enforcement agencies were funded for STEPs in FFY12. The 12 State Police districts are counted as one of the 17 agencies. These agencies totaled 6,475 hours of law enforcement activities in saturation patrols, checkpoints, safety corridor, speed and commercial traffic enforcement operations.

These activities resulted in officers issuing the following citations:

- 9,311 for speeding
- 1,064 for seatbelt or child restraint violations
- 1,828 for uninsured motorist
- 306 for suspended or revoked license
- 20 for reckless driving

Officers apprehended 37 fugitives, made 35 DWI arrests, 332 misdemeanor arrests, 18 drug arrests and 19 felony arrests. Another 3,882 citations were issued for violations other than these listed.

100 Days & Nights of Summer

The 100 Days & Nights of Summer campaign is conducted annually by State, city and county law enforcement agencies throughout New Mexico. The summer months are typically the deadliest on New Mexico's roadways and NMDOT has supported this comprehensive traffic safety enforcement and media operation for the past six years. The 100 Days & Nights of Summer campaign seeks to decrease the seasonal roadway trauma and increase the public's awareness about safe driving. In addition to conducting increased DWI enforcement activity, officers are on patrol looking for speeders, drivers who don't wear their seatbelts or ensure their children are buckled into child safety seats, and other traffic safety violators.

Results

In FFY12, 53 law enforcement agencies participated in the 100 Days & Nights of Summer campaign. The 12 State Police districts are counted as one of the 53 agencies. TSD provided overtime funds, and law enforcement agencies used other State, city or county funds to conduct this campaign. The campaign began on June 21, 2012 and concluded on September 30, 2012.

This 100 Days law enforcement operation resulted in the following:

- 126 DWI arrests
- 18,207 citations for speeding
- 2,543 citations for no or improper use of seatbelts or child restraints
- 560 citations for driving with a suspended or revoked license
- 56 citations for reckless driving
- 5,019 citations for no insurance
- 45 felony arrests
- 488 misdemeanor arrests
- 35 drug arrests

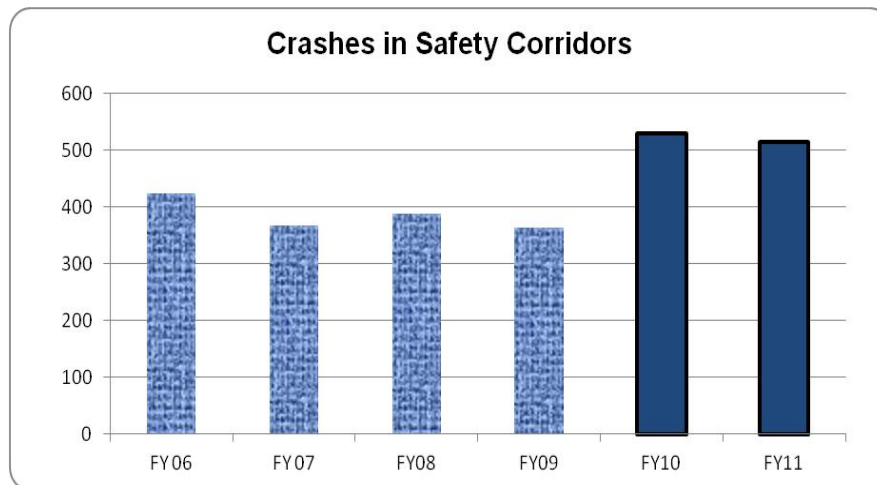
- 111 fugitives apprehended
- 5 stolen vehicles recovered
- 14,091 citations for violations other than these listed

Sustained Enforcement of Speeding Statutes using New Mexico Safety Corridors

The NMDOT/ TSD provides funds for 12 safety corridors, two in each of the six NMDOT districts. These corridors are designated sections of roadway where fines for speeding are doubled and enforcement is increased. The location of a safety corridor is based on high numbers of fatal and serious injury crashes. The first safety corridor was implemented in July 2002, but it wasn't until SFY06 that all 12 safety corridors were in place in all six districts.

Results

The State's safety corridors were realigned in SFY10, resulting in removal of one corridor and relocation of one of corridor. Due to this change, the number of overall crashes, as represented in the chart below, shows an increase for SFY10 from the previous years. Some of the increase in crashes in SFY10 is also attributed to highway construction in District One.



Note: The State's safety corridor pilot period was from SFY06 – 09.

The Safety Corridor project has been very beneficial to the State, as it has provided information to the NMDOT on the necessity of making changes in high crash road areas. Roadway engineering changes have had a major impact in some of the safety corridor areas, resulting in decreases in the high incidence of crashes. Last year improvements were completed on I-40 in the Tijeras Canyon safety corridor area. These improvements resulted in reduced crashes, thereby negating the need for a safety corridor in this area.

Law Enforcement Liaisons - Enforcement Coordination

NMDOT contracts for the services of three law enforcement liaisons (LELs) through Safer New Mexico Now (Safer). LELs activities include: negotiating overtime agreements with participating law enforcement agencies, conducting site visits to these agencies, providing technical assistance, assessing the need for checkpoint equipment and assisting with an annual statewide law enforcement coordinators' meeting.

Results

In FFY12, LELs maintained oversight of 92 individual law enforcement agencies, completing 283 project negotiations. LELs made a total of 159 site visits to the agencies during the year. Annually, approximately 80 law enforcement agencies, including all 12 State Police districts, participate in TSD enforcement and other traffic-related projects and programs. The LELs communicated regularly throughout the year with each of the participating law enforcement agencies. LELs made over 4,900 technical assistance contacts with NMDOT, TSD, NHTSA, law enforcement agencies and other relevant entities.

Statewide Police Traffic Services Training

The NMDOT contracted with T.A.C.T. & Associates, Inc. (TACT) to serve as the coordinator for training for law enforcement officers involved in police traffic services. They partnered with the New Mexico Law Enforcement Training Center to conduct the training.

A statewide database of officer and instructor training provided through the project is maintained. The database also contains law enforcement agency information. This database is one of the most comprehensive departmental information and training lists available in the State. The coordinator hosts its own website and newsletter to enhance communication and cooperation with law enforcement agencies regarding training opportunities statewide.

Results

In FFY12, TACT continued to maintain and update its tracking system to monitor all STEP training statewide. This unique database also contains the enforcement leadership contact information for 147 law enforcement agencies in the State (approximately 99 percent of all agencies).

In FFY12, the following training for law enforcement officers was conducted:

Selective Traffic Enforcement Program (STEP)

- Five STEP classes training 120 officers from municipal, county, tribal and State agencies
- One Managing Police Traffic Services course training 18 managers, supervisors and officers

An effort continued to be made to coordinate training and provide support to the Navajo Nation and other tribal nations/ entities. These efforts resulted in nine officers from tribal law enforcement agencies attending training.

Law Enforcement Coordinators' Symposium

The Annual Law Enforcement Coordinators' Symposium was held in Albuquerque in May 2012. The Symposium provided law enforcement with an opportunity to obtain current program information, legal and administrative updates, and other relevant information and materials.

More than 165 law enforcement representatives from agencies that participate annually in NMDOT/TSD enhanced law enforcement activities attended. Such activities include ODWI, OBD, Click It or Ticket, STEP and the 100 Days & Nights of Summer Campaign.

The symposium included the following sessions:

- Distracted Driving for Emergency Vehicle Operators
- Ethics, Integrity, and Officer Accountability
- Post-Crash CMV Inspections
- Distracted Driver Alternative Enforcement Measures: Providing a Mechanism for Deterrence
- Ignition Interlock and Law Enforcement
- What to Look for During a Traffic Stop

Speakers included:

- NMDOT/ TSD Director Mike Sandoval
- NHTSA Regional Program Manager Kenneth Copeland
- Ninth Judicial District Attorney Matthew Chandler
- NM DPS Motor Transportation Police Division Captain Chris Mayrant
- NHTSA Regional LEL James Sanders
- Rio Rancho DPS Chief Robert Boone
- Eddy County Sheriff's Office Captain Lance Ridgway
- NMDOT TSD Program Manager Jolyn Sanchez

Traffic Records Program Area

Program Administration

The Traffic Records Program is administered and managed by TSD staff.

Primary Projects – Federal and State Funds

STRS Distribution Center

Traffic and Criminal Software (TraCS) Training and Support

Crash System Data Improvement

Traffic Safety Problem Identification and Information

Traffic Records Performance Outcome – Calendar Year

10) Increase the percentage of commercial crash records reported by NM that were matched to a company registered in the MCMIS from a baseline measure for the period January – December 2011 as compared to a measure for the period January – December 2012.

STATUS: ACHIEVED

During the period of January to December 2011 the overall FMCSA Crash Accuracy rating was Fair ('yellow') with the percentage of matched records between 85 – 94 percent. During the period of January – December 2012 the accuracy rating increased to Good ('green') with the percentage of matched records at greater than or equal to 95 percent.

Achievement of Performance Measure

The State achieved its Traffic Records performance measure of increasing the number of commercial crash records reported to the FMCSA's Motor Carrier Management Information System (MCMIS) within 90 days. The Crash Accuracy measure evaluates fatal and non-fatal crash records that represent interstate carriers and intrastate carriers transporting hazardous material, and includes large truck and bus vehicle types. This measure determines a rating based on the percentage of crash records reported by the State over a 12-month period that were matched to a company registered in MCMIS.

TRAFFIC RECORDS PROGRAM

Statewide Traffic Records System (STRS) Distribution Center

The STRS Distribution Center (DC) is designed to provide multiple agencies with the ability to link traffic data systems that contain crash, citation, DWI, justice, driver, roadway, medical and economic data. It is being designed to improve the compatibility and interoperability of these State data systems with National data systems.

Results

The following pilot projects were implemented in FFY12 to support and provide model methodologies for the Distribution Center:

Dona Ana Sheriff's Office (DASO) to Administrative Office of the Courts (AOC)

This project is designed to enable the transfer of DASO TraCS citation (traffic and DWI) data to the AOC Odyssey system (magistrate court). In FFY12, preparations were made to go live, including:

- developing the architecture and XML exchange
- developing the master charge code table
- building the crosswalk between the code table and municipal laws/ regulations

- transferring servers and other hardware to the AOC which will house the system

Albuquerque Police Department (APD) to Bernalillo County Metro Court Case Management System (BCCMS)

The architecture for exchange of data between APD TraCS and the BCCMS was initiated and is ongoing.

Traffic and Criminal Software (TraCS) Training and Support

The TraCS Training and Support Project has two major components: 1) to establish and implement a TraCS statewide training and support system; and 2) to train and equip agencies throughout the State that use TraCS.

Results

In FFY12, two TraCS training and support contracts were implemented: one with the Dona Ana Sheriff's Office to provide services to officers and agencies in the southern part of New Mexico and one with the Albuquerque Police Department to provide services in the central and northern part of New Mexico.

Negotiations were started with the Rio Rancho Police Department to test the proposed incident location tool which captures the longitude and latitude on the form, and to run tests on their incident offense form.

The testing phase on converting from TraCS Version 7.3 to Version 10.4 was completed. Forms created for the 10.4 version included New Mexico's Uniform Crash Report, the Commercial Motor Vehicle Inspection Form and the Citation Form.

Crash System Data Improvement

Updates are planned for the current NMDOT Crash System to improve the timeliness, accuracy, completeness and consistency of all crash data in the system and to facilitate its use as part of the Statewide Traffic Records System. Crash system improvements will include:

- enhance the timeliness, accuracy and completeness of crash reporting
- form and business process training
- development of a TraCS Location Tool
- a database build to replace the outdated Accident Records Capture System
- electronic data collection for non-TraCS users through the STRS Data Center

Results

NMDOT received a grant from FHWA to implement improvements to the crash data entry system to improve the accuracy, timeliness and completeness of the crash database. In FFY12, the NMDOT contracted with the University of New Mexico, Division of Government Research to move the data entry system from the State Corrections Department to the University, and a process to build a new data entry system was initiated.

A front-end system was built using Access to capture the crash data, and a back-end structured query language (SQL) system was built for storage of the data. The system will allow for the development of a virtual private network (VPN) connection to enable queries to be run directly from the system. The system meets MMUCC 4th Edition requirements.

This change allows for electronic upload of data and the ability to capture all data fields from the crash report. In addition, the process to use optical character recognition (OCR) software was initiated for

TraCS and Excel based crash reports that are currently received as a hard copy. This will allow for more efficient transfer of crash report data into the new crash database.

Traffic Safety Problem Identification and Information

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

Results

In FFY12, DGR finalized and made available the 2010 community reports and monthly fatality reports.

DGR provided data for the New Mexico Highway Safety and Performance Plan and the TSD Annual Report. DGR continued to maintain their geographical information system (GIS) capabilities and to explore new ways to provide geographic analysis and display.

DGR updated and continued to maintain a website for traffic crash and other traffic safety data as a resource for traffic safety practitioners and the public. The website contains traffic safety information, reports, and static and interactive maps: http://www.unm.edu/~dgrint/index_tsb.html

Motorcycle Safety Program Area

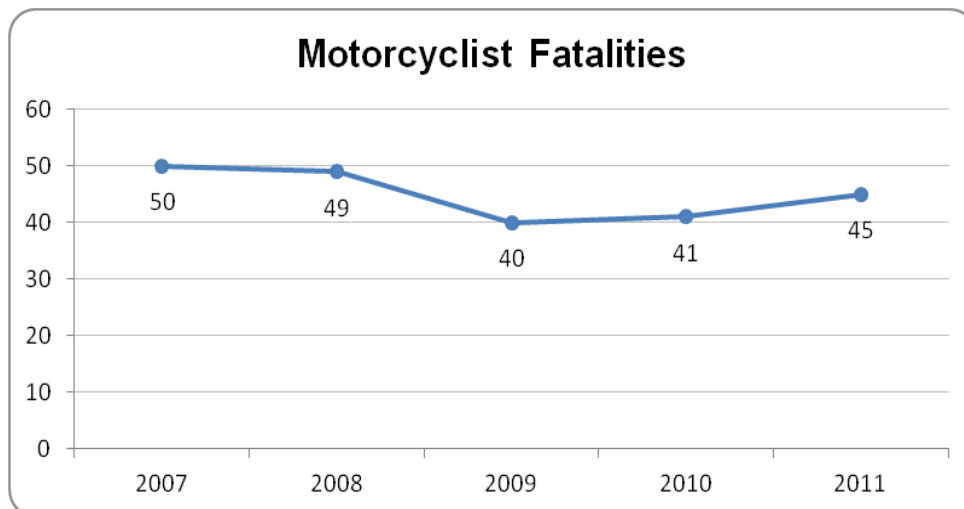
Program Administration

The Motorcycle Safety Program is administered by TSD staff. Individual projects are administered by TSD staff and the Motorcycle Safety Foundation.

Motorcycle Safety Performance Outcomes - Annual Data: 1/1/2011-12/31/11

11) Reduce the number of motorcyclist fatalities from 40 in 2009 to 38 by 2012.

(Core Measure 7; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)

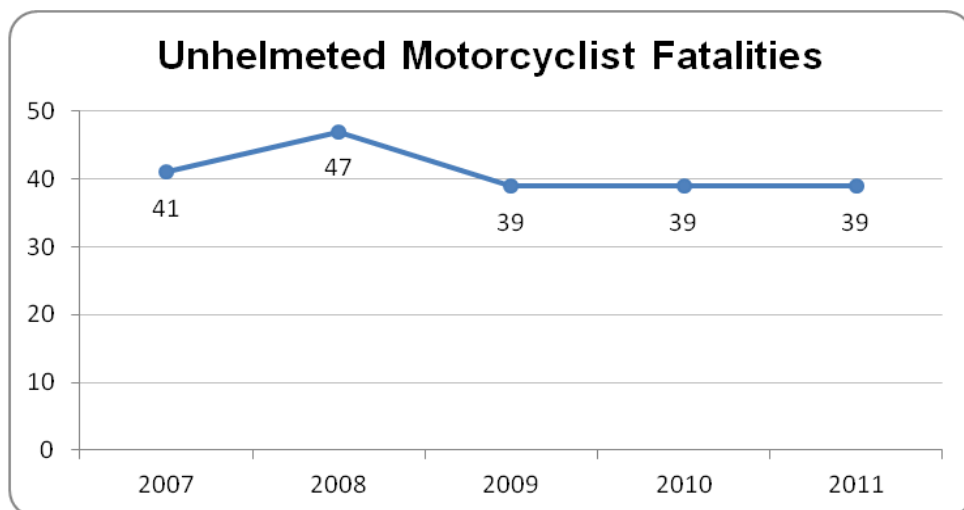


STATUS: Not Achieved

New Mexico did not meet its performance measure for reducing the number of motorcyclist fatalities. Preliminary 2011 data show there were 45 motorcyclist fatalities.

12) Reduce the number of unhelmeted motorcyclist fatalities from 39 in 2009 to 37 by 2012.

(Core Measure 8; 2007 – 2010 are final FARS data; 2011 are preliminary FARS data)



STATUS: Not Achieved

Preliminary 2011 data show that the number of unhelmeted motorcyclist fatalities was 39.

Achievement of Performance Measures

The State did not achieve its two FFY12 HSPP Motorcycle Safety Program performance measures. Although preliminary data indicate that motorcyclist fatalities increased in 2011, these fatalities have been reduced by 10 percent since 2007. The number of unhelmeted fatalities remained steady from 2010 and has decreased by 17 percent since 2008.

New Mexico's emphasis on motorcycle safety and awareness assists in the State's efforts to keep the number of fatalities steady, despite the increasing number of motorcycles on the highways.

MOTORCYCLE SAFETY PROGRAM

Motorcycle Safety Training

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

Results

In FFY12, training was provided to 1,827 students throughout New Mexico. Under contract to the NMDOT, the Motorcycle Safety Foundation (MSF) offered 214 classes for basic and experienced riders at training sites in Albuquerque, Clovis, Alamogordo, Farmington, Roswell and Santa Fe. The MSF also participated in the Motorcycle Safety Awareness Days, provided technical assistance to New Mexico research, legislative and licensing programs, and chaired one Motorcycle Advisory Council meeting for the Traffic Safety Division.

Motorcycle Safety Awareness

A 'Share the Road' event was held at the New Mexico Balloon Fiesta Park in Albuquerque in May 2012. The Motorcycle Safety Program and TSD sponsored booths and gave out brochures, safety and training information, T-shirts and other safety promotional items.

In FY12, motorcycle safety non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA-member stations throughout the State from January-September 2012 for a value of \$311,509.

Planning and Administration Program Area

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

Program Administration

The Planning and Administration Program is managed by TSD staff. Many program funds are coordinated through partnerships with contractors or other lead agencies such as University of New Mexico, Department of Health, Department of Public Safety, and Regulation and Licensing.

TSD funded a financial systems position to assist with accounting and reporting processes for the Financial Management Section. TSD also funded a contract for technical writing services.

Planning and Administration Performance Outcomes - Annual Data: 1/1/2011-12/31/2011

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

STATUS: Achieved

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

STATUS: Achieved

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

STATUS: Achieved

Achievement of Performance Measures

NMDOT achieved all three of its FFY12 HSPP Planning and Administration performance measures. The annual Highway Safety and Performance Plan and grant applications under SAFETEA-LU were completed and submitted to NHTSA. All grant applications were funded. Reimbursement claims were paid within 30 days and draw-downs were submitted on time.

Driver Education and Safety Program Area

Program Administration

The Driver Education and Safety Program is administered by TSD staff. Individual projects are managed by TSD staff, the UNM Division of Continuing Education and Safer New Mexico Now.

Primary Projects – Federal and State Funds

Novice Driver Education Courses
Driver Improvement Schools
DWI Schools
DWI Awareness Classes
Traffic Safety Research and Materials
Traffic Safety Information Clearinghouse

DRIVER EDUCATION AND SAFETY PROGRAM

Novice Driver Education Courses

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

Results

In FFY12, licenses were approved for 44 Driver Education schools and 149 instructors. Individuals attending Driver Education schools totaled 8,740.

A total of 594 requests were made for a correspondence driver education course. This correspondence course is offered to students where training is not available through a local public school or through a for-profit program or if the student is home-schooled.

Driver Improvement Schools

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

Results

In FFY12, licenses were approved for 28 schools and 41 instructors. Individuals attending Driver Improvement schools totaled 6,379.

DWI Schools

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

Results

In FFY12, licenses were approved for 29 DWI schools and 66 facilitators. Individuals attending DWI schools totaled 5,400.

DWI Awareness Classes

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

Results

In FFY12, the UNM Continuing Education Department registered 13,696 individuals and provided DWI awareness classes to 10,797.

Traffic Safety Research and Materials

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

Results

The Division of Continuing Education at the University of New Mexico maintains the NM Transportation Safety Law Center website: <http://transportation.unm.edu/>. The website has information on graduated licensing, DWI and underage drinking penalties and motor vehicle laws. Also available are publications such as past issues of the Traffic Safety News, AlcoEdu, DWI Laws and Obtaining an Interlock License.

Traffic Safety Information Clearinghouse

The NMDOT/ TSD contracts with the Safer New Mexico Now (Safer), Injury Prevention Resource Center (IPRC) to maintain and distribute traffic safety materials to the public and to support NMDOT/ TSD programs statewide.

The IPRC maintains bi-lingual staff and a 1-800 toll-free telephone number that enables individuals and agencies to request traffic safety and injury prevention information and educational tools. An order form is also available on the Safer website (see below). The IPRC maintains an inventory of more than 380 traffic safety and injury prevention related titles, CDs and videos, including items on DWI prevention, child safety seat selection and use, driver education, motorcycle safety, school bus safety, bicycle safety, pedestrian safety and air bag safety. Of all available items, 23 percent are available in Spanish.

Safer maintains a website where the public can access ODWI/ OBD summary reports, program descriptions, maps, contact information, FAQs, the IPRC materials order form and an interactive calendar of scheduled activities and events (<http://www.safernm.org>). In FFY12, the Safer website received 21,135 hits.

Safer also maintains a social media presence through Facebook and Twitter pages located at www.facebook.com/pages/Safer-New-Mexico and www.twitter.com/SAFERNM.

Information regarding child passenger safety activities, DWI campaigns and current events are posted on the pages. Demographic analysis indicates the viewers are predominantly females, aged 18-54. In FFY12, there were 2,525 unique page views of the Safer Facebook page.

Results

In FFY12, the IPRC received 679 requests and distributed 476,107 pieces of material. Of these, 34 percent were driver education-related, 30 percent were DWI-related and 36 percent were related to child safety seats, seatbelts, bicycles, pedestrians and motorcycles. Most of the materials distributed were promotional items such as key chains, pens, notebooks (37%) and brochures/ handouts (37%). Eight percent of all materials were in Spanish.

In addition, IPRC distributed over 58,401 pieces of material through mass mailings. These mailings were sent to ODWI, OBD, CDWI and LDWI program coordinators, substance abuse prevention programs, the Motor Vehicle Division, DWI and driver education instructors, motorcycle dealerships, pediatricians and other community providers. The IPRC loans educational traffic safety aids, such as the Vince & Larry crash test dummy costumes, Bucklebear costumes and Bucklebear lap puppets. In FFY12, Safer provided these items to eight organizations for presentations to over 1,300 children.

TS Programs Marketing and Media Program Area

Program Administration

In FFY12, the NMDOT/TSD Marketing and Media Program was administered by NMDOT/ TSD staff. Individual projects were managed by contractors, including Marketing Solutions, Vaughn Wedeen Kuhn and New Mexico Broadcasters Association.

Media Creative Design and Production

A creative-design consultant firm, Vaughn Wedeen Kuhn (VWK) worked with the NMDOT/ TSD to develop new television, radio, outdoor marketing and educational materials for DWI, seatbelt, distracted driving and underage drinking awareness and enforcement efforts.

Results

In FFY12, the NMDOT updated its *'You Drink. You Drive. You Lose.'* message. This message had been used for more than 10 years and was experiencing audience and message fatigue. In addition, while data through 2010 had indicated that first time offenders caused the majority of DWI fatalities, 2011 data showed a reversal of that trend with 60 percent of DWI fatalities now caused by repeat offenders. This meant that for victims and their families the statement, *'You Drink. You Drive. You Lose'* did not hold true.

A new overarching 'brand' for anti-DWI efforts was developed - **ENDWI**. A highly visible graphic logotype was created by VWK and introduced to the public in June 2012 via a press conference with Governor Susana Martinez and officials from MADD, State, city and county law enforcement and NMDOT. The press conference kicked off the annual 100 Days and Nights Enforcement Campaign. The **ENDWI** logo was introduced statewide in simple, yet bold, billboards. It also appeared at the end of a campaign launching television spot.



A new website (endwi.com) was launched that provided information regarding DWI laws, policies and programs as well as access to on-going campaigns. The launch of the site coincided with the billboards, TV commercials, and animated web banner ads - all featuring a visual spin-off of the look and feel of the **ENDWI** brand.

As other safe driving tactics were launched throughout the summer (specifically outdoor billboards, TV commercials, and animated web banner ads) all featured the **ENDWI** brand. The simplified messaging shorthand of **ENDWI** was carried over into seatbelt safety awareness campaigns by deploying **BKLUP** – a visually striking identity logotype that is a graphic simplification of 'buckle up.' To promote distracted driving awareness, the **DNTXT** graphic was used by NMDOT to literally speak the language of the behavior it desired to curtail.



The final component that continues to push the new **ENDWI** brand was the development and release of a free Smartphone app called **ENDWI**. Created for both the iPhone and Android platforms, the app is a safe/sober driving toolkit, including a wealth of safe driving information, tips, a #DWI dialer, an interactive blood alcohol guide, a 'safe ride home' easy calling function and memory/reaction tests. The app launch has been promoted through direct link web banner ads and info cards emblazoned with QR codes, that upon scanning, brings users to the endwi.com site and then directly to the download sites for the app. To date, over 7,500 free app downloads have been installed. When the app was launched on September 5th, the State Police announced that preliminary statistics indicated that since June 21, there had been 17 DWI-related fatalities in New Mexico, compared to 38 DWI-related deaths over the same period in 2011.

The FFY12 Winter Superblitz campaign, '*DWI? Game Over.*' focused on the key 21-34 year-old male demographic and ran from November 18, 2011 through January 8, 2012. Fall and winter are traditionally a time when DWI numbers increase and is also a time when much of our target demographic focuses their attention on sporting events. The visual style of the campaign was chosen to mimic the large number of beer commercials that run during televised sport.

Television and radio spots featured a 'play by play' narrative approach, following the exploits of a drinker who must decide what his next 'play' would be. Three different endings for the commercials were filmed, so that the audience would see if the protagonist 'Joe Sixpack' would choose to call for a taxi, have a sober friend step in to prevent him from driving, or if he attempted to drive intoxicated, the police would arrest him for a DWI. This multiple ending scenario was carried over into an interactive video experience posted on YouTube. Viewers could choose the conclusion to the story by clicking on a pop-up menu inside the video viewing screen. Within a few weeks, the videos had aggregated 120,000 views.

Outdoor billboards also carried the sports theme across the State. Custom-shot photos of face/body painted sports fans accompanied the message '*DWI? Game Over.*' Team colors to match regional sports teams were used in the photos, helping to increase audience identification and resonance. The billboard sports models also made a surprise appearance at the campaign kickoff news conference, disrupting the proceedings with the face-painted, foam-finger pumping, chanting of '*DWI?! Game Over!!!*' Local news channels broadcast the disruption which garnered some bonus buzz at the onset of the campaign.

A comprehensive campaign addressing Underage Drinking was developed in the last quarter of FFY2012. As part of this campaign, a website was developed – myinstead.com – to promote choosing alternative activities to drinking. The website features an interactive video choice where kids (and parents) can choose the outcome of a video portraying a group of ten and eleven year olds who deal with making this choice. The site offers three options from which viewers can choose as the video's ending. A 30-second television spot has been created from the videos to help promote the initiative. The website will offer pertinent information for kids and their parents, important links to appropriate organizations, and the opportunity for kids to submit their own 'instead' as a story or video.

MARKETING AND MEDIA PROGRAM

High-Visibility Media Activities

November/December 2011 - January 2012

Winter Superblitz

The NMDOT held a news conference to kick off the annual Winter Superblitz and highlighted the State's year-long initiatives relative to DWI deterrence and prevention. The Winter Superblitz media campaign ran from November 18, 2011 through January 8, 2012.

The unveiling of the State's new DWI media campaign was highlighted during the news conference. The campaign titled *DWI? Game Over.* depicts a group of friends cheering on their favorite team and faced with the decision of whether or not to drive after drinking. Different versions of the spot were created, each one focusing on a different choice.

Paid media included radio and television spots statewide on targeted stations, internet advertising statewide and a supplemental outdoor (billboard) advertising schedule. Outdoor and internet media artwork used the same *DWI? Game Over.* campaign depicted in the radio and television advertising.

The campaign generated:

Cash Spots: 9,628	Bonus Spots: 6,411	GRPs: 17,891.1
Internet Impressions: 2,348,371	Internet Clicks: 1,684	
Budget: \$ 225,000 inclusive	Actual: \$ 224,345.09	

March 2012

St. Patrick's Day Miniblitz

NMDOT embarked on a statewide advertising campaign to support its Spring DWI enforcement efforts. The *'Damaged DWI'* spots were used for radio and television.

The campaign generated:

Cash Spots: 2,540	Bonus Spots: 1,996	GRPs: 5,289.7
Budget: \$ 87,000 inclusive	Actual: \$ 86,236.09	

May 2012

Cinco de Mayo Miniblitz

NMDOT's Miniblitz media focused on the days surrounding the popular Cinco de Mayo celebrations in select markets around the State. This campaign was aimed at the predominately Hispanic population during a time period when there are a large number of parties. The campaign utilized a spot from the NMDOT's library that had not aired in some time, *'Reverse.'*

The campaign generated:

Cash Spots: 621	Bonus Spots: 301	GRPs: 1,059.3
Budget: \$ 66,000 inclusive	Actual: \$ 65,968.75	

May/June 2012

Click It or Ticket National Campaign

NMDOT kicked off the Click It or Ticket National Seatbelt campaign with a new spot called *'Where's Joe'* that focused on the anxiety of a group of friends waiting for another friend 'Joe' to join them, and he never arrives because he's been involved in an accident and wasn't wearing his seatbelt.

The campaign generated:

Cash Spots: 3,388

Budget: \$ 100,000 inclusive

Bonus Spots: 607

Actual: \$ 98,210.40

GRPs: 5,952.2

June/July/August 2012

100 Days & Nights of Summer Campaign

State officials kicked off the annual *100 Days & Nights of Summer* campaign — the intensive summer-long effort to keep New Mexico's roads safe by cracking down on drunk and unsafe drivers — utilizing the State's new DWI slogan **ENDWI**. Paid media for the *100 Days* campaign included television, radio, internet and outdoor advertising.

The outdoor consisted of three simple and direct messages: **ENDWI**, **DNTXT**, and **BKLUP**.

The radio and television creative was a family of spots:

DWI: 'DWI – The End,' 'DWI – Aftermath,' and 'DWI – It's Time'

Traffic Safety: 'Seatbelt/Speeding' and 'Distracted Driving'

The campaigns generated:

DWI Cash Spots: 9,230

Bonus Spots: 7,236

GRPs: 18,293.2

Budget: \$ 300,000 inclusive Actual: \$ 278,994.17

Traffic Safety Cash Spots: 8,900

Bonus Spots: 6,686

GRPs: 10,400.2

Budget: \$ 250,000 inclusive Actual: \$ 249,170.07

Internet Impressions: 5,692,911

Clicks: 17,185

Budget: \$ 35,000

Actual: \$34,197.40

August/September 2012

National Impaired Driving Crackdown

The NMDOT participated in the National Impaired Driving Crackdown with a continuation of the DWI spot that had been airing as part of the *100 Days* campaign — 'DWI – The End' and 'DWI – It's Time'. The outdoor billboard message continued with the DWI, seatbelt, and distracted driving messaging used during *100 Days*: **ENDWI**, **DNTXT**, and **BKLUP**.

The campaign generated:

Cash Spots: 4,674

Budget: \$ 125,000 inclusive

Bonus Spots: 1,389

Actual: \$ 117,915.27

GRPs: 5,619.2

September 2012

Underage Drinking Awareness Campaign

NMDOT launched a multi-media campaign on underage drinking that coincided with the start of the school fall semester and homecomings around the State. The campaign included radio and television and a significant print campaign. The radio and television creative was called '*Underage Drinking - Damaged*' and specifically targeted the underage drinker.

The campaign generated:

Cash Spots: 3,017

Internet Impressions: 3,214,430

Budget: \$ 150,000 inclusive

Bonus Spots: 70

Clicks: 21,844

Actual: \$ 68,970.71

Click Thru Rate: .68%

June - December 2012

Sponsorships

NMDOT undertook several sponsorships of note during FFY12 several of which will continue into FFY13.

First, NMDOT negotiated a DWI Awareness campaign sponsorship with KOAT-TV called ‘*Step Up New Mexico!*’ This campaign included on-air and online elements with lead news anchor Doug Fernandez providing action-oriented tips for parents on how to talk to their teens about alcohol.

Second, NMDOT renewed its sponsorships of the KASA-TV and KRQE-TV multi-media distracted driving campaign called *w82txt*. The campaign included numerous news stories about distracted driving, on-air and online promotional announcements, the distribution of thousands of thumb bands at police checkpoints statewide, NMDOT district offices and Clear Channel Radio station remote broadcasts. The sponsorship ran in conjunction with the *100 Days & Nights of Summer* campaign and will continue through the end of the 2012.



Third, NMDOT was approached by alternative rock radio station KTEG-FM with a Dog Tag promotion that would promote the new ENDWI slogan along with giving listeners the opportunity to win prizes. The Dog Tags were distributed by the New Mexico State Police through the 100 Days of Summer checkpoints statewide.

Fourth, NMDOT negotiated sponsorships on two of the metro Albuquerque’s most popular radio stations – KKOB-FM and KRST-FM. NMDOT was able to utilize the back side of the stations’ bumper stickers to promote its new ENDWI smart-phone app.



Fifth, NMDOT sponsored the ticket backs for all New Mexico high school sports tickets for the 2012/2013 school year. The messaging and artwork on the ticket backs promoted the new ENDWI smart-phone app and utilized the underage drinking campaign cartoon artwork.

The sponsorship costs:

KOAT-TV Step Up New Mexico!	\$ 28,000.00
KASA-TV/KRQE-TV w82txt Sponsorship	\$ 40,000.00
KTEG-FM Dog Tag Promotion	\$ 11,500.00
KKOB-FM/KRST-FM Bumper Stickers	\$ 24,450.00
High School Sports Ticket Backs	\$ 50,000.00

New Mexico Broadcasters Association (NMBA)

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

Results

In FFY12, motorcycle safety non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA-member stations throughout the State from January-September 2012 for a value of \$311,509. Underage drinking non-commercial sustaining announcements (NCSAs/PEPs) aired on all NMBA member stations throughout the State in August and September 2012 for a value of \$144,860.

The NMBA provided five regular, 1 special request and two advanced training courses for participants from 29 agencies throughout the State. NMBA filed the accreditation paperwork with the NM State Police and received approval.

Representatives from television, print, and radio media firms, along with communications specialists from State and local agencies, facilitated the media panels. Attendees included representatives from the following agencies:

Gallup PD	McKinley County SO	UNM PD
NM Motor Transportation Police	New Mexico State Police	Luna County SO
Albuquerque PD	Corrales PD	Santa Fe PD
Navajo Dept of Criminal Justice	Hidalgo County SO	NMDOT
Sunland Park PD	City of Anthony	Roosevelt County Sheriff
Pueblo of Pojoaque	RAC	Acoma Fire Dept
Los Alamos County	Albuquerque Fire Dept	Las Vegas PD
Portales PD	Capitan PD	Las Cruces PD
Carlsbad PD	City of Las Cruces	Elida PD
Bernalillo County Sheriff's Office	NMDPS	

The NMBA also reviewed and updated the Community Media Guide in FFY12 to assist police and safety organizations in their media outreach and coordination efforts.

Again in FFY12, broadcasts of the NMAA High School Basketball Tournament were sponsored by the NMDOT/TSD. PSAs on buying drinks for minors and underage drinking aired over local stations in Alamogordo, Portales, Hobbs, Clovis, Las Cruces, Santa Fe, Farmington, Espanola, Chama, Artesia, Lovington and Albuquerque for an estimated value of \$5,500.

FFY12 NHTSA Grant Funds

Program Area	Obligation Limitation	Expended Funds	Carried Forward From FFY12
Section 402	2,006,925	1,805,924	201,000
Section 405	243,134	224,913	18,222
Section 408	482,700	451,047	31,653
Section 410	1,086,046	1,006,324	79,722
Section 2010	100,000	87,360	12,640
Section 164	7,960,334	6,386,178	1,574,156
TOTALS	\$11,879,139	\$9,961,746	\$1,917,393



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