



# 2024 Annual Report



NEVADA OFFICE OF TRAFFIC SAFETY

**ANNUAL PERFORMANCE REPORT - FEDERAL FISCAL YEAR 2024****Prepared by:****Nevada Department of Public Safety, Office of Traffic Safety (DPS-OTS)**

Amy Davey	Division Administrator, Highway Safety Director
Michelle Farmer	Deputy Division Administrator
Dominic Dickey- Scherk	Supervising Grants & Projects Analyst
Kevin Tice	Traffic Records Program Manager
Carrie Krupp	Joining Forces Program Manager
Margaret Matta	Impaired Driving Program Manager
Amanda Brandenburg	Vulnerable Road User Program
Nick Nordyke	Zero Teen Fatalities Program Manager, Northern NV
Glen Taylor	Zero Teen Fatalities Program Coordinator, Southern, NV
Todd Hartline	Law Enforcement Liaison, Northern NV
Rob Honea	Law Enforcement Liaison, Southern, NV
Johnean Morrison	Occupant Protection Program Manager
Judith Mata	Occupant Protection Coordinator, Southern NV
Deborah Huff	DRE/ARIDE Program Coordinator
Adam Anderson	FARS Analyst
Justin McDonald	Motorcycle Safety Program Administrator
Mark Fountaine	Motorcycle Safety Program Officer
Scott Swain	Special Projects Coordinator
Anita Pepper	Public Information Officer
Genevieve Swain	Grant Management System Project Coordinator
Danny Banda	Chief Fiscal Officer
VACANT	Management Analyst
Debbie Miller	Accounting Assistant
Tara Clements	Administrative Assistant



## Table of Contents

1. Nevada Office of Traffic Safety (OTS) Mission .....	1
2. Performance Report .....	3
Performance Report Chart ( <b>Table 1</b> ) .....	4
Program Area Funding Chart ( <b>Figure 1</b> ) .....	6
3. HSO Funded Projects by Program Area .....	7
Traffic Safety Enforcement Program (TSEP) .....	7
Occupant Protection Program .....	10
Impaired Driving Program .....	15
Motorcycle Program .....	18
Young Drivers Program .....	18
Non-Motorized Program .....	19
Traffic Records Program .....	21
Communications Program .....	24
General Traffic Safety Projects .....	24
4. Activity Report .....	27
Projects Terminated or Not Implemented .....	27
Public Participation & Engagement .....	27
Nevada's Evidence Based Enforcement Program .....	29
Mobilization Participation ( <b>Table 2</b> ) .....	32
5. Paid Media and Public Relations .....	34



## 1. Nevada Office of Traffic Safety (OTS) Mission

### *Mission*

The mission of the Nevada Office of Traffic Safety is to eliminate deaths and injuries on Nevada's roadways so everyone arrives home safe.

### *Program Funding*

Designated by the Governor, the Nevada Department of Public Safety (DPS) is responsible for applying for and administering federal highway safety funds awarded to the State to conduct traffic safety programs that positively affect driving behavior. The Director of the Department serves as the Governor's Representative for Highway Safety and has designated the Administrator of the Office of Traffic Safety as the Highway Safety Coordinator. To accomplish this task, the Department of Public Safety, Office of Traffic Safety (DPS-OTS), along with partners and stakeholders, develops and implements the Nevada Highway Safety Plan (HSP) that identifies critical highway safety issues and problem areas in the state. DPS-OTS works with state, local, and community partners to build programs and to solicit proposals for projects to address identified problems. Funds are awarded to state and local government and non-profit agencies to implement evidence-based traffic safety programs and projects. Programs are also supported using State funds, grants received from private organizations, and FHWA funds passed through from Nevada Department of Transportation, as allowable.

*This report summarizes the activities of the FFY 2024 Highway Safety Plan and serves as Nevada OTS' Annual Report.*

DPS-OTS annually awards federal funds to state, local, and non-profit organizations desiring to partner in solving identified traffic safety problems. Funds awarded are strictly for use in reducing deaths and serious injuries caused by motor vehicle crashes through the implementation of programs or strategies that address driver behavior in the priority problem areas. These program areas, in alignment with the Strategic Highway Safety Plan (SHSP), are:

- Impaired Driving
- Occupant Protection (seat belts and child safety seats)
- Pedestrian Safety
- Traffic Records
- Distracted Driving
- Young Driver/Older Driver Safety
- Speed
- Motorcycle Safety
- Bicycle Safety



Nevada continues to experience an observed increase in many risk-taking driving behaviors such as speeding and impaired driving. Coupled with decreased law enforcement and other organizational resources available for traffic safety initiatives, we are not seeing a significant decrease in crashes or fatalities.

### *Performance Measures*

Rules established by NHTSA guide the state to identify problems and funding needs in each of the nationally designated program priority areas. State Highway Safety Offices (SHSOs) have the flexibility to identify additional program areas from their data, along with the amount of funding allocated to each. Nevada utilizes this flexibility in working with its SHSP partners toward achieving its goal of 'Zero Fatalities. The projects chosen for funding in FFY 2023 included strategies from the SHSP's critical emphasis areas, and their results are detailed on the following pages. (For more on the SHSP, please visit [www.zerofatalitiesnv.com](http://www.zerofatalitiesnv.com)).



## 2. Performance Report

### ***Assessment***

The following table summarizes the agency's assessment of likely 2024 achievement of performance targets. 2023 year-end data was primarily used to project progress towards the 2024 benchmark as reliable 2024 data is not available at the time of this report. Where 2024 data is known to surpass the established benchmark, that data was used. For example, in 2023 overall crash fatalities were down from 2022 however we know from preliminary 2024 data that exceed the benchmark.

### ***Prior Year Activities***

Nevada employs a comprehensive approach to traffic safety programming utilizing a wide variety of proven countermeasures and established best practices. Full description of Nevada's 2024 programs, projects and activities follow in this document. Brief descriptions of projects and programs not funded with NHTSA funds are included to provide a full picture of Nevada's efforts.

### ***Achieving Performance Targets***

Adjustments to strategy to address overall continued improvement, and improvement in meeting unrealized performance targets, will be based on key crash factors and those that represent a high percentage of fatalities, including impairment, speeding, and non-motorized road users. The OTS will continue to increase funding and identify projects in education, enforcement, community involvement and policy development to reduce fatalities and serious injuries. OTS works closely with partners to develop new approaches and initiate best practices identified by federal and state partners.

\*In the 2026 AGA, Nevada will be amending benchmarks in Performance Measure C-5 Alcohol Impaired Driving as we have identified that incorrect baseline data was used in development of the benchmarks.

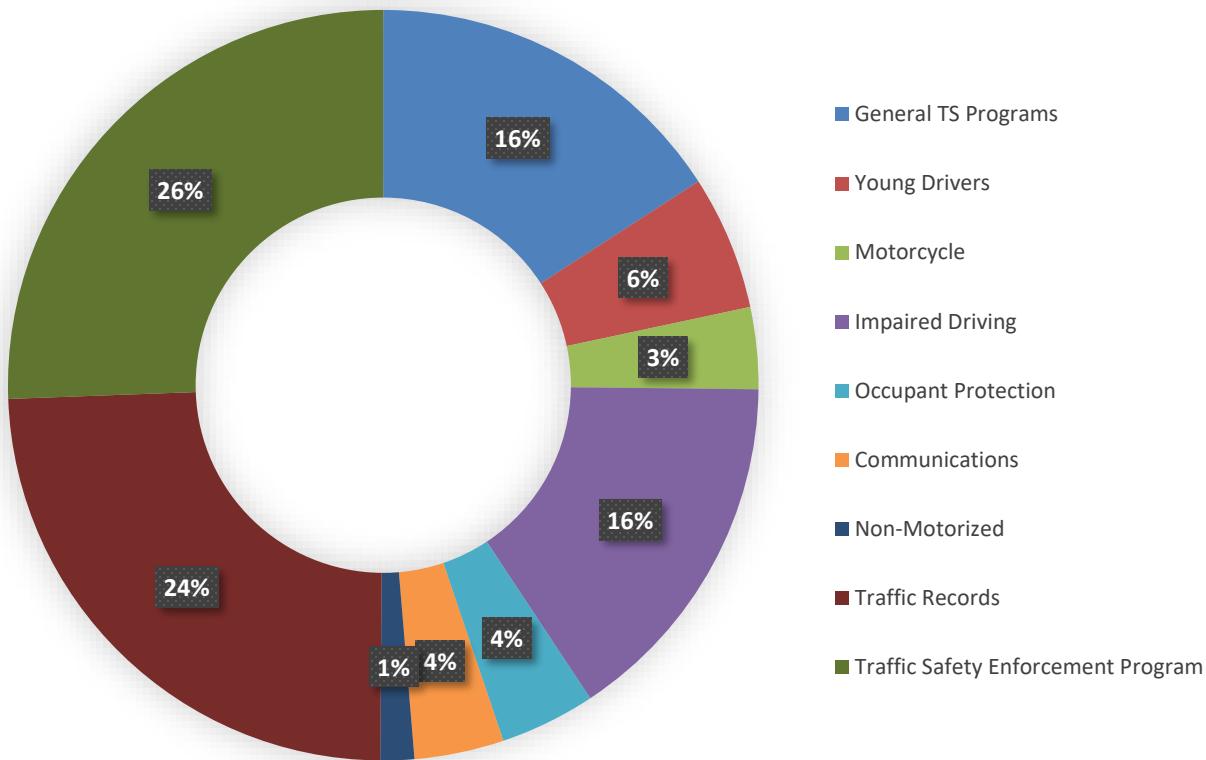


Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In Progress (Must be Accompanied by Narrative)
C-1) Total Traffic Fatalities	5 Years	2020-2024	406	2024 STATE 412	No
C-2) Serious Injuries in Traffic Crashes	5 Years	2020-2024	1,595	2023 State 1,176	Yes
C-3) Fatalities/Vehicle Miles Traveled (VMT)	5 Years	2020-2024	1.48	2019-2022 FARS, 2023 STATE 1.39	Yes
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	Annual	2024	85	2019-2022 FARS, 2023 STATE 68	Yes
C-5) Alcohol-Impaired Driving Fatalities	Annual	2024	58	2019-2022 FARS, 2023 STATE 70	No
C-6) Speeding-Related Fatalities	Annual	2024	93	2023 STATE 99	No
C-7) Motorcyclist Fatalities	Annual	2024	79	2023 STATE 82	No
C-8) Unhelmeted Motorcyclist Fatalities	Annual	2024	4	2023 STATE 4	Yes



Performance Measure:	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ FY 24 Progress Results	On Track to Meet FY 24 Benchmark: YES/NO/In Progress (Must be Accompanied by Narrative)
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	3 years	2022-2024	26.1	2019-2022 FARS, 2023 STATE 40	No
C-10) Pedestrian Fatalities	5 Years	2020-2024	86	2024 STATE 107	No
C-11) Bicyclist Fatalities	5 Years	2020-2024	14	2024 STATE 14	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	93.23	Certified State Survey 94.84%	Yes
A-1) Child (ages 0-4) Fatalities (only when restraint use was known)	5 Years	2020-2024	6	2023 STATE 5	Yes
A-2) Distracted Driving Fatalities	5 Years	2020-2024	2	2023 STATE	No

**Table 1:** Performance Report Chart FFY2024

*Total Funding by Program Area*

*Note: Chart reflects funding from all sources, State and Federal.*

**Figure 1:** 2024 Program Area Funding Pie Char



### 3. HSO Funded Projects by Program Area

#### Traffic Safety Enforcement Program (TSEP)

##### **TS-2024-NVOTS 658-00200 Joining Forces Program**

**Funding Sources: 164, 402**

**Budget: \$1,660,000.00**

This project provided funding for a comprehensive statewide high visibility enforcement program, known as Joining Forces, across multiple law enforcement agencies that conducts specific enforcement events covering all of Nevada's Critical Emphasis Areas (Impaired Driving, Occupant Protection, Speed, Distracted Driving, Pedestrian Safety, and Motorcycle Riders). Of the approximately 50 law enforcement agencies statewide, including school districts, tribal law enforcement, state patrol, local police and sheriff departments, 30 agencies participated in the coordinated high visibility enforcement events, covering 98% of the state's public roadways. The Joining Forces Program within TSEP is truly a one-of-a-kind program that has been striving to make Nevada roads safer for the last 24 years. During the 12 events, 42,186 traffic enforcement contacts were made for a variety of violations. A list of participating agencies can be found in the Mobilization Participation section of this report, along with a breakdown of citations written shown in **Table 2**.

##### **TS-2024-HPD-00021 Henderson PD Traffic Safety Enforcement**

**Funding Sources: 402**

**Budget: \$75,000.00**

This project funded overtime hours for speed and intersection safety enforcement. Nevada's crash data indicates a consistent contributing factor to serious-injury and fatal crashes is speed. Henderson PD's traffic safety enforcement project relied on local crash data, citizen complaints, and officer knowledge of high violation areas to provide targeted enforcement. Henderson PD conducted enforcement events in 11 of 12 months. During these events they made a total of 2218 enforcement contacts which resulted in 1372 speeding citations and 7 reckless driving citations.

##### **TS-2024-SPD-00081 Sparks Speed Enforcement**

**Funding Source: 402**

**Budget: \$25,000.00**

This project provided funds which permit the continuation of a speed reduction efforts by the Sparks Police Department (SPD), including speed measuring devices (LiDAR) and enforcement activities. SPD acquired five LiDAR devices which were issued to their traffic squad and they also completed four speed enforcement events. The population in Sparks has steadily grown in recent years, as verified by the 20% increase from the 2010 census to the one completed in 2020. This project has proven effective as even with the large increase in population there has only been one more fatal crash this year in Washoe County than last



calendar year (through November). The Sparks Police Department will be capable of using the radar trailer and LiDAR units acquired to continue speed-related crash reduction efforts beyond this grant year.

### **TS-2024-Nye Co SO-00120 Nye County SO Speed Management**

**Funding Source: 402**

**Budget: \$25,000.00**

This project provided funds to support speed enforcement efforts by the Nye County Sheriff's Office (NCSO). The funding was increased year over year to help address recent fatal crash trends along US 95, a major north/south route which bisects the state and Nye County. The activities associated with this project have proven successful as through November of 2024, fatal crashes in Nye County are down more than 40%. NCSO ran enforcement activities in eleven months during the grant year.

### **TS-2024-WCSO-00161 Washoe Co SO School Zone Enforcement**

**Funding Sources: 402**

**Budget: \$18,000.00**

This project provided funding to the Washoe County Sheriff's Office to conduct enforcement specific to school zones. Officers enforce school zone laws and provide education to the students and the community within Washoe County.

### **TS-2024-DPS NHP-00034 Speed Enforcement**

**Funding Source: 402**

**Budget: \$15,490.00**

This project provided funding for pre-approved new speed-measuring equipment (LiDARS) for the Nevada Highway Patrol. Devices were acquired and provided to rural troopers in Northern Nevada. Troopers were required to report monthly on the number of enforcement stops made and speed citations issued while using the LiDARS. Speeding endures as a leading cause of serious injury and fatal crashes in the state. From 2018-2022 Nevada averaged 101 speed-related fatalities annually. During the FY24 grant year, NHP issued 3,594 citations using the new LiDARS.

### **TS-2024-LVMPD-00015 Las Vegas Metro PD DUI Enforcement**

**Funding Sources: 164**

**Budget: \$901,826.30**

This project funded overtime hours for high visibility DUI saturation patrols in the City of Las Vegas and Clark County. Relying upon their local data, high visibility saturation teams worked every weekend and every holiday, as well as many special events known to produce an increase in impaired drivers. Officers also taught Traffic Safety classes to key community partners and participated in school and community safety events. From October 1, 2023, to September 30, 2024, a total of 1,550 impaired drivers were arrested under this grant. Standardized Field Sobriety Tests were conducted 2,144 times, exceeding their goal of 389.



Las Vegas Metropolitan Police Department (LVMPD)'s DUI saturation teams were deployed on every weekend and holiday throughout the year, in conjunction with LVMPD's DUI Mobile Processing Vehicles as well as the LVMPD DUI Strike Team.

#### **TS-2024-DPS NHP-00033 NHP DUI Enforcement**

**Funding Sources:** 164

**Budget:** \$100,000.00

This project provided funds for the Nevada State Police-Highway Patrol's (NSP-NHP) to distributed amongst the agencies' three commands for statewide DUI reduction efforts. Much of the funding went to region 1 (Las Vegas) and region 2 (Reno/Carson City). The project's activities were to conduct monthly impaired driving enforcement events, participate in public outreach and education emphasizing the dangers of driving while impaired, and monthly reporting to the Office of Traffic Safety. Enforcement activities were performed each month of the grant cycle and the department's public information officer disseminated DUI outreach and education messaging. NHP made 140 impaired driving arrests in the year through this grant.

#### **TS-2024-RPD-00059 Reno PD DUI Enforcement**

**Funding Sources:** 164

**Budget:** \$61,135.00

This project provided funds for the Reno Police Department's (RPD) DUI saturation grant, and an equipment purchase to expedite the arrest reporting process. The project's designated activities were to conduct impaired driving focused enforcement operations each month of the grant cycle and perform public outreach and education for DUI prevention. RPD conducted enforcement events in eleven of twelve months and posted outreach information each of these months. The RPD made 720 arrests in the last grant year and raised that number to 796 this year, a 10.5% increase.

#### **TS-2024-NLVPD-00100 N. Las Vegas PD DUI Enforcement**

**Funding Sources:** 164

**Budget:** \$50,000.00

This project funded overtime hours for an Impaired Driving enforcement program within the North Las Vegas Police Department (NLVPD) during the grant year. NLVPD utilized local data to determine the location of their enforcement events to schedule saturation patrols. NLVPD conducted 14 DUI enforcement events. During these enforcement events, 25 different officers from NLVPD made a total of 390 traffic stops and issued 442 citations, in addition to 14 drivers being arrested for impaired driving.

#### **TS-2024-WCSO-00067 Washoe County SO DUI Enforcement**

**Funding Sources:** 164

**Budget:** \$28,300.00

This project provided funding for the Washoe County Sheriff's Office (WCSO) to perform saturation enforcement events at least one Friday or Saturday each month. Other activities



were to disseminate pre-and-post event statistical information to the public and encourage the use of rideshares when drinking. WCSO conducted nine operations during the year which yielded just five impaired driving arrests. With assistance from this grant, WCSO increased their overall number of impaired driving arrests during the year. In the next grant year, however, WCSO will review current processes and make changes accordingly to increase productivity.

### **TS-2024-ClarkCo Schools-00009 Clark County School District Speed Enforcement**

**Funding Sources: 402**

**Budget: \$65,000.00**

This project funded overtime hours for a speed enforcement program within the Clark County School District Police Department (CCSDPD). Grant funding was used in part to purchase handheld radar speed measuring units. These units were utilized throughout this grant year to assist officers with speed enforcement and educating the public on the dangers of speeding. CCSDPD Officers worked a total of 24 enforcement events with 19 speed and 5 pedestrian enforcement events in which they made a total of 1068 traffic contacts and issued 971 citations to the motoring public.

### **TS-2024-LVMPD-00018 Las Vegas Metro PD Speed Enforcement**

**Funding Sources: 402**

**Budget: \$200,000.00**

This project provided funds for Las Vegas' Metropolitan Police Department's (LVMPD) speed and reckless driving enforcement campaign, which includes detectives focused on eliminating takeover and speed demonstration events in the Las Vegas Valley. Nevada's crash data indicates a consistent contributing factor to serious-injury and fatal crashes is speed. LVMPD conducted enforcement events in every month of the grant year with sustained success. They made 9,340 enforcement contacts, issued 7,903 citations for speed, 95 citations for reckless driving, and made a total of 9340 enforcement contacts.

### **TS-2024-NLVPD-00098 N. Las Vegas PD Speed Management**

**Funding Source: 402**

**Budget: \$90,000.00**

This project funded overtime hours for speed enforcement within the City of North Las Vegas. From October 1, 2023, to September 30, 2024, NLVPD conducted 22 speed enforcement events resulting in 1,522 traffic stops and 1,016 citations for drivers exceeding the posted speed limit. 327 additional citations were given to drivers for other violations. 3 drivers were arrested for impaired driving.

## **Occupant Protection Program**

### **TS-2024-NVOTS 658-00201 Program Support Occupant Protection**

**Funding Sources: 405(b)**

**Budget: \$214,620.40**

**TS-2024-UNLV-00011 Observational Seat Belt Use Survey****Funding Sources: 405(b)****Budget: \$90,000.00**

This project provided funding in support of the required NHTSA Annual Observational Seat Belt Survey for FFY 2024. The sub-recipient conducted the pre-mobilization and post-mobilization observational seat belt surveys, analyzed the results, and compiled the draft and final report which was submitted to OTS. This project was effective and achieved the desired results.

**TS-2024-NVOTS 658-00135 Internal Project CPS Tech/Instructor Support****Funding Source: 405(b)****Budget: \$45,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee provided additional Instructors for five Child Passenger Safety Technician courses where 29 new technicians obtained certification, assisted 23 individuals with payment of their SafeKids Worldwide certification/recertification fees, educated 30 sworn personnel in Child Passenger Safety Seat Misuse identification, and provided 308 child safety seats to various statewide community organizations who did not have funding available to provide seats for their communities. This included 82 seats distributed to organizations who provide services directly to tribal communities.

**TS-2024-HGhosp-00065 Humboldt General Hospital Occupant Protection Programs****Funding Source: 405(b)****Budget: \$25,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee partnered with the Occupant Protection Program Manager in teaching one Child Passenger Safety Technician Certification course where seven new technicians obtained certification, including one for the grantee, held 35 educational appointments, held five educational classes, hosted nine community events, and attended three community events partnerships. During these public contact activities, 60 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 76 child safety seats were inspected, and 33 child safety seats were provided to those demonstrating a need.

**TS-2024-REMSA-00113 REMSA Occupant Protection and CPS Programs****Funding Source: 405(b)****Budget: \$37,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee partnered with the Occupant Protection Program Manager in teaching two Child Passenger Safety Technician Certification courses where 13 new technicians obtained certification, held 631 educational appointments, held nine educational classes, hosted 12 community events, and attended one community events partnerships. During these public contact activities, 970 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 822 child safety seats were inspected, and 432 child safety seats were provided to those demonstrating a need.

**TS-2024-Clark Co Schools-00079 Clark County School District Seat Belt Project****Funding Sources: 405(b)****Budget: \$11,000.00**

This project provided funding in support of Occupant Protection activities which included the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee held numerous educational appointments and hosted two community events. During these public contact activities, 107 caregivers were educated regarding the use of appropriate vehicle restraint systems (seat belts and child safety seats) and 151 child safety seats were provided to those demonstrating a need.

**TS-2024-EV Fam-00068 East Valley Community Center CPS Programs****Funding Sources: 405(b)****Budget: \$12,000.00**

This project provided funding in support of Occupant Protection activities which included the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee held two educational appointments and seven educational classes. During these public contact activities, 28 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 23 child safety seats were inspected, and 16 child safety seats were provided to those demonstrating a need. The grantee terminated the project on April 1, 2024, due to a change in management and the loss of their only certified child passenger safety technician.

**TS-2024-Kinship-00055 Kinship Caregiver Car Seats for CPS Programs****Funding Sources: 405(b)****Budget: \$9,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee increased their organizations Child Passenger Safety Technicians by three, held 12 educational appointments, held 89 educational classes and hosted two community events. During these public contact activities, 495 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 565 child safety seats were inspected, and 92 child safety seats were provided to those demonstrating a need.

**TS-2024-LCHS-00109 Lyon County Child Safety Occupant Protection Program****Funding Sources: 405(b)****Budget: \$8,500.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee increased their organizations Child Passenger Safety Technicians by one, held 64 educational appointments and hosted five community events. During these public contact activities, 74 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 89 child safety seats were inspected, and 55 child safety seats were provided to those demonstrating a need.

**TS-2024-Nye Comm-00075 Nye Community Coalition CPS Program****Funding Sources: 405(b)****Budget: \$30,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee partnered with the Occupant Protection Program Manager and the Child Passenger Safety Coordinator in teaching three Child Passenger Safety Technician Certification courses where 19 new technicians obtained certification, including one for the grantee, held 112 educational appointments,



held 3 educational classes, hosted 16 community events, and attended two community events partnerships. During these public contact activities, 324 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 358 child safety seats were inspected, and 351 child safety seats were provided to those demonstrating a need.

### **TS-2024-RWFRC-00012 Ron Wood Family Resource Center CPS Program**

**Funding Sources: 405(b)**

**Budget: \$24,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee partnered with the Occupant Protection Program Manager in teaching one Child Passenger Safety Technician Certification course where seven new technicians obtained certification, including one for the grantee, held 313 educational appointments, held eight educational classes and hosted 17 community events. During these public contact activities, 291 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 156 child safety seats were inspected, and 145 child safety seats were provided to those demonstrating a need.

### **TS-2024-PCSO-00092 Pershing County Sheriff's Office CPS Program**

**Funding Sources: 405(b)**

**Budget: \$6,700.00**

This project provided funding in support of Occupant Protection activities which included the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle. The grantee held 13 educational appointments. During these public contact activities, 13 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 10 child safety seats were inspected, and 10 child safety seats were provided to those demonstrating a need.

### **TS-2024-UMCSN-00064 University Medical CPS Program**

**Funding Sources: 405(b)**

**Budget: \$20,000.00**

This project provided funding in support of Occupant Protection activities which included recruitment and training of nationally certified child passenger safety technicians serving low-income and underserved populations, the purchase and distribution of child restraints to low-income and underserved populations and the education of caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle.



The grantee partnered with the Occupant Protection Program Manager and the Child Passenger Safety Coordinator in teaching four Child Passenger Safety Technician Certification courses where 22 new technicians obtained certification, including three for the grantee, held 678 educational appointments, held one educational class and hosted 27 community events. During these public contact activities, 6,659 caregivers were educated regarding utilization of appropriate vehicle restraint systems (seat belts and child safety seats), 1,170 child safety seats were inspected, and 734 child safety seats were provided to those demonstrating a need.

### Impaired Driving Program

#### **TS-2024-NVOTS 658-00201 Program Support Impaired Driving**

**Funding Sources: 405(d)**

**Budget: \$206,891.02**

#### **TS-2024-NVOTS 658-00198 DUI Education**

**Funding Sources: 405(d)-IC**

**Budget: \$90,000.00**

This project provided funding for DUI-specific training to people serving in key roles across Nevada. Activities for this project include bringing the ABA National Judicial Fellow to Nevada to present to the judges on DUI adjudication at the annual seminar sponsored by the Administrative Office of the Courts, and sponsoring a class primarily aimed at prosecutors. These activities were a recommendation in Nevada's 2024 Impaired Driving Assessment to make annual training on DUI Adjudication mandatory.

#### **TS-2024-Washo Alt Sent-00210 Statewide Intoxilyzer**

**Funding Sources: 164**

**Budget: \$438,805.00**

This project provided the first year of funding for a two-year project. As current inventory of evidentiary breath testing (EBT) equipment across Nevada has begun to age beyond repair, this project funded bringing EBT machines up to the current standard and ensured that all evidentiary tests across the state are conducted uniformly. As part of this two-year project, all laboratory forensic alcohol analysts (FAAs) are being trained to calibrate, test and repair the machines, and pull necessary reports for statistical purposes. Additionally, all courts and law enforcement agencies in possession of the equipment were provided training on best practice protocols.

#### **TS-2024-WC 2<sup>nd</sup> Jud Ct-00003 Washoe Co Felony DUI Court**

**Funding Sources: 405(d)-IC**

**Budget: \$91,773.00**

This project provided funding to support evidence-based DUI Court supervision of individuals convicted of a felony (3<sup>rd</sup>) DUI. Nationally accepted standards for evidence-based DUI Court activities as defined in the Ten Guiding Principles are instilled in their evaluation-driven, multi-disciplinary program to treat participants with the aim of having fewer cases of recidivism.

**TS-2024-Washo Alt Sent-00071 Washoe Co Alternative Sentencing****Funding Sources: 405(d)-IC****Budget: \$67,000.00**

Adopted through the evidence based 24/7 Sobriety Program, this project provided funding for a 7 day a week, 365 days a year monitoring program for offenders who have committed driving offenses involving alcohol and/or drugs. Participants submit to scheduled and random testing to determine the presence of alcohol, marijuana, or other controlled substance. Washoe County Alternative Sentencing's Sober24 is a model program with successful results. The program's availability has also been expanded through remote kiosks.

**TS-2024-NVOTS 658-00209 Program Development State JOL****Funding Source: 405(d)-IC****Budget: \$75,940.00**

This project provided funds for the Nevada State Judicial Outreach Liaison (SJOL). The SJOL serves as a statewide resource for the judiciary and other members of the highway safety community responsible for traffic cases, particularly cases involving impaired driving. The SJOL contributes on average 23 hours a month. Specific areas of recent focus have been the ongoing review of various Nevada Courts' DUI manuals to prepare comparisons to best practices and peer reviews, "masking" issues with commercial carriers, and DUI court recidivism data. Additionally, the JOL continues to attend training provided by the ABA, the Administrative Office of the Courts and AllRise, and stays informed on current trends, laws and best practices.

**TS-2024-CC District Court-00180 Carson City District Court-DUI****Funding Sources: 405(d)-IC****Budget: \$39,800.00**

The First District Specialty Court is located in Carson City, Nevada's capital, and is part of the Western Region serving Carson City and Storey County. This project provided funds for the DUI Case Manager position, which serves as a liaison for Alternative Sentencing, and works together with the teams who operate the Third DUI Diversion Court, Misdemeanor Treatment Court, and the Mental Health Court as it pertains to impaired driving. This grant year, they exceeded their goal to increase the number of DUI offenders enrolled in their services. The Court claims a low recidivism rate of around 1%.

**TS-2024-DC-00024 8th Judicial DC Specialty Court Clark County****Funding Sources: 405(d)-IC****Budget: \$158,970.00**

The project provided funding for the Clark County's Eighth District Court Felony DUI program to reduce recidivism in the county with the highest felony DUI rates. The Program aims to reduce the rate of impaired driving offenses in Clark County and increase the retention rate of the program. They accomplish this through adherence to the evidence-based best practices prescribed by AllRise and the Ten Guiding Principles.

**TS-2024-DPS NHP-00118 Ignition Interlock Program Enhancement****Funding Sources: 164****Budget: \$146,400.00**

This project provided funding for the Ignition Interlock Program which resides with the Highway Patrol Office. The purpose of this funding was to build and implement a fully functioning database for use with the Ignition Interlock Program. The database allows greater program management through the ability to track Ignition Interlock offenders and audit installation center information.

**TS-2024-LVJC-00002 Las Vegas Justice Court – DUI****Funding Sources: 405(d)-IC****Budget: \$151,365.00**

This project provided funding for Las Vegas Justice Court's (LVJC) diversion program which allowed eligible impaired driving defendants to enter an intensive rehabilitation program in lieu of incarceration. Increased supervision and monitoring by the court, by probation and by the treatment provider occurs as part of a coordinated effort to apply tailored interventions to high-risk impaired drivers (HRIDs) and protect Nevada road users against future impaired drivers.

**TS-2024-4<sup>th</sup> Judicial Elko-00045 Elko Judicial Court- DUI****Funding Source: 405(d)-IC****Budget: \$40,000.00**

This project provided funding for the Elko Judicial DUI Diversion Court to provide intense supervision of participants who have been convicted of a felony DUI. This grant provided partial funding for a Case Manager position, as well as funding DUI assessments and engaging an outside Evaluator for three years to ensure adherence to best practices for a DUI Court.

**TS-2024-WCDA-00077 Washoe County DA, Nevada TSRP****Funding Sources: 402, 405(d)-IC****Budget: \$270,000.00**

This project provided funding for the Traffic Safety Resource Prosecutor, or TSRP, to serve as a liaison between law enforcement and the District Attorney's prosecutors and provide information and training to both law enforcement and the prosecutors, with the goal of improving the success rate of DUI prosecutions. The TSRP is also a certified Drug Recognition Expert (DRE) and has recently earned a master's degree in social work making him an additional subject matter expert in substance abuse treatment. The TSRP provides leadership to assist statewide toxicology labs and evidentiary testing devices selection.

**TS-2024-NVOTS 658-00197 DRE/ARIDE****Funding Sources: 405(d)-IC****Budget: \$235,000.00**

This project provided funding for statewide DRE and ARIDE. During the grant year, there were a total of 2 DRE classes and 2 Green Lab classes with funding provided through this project.



The DRE/ARIDE training coordinator improved the availability and consistency of impaired training in Nevada. The DRE State Coordinator and Regional DRE Coordinators attended the IACP Impaired Driving and Traffic Safety conference in Washington DC, with funding from this project. Travel funds were also utilized to send The DRE State Coordinator and Southern Region DRE Coordinator to the western region State Coordinators meeting in Sacramento, California.

## **Motorcycle Program**

### **TS-2024-NVOTS 658-00203 Motorcycle Safety**

**Funding Sources:** 405(f)

**Budget:** \$139,686.00

This project provided funding to conduct Moto 101 sessions to educate potential motorcycle riders under the age of 20 on safe motorcycling, design and purchase media assets for outreach and media purposes, train a new instructor trainer, improve the recruitment and retention of motorcyclist safety instructors, and to improve program delivery and motorcycle training. Improvements to Program Delivery in Motorcycle Training, problem identification streamlining, and Instructor recruitment and retention were accomplished through a thorough consultant evaluation and recommendation report. Report recommendations will be implemented next fiscal year. Project designed at Media assets and delivery was not implemented. The Moto 101 project curriculum was successfully updated but not implemented. New Instructor Trainers were not certified due to the current satisfactory count and performance of Instructor Trainers.

## **Young Drivers Program**

### **TS-2024-Drivers Edge-00054 Teen Safe Driving Program**

**Funding Sources:** NDOT

**Budget:** \$430,000.00

This project provided funding for the Driver's Edge program which is designed to provide the skills and training to turn novice drivers into safe and prepared drivers. This is accomplished with a hands-on technique that includes various behind-the-wheel driving scenarios that will give them the skills necessary to be more proficient drivers. During the FY24 grant year, approximately 2999 young drivers were educated, which exceeded the objective of 1880. To date, Driver's Edge has educated nearly 46,709 students and 40,185 parents in Nevada. This program continues to be a success and a critical part of the young driver safety in Nevada.

### **TS-2024-NVOTS 685-00007 Zero Teen Fatalities Program**

**Funding Sources:** NDOT

**Budget:** \$90,000.00

This project provided funding for the Zero Teen Fatalities (ZTF) program which is designed to increase awareness and education on the importance of seatbelt usage, dangers of impaired



and drowsy driving, distracted driving, as well as aggressive driving and speeding which are all critical safety issues for drivers aged 15-20 years old. ZTF is designed to provide additional resources relating to safe driving behaviors as well as providing information, education, and training to young drivers, parents, from high schools, driving schools, and community events. During this grant year, the ZTF program, along with its sub programs, has educated approximately 16,000 young drivers and 5,300 parents in Nevada. The program will be upgrading to a new leaning platform for all testing and surveys. This will streamline the testing process and make it more efficient for data collection.

#### **TS-2024-NVOTS 685-00083 Clark County SD Zero Teen Fatalities**

**Funding Sources:** 402

**Budget:** \$150,000.00

This project provided funding to the Clark County School Police Department (CCSD) to continue the Zero Teen Fatalities program into the Clark County School District. This program is designed to increase awareness and education on the importance of seatbelt usage, dangers of impaired driving, distracted driving, as well as aggressive driving and speeding which are all critical safety issues for drivers aged 15-20 years old. This was the third year of the program and reached out to 39 high schools and educated approximately 12040 young drivers/students. During the grant year, CCSD trained new officers to help with education and outreach to the young drivers within the community.

#### **TS-2024-MADD-00046 Mothers Against Drunk Driving Young Driver Program**

**Funding Source:** 402

**Budget:** \$80,000.00

This project provided funding for the MADD organization which aims to reduce and prevent underage drinking in Nevada. MADD will utilize the funds to educate parents and teens on the dangers of underage drinking. During this grant year, MADD reached over 3500 students and 280 parents with their programs and messaging on dangers of alcohol and drug use. MADD also utilized their social media with 104 informational posts to the public.

#### **Non-Motorized Program**

#### **TS-2024-NVOTS 658-00215 Internal Vulnerable Road Users & Older Drivers**

**Funding Source:** NDOT

**Budget:** \$20,000

This project provide education and outreach through media advertisement to reduce injury and eliminate death among the Vulnerable Road User population, including the age 65 and older drivers on Nevada roadways.

#### **TS-2024-UNLV-00133 Vulnerable Road Users**

**Funding Sources:** 405(h)-NM

**Budget:** \$50,000.00

This project provided funding for a full-time position funded within the University of Nevada Las Vegas to provide pedestrian safety outreach to the Clark County area. This position also runs



the Road Equity Alliance Program which focuses on education, advocacy and community engagement to vulnerable road users. This position attends community and local organization meetings, facilitates HVE events and community participation events.

**TS-2024-RTC SOUTH-00072 Clark County Bicycle Safety****Funding Sources: 405(g)-NM****Budget: \$18,750.00**

This project provided funding to the Regional Transportation Commission of Clark County to create 2 bicycle safety videos in English and Spanish. The first video highlights key strategies motor vehicle drivers can use to decrease collisions with people riding bikes and the second video highlights common crashes between motorists and bicyclists and how to avoid them. The videos have a short pre and posttest embedded into them to measure the knowledge gained from these videos.

**TS-2024-UNR-00041 University of Nevada, Reno Pedestrian Safety & Enforcement****Funding Sources: 405(h)-NM****Budget: \$5,000**

This project provided funding to the University of Nevada, Reno Police Department (UNRPD). UNRPD provided education and outreach on Vulnerable Road User Safety in and around the campus. They conduct enforcement campaigns and tabling events throughout the grant year and engage with students and community members.

**TS-2024-RPD-00060 Reno Pedestrian Enforcement****Funding Sources: 402****Budget: \$65,000.00**

This project provided funding to the Reno Police Department (RPD) for the purpose of reducing pedestrian and vulnerable road user crashes in their jurisdiction. This project also concentrated on school zone enforcement throughout the Washoe County School District. Through this project, the total number of pedestrian-involved crashes was reduced by 2.6%; however, pedestrian-involved fatal crashes rose from 7 to 12. Adjustment strategies for next year will include reinvestment in pedestrian enforcement efforts and updated pedestrian safety media campaigns.

**TS-2024-UNLV-00221 University of Nevada Las Vegas Bicycle Safety****Funding Source: 402****Budget: \$30,000.00**

This project provided funding for the University of Nevada, Las Vegas (UNLV) to provide education and bicycle safety equipment to students through classroom presentations and handouts at various school bike racks. UNLV is able to hand out safety kits, which includes a bicycle headlight, side and rear reflectors and a bicycle safety education card in English and Spanish. Presentations are given and surveys on Nevada bike law knowledge from students are collected.



## Traffic Records Program

### **TS-2024-NVOTS 658-00201 Program Support Traffic Records**

**Funding Sources: 405(c)**

**Budget: \$135,335.05**

### **TS-2024-NVOTS 658-00214 Enforcement Mobile**

**Funding Sources: NODT**

**Budget: \$994,337.00**

This project provided funding for the Tyler Technologies contract which provides the Enforcement Mobile (EM) eCrash and eCitation system statewide for all crash reporting and nearly all citation recording as well as respective jurisdictional court interfaces. The EM system adapted to significant changes and successfully implemented changes resulting from major legislative mandates regarding the citation system. The future of the system includes robust reporting and data analysis capabilities at the agency level as well as the state level. This includes analysis of crashes and citations. The EM is evolving to include partner facilitation, as well as the facilitation of MMUCC 6<sup>th</sup> edition review and implementation.

### **TS-2024-UNLV-00004 Road Users Linked Database**

**Funding Sources: NDOT**

**Budget: \$571,279.00**

This project provided funding to the University of Nevada, Las Vegas' (UNLV) continuing efforts of the UNLV School of Medicine to leverage available data and establish connections between relevant traffic safety related datasets in Nevada. This project manages linked and stand-alone databases pertinent to traffic related incidents encompassing crash data from NV OTS, NVDOT, and trauma registry data from all NV trauma centers. In addition, this project integrates standalone databases from various road user related datasets to include hospital discharge data, traffic citation data, and DUI toxicology data. This project is working to devise methodology for linking citations and other data sources to drivers involved in crashes to create a more complete crash picture. The UNLV team creates statistical analyses that inform stakeholders for shaping legislation educating the public, design traffic injury prevention programs, and make informed decisions regarding personal transportation behaviors. This project has consistently improved related dataset linkages throughout its history.

### **TS-2024-UNLV-00056 STOP Data Collection**

**Funding Sources: 1906**

**Budget: \$575,000.00**

This project provided funding for the collection and analysis of traffic stop data in pursuit of transparency and accountability. It is intended to assure that the Statistical Transparency of Policing (STOP) Data Research Project will provide the Governor and other stakeholders research and statistical analyses to promote transparency and accountability, increase public trust, and ultimately improve traffic safety. In the 2021 Nevada legislative session, Senate Bill No. 236 (SB236) was enacted. It requires law enforcement agencies to establish "provisions



relating to the recording, collection and review of information concerning traffic stops made by law enforcement officers.” Various entities will collaborate to provide related data analysis. The first report provided to stakeholders serves as a baseline for the future analyses which will appropriately include multi-year datasets for analysis.

**TS-2024-NVOTS 658-00160 Statewide eWarrant****Funding Source: 164****Budget: \$40,000.00**

This project provided the second year of support for this ongoing project which provides funding for a statewide eWarrant platform. This platform is available for all stakeholders and includes judges, courts, and law enforcement agencies. Electronic warrants are a critical tool to expedite the removal of impaired drivers from Nevada’s roadways. For law enforcement, prosecutors, and the judiciary to be effective in combatting DUI, they must have effective strategies to support investigation, prosecution, and adjudication. This platform helps streamline the entire arrest process and supports each stakeholder component highlighted above.

**TS-2024-UNR-00224 UNR School Zone Speed Data****Funding Source: 402****Budget: \$113,700.00**

This project provided funding for a school zone speed study executed by the University of Nevada, Reno’s Environmental Engineering Transportation Program and their Center for Advanced Transportation and Research. The study was conducted in both the Clark County School District, and the Washoe County School District, and utilized light detection and ranging (LiDAR) technology as well as vehicle telematics data. The final deliverable was a comprehensive report underscoring the troubling frequency that drivers traverse school zones well above the posted speed limit while the zones are both active and non-active. This information will be shared with key stakeholders to help shape decisions and strategies for the prioritization of student safety.

**TS-2024-NVOTS 658-00213 TRCC SHSP Integration****Funding Sources: 405(c)****Budget: \$75,000.00**

This project provided funding for a contract with a third-party vendor with the purpose of coordinating the Traffic Records Coordinating Committee (TRCC), and associated SHSP integrations. The OTS Traffic Records Program Manager serves as Chair of the TRCC. The TRCC made progress working with TRCC members and SHSP Task force members in pursuit of TRCC established priorities and action steps. The TRCC met four times in FY24 (Dec, Mar, Jun, and Sept).

**TS-2024-NVOTS 658-00212 TRCC Enhanced Mobility Working Group****Funding Sources: 405(c)****Budget: \$60,000.00**

This project provided funding to support the Enforcement Mobile Working Group (formerly Brazos Working Group) to facilitate regular communication of Law Enforcement agency representatives on ongoing improvements and changes to the Nevada e-Cite and e-Crash reporting environment. As work continued throughout the year it was determined that grant funding was not needed to support the Enforcement Mobile Working Group. The BWG met four times in FY24 (Dec, Mar, Jun, and Sept).

**TS-2024-NVOTS 658-00199 Enhanced Mobility Interfaces & Equipment****Funding Sources: 405(c)****Budget: \$50,000.00**

This project provided funding for fixed deliverables that are necessary for successful implementation of Enforcement Mobile as statewide e-Cite and e-Crash system. As new agencies migrate into the Enforcement Mobile system, they at times require funding assistance to support initial equipment needs which include citation/report writers and printers. This project is combined with Enforcement Mobile interfaces. There were no new agencies that required interfaces or equipment throughout the grant year, so no funds were expended in this grant in FFY24.

**TS-2024-DPS NHP-00111 Nevada Highway Patrol Crash Training & Equipment****Funding Source: 405(c)****Budget: \$71,350.00**

This project provided funding for the Nevada State Police-Highway Patrol (NSP-NHP) to continue their goal of creating an in-house crash reconstruction training curriculum. Three advanced crash investigation courses were facilitated by NHP within the grant year. These classes were also made available to a limited number of officers from law enforcement agencies around the state. An adjusted strategy for this project will include funding for a retired trooper to review crash training systems, then develop and deliver NHP's new curriculum.

**TS-2024-UNLV-00013 University of Nevada, Las Vegas AI Speech Recognition****Funding Source: 405(c)****Budget: \$280,000.00**

This project provided funding for the purpose of identifying, creating, and utilizing Artificial Intelligence (AI) to engineer a solution for data collection by law enforcement officers in the field. In addition to reducing the time to enter data, accuracy will improve, and the entire data entry process will be simplified in crash reports and citation entry. The project will also identify and harness AI capability to mine data from narrative fields of crash reports to provide data not specifically collected elsewhere in the uniform crash report.

**TS-2024-UNLV-00137 University of Nevada Las Vegas ACE Data****Funding Source: 402****Budget: \$152,440.00**

This project provided funding for an ongoing University of Nevada, Las Vegas (UNLV) project to identify and compile effective practices to integrate adjudication, citation, and enforcement datasets and provide a synthesis of the same so as to enhance safety for road users. Further, it will outline critical steps to help adopt such practices in Nevada. The UNLV team has identified best practices in achieving adjudication and citation dataset linkages as well as the challenges that exist in Nevada to achieve synthesis of these datasets.

**TS-2024-St. Health-00086 Nevada Dept. of Health Data Integration****Funding Source: 405(c)****Budget: \$28,505.00**

This project provided funding to facilitate and improve the trauma registry data sharing between State Health and UNLV School of Medicine, as well as other healthcare preparedness community partners to better understand the cause of traumas in Nevada and how to work toward reducing traffic fatalities, injuries, and crashes.

**Communications Program****TS-2024-NVOTS 658-00202 Media and Marketing****Funding Sources: 402 and 164****Budget: \$600,000.00**

This project provides funding to continue to facilitate the messaging between NDOT Safety Engineering and the Nevada OTS to partner on the Zero Fatalities Nevada efforts. NDOT and OTS, working in partnership with their media firm, have developed a local partner's outreach plan that supports traffic safety messaging through community organizations. There is also messaging statewide through rideshare promotions, media interviews, paid and earned media, and social media. Additionally, feedback is solicited from the member agencies of the Nevada Advisory Committee on Traffic Safety and additional coordination is achieved by member agencies meeting on a regular basis to support one another's messaging.

**General Traffic Safety Projects****TS-2024-NVOTS 658-00201 Master P&A****Funding Sources: 402****Budget: \$505,638.96****TS-2024-NVOTS 658-00201 Master Program Support****Funding Sources: 402****Budget: \$1,078,656.52**

**TS-2024-NVOTS 658-00196 Agate****Funding Sources: 402****Budget: \$170,241.00**

This internal project provided funding for the Nevada grant management system.

**TS-2024-NVOTS 685-00207 Roadside Safety Program****Funding Source: 402****Budget: \$100,000.00**

The projects provided funding to improve safety for first responders in Nevada while responding to or actively working roadway incidents. The program and grant funds are focused on improving three areas. Visibility for first responders, early warnings for motorists, and increasing public knowledge on desired reactions when roadway incidents are encountered.

**TS-2024-Lifesaver-00096 NV Railroad Crossing Crash Reduction****Funding Sources: 402****Budget: \$6,000.00**

This project provided funding for the Nevada Operation Lifesaver (NVOL) Rail Safety organization to conduct community safety outreach through media and presentations throughout the State. Media outreach was done through radio to reach audiences of approximately 650,000 in the Las Vegas area, 80,000 in Southern Nevada smaller towns, and 5,000 in Elko area. NVOL regularly attended, and is a member of, the Traffic Incident Management (TIM) program in Nevada. NVOL established Rail Auxiliary Teams in two law enforcement agencies and was able to complete all the projected educational objectives it set.

**TS-2024-NVOTS 658-00205 Professional Development****Funding Sources: 402****Budget: \$20,000.00**

This project provided funding for OTS staff and Nevada traffic safety partners to attend or participate in conferences, training, courses, or similar events that further enhance their knowledge and skills to combat traffic fatalities and serious injuries. As needed, this project aimed to provide continuing educational opportunities for OTS staff as well as its safety advocate partners to further combat motor vehicle fatalities and serious injuries on Nevada roadways.

**TS-2024-NVOTS 658-00195 HSP and Annual Report Project****Funding Sources: 402****Budget: \$40,000.00**

This project provided funding to support the implementation of the Triennial Highway Safety Plan (3HSP), which describes data analysis of Nevada traffic safety issues and the strategies which will be used to address those issues in partnership with the State Highway Safety Plan (SHSP), the Annual Grant Application, and the Annual Report that provides information on the implementation, outcomes, and evaluations of the funded projects.

**TS-2024-NVOTS 658-00211 Traffic Safety Summit and Training****Funding Sources: 402****Budget: \$35,000.00**

This project provides funding to host the annual Nevada Traffic Safety Summit. The 2023 Traffic Safety Summit was held in September in Southern Nevada and the 2024 Traffic Safety Summit was held in November in Northern Nevada. These summits included speakers, workshops, breakout sessions, and vendor demonstrations. Attendees of the Summit included private and public agencies, the public, sub-recipients, tribal representatives, local law enforcement and regional transportation commissions, and Nevada SHSP partners.



## 4. Activity Report

### Projects Terminated or Not Implemented

#### **TS-2024-NVOTS 658-00199 Enhanced Mobility Interfaces & Equipment**

There were no new agencies that required interfaces or equipment throughout the grant year; therefore, no funds were expended from this grant project.

#### **TS-2024-EV Fam-00068 East Valley Community Center CPS Programs**

This project was terminated on April 1, 2024, at the request of the Subrecipient, due to a change in management and the loss of their only certified child passenger safety technician.

#### **TS-2024-NVOTS 658-00159 Speed Safety Program**

This internal project was not implemented because OTS found an external partner to conduct the Speed Safety Study. See Project **TS-2024-UNR-00224**

### Public Participation and Engagement

Nevada's OTS incorporates public participation, outreach, intentional engagement, and feedback and evaluation as an integral part of executing Nevada's HSP, program development, and project funding, in addition to analyzing sociodemographic data and how it relates to traffic fatalities. Program Managers are actively engaged alongside partners, stakeholders and community members and are embedded in traffic safety programs and services from working with young drivers, to attending community meetings and events, to hosting workshops, trainings, and listening sessions.

Several approaches have been used to participate in public engagement opportunities that collected important information and feedback. Some of these opportunities have coincided with existing OTS sponsored events, programs and projects. Other opportunities have allowed OTS to develop and implement data-driven initiatives and programming to address identified sociodemographic disparities, particularly those most significantly impacted by traffic crashes resulting in injuries and fatalities.

As outlined in the HSP (8.2), the HSO has several program areas that have identified ongoing engagement plans within several different focus areas, which includes 1) Tribal engagement, 2) New driver safety, 3) Motorcycle safety, and 4) Vulnerable Road Users and Community-based Traffic Safety Programs.

- 1) The Occupant Protection/CPS program actively engaged with tribal representatives and provided child passenger safety & occupant protection services to tribal populations statewide. The crash fatality rate compared to other populations shows American Indian populations as the highest in nine (9) of the 13 tracked categories. In Nevada, there are 20 federally recognized tribes, comprised of 27 separate reservations, bands, colonies and community councils. In FFY 2024, Nevada OTS coordinated certified child passenger safety technicians training and child safety seat installation events on the following tribal reservations: Duckwater Shoshone Tribe, the Moapa Band of Paiutes, the Pyramid Lake Paiute Tribe, the Reno-Sparks Indian



Colony, the Walker River Paiute Tribe, the Winnemucca Colony Council, the Yerington Paiute Tribe, and the Elko Band Council. Additionally, OTS is working with the Nevada Department of Health and Human Services Tribal Liaison to coordinate services and develop programming. Related Project: **TS-2024-NVOTS 658-00135**

- 2) The Zero Teen Fatalities (ZTF) Program has identified that few Nevada schools offer driver's education as part of the curriculum, and has thus provided educational, training, and outreach programs to help fill this gap by discussing the importance of safe driving behavior amongst the young driving populations. ZTF uses several different platforms to gather info and to ensure the curriculum is relevant and focuses on the needs of our young drivers. Young drivers are engaged through multiple programs, all of which include feedback mechanisms that include conversational feedback, post-training surveys, online feedback forms, and engagement with school personnel. The program strived to make these resources available to all populations and has implemented a QR code that is imbedded into the ZTF presentation. Students can then scan this code to provide them with an opportunity to attend Driver's Edge hands-on driving class. Additionally, ZTF now provides Graduated Driver Licensing (GDL) informational resources in both English and Spanish to increase the accessibility for all youth. Related Projects: **TS-2024-Drivers Edge-00054** and **TS-2025-Clark Co Schools-00083**
- 3) Nevada fatal crash data analysis identified that 45% of motorcycle riders killed in fatal crashes do not have a motorcycle license. In the Fall of 2023, a study was conducted to obtain feedback from unlicensed motorcycle riders to inform motorcycle safety education program improvements. In Nevada, a Class M (motorcycle) license can be obtained by taking a safety training class. The research study consisted of 4 focus groups of motorcycle riders. Feedback obtained from the focus groups indicated several insights, including the Class M license not being seen as essential, lack of access to a class, and the licensure requirements being too time consuming. Using this feedback Nevada contracted for a motorcycle program evaluation which included recommendations for improvement in instructor recruitment and retention and increasing training delivery. OTS' Motorcycle Program will be designing and implementing a new website section covering proper riding gear and a succinct description of how and why taking a course is beneficial to safety on our roadways. Creating this website content would be useful for future outreach events by having a QR code available for a passerby to scan and access additional resources including information on safety training. Related Project: **TS-2024-NVOTS 658-00203**
- 4) In 2024, Nevada OTS took feedback received from a series of public meetings and initiated development of a Community-Based Traffic Safety Program Model. In 2025 OTS is working with partners in Carson City to pilot this model that incorporates multiple types of activities, audiences, including older drivers, and feedback in a community-based approach. Related Projects: **TS-2025-CCSO-92** & **TS-2025-Carson City Public Works-82**

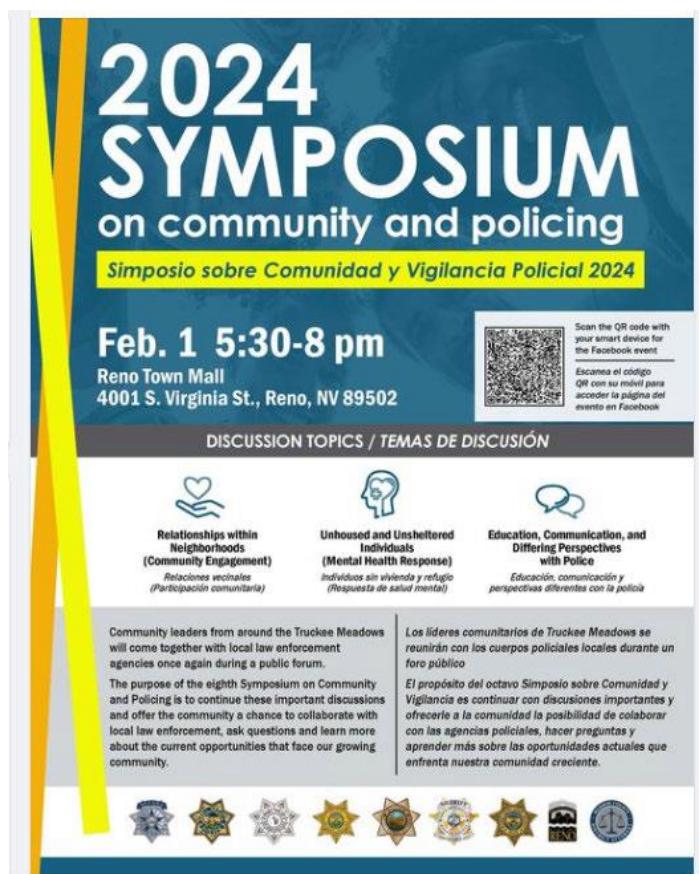


## Nevada's Evidence Based Enforcement Programs

a. At the 2023 Nevada Traffic Safety Summit (held in the fall of 2023) NHTSA Region 8 Administrator presented community collaboration best practices at a law enforcement luncheon. Beginning in FFY 2024 OTS implemented community collaboration into enforcement grants by having law enforcement agencies identify and document these activities in their projects proposals, progress reports, and monthly claims. The OTS online grant system was reprogrammed to include collaboration and feedback documentation in the mandatory monthly reporting template. Following are samples of local law enforcement agency activities reported through the traffic safety enforcement program.

## Northern Nevada Law Enforcement Symposium:

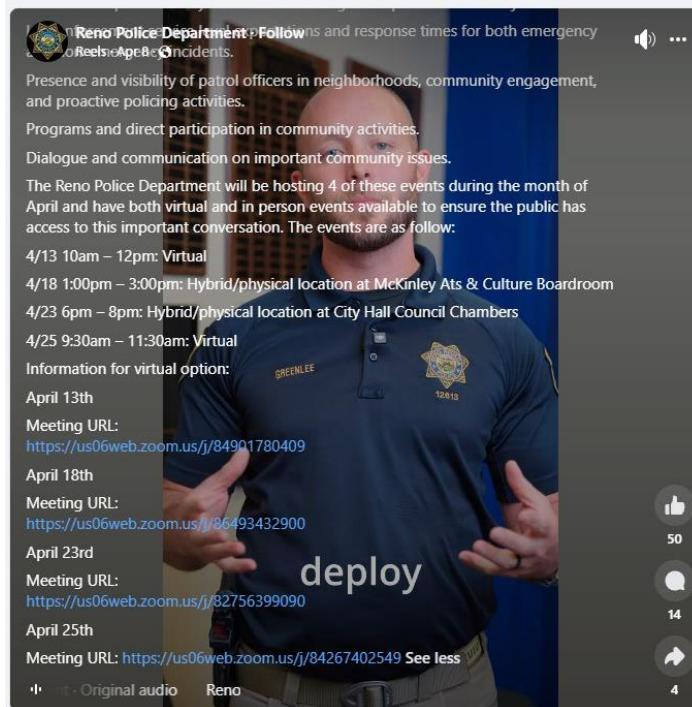
Northern Nevada Law Enforcement Agencies Hosted 2024 Symposium on Community and Policing. This event was held on February 1, 2024. Agencies participating in the symposium: Nevada State Police Highway Patrol, Reno Police Department, Sparks Police Department, University of Nevada, Reno Police, Washoe County Sheriff's Office and Washoe County School District Police. This was the eighth Symposium held in Northern Nevada. The agencies invited northern Nevada residents to attend to continue important discussions and offer the community a chance to collaborate with local law enforcement, ask questions and learn more about the current opportunities that face the growing community. Attendees had the opportunity to participate in separate group tabletop discussion, which covered topics such as: Relationships within neighborhoods, Community Engagement, Unhoused and Unsheltered Individuals, Mental Health Response and Education, Communication and Differing Perspectives with Police.





## Reno Police Department Public Meetings:

The Reno Police Department held Public Meetings looking for input on Response and Deployment. They were looking for comments on the response and deployment of police resources, including service expectations and response times for emergency and non-emergency incidents, presence and visibility of officers in neighborhoods, community engagement and proactive policing activities, and communication on important community issues. These events were held in April 2024: April 13, April 18, April 23 and April 25. Both virtually and in person.



## Lyon County Sheriff's Office:

Lyon County Sheriff's Office, NDOT, Carson Area Metropolitan Planning Organization's (CAMPO) and OTS met with Mound House, Nevada residents to discuss traffic safety issues. The Mound House meeting came as a result of two deaths within two weeks while attempting to cross a major thoroughfare.

### Mound House residents join traffic safety discussion

[nevadaappeal.com/news/2024/mar/08/mound-house-residents-join-traffic-safety-discussion/](https://nevadaappeal.com/news/2024/mar/08/mound-house-residents-join-traffic-safety-discussion/)

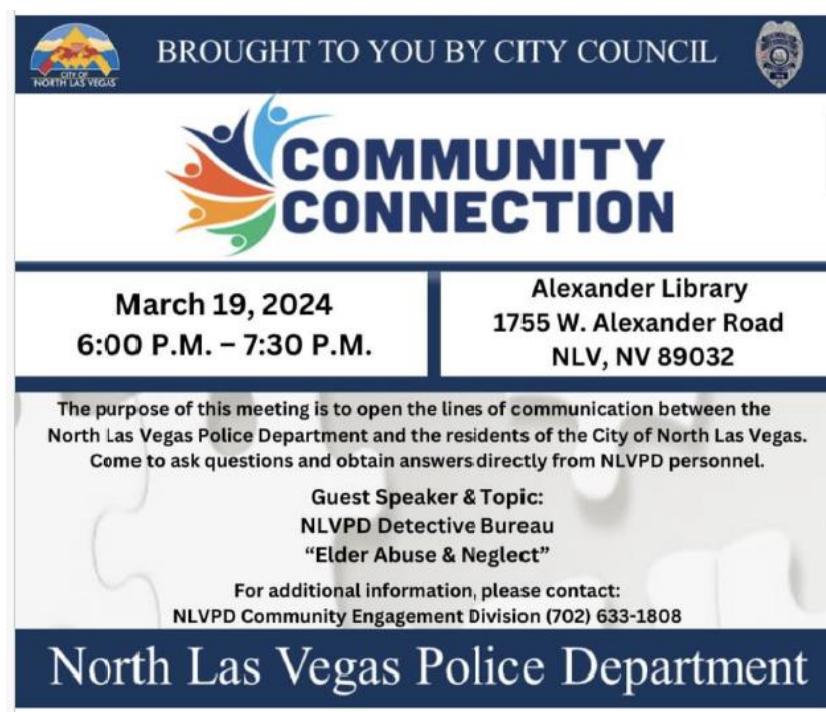




## City of North Las Vegas Police Department (NLVPD):

The North Las Vegas Police Department conducts various community engagement activities throughout the year. March 19, 2024, they held a Community Connection. The purpose of the meeting was to open lines of communication between the Police Department and the residents of the City of North Las Vegas. The agency also participates in R.E.C.A.P (Rebuilding Every City Around Peace). R.E.C.A.P is a faith-based community and law enforcement partnership that bring intervention and proactive positive response to crime and trauma scenes in an effort to prevent further violence.

NLVPD through their Community Oriented Policing (COP) Unit are committed to maintaining a culture of collaboration and community engagement that all personnel contribute to on a daily basis. Officers assigned specifically to the COP Unit are responsible for various programs designed to reduce crime, reduce the fear of crime, enhance relationships within the community, build trust, and encourage an open dialogue between the community and the Police Department to improve the quality of life for all within the City of North Las Vegas.



b. Nevada Revised Statutes 484B.830 through 484B.847 mandate traffic STOP data collection that includes race, ethnicity, outcome of the stop and several other elements. This data collection is done through the statewide electronic crash and citation system managed by the OTS. OTS receives NHTSA Section 1906 Racial Profiling Data Collection funds. These funds are subgranted to the University of Nevada, Las Vegas, to study and analyze and report on the outcomes of traffic stops to ensure transparency and identify potential disparities. The research team at UNLV work with law enforcement agencies to provide information and feedback to inform agency enforcement policies.



## Mobilization Participation

Nevada has a robust Traffic Safety Enforcement Program (TSEP) in which encompasses a comprehensive high-visibility enforcement (HVE) program known as the Joining Forces program. Nevada's OTS coordinated 12 statewide HVE events with 7 of them aligning with national mobilization campaigns identified in NHTSA's traffic safety marketing calendar. These events were achieved through the Joining Forces program coordinating across multiple law enforcement agencies covering all of Nevada's Critical Emphasis Areas. Engaged agencies were committed to the mobilization efforts. 42,186 traffic enforcement contacts were made for a variety of violations during the 12 HVE events.

The following is the list of participating agencies, with a breakdown of citations written shown in **Table 2**.

Boulder City Police Department  
Carson City Sheriff's Office  
City of Las Vegas Department of Public Safety  
City of North Las Vegas Police Department  
Clark County School District Police Department  
Douglas County Sheriff's Office  
Elko County Sheriff's Office  
Henderson Police Department  
Humboldt County Sheriff's Office  
Lander County Sheriff's Office  
Las Vegas Metropolitan Police Department  
Lincoln County Sheriff's Office  
Lyon County Sheriff's Office  
Mesquite Police Department  
Mineral County Sheriff's Office  
Nevada State Police-Highway Patrol – NE, NW, S  
Nye County Sheriff's Office  
Pershing County Sheriff's Office  
Pyramid Tribe Police Department  
Reno Police Department  
Sparks Police Department  
Washoe County School District Police  
Washoe County Sheriff's Office  
West Wendover Police Department  
White Pine County Sheriff's Office  
Board of Regents, University of Nevada, Reno (UNR)  
Board of Regents, University of Nevada, Las Vegas (UNLV)



Category	FY2024
DUI	446
Field Sobriety Tests (FST's) Conducted	926
Seat Belt	509
Child Seat	85
Speed	26,861
Vulnerable Road User	475
Distracted Driving	2,447
Reckless Driving	161
Failure to Yield	857
Red Light Running	872
Warnings	11,235
Number of Contacts	42,186

**Table 2:** Mobilization Participation Chart FFY2024

The Nevada Office of Traffic Safety contribution in high-visibility enforcement (HVE) mobilization efforts of Joining Forces was recognized through multiple earned media placements. These placements were on news programs and through various digital media news sources.



## 5. Paid & Earned Media and Public Relations

### *Coordination*

NDOT Safety Engineering and the Nevada OTS continue to partner on the Zero Fatalities Nevada efforts. This includes greater coordination with a single advertising firm. Duplication of efforts has been reduced with public relations, paid media, and outreach implemented by a single source. NDOT and OTS, working in conjunction with their media firm, have developed a local partner outreach plan that supports traffic safety messaging through community organizations. Additionally, feedback is solicited from the member agencies of the Nevada Advisory Committee on Traffic Safety, and additional coordination is achieved by member agencies meeting on a regular basis to support one another's messaging.

### *Elements*

This year, the Zero Fatalities traffic safety campaigns focused on the following areas:

- Impaired driving
- Distracted driving
- Occupant protection
- Intersection safety
- Bicycle safety
- Drowsy driving
- Aggressive driving
- Teen driving
- Older driver safety

From October 2023 to September 2024, our media campaigns that involved Outdoor (posters) or Digital (online banners):

- Radio (traditional broadcast and online outlets such as Spotify)
- Outdoor (Posters, Wall Clings)
- Digital (online banners, boosted social media content)
- Social (Facebook, Amazon, YouTube)
- Sports sponsorships (Raiders Program)
- Outreach (Community and Safety Events)
- Public Relations (press releases and media interview)

### *Updates and Results*

Overall, from October 2023 to September 2024, the OTS Zero Fatalities branded campaigns delivered over 20 million media impressions. The Zero Fatalities program continues to have recognition of over 50% with Nevada residents.