

**State of Nevada
Department of Public Safety**

Office of Traffic Safety



PROMOTING AWARENESS

SAVING LIVES

**ANNUAL PERFORMANCE REPORT
FFY 2009**

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Nevada Office of Traffic Safety

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A Message from the Director

Dear Fellow Nevadans,

The Department of Public Safety, Office of Traffic Safety, was established by public law and has operated continuously since 1966. Our goal is simple: to reduce the number of fatalities and serious injuries from traffic related crashes.

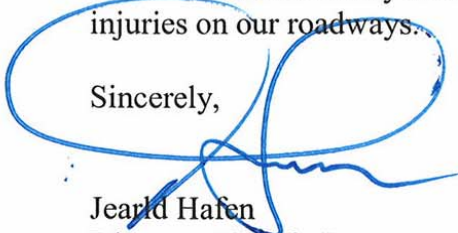
Roadway fatalities in Nevada have declined significantly in the past few years. 324 people were killed in 2008 compared to 373 in 2007. This year we continued to make our roadways safer for all Nevadans by emphasizing programs that focus on the four 'E's' to reduce traffic related injuries and fatalities: education, enforcement, emergency medical systems; and engineering. Through our combined efforts with Nevada's Department of Transportation and other traffic safety partners across the state, in implementing Nevada's Strategic Highway Safety Plan, we achieved our goal of reducing fatalities in 2008 by 100 from the 432 lives lost in 2006. If the current downward trend continues, this past year will be considered the safest driving year since 2003 at well under 300 fatalities for calendar year 2009.

But we still lost 324 people on our highways in 2008, and that is 324 too many. Thousands more were injured in collisions. Most of these injuries and deaths could have been prevented if drivers had obeyed traffic laws, used safety belts, driven within the speed limit, and not driven under the influence of alcohol or drugs. Obviously, there is much more work to be done if we are to stop this preventable and needless loss of life.

During 2009 we focused our efforts on impaired driving, occupant protection, speed enforcement, and pedestrian safety. In 2010 we will continue to use innovative approaches to address these and other priority areas such as motorcycle safety and distracted driving issues, which are seeing a significant increase in crash causation both nationally and statewide. We will continue to be heavily involved in pedestrian safety, as well as programs that address the driver's education and safety of our young drivers.

As the Director of the Nevada Department of Public Safety, I commend the collaborative efforts of the Office of Traffic Safety and I am committed to supporting their efforts in 2010 to save lives and prevent injuries on our roadways.

Sincerely,


Jearld L. Hafen
Director, Nevada Department of Public Safety
Governors Highway Safety Representative

ANNUAL PERFORMANCE REPORT

FEDERAL FISCAL YEAR 2009

PREPARED BY

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

TABLE OF CONTENTS

2008 Nevada Traffic Safety Facts	6
The Office of Traffic Safety Vision	7
Mission	
Philosophy	
Goals	
Program Funding	8
Areas of Concentration	9
Alcohol and Impaired Driving	9
Occupant Protection	12
Motorcycle Safety	17
Pedestrian and Bicycle Safety	18
Police Services - <i>Joining Forces</i>	20
Community Programs	23
Traffic Records	26
Paid Media and Public Relations	28
Performance Summary	35
Funding Summary	36

CALENDAR YEAR 2008 NEVADA TRAFFIC SAFETY FACTS

- 324 Number of people who died on Nevada's highways in 2008
- 107 Number of fatalities in crashes that involved alcohol
- 33.0 Percentage of fatalities that involved a person who tested positive for alcohol
- 188 Number of single vehicle crashes that resulted in a fatality
- 65 Number of fatalities that occurred at an intersection
- 158 Number of roadway departure crashes that resulted in fatality
- 199 Number of passenger car occupants killed in crashes
- 98 Number of light truck / van occupants killed in crashes
- 0 Number of large trucks involved in fatal crashes
- 0.0 Percentage of fatal crashes that involved a large truck
- 59 Number of motorcycle riders killed on Nevada's highways
- 18.0 Percentage of all fatalities who were riding a motorcycle
- 75.0 Percentage of motorcyclist wearing helmets at the time of crash
- 91.2 Percentage of motor vehicle occupants observed using safety belts in Nevada
- 46 Percentage of motorists killed who were not wearing safety belts
- 7 Number of bicyclists killed
- 2.0 Percentage of all fatalities who were riding a bicycle
- 56 Number of pedestrian fatalities in 2008
- 17.0 Percentage of all fatalities who were pedestrians
- 93 Number of speeding related fatalities
- 28.7 Percentage of fatal crashes where speeding was considered a factor
- 12.46 Number of fatalities per 100,000 population in Nevada, all ages
- 1.50 Number of fatalities per 100 million miles driven in Nevada

THE OFFICE OF TRAFFIC SAFETY VISION



A statewide network of roads and highways safe to drive, bike, walk and ride.

OUR MISSION

The Nevada Department of Public Safety-Office of Traffic Safety (DPS-OTS) provides funding and expertise, creates partnerships, and promotes education to reduce deaths and injuries on Nevada's roadways.

OUR PHILOSOPHY

The Office of Traffic Safety is a team of professionals committed to saving lives on Nevada's roadways through innovative, proactive highway safety programs. DPS-OTS will promote safe roadways by using creative ideas from both the public and private sectors; adhere to the highest standards for program implementation; provide assistance to communities; and perform our services in the most efficient and effective manner possible.

OUR GOALS

1. To reduce the number of motor vehicle, pedestrian, bicycle, and motorcycle fatalities, as well as the number of serious injuries on Nevada's roadways.
2. To develop new ways of changing driving behaviors.
3. To improve the image, effectiveness and efficiency of the Department of Public Safety - Office of Traffic Safety.

PERFORMANCE GOAL

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

PERFORMANCE MEASURE

- Reduce the number of persons killed in traffic collisions to no more than 12.00 per 100,000 population in calendar year 2010.
- Utilize Federal and State matching funds (10% of Section 402 funding) to provide planning and administration for State Highway Safety Office programs.

Performance Objective: *Reduce the Fatality Rate per 100,000 population from 16.77 recorded in 2003 to 12.50 fatalities / 100,000 population by September 2008.*

Actual Performance: *The fatality rate, per 100,000 population, in 2008 was 11.83 / 100,000 population. The final fatal rate for 2009 will not be available until February 2010, however, it is estimated it will be less than 11.83 fatalities/100,000 population.*

PROGRAM FUNDING

Designated by the Governor, the Nevada Department of Public Safety - Office of Traffic Safety (DPS-OTS) is responsible for receiving federal highway safety funds and coordinating highway safety programs. To accomplish this task, the Nevada DPS-OTS develops an annual Highway Safety Plan (HSP) that identifies key highway safety issues and problems in our state. DPS-OTS then solicits proposals statewide to address the identified problems. Available funds are then allocated to state and local governmental and non-profit agencies to implement traffic safety programs and projects.

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

SAFETEA-LU provided Nevada with a basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2009, Nevada qualified for grants to address Impaired Driving (Section 410), Traffic Records and Data (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Nevada was also the recipient of Section 406 incentive funding, a one-time award that was based on maintaining an observed seat belt usage rate of greater than 85% for two years in a row (for a state with a secondary enforcement law).

A limited amount of DPS-OTS operating funds for 2009 consisted of awards carried forward from prior grant years and matching State Highway Fund appropriations.

Grants awarded to state, local and non-profit agencies are used to initiate planning to identify highway safety problems, provide start up “seed” money for new programs, and continue on-going projects. Federal funds are intended to create and help sustain innovative programs at state and local levels, and to leverage the commitments of state, local and private resources.

AREAS OF CONCENTRATION

Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in Federal Fiscal Year 2009 include the following:

ALCOHOL AND IMPAIRED DRIVING

The goal of this program is to educate and prevent people from driving while under the influence (DUI) of alcohol or other drugs, reduce recidivism, and remove DUI drivers from the road. Nevada's programs used a comprehensive approach by funding education, prevention, and enforcement programs.

Impaired driving (alcohol/drugs) is the most common cause of crashes resulting in injuries and death. Nevada's percent of impaired driving fatalities remained stable from 1999 to 2002. In 1999, the percent of impaired fatalities was 44%. For the next three years (2000 – 2002) the percentage remained at 42% - 43%. A significant increase occurred in 2003 when slightly more than 50% of the fatalities were related to impaired drivers. In 2004, a small decrease in alcohol related fatalities left us at 47%. After pursuing this matter, through aggressive enforcement and education, Nevada's impaired related fatality rate dropped to 35.3% in 2006 based on known test results. Alcohol related fatalities for 2007 were 32% and for 2008, 33%.

Even with the decrease in alcohol related fatalities in 2005 and 2006, Nevada continued to rank among the top 10 in the nation for the number of alcohol related fatalities per vehicle miles driven. Factors compounding this problem include our explosive growth rate (concentrated in the two metropolitan areas of Las Vegas and Reno) and the availability of alcohol 24 hours a day, 7 days per week. The ranking for 2007 dropped Nevada out of the top 10 (now 15th). 2008 ranking is waiting on the final Annual Vehicle Miles Traveled (AVMT).

Safety campaigns, particularly those discouraging impaired driving must be constantly reinforced to reach our new residents as well as those visiting Nevada for recreation or business. Nevada did pass a 0.08 BAC per se law effective September 23, 2003. The implementation of this law presented an opportunity to reinforce the message; *Over the Limit, Under Arrest*.

During 2008 our efforts to reduce the incidence of impaired driving on Nevada roadways focused on specific areas that we know to be effective.

Our Accomplishments

Fatality Rates: In 2005, and continuing into 2007, significant progress was made in reducing the percent of fatalities related to alcohol (FRA). The statewide FRA percent was reduced from a high of almost 50% in 2003 to 32% in 2007. While the FRA percent has dropped below the national average, Nevada's impaired fatality rate per vehicle miles driven still remains above the mark set by the other states. In 2008, Nevada's rate per AVMT for impaired fatalities was 0.51.

DUI Courts: DPS-OTS recognizes that a big part of the impaired driving problem is dealing with alcohol and drug addiction issues. The prevalence of repeat DUI offenders is a serious problem not only in Nevada, but throughout the United States. Through a program designed to fund start up expenses for courts that specialize in impaired and drugged driving, the problem driver receives supervised treatment as an element of their conviction. The DPS-OTS has provided grant funds to establish three DUI courts in Nevada previous to 2008. Continuing grants for DUI Courts include:

- 2nd Judicial District Court in Reno (a felony level court)
- Las Vegas Township Justice Court (a second court within Justice Court)
- Washoe Alternative Sentencing (working with both Reno and Sparks Justice Courts)

Partnerships: The DUI problem is a small part of an important social issue that impacts our community and population. Addressing the DUI driver involves the community and many different agencies and branches of government. At the recommendation of a board of experts, the DPS-OTS established a statewide impaired driving coalition. In 2006, the Coalition became affiliated with the Nevada Attorney General and was renamed the Attorney General's Advisory Coalition on Impaired Driving (AGACID). This Coalition was instrumental in passing important alcohol related legislation during the 2007 Legislative Session. During 2008, the Coalition prepared 4 legislative requests for the 2009 session. These include: Interlock requirements for DUI offenders; evaluations; reducing the high BAC definition to 0.15 and BAC testing for fatal crashes to include surviving drivers. None of these requests were passed. during the 2009 Legislative Session

Community organizations are also supported with such programs as community coalitions conducting impaired driving education for youth. Safe rides programs emphasizing designated drivers or promotion of free rides during holidays or special events with partners in Las Vegas and Reno/Sparks.

Enforcement: Enforcing traffic laws is a major element in educating the public. In 2009, our efforts included stepped up enforcement during December, February (Superbowl), April, July (Independence Day) and August (Labor Day). Each enforcement period was conducted by law enforcement agencies that have jurisdiction over 90% of the state population. These agencies produced numerous media releases and engaged in over 9,000 hours of overtime enforcement. We anticipate an increase in the number of arrests for DUI which exceeded 19,400, statewide, in 2008.

Drug Recognition Expert (DRE) Training: Educating our law enforcement officers to recognize an impaired driver is an important element in enforcing our laws. Our efforts to increase the number of DRE trained officers continued in 2009 with DRE classes conducted by trained Nevada instructors and course managers trained via DRE grants between 2005 to 2008.

Our Challenges

Drug Related Fatalities: Unfortunately, the increase in drug impaired driving fatalities appears to offset many of the gains made by reducing alcohol related fatalities. Removing the driver who is under the influence of drugs from our highways is an even bigger challenge due to the complexities of the law and the ability of law enforcement to identify an impaired driver before a crash has occurred.

Lack of Treatment Providers: There is a general lack of intervention and treatment programs for the impaired driver outside of the Las Vegas and Reno/Sparks metropolitan areas. Experience has shown that the untreated alcohol or drug abuser is likely to be a repeat offender. With the increase of DUI Courts additional providers will be needed. We do anticipate that the normal three year start up to achieve a “full case load” for a court will allow the gradual increase in treatment providers.

Legislation: To qualify for future funding for alcohol programs, it will be necessary for the Nevada State Legislature to pass new legislation on impaired driving. Some, but not all, of these key bills will be scheduled to be heard during the 2011 session that convenes in February. Failure to pass the required bills will significantly reduce the amount of funding that can be committed to aggressive enforcement, education, and paid media.

Performance Objective: *Reduce the percentage of persons killed in alcohol/drug-involved collisions from 38% recorded in 2005 to no more than 31% in 2009.*

Actual Performance: *The measured alcohol fatality percent for 2006 was 35%, which is 2% lower than the established goal. For 2007 the percentage was 32% and 2008 was 33%. We anticipate that 2009 will show a reduction in this percentage.*

Statistical Summary

Enforcement

Six specific DUI campaigns were conducted during FFY 2009. \$732,340.00 in 410 funds supported these events.

To support these events \$ 313,940.00 was spent on paid media. The estimated earned media was valued at \$26,010.00.

Citations

All enforcement events result in a wide variety of citations and arrests. Seat Belt citations are written during DUI enforcement campaigns just as DUI arrests are made during seat belt campaigns.

The following citation summary is for the six DUI events as well as the entire enforcement effort for all campaigns during the year. All events included DUI (6), Seat Belt (3), Teen Seat Belt (4), Speed (2), and Pedestrian (2).

Citation/Arrest	DUI Campaigns	All Campaigns
DUI	555	1,283
Seat Belt / Child Seats	585	4,182
Teen Belts / Citations	0	1,666
Speeding	3,457	23,601

Pedestrian		
Driver at Fault	10	1,257
Pedestrian at Fault	30	486
Felony Arrests	57	138
Drug Arrests	111	279
Stolen Vehicles	2	12
Suspended License	438	2,122
No Insurance	929	5,713
Reckless Driving	82	173
Other Citations	3,478	17,004
Warnings	5,798	18,367
Total	15,532	76,283

OCCUPANT PROTECTION

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

The observed safety belt use rate for Nevada in 2009 (91.0%) was one of the highest in the nation for states without a primary safety belt law. Despite this success, 46% of all 2008 (the most current data available) Nevada motor vehicle occupant fatalities involved vehicle occupants who were not wearing restraints. Continued effort is needed to both increase safety belt use for the habitual non-user, and to educate our new residents about the importance of occupant restraints and their effectiveness at saving lives.

Young males, night-time drivers, and impaired drivers disproportionately represent the non-users of belts in Nevada fatal crashes. Safety campaigns, particularly those that encourage safety belt use and emphasize enforcement, must constantly be reinforced to reach new residents as well as those visiting Nevada for recreation or business, particularly commercial truckers.

During the past eight years, Nevada has conducted annual *Click It or Ticket* (CIOT) campaigns that included paid media messages and enhanced enforcement activities during the month of May. Secondary campaigns are usually held in November of each year, during the high volume of holiday travel on our roadways. Results of these efforts are encouraging. In 2002, our base

year, the State seat belt use rate was 74.5%. Following determined efforts of law enforcement and paid media campaigns, the official usage rate in June 2009 was 91.0%.

DPS-OTS allocated a total of \$ 759,337 for FFY 2009 to OP program management and program grantees which included: enforcement, paid media; CPS program grants; seat belt surveys, etc.

Include was approximately \$23,000 allocated in various grants for the purchase of child car seats, many of which were distributed at various car seat checkpoint events throughout Nevada. The data reported by grantees showed that approximately 1,641 child car seats were inspected during check point events with less than 2% of inspected seats having been installed correctly. During car seat check events, approximately 571 child safety seats were replaced and provided to low income families at no cost or at very low cost. Additionally, thousands of Nevada parents and caregivers were educated regarding proper use of approved child safety seats and other restraints.

Daytime Observation Survey Results

The 2009 statewide observed rate for daytime seat belt use in Nevada is 91.0 percent, based on a weighted-usage rate by vehicle miles traveled (VMT). This rate was determined by conducting an observational survey of seat belt usage during the month of April, 2009, at 58 locations across the State. These sites were selected based on criteria prescribed by the National Highway Traffic Safety Administration's (NHTSA) Code of Federal Regulation (CFR) requirements as specified in Title 23 CFR Part 1340 (also known as Section 157 surveys).

Some 9,564 vehicles were observed during the survey process. Only front seat occupants were observed for this survey. The seat belt usage rate without considering a weighted average is 89.8 for all occupants (drivers 89.4 percent and passengers 91.7 percent). Usage rates by gender were also determined. The usage rate for Nevada female drivers (91.2 percent) was higher than Nevada male drivers (88.3 percent). Usage rates were determined by vehicle type with no consideration of state of registration. Rates by type of vehicle were determined to be 90.2 percent for sedans/station wagons, 90.6 percent for vans/SUVs, and 84.5 percent for pickups. Seat belt usage rates by ethnicity showed that people belonging to ethnic groups other than Caucasian, African American, and Hispanic showed the highest rates (92.6 percent), and those belonging to Caucasian, African American and Hispanic ethnic groups showed the lowest (85.1 percent). Seat belt usage rates in terms of functional classification of roadways showed that rural collectors had the lowest usage rates by occupants with 86.3 percent in rural southern Nevada and 87.2 percent in rural northern Nevada.

Nighttime Observational Survey Results

The DPS-Office of Traffic Safety contracted the University of Nevada-Las Vegas Transportation Research Center (TRC) to determine a survey methodology for estimating night-time seat belt usage rates for the Las Vegas metropolitan area. This was determined by conducting seat belt usage observations during the months of December and January, 2008/09, at 6 locations across the Las Vegas metropolitan area*.

Some 3,677 vehicles were observed during the survey process. For the purpose of this survey only front seat occupants were observed. Occupant seat belt usage was observed and reported in 15 minute time intervals with usage rates being calculated and assigned to each interval. Additionally, daytime observations were made at these sites on the same day for comparison purposes. The overall night-time seat belt usage rate for 8-hour time periods for all of the six

sites, without considering weighted average, was 81.3 percent for all occupants (drivers 80.4 percent and passengers 84.9 percent). The usage rate for female drivers (81.1 percent) was higher than male drivers (80 percent). The nighttime usage rates were about 10 percent lower than the daytime average usage rates. Usage rates were also determined by vehicle type with no consideration of state of registration. They were determined to be 80.9 percent for sedans/station wagons, 72.6 percent for pickups and 82.4 percent for vans/SUVs. Analyses also showed that usage rates depend heavily on the time of day. As expected, at most of the sites seat belt usage rates showed significantly lower rates during late night and early morning hours (11:30 PM – 3:00 AM). This study shows that it is important to consider the time when conducting seat belt observational surveys. FARS data and traffic volume data were also analyzed to determine the possible impact of the lower night-time seat belt usage rates. This analysis showed that occupant risks associated with restraint non-usage during late night and early morning hours is much higher than those during daytime hours.

*Las Vegas is in Clark County which represents approximately 75% of the State's population.

Our Successes

As stated above, findings for the 2009 usage survey show that Nevada's seat belt usage rate was 91.0%. This is the fifth consecutive year that Nevada exceeded a 90% usage rate. The overall observed usage (shoulder belt survey) is well above the national average which is 84%.

Consistent enforcement and paid media advertising have resulted in a 23% increase in the observed seatbelt usage rate since 2002. The restraint use by occupants involved in fatal motor vehicle crashes is still too low when compared to the observed usage rate, but there appears to be a direct correlation to a declining trend in unrestrained fatalities as seatbelt usage rates increase. For 2003, the overall seat belt non-usage rate in fatal crashes was 59 %. The non-usage rate for motor vehicle occupant (MVO) fatalities was 46% for 2008. While still very high, this represents a 22 % improvement.

Occupant Protection for Children (OPC) Mini-Grant Program: This program continues to provide mini-grants (up to \$2,000 each) to agencies for one-time special events or training on seat belt or OPC issues in their communities. Only agencies with a currently certified CPS Technician, or those preparing to provide CPS Technician training to their staff, are eligible for the OPC mini-grant funds. An example of a success story involves a child safety program event conducted by *University of Nevada Cooperative Extension (UNCE)* in Northeast Clark County (rural). UNCE, by using funds available through a mini-grant for their child restraint program, has made a difference. During the months of October 2008 - September 2009, UNCE inspected 363 child seats and educated 254 adults in the proper installation, care and use of child safety seats. A total of 147 new seats were installed or replaced at no cost or for a small donation during that period. UNCE reported that a follow-up telephone survey of a sample of former participants showed that 88 percent of respondents felt more comfortable about their ability to install a seat correctly. Ninety-two percent rated the demonstration of proper installation as very helpful and 96 percent reported always using a safety seat when traveling with their child.

Safe Kids Clark County (SKCC) program assists children with special needs. Initially, the grant activities would revolve around the special needs of children in SPICA casts, low-birth weight infants and children with hydrocephalic conditions. It was found that children who have Autism have special needs as well. Generally, this population does not require special devices to buckle up properly, however, their caregivers and parents need guidance. A child with Autism in a loose harness is as good as unbuckled! They are indeed the "Houdini's" of the special needs world. A loose harness or incorrectly placed chest clip spells disaster in many ways. Demonstrating proper

fit techniques to the caregivers and stressing the importance of a snug fit changed the way these children were transported. E-Z On Vests are a virtual miracle to these caregivers. The children remain buckled during transport. Over 98 special child car seats including Hippo, small and large E-Z-On vests, Safety First/Apex 65 and Mia Moda infant for low birth weight seats were purchased under this grant.

Unrestrained Fatality Rates: 46% percent of Nevada’s motor vehicle fatalities last year were unbuckled. Comparison to 2003 reveals consistent improvement:

Nevada	2003	2004	2005	2006	2007	2008
% fatalities not restrained	59%	47%	49%	47%	48%	46%

This consistent improvement in unrestrained fatalities is a trend that correlates with the State’s observed belt usage rates:

Nevada	2004	2005	2006	2007	2008	2009
Safety belt usage rates	88.6%	94.8%	91.2%	91.2%	90.1%	91.0%

Enforcement: Traffic law enforcement is a major tool in educating the public and affecting driver behavior. In FFY2009, our occupant protection efforts included aggressive enforcement during May (Memorial Day, Click it or Ticket), and November (Thanksgiving, Click it or Ticket). Again, the enforcement waves were conducted by the State’s Joining Forces program, which includes key law enforcement agencies that cover over 95% of the State’s population. Of the more than 374 Joining Forces traffic enforcement events conducted in FFY09, 47 were focused on seat belt enforcement. 3,714 seat belt citations were written and reported during all of the Joining Forces enforcement events.

Training: DPS-OTS continued to sponsor Child Passenger Safety Technician courses as well as the State’s standardized 12-hour CPS Technician Assistant course. Sponsorship can include payment of online fees, use of a mobile CPS training trailer, and/or scholarships for lead agencies facilitating the training. In addition, DPS-OTS provides targeted CPS training for law enforcement, emergency response personnel, day-care providers, and other community support organizations. In 2008, DPS-OTS gained approval from P.O.S.T. (Police Officers’ Standards of Training) for the CPS Technician course to qualify for continuing education credits for law enforcement officers. We are currently working with P.O.S.T. to also approve the T.O.P.S. (Traffic Occupant Protection Strategies) curriculum for law enforcement in Nevada.

Partnerships: DPS-OTS serves as the staff for the State’s CPS Task Force. This group is responsible for administering the Family Vehicle Safety Program’s (FVSP) two-hour training program for child seat violators (NRS 484.474). They are also tasked with maintaining quality control of the state’s certified Instructors and Technicians, recruitment of new CPS advocates, proposed legislative updates, and overall CPS educational needs.

In addition, the State partners with multiple local and non-profit community service agencies in providing occupant protection safety education to their clientele and the general public. Safe Kids Washoe County, Safe Kids Clark County, Child and Protective Services, and the network

of Family to Family Connections located throughout the State, are just a few of Nevada's partnerships in this Occupant Protection program area.

Legislation: There is massive evidence to support the fact that states with primary safety belt laws not only increase their safety belt usage rate, but experience a decrease in traffic related injuries and fatalities as well. A primary seat belt law has been introduced during the past seven of Nevada's biennial legislative sessions without success. There was much debate about a primary seat belt bill presented by Nevada's Sheriffs & Chiefs Association in the State's 2009 Legislative Session and, despite passage of the bill in the Senate, it was eventually defeated in the Assembly Transportation Committee.

Also, during the 2007 legislative session, the State's CPS Task Force pursued revisions to the State's child restraint law to require restraints for all children under age 8 (unless 4' 9" tall). Current Nevada law requires appropriate child restraints for children under age 6 and weighing less than 60 pounds. This was also defeated.

Our Challenges

Primary Safety Belt Law: Nevada's safety belt law is secondary, in that an officer cannot pull over a vehicle simply because of an observed safety belt violation. There are volumes of evidence to support that states with primary safety belt laws exhibit higher safety belt usage rates, and fewer deaths and injuries from motor vehicle crashes involving unrestrained occupants.

Nevada is in an awkward position in that we have secondary safety belt law and a high safety belt usage rate of over 90%. It will be difficult to convince legislators to pass a primary law, when the usage is already high, and theoretically isn't likely to go much higher (studies show that states that go from secondary to primary laws increase their usage rates by up to 12% during the first year after enactment). The focus in Nevada's 2011 Legislative Session for a primary belt law will be to show that the populations disproportionately not buckling up in their cars (e.g., young male, night-time drivers, operators of pick-up trucks and impaired drivers are those most likely to be involved in injury or fatal crashes). Efforts are underway to develop data showing the costs of medical services that are incurred by public health institutions because of inadequate or nonexistent insurance coverage for unrestrained drivers or vehicle occupants involved in crashes.

Family Vehicle Safety Program (FVSP): This is a training program for child restraint law violators. The curriculum, instructor approval, and program policies are administered by the State's CPS Task Force. The course is a standardized two hours, part classroom and part car seat installation education for the parent/caregiver. The provider is allowed to charge a \$30 fee to the violator, as well as the cost of a new seat, if one is needed. DPS-OTS 'approves providers' per statute and provides a list of such to all Nevada courts. Provider qualifications are determined by the State's CPS Task Force. It continues to be a challenge, however, to make the public aware of the program, updating the curriculum (with data) each year, and recruiting and maintaining quality FVSP providers, as there is no available state funding to maintain the program.

Performance Objective: *Maintain or improve a statewide observed safety belt use rate of 91% or higher in 2010.*

Actual Performance: *The observed safety belt use rate in 2009 was 91.0%, the fifth consecutive year it has been documented to be greater than 90%.*

Performance Objective: Reduce the number of unrestrained fatalities by 5% from 46.9% recorded in 2004.

Actual Performance: The rate of unrestrained fatalities rose in 2006 and 2007 from 47% to 48% and declined in 2008 to 46%. Nevada's population also grew by 8% from 2005 to 2007 and only slightly grew in 2008. Data demonstrate that the State made a significant improvement in its unrestrained fatalities number per 100,000 of population in 2008.

<u>Year</u>	<u>Number Unrestrained Fatalities (UR)</u>	<u>Number UR per 100,000 population</u>
2005	139	5.52
2006	148	5.64
2007	124	4.56
2008	91	3.50

MOTORCYCLE SAFETY

Over the years, the number of fatalities resulting from crashes involving motorcycles has been subject to large percentage swings. However, as in many other regions of the country, the general trend in Nevada has been upward for the past few years. There appears to be several reasons for this increase, with one notable reason being an increase in fatalities and crashes involving the older, returning rider. The older rider often finds the performance of newer model motorcycles exceeds his or her ability to ride safely. A second group experiencing problems is the younger rider on the high performance motorcycle.

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

Our Successes

The Nevada Rider Motorcycle Training Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers three courses. The Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to state driver's license endorsements (motorcycles and helmets are provided for the students). In 2008, there were 584 Beginning Rider classes conducted through the program, graduating 5,570 students. The program also teaches the Experienced Rider Course which is a one day course designed to update skills for current riders who currently own a motorcycle. Sixty-eight (68) Experienced Rider classes were conducted graduating 524 students in 2008. The third course, called the Sidecar and Trike Education Program, is a one and one half day course for experienced three-wheel riders. Students

provide their own machine and protective gear. Two (2) classes were conducted in 2008, graduating eight (8) students.

In the 2005 NHTSA publication titled Promising Practices in Motorcycle Rider Education and Licensing, Nevada's Rider Program was identified as one of the top 4 in the Nation, based on a comprehensive review of program administration, rider education and licensing.

Another important best practice for improving motorcycle safety is to increase motor vehicle drivers' awareness of motorcyclists, by educating drivers on the importance of sharing the road with motorcycles. Due to the small profile of a motorcycle in traffic, it is common for drivers to not be aware of approaching two wheel vehicles. Raising awareness levels during peak riding periods, such as motorcycle rallies and sporting events, reminds motorists to take that second look when entering an intersection.

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

Beginning in 2008, an alcohol campaign was started with program monies. It consisted of outdoor advertising and counter pamphlets placed in various motorcycle shops.

Our Challenges

Educating the beginning and returning rider is considered one of the best practices for reducing motorcycle fatalities. Despite the record number of students being trained annually, the Nevada Rider Training Program is limited by the number of accessible training sites throughout the State. To partially address this problem, a special 37 foot fifth-wheel trailer is used to provide training in rural Nevada. This trailer carries 13 motorcycles and can be used as a classroom, complete with furniture and audio-visual support. Fixed site training is conducted at three State community colleges and at training ranges located in Carson City and Fallon. In 2008, a new training site opened in northern Nevada.

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

Actual Performance: The number of motorcycle fatalities in Nevada dropped to 50 in 2007. Preliminary FARS data indicates motorcycle fatalities in 2009 will be less than 45 in 2009.

PEDESTRIAN AND BICYCLE SAFETY

Over the years, the number of fatalities resulting from crashes which involve bicyclists and pedestrians has been subject to various factors: rapid population growth and a lack of spending in biking and pedestrian infrastructure safety. Unfortunately we have far too many pedestrian deaths and injuries each year with the great majority of these fatalities occurring in the Las Vegas metropolitan area. While it is estimated that 40 million people travel to Las Vegas annually, it is believed that Nevada's pedestrian fatalities are comprised of area residents or those individuals who work in the gaming/hospitality industry and are traveling to and from work at all hours of the day or night. The National Pedestrian Danger Index reports that the most dangerous places to walk are metropolitan areas marked by newer, low density developments, where wide, high speed arterial streets offer few sidewalks or crosswalks. Las Vegas has such an environment.

Our Successes

State Funded Bicycle and Pedestrian Safety Program: This DPS-OTS program will continue to focus on creating partnerships with the local community, and non-profit organizations to provide education and promote community involved programs. The Nevada Bicycle and Pedestrian Safety Program is continuing to update and re-brand its' program and educational materials in an effort to outreach to a more diverse population. 2009 saw the completion of four bicycle and pedestrian pocket guides highlighting safety and Nevada's laws with regard to bicycles and pedestrians—*Adult Safe Pedaling in Nevada, Kid's Safe Pedaling in Nevada, Adult Walking in Nevada Safely and Kid's Walking in Nevada Safely.*

Kiwanis Club: This year the Kiwanis Club branched out more broadly into pedestrian education through a grant focusing on pedestrian safety basics while continuing to conduct bike safety rodeos and clinics combined in a "Road Safety" course for Northern Nevada's K-12 students. Unfortunately, Kiwanis found that while they have been very effective in bicycle education they were unable to meet the objectives in the grant with regard to pedestrian education and have terminated the grant.

North Las Vegas "Retain Your Brain" Bicycle Safety Program: The "Retain Your Brain Bike Safety Program" continues providing helmets and bicycle safety education to 3rd, 4th and 5th grade elementary school students in the City of North Las Vegas. This law enforcement based program has educated more than 6,000 students and parents in the two years since beginning the program.

University of Nevada, Reno Police Services: UNR changed its focus this year targeting speed and pedestrian crosswalks around the University. The goal of this one year project is to improve enforcement and public education related to pedestrian safety and other traffic safety issues within the University of Nevada Reno.

Bicycle/Pedestrian Safety Education Mini-Grant Program: The State continued to provide mini-grants (up to \$2,000 each) to community agencies, non-profit organizations and law enforcement agencies for those projects focused on bicycle and pedestrian safety education.

Our Challenges

2009 was the first year that Nevada did not see an increase of population and growth. This fast rate of population growth has resulted in rapid urbanization and development of new infrastructure that has not always accommodated the needs of bicyclists and pedestrians. As such, the population increase and reduced spending in bicycle and pedestrian infrastructure has resulted in an unfriendly pedestrian and bicycle rider environment, predominantly in our largest city, Las Vegas. In light of these facts and coupled with a rising economic downturn, bicycle and pedestrian education programs face serious challenges including tremendous competition and an ever-increasing lack of funding.

Performance Objective: *Reverse the continuing upward trend for pedestrian fatalities and reduce the total number of bicyclists killed annually by 5% from the calendar year 2004 total of 74.*

Actual Performance: *In 2008, a total of 63 pedestrian and bicyclists were killed on Nevada's highways. Although crash data is incomplete as of this report, preliminary FARS data indicates 41 bicyclist and pedestrians have lost their lives on our highways as of December 14, 2009.*

POLICE SERVICES -- JOINING FORCES

The Office of Traffic Safety recognizes that aggressive enforcement of safety belt use, impaired driving, and speed-laws are effective ways to reduce motor vehicle crashes and the resulting injuries and fatalities. Sustaining traffic enforcement, however, has become very difficult for law enforcement agencies due to shrinking budgets and changing priorities. At DPS-OTS, we are committed to finding resources to assist law enforcement in their endeavors to change driver behavior.

Simple driving errors that would normally result in property damage only, often result in serious injury or fatalities when excess speed is introduced into the equation. A driver who is speeding, driving aggressively, unbelted or under the influence greatly increases his or her chances of becoming involved in a serious injury or fatal crash.

Joining Forces has been a successful, on-going, multi-jurisdictional law enforcement program in Nevada since 2001. It addresses impaired driving, occupant protection, speed enforcement, pedestrian safety, and this year, motorcycle rider safety. *Joining Forces* includes a multitude of local campaigns and coinciding national campaigns. The program events provide stepped up enforcement through the Selective Traffic Enforcement Program (STEP) using, saturation patrols, DUI checkpoints, as well as pedestrian and motorcycle safety enforcement. Through this program, DPS-OTS provides funding for overtime enforcement activities. In addition to providing large agencies with the tools to conduct enforcement, it allows smaller, rural agencies to provide enforcement and media coverage that would otherwise not be possible.

Our Successes

Robust law enforcement, combined with highly visible and aggressive media, has a definite impact on public driving behavior. During FFY 2009, the DPS-OTS and law enforcement conducted more than 350 specialized enforcement events throughout the year, specifically during the *Click it or Ticket* campaign, the *Over the Limit*, *Under Arrest* and *Buzzed Driving is Drunk Driving* campaigns, motorcycle rider safety pilots, and speed management activities. Many agencies also participated in the North Las Vegas Police Department's highly effective pedestrian enforcement operations as well as hosting a barrage of their own.

Joining Forces is the enforcement component within our priority areas including Seat Belts, Impaired Driving, Speed, and Pedestrian and Motorcycle Safety. Coupled with aggressive media campaigns it has become an enforcement educational tool that law enforcement clamors to be involved in. Law enforcement agencies love the program as it provides the tools for them to be visible and to change unsafe driving behaviors. Participating agencies are afforded not only additional manpower in these activities but have a voice in the actual development of campaigns and events, affording them the opportunity to make a difference.

Overall our statewide fatalities continue to decrease. The number of DUI arrests are increasing while the number of alcohol involved fatalities are down. Seat belt usage is up in Nevada, including for those ages 16-20 years old.

Statistical Summary

31 Law Enforcement Agencies representing over 95% of Nevada's population participated.

374+ Enforcement Events conducted included but not limited to:

- 47 Seat Belt Enforcement/Public Awareness Events
- 196 Impaired Driving Enforcement/Public Awareness Events
- 76 Speed Enforcement/Public Awareness Events
- 54 Pedestrian Enforcement/Public Awareness
- 29 Motorcycle Safety Enforcement/Awareness Events

Results from JF '09 Program

Citations/Warnings

- 1,666 Teen Cites/Warnings
- 1,283 DUI's
- 3,714 Seat Belt
- 468 Child Passenger
- 23,601 Speeding
- 486 Pedestrian at fault
- 1,257 Driver at fault (Pedestrian violation)
- 138 Felony Arrests
- 279 Drug Arrests
- 12 Stolen Vehicles Recovered
- 2,122 Suspended/Revoked Licenses
- 5,713 No insurance
- 173 Reckless Driving
- 17,004 Other citations
- 18,367 Warnings

Total Cites/Warnings - 76,283

2009 JF SPENDING

Total Joining Forces Budget - \$ 1,549,015.00

FUNDING SOURCE	AMOUNT	SPENT	UNSPENT BALANCE
402	\$ 0.00	-	-
403	\$0.00	-	-
405	\$ 157,000.	\$ 154,581.14	\$2,418.86
406	\$ 634,675	\$ 607,724.44	\$ 26,950.56
410	\$757,340.	\$749,039.43	\$ 8,300.57
TOTAL SPENT		\$1,511,345.01	
UNSPENT BALANCE			\$37,669.99
2.4% Funds Unspent			

Million of dollars of earned media created

Partners included, but not limited to:

- UMC-Trauma Center
- Safe Communities Partnership
- Palm Mortuary
- Ewing Brothers Towing
- Golden Gaming
- Clark County School District
- Washoe County School District
- UNR PD
- UNLV PD
- My LVTv
- CW Las Vegas
- PT's
- Buffalo Wild Wings
- Martini's
- Outside Inn
- Mixed Nuts
- RedHawk
- Las Vegas Motor Speedway
- Review Journal
- Local Newspapers, TV & Radio
- And many more.

Our Challenges

Law enforcement agencies are generally understaffed and often unable to conduct the additional enforcement that is needed. By providing law enforcement with overtime and officers from neighboring agencies to 'Join Forces' the activities become highly visible regardless of the size of the agency.

Although we have the buy-in from all of Nevada's law enforcement agencies, DPS-OTS is at the peak of its funding possibilities for the Joining Forces program, as Nevada recently qualified for the 'high-risk' 410 impaired driving funds, as well as the 406 seat belt funds. Continued funding at its existing level may be difficult to maintain.

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

Actual Performance: *In 2006 FARS data, speeding was determined to be a contributing factor in 159 fatalities or 36.9% of the total. In 2008 only 29 percent (93) of fatalities were considered to be speed related.*

In 2008 324 fatalities were recorded in Nevada where as in 2006 431 were killed on our roadways.

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

COMMUNITY PROGRAMS

Community Programs promote injury prevention at the local level, solving local traffic safety problems using a "bottom up" approach to involve citizens. Comprehensive community-based coalitions of citizens, law enforcement, public health organizations and professionals, educators, business groups, and traffic safety advocates provide program input, direction and community involvement.

Our Successes

University of Nevada Las Vegas – Safe Community Partnership (SCP): In 1996, the Office of Traffic Safety launched the Safe Community Coalition of Southern Nevada. Since then, this program has become the heart of traffic safety in Clark County (Las Vegas). The SCP continued its partnerships with the three "E's" of traffic safety; Education, Engineering and Enforcement, and is actively involved in the State's Injury Prevention Task Force, Child Passenger Safety Task Force, Attorney General's Advisory Coalition on Impaired Driving, Trauma Outreach Program, Nevada Seat Belt Coalition, the Southern Nevada Injury Prevention Task Force, Safe Kids Clark County, The Regional Transportation Commission (RTC) Alternative Modes Committee, the RTC Bus Shelter Committee, and the Nevada Strategic Highway Safety Plan's Technical Working Group and Seat Belt CEA Team. The focus areas for FFY2009 were pedestrian safety, occupant protection, older drivers, impaired driving ("Home for the Holidays"), and creating and coordinating earned media for traffic safety issues throughout the year.

The media continues to be a great partner, evidenced by numerous print and TV news stories coverage for campaigns like "Walk your child to school day," "Home for the Holidays," "Click it or Ticket," "Step out for Safety" walk, and as a pilot site for a senior pedestrian mobility project sponsored by NHTSA. Also covered were teen driving issues, the July 4th and Labor Day impaired driving campaigns, State Route 159 improvements, bus-stop shelter campaigns, and back to school pedestrian events.

Driver's Edge: Based in Las Vegas, the Driver's Edge is a free to the public, behind-the-wheel driver training program designed by former race car driver Jeff Payne. Drivers Edge is effective in teaching young drivers important driving skills and showing them how to avoid becoming a statistic. Four modules cover accident avoidance, ABS braking, car maintenance (tire pressure, etc.), and a segment with Nevada Highway Patrol utilizing 'fatal vision' goggles to demonstrate the effects of impaired driving; this segment also includes NHP's Seat Belt Convincer unit. The program has 30-35 instructors, who are professional race car drivers, and is designed for young people between ages of 15 and 21.

In FFY2009, Driver's Edge conducted twenty-five (25) Nevada events (each event is 4 hours, two per day on a weekend), with a total of 2,166 students and 1,812 parents attending the program during the year, for a total of 23,773 Nevada participants since the program's inception. They also conducted a special event for the PACE project's teen driving competition, and a 'thank-you' driving competition for their sponsors. Nationally, Driver's Edge has educated nearly 70,000 teens and parents. Their average pre-test score for students was 34.36%, with an average post-test score of 81.04% (an improvement from last year's 79.86%).

The program gained extensive media coverage including national coverage on all four major networks and 30 network television affiliates during their National Tour, and on *Car and Driver Radio*. Driver's Edge gained national support from Senator John Ensign (R) Nevada, who arranged for a \$300,000 project for the Center for Applied Research (CAR) to evaluate the program on its success. However, the evaluation report is still pending since it began work in 2007.

UNR-CRDA Public Opinion Survey: In preparation for Nevada's 2009 Legislative Session, DPS-OTS contracted UNR's Center for Research & Development to conduct a telephone survey on Nevadans' opinion regarding a primary seat belt law, and a photo enforcement law. From 1005 completed surveys (combined English and Spanish), the survey concluded the following:

To what extent do you favor or oppose a primary seat belt enforcement law?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly in favor	698	69.5	69.5	69.5
somewhat in favor	153	15.2	15.2	84.7
somewhat opposed	53	5.3	5.3	90.0
strongly opposed	94	9.4	9.4	99.3
refused	7	.7	.7	100.0
Total	1005	100.0	100.0	

To what extent do you favor or oppose a photo enforcement law aimed at drivers who run red lights?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly in favor	518	51.5	51.5	51.5
somewhat in favor	230	22.9	22.9	74.4
somewhat opposed	111	11.0	11.0	85.5
strongly opposed	141	14.0	14.0	99.5
refused	5	.5	.5	100.0
Total	1005	100.0	100.0	

Professional Development: DPS-OTS sponsored professional development and training opportunities for numerous traffic safety advocates and partners, including but not limited to:

- *LifeSavers* Conference
- *Joining Forces* Pedestrian Enforcement training
- *Road Safety 101* pilot: Washington D.C.
- DRE Training
- GIS Conference/Training
- International Association of Chiefs of Police
- NEMSAC meeting in Washington D.C. (national EMS Council)
- ARC-CSI Crash Conference
- Heavy Vehicle Re-construction training
- Accident Investigation Training
- Vehicle Dynamics Training
- National Summit for Rural Traffic Safety
- National Information Officers Association (PIOs)
- DWI Court Training
- TSI training for staff
- GHSA Conference: Governor's Representative
- AASHTO

Clark County School District (CCSD) Drivers Education Curriculum & Certification: This is a pilot program for development of a standardized driver's education curriculum (for students) and certification course (for teachers) for the State of Nevada. A working copy of the Nevada Driver Education Curriculum Guide was distributed to all CCSD Drivers Education teachers in August of 2009. The guide includes ten units of study that each incorporate essential questions, videos, student projects, and online resources; Standards & Objectives; a Pacing Calendar and AAA, NV DMV, and *Driver's Edge* supplement materials.

CCSD held three 'Best Practices Share Workshops' and established a 3-credit university course for certifying drivers education teachers online and face to face, which is scheduled to be online in Spring 2010 (also offered as Professional Development Education units).

University of Nevada-Medical Center (University of Nevada School of Medicine): this is a research project being conducted through UMC's Trauma Center in Las Vegas. Traffic safety programs need to be driven by local crash data in order to ensure that the recommended improvement strategies are directly linked to the factors contributing to high frequencies of fatal and life changing injury crashes. Being able to access reliable and accurate data helps increase the overall effectiveness of the SHSP strategies, increases the probability of directing resources to those strategies that will prevent the most crashes and assist in identifying those locations with the greatest needs. This project will provide state, local and non-profit agencies accurate and timely highway information that can be used to target critical traffic safety problems.

This year's efforts were successful with linking data and analyses needed to provide DPS-OTS (and other approved agencies) with valuable reports and information. Data sources include:

- Nevada Crash data (>300,000 records from 2003-2008)
- UHDDS (Uniform Hospital Discharge Data Set), also known as UB-04

- Nevada Trauma Registry
- Vital Statistics (Nevada fatality data)
- Nevada population demographics

Future crash data analysis will also be used to determine the statistical probability of injury for seat belt use, impaired driving, pedestrian, speed, distracted driving and motorcycles.

HIPAA and other 'privacy' issues were stumbling blocks, but most of these have been resolved.

Our Challenges

Resources needed to continue the momentum of local advocacy groups were substantially lacking due to the current economic climate for both the state and the nation, and continuance of community programs will require how to 'do more with less.'

DPS-OTS was able to fill its Marketing Manager (PIO) position for several months, but it is currently vacant and requires extra work and focus from OTS program managers and administrative staff. Staff have had to learn 'the media biz' quickly, in relation to media buys, earned media event programming, and providing information to local news outlets.

As Nevada's Community Programs continue to expand, DPS-OTS will be looking at restructuring their organization to maintain the same high levels of service to its communities, and in effectively 'getting the message' out to Nevada's public on enforcement and other educational campaigns.

Performance Objective: *Effectively utilize the University of Nevada Las Vegas-- Center for Safety Research and Safe Community Coalition to reduce the fatality rate in Clark County by 1% from 14.98 fatalities / 100,000 population in 2004 to 13.00 fatalities / 100,000 population in 2008.*

Actual Performance: *In 2008 the fatality rate in Clark County represented 10.22 fatalities / 100,000 population (from 14.98 fatalities per 100,000 population in 2004)*

TRAFFIC RECORDS

Nevada's Citation and Accident Tracking System (NCATS) is envisioned as a source of comprehensive data on all aspects of traffic safety, beginning with traffic crash reports and citation issuance data. NCATS is currently a crash data repository. Citation data will be added in 2010 with the advent of a new contracted software provider. The NCATS database contains over 250,000 Nevada crash report records dating from 2004 to the present. Import of citation issuance data should begin in FFY2010. This on-going effort involves many departments and agencies throughout the State who work within their own fiscal and logistical constraints, especially in the current fiscal climate where state revenues have plummeted 30% since June 2009.. The challenge in 2010 will be to help local cooperative and contributing agencies to meet their own mission and goals, as well as to support NCATS as we deal with SAFETEA-LU reauthorization.

Policies and procedures for implementing changes to the NCATS are done through a cooperative effort of all parties involved in the collection and dissemination of crash data. In 2000, the DPS-OTS initiated the Traffic Records Coordinating Committee (TRCC). The TRCC is governed by

charter and is comprised of state law enforcement, traffic engineers and educational professionals. In 2002, the Traffic Records Committee initiated a project resulting in the implementation of NCATS for the electronic capture of crash and citation data. The TRCC also initiated and implemented a new state-wide crash report form, called the Form 5. In 2005, the TRCC was bifurcated into executive and user group committees. During 2007, the TRCC finished and approved a new Property Damage Only (PDO) reporting form. The PDA version of the PDO form was developed in 2009. The TRCC completed the NCATS Strategic Plan update in December, 2008.

The Traffic Records Executive Committee (TREC) approved the 2009 Strategic Plan Update on 12-9-2008, and the TRCC concurred on January 28, 2009.

There are currently 17 of Nevada's 31 law enforcement agencies issuing citations, reporting crashes and transferring data to their own databases electronically. This accomplishment is ahead of the 2006 Strategic Plan goal of 14 agencies by 2008.

The principal software vendor has not satisfactorily met their performance objectives. The City of Henderson has implemented their traffic records with another vendor, and three of the larger agencies use different citation data vendors. This has had an effect on the ability to interface with the State's central NCATS traffic records database, a problem that was addressed in 2007 and continues to be addressed today. In 2009 NCATS lost the City of Fallon, which never implemented the system, and gained its sister to the south, the City of Yerington, which has implemented and is using the system.

The State TRCC voted to explore replacing the front end crash reporting software with one having better front-end data edits and help functions. An RFI was let and closed in February, gaining fourteen submissions for planning an RFP. From July 2009 to the present, the NCATS Modernization sub-committee has been diligently working with the State Procurement Office to develop a clear, concise RFP that matches user agency needs as well as meeting the goal of obtaining quality, timely, accurate crash data. It is expected to be let out on January 15, 2010. Nevada's Department of Transportation, with assistance from FHWA, is also heavily involved and has awarded \$1.8M of 'flex' funding toward the project.

The NCATS Strategic Plan is regularly updated by the TRCC. The current NCATS Strategic Project Plan approved by the TRCC in January 2009 includes the following:

1. Continue NCATS Modernization Project with RFP development.
The RFP is almost complete and scheduled to be let out January 15, 2010.
2. Identify and seek permanent funding sources to support hardware and software needs of participating agencies, such as fine enhancements, penalty assessments, or other fees attached to traffic convictions and other schemes to support the system.
This will also be addressed in the 2011 Legislative agenda. The option of e-commerce (the 'selling' of crash reports to agencies like Car-Fax) was proposed for helping to fund the NCATS Modernization RFP, but the Nevada Sheriffs and Chiefs Association did not favor it.
3. Finish the Form 5 (PAR form) Manual update.
This is an ongoing project. Several key members of this TRCC sub-committee moved on to other directives and responsibilities.

4. Develop a legislative agenda for the next legislative session (2011).
Key issues include clean-up of current laws that still reference the 'Department' as the Department of Motor Vehicles/Public Safety; these two departments split and became independent in 2000. The question in play regards ownership of the state's crash data
5. Coordinate with SHSP partner agencies, with critical emphasis on data quality.
The SHSP Technical Working Group is forming a sixth Critical Emphasis Area Team specifically for data quality and sharing. DPS-OTS will also host a statewide 'Data Summit' in FFY2010.
6. Develop automated agency report feedback.
This is a deliverable in the new RFP to be let out in January 2010.
7. Develop data access for NCATS outside CARE.
This is a deliverable in the new RFP to be let out in January 2010
8. Better electronic communication for TRCC membership rather than the intranet portal.
Unfortunately the intranet was not successful in encouraging communication among TRCC members. However, frequent TRCC meetings, 'go-to' online meetings, and email correspondence have not only kept members up to date, but have also spurred creativity, production, and ongoing involvement in the project.

PERFORMANCE GOAL

Collect, analyze and use crash data to determine appropriate countermeasure activities.

PERFORMANCE MEASURE

Capture 85% of traffic crash reports, statewide, into the State Repository (NCATS) every 60 days by the end of 2009.

Although Nevada has maintained the ability to capture at least 85% of the state's crash reports into NCATS, the Nevada Citation & Accident Tracking System experienced a setback when the contracted software vendor was unable to meet key objectives, like the NACL (NV Automated Crash Upload) project, which was never completed. The vendor's poor performance has been noted, but DPS-OTS must continue the maintenance portion of the contract until a new vendor is awarded.

PAID MEDIA AND PUBLIC RELATIONS

Public media is an effective tool in changing risky driving behavior. Studies conducted by the National Highway Traffic Safety Administration show that when an effective message is presented to the public in combination with aggressive enforcement of traffic laws, driving behavior does change.

As with most states, Nevada's media market is very unique. Media availability varies between three markets. The Las Vegas market, which is highly sophisticated, tends to be very expensive and coverage can not always be guaranteed. Media in the Northwestern portion of the State (Reno, Carson City and Gardnerville) tends to be more reasonable with excellent opportunities to get the message out. In Northeastern Nevada (Elko, Winnemucca, and Ely), there are very few resources and very limited coverage.

In Federal Fiscal Year 2009, the DPS-OTS conducted multiple paid media campaigns. In November 2008 and May 2009 Nevada conducted high visibility enforcement emphasizing *Click it or Ticket* using Sections 405 and 406 funding sources. During the national Labor Day crackdown, and during the December holiday period, DPS-OTS continued to buy DUI messaging for TV and radio campaigns emphasizing 'Over the Limit, Under Arrest.' in conjunction with highly visible enforcement.

Click it or Ticket Paid Media – May 2009

Both TV and radio messaging were used in the local markets in conjunction with the national *Click it or Ticket* (CIOT) campaign in May 2009, a significant change from FY2008 where only \$70K was spent on radio-only buys. However, the national TV spot continued to run in Nevada as purchased via the NHTSA Contractor

The primary target audience continued to be males ages 18-34, with males ages 35-44 as the secondary target.. Latino males were reached through Spanish language TV and radio as well. For the English speaking TV and cable markets in Las Vegas, approximately 53% of all men age 25-49 were reached 4.1 times, with 55% of men age 25-49 being reached 4.9 times in the Reno area.

For the Spanish-speaking markets, radio is known as the 'frequency' medium to reach male target audiences. Both English and Spanish radio buys in Las Vegas delivered a 59% reach to males ages 18-34 approximately 5 times, with 46% reaching males ages 35-44 approximately 4.1 times, for the Reno area, 56% of men 18-34 were reached 4.3 times, with 47% of men 35-44 being reached 4.1 times.

Utilizing Section 405 and 406 (occupant protection) funds for this campaign, the media budget for the May 2009 *Click it or Ticket* campaign included:

<u>Media Type</u>	<u>Spots</u>	<u>Media Costs</u>
Television & Cable, Las Vegas, Reno & Elko areas	864	\$ 60,264
General Market Radio (English and Spanish) Las Vegas and Reno areas	1,127	\$ 39,724
Media TOTAL	1,991	\$ 99,988

In addition, two press conference 'kick-off' events were held, as well as sixty-eight known TV news stories generated.

Nevada's secondary 'Click it or Ticket' campaign is held in November during the Thanksgiving holiday. November 2008's campaign was a radio-only buy. The Las Vegas radio market delivered a 45% reach to men ages 18-34 approximately 4 times; and a 41% reach to men ages 35-44 approximately 4.4 times.

The Reno-Sparks-Carson City radio market delivered 47% reach to men ages 18-34 approximately 4.4 times; and 41% to men ages 35-44 approximately 4.6 times. The radio ads

were broadcast in both English and Spanish languages, where the November CIOT media buy totaled \$30,000.

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

Designed to coincide with the enforcement efforts of Nevada’s *Joining Forces*, the DUI message aired during 12/22/08 – 1/04/09 (Christmas & New Year), 7/1/09 – 7/6/09 (Independence Day), 8/24/09 – 9/13/09 (Labor Day). These holidays are typically a heavy party and drinking time for the target audience of men ages 25-45. The message was delivered in both the general and Latino markets. Section 410 (alcohol) funding was used as follows:

<u>Media Type</u>	<u>Delivery</u>	<u>Media Cost</u>
Broadcast & Cable TV Las Vegas, Reno, Pahrump & Elko	90% Reach 5.1 Frequency	\$156,918.
General Market Radio Las Vegas, Reno, Pahrump & Elko	76% Reach 6.9 Frequency	\$ 59,419.
Latino Market Radio Las Vegas, Reno, Pahrump & Elko	37% Reach 6.8 Frequency	\$ 14,500.
TV Total		\$ 156,918.
Radio Total		\$ 73,919.
Media TOTAL	3,017 Spots	\$230,837.

Motorcycle Safety Awareness Media - Fall 2008 and Spring 2009

Although motorcycle safety is an issue at any time of the year, it is particularly vital when the motorcycle festivals are held in Laughlin, Las Vegas and Reno. There is a great influx of motorcycles on both the major freeways and the surface streets during this time. This year’s motorcycle awareness campaign was timed to correspond with the Laughlin River Run in May, the Las Vegas Motorcycle Festival in September, the Elko Jamboree and ‘Run-a-Mucca’ event in the summer months, and the Reno Street Vibrations held in September.

Our media contractor, The Glenn Group, explored several options for media to reach the target audience, specifically, drivers age 25-64 whose driving experience is altered by the high number of motorcycles sharing their road. Because of the modest budget available to reach both markets, broadcast proved to be too costly to achieve enough reach and frequency. Based on the fact that we need to reach “drivers”, outdoor advertising was recommended. Our media contractor estimated our advertising reached over 87% of the target market (local residents and visiting motorcyclists) an average of 16.9 times with the digital outdoor, mobile billboard, and 30-sheet posters campaign(s).

Our message was posted during the months of May and September in the major markets utilizing Section 402 and Section 2010 funding. The results were as follows:

<u>Location</u>	<u>Media</u>	<u>Postings</u>	<u>Media Costs</u>
Laughlin River Run	Mobile & Fixed billboards	Days-5 Mobile & 30 Fixed	\$ 13,227.
Laughlin River Run	Radio	223 spots	\$ 6,993.
Las Vegas Bike Fest	Billboards	41 billboards	\$ 21,530.
Reno: Street Vibes	Billboards	24 billboards	\$ 18,626.
Reno: Street Vibes	Mobile Billboard	1 Truck - 5 days	\$ 3,765.
MC MEDIA TOTAL			\$64,141.

Additional outreach efforts were made in staffing a booth at each motorcycle event listed above. Participants were asked to sign a pledge to not drink and ride, and received an instant photograph of themselves and their riding buddies in an appropriate-themed frame. Safety materials that referenced Nevada's helmet law, and encouraged riders to not drink and ride, were distributed as well.

Thursday Night Lights

This is the first year that DPS-OTS procured sponsorship and naming rights for 11 live high school football games broadcasts in Clark County (Las Vegas area). Ads, live interviews, posters, tables, giveaways, and PSAs promoted the PACE program (Prevent All Crashes Everyday) and other teen driving initiatives—The sponsorship price included production of the PSA, at least 4 commercial spots per game, live interviews, web elements, and scoreboard sponsorship for games, to name a few.

In addition, there were numerous mentions of safety while driving during the game both on the air and on the field. Information booths were set up on both the home and guest sides to advertise PACE and sign teens up for further information, and to allow teens to participate in a survey measuring teen attitudes on safe driving and knowledge of the PACE Program

Survey Results for Thursday Night Lights:

<i>Wears SB while driving</i>	<i>14 yrs</i>	<i>15 yrs</i>	<i>16 yrs</i>	<i>17 yrs</i>	<i>18 yrs</i>	<i>19</i>
100 percent		61	97	94	19	8
90-99%		20	17	10	11	3
80-89%		4	2	3	0	0
70-79%		3	2	0	1	1
60-69%		2	1	0	0	0
50-59%		4	3	2	1	1
40-49%		2	1	0	1	0
30-39%		6	0	1	0	0
20-29%		0	3	2	0	0
10-19%		2	1	1	0	0
0-9%		0	0	0	0	0
n/a		21	6	8	2	1
20-29%		0	3	2	0	0
10-19%		2	1	1	0	0
0-9%		0	0	0	0	0
n/a		21	6	8	2	1

Wears SB with parents

100 percent	42	65	100	88	23	9
90-99%	13	19	6	18	3	0
80-89%	6	3	2	1	1	0
70-79%	3	9	5	3	1	1
60-69%	3	2	3	0	0	1
50-59%	3	10	5	5	0	1
40-49%	0	1	1	1	1	0
30-39%	0	1	0	0	1	0
20-29%	2	3	2	0	0	0
10-19%	1	1	3	2	0	0
0-9%	0	0	0	1	2	1
n/a	5	5	6	2	3	1
n/a	5	5	6	2	3	1

Wears SB with Friends

100 percent	36	48	86	75	19
90-99%	7	11	16	21	5
80-89%	2	11	4	8	3
70-79%	5	4	2	4	1
60-69%	4	5	1	2	0
50-59%	11	16	8	6	0
40-49%	1	0	0	2	3
30-39%	1	3	0	0	0
20-29%	2	6	4	1	0
10-19%	2	6	6	0	0
0-9%	0	0	0	1	0
n/a	7	9	6	1	4

	14 yrs	15 yrs	16 yrs	17 yrs	18 yrs	19
Question: If a passenger under age 18 is not wearing a seatbelt, does the seatbelt ticket go to the unbelted passenger or to the driver?						

<u>A: Driver</u>	7	17	11	7	5	2
B: Passenger	71	102	123	108	29	12

Question: Under Nevada law, how long do newly-licensed minors have to wait before driving friends who are under 21?

A: One Month	15	30	17	11	4	5
<u>B: Six Months</u>	63	88	113	109	30	9
C: One Year	0	0	2	0	0	0

Question: Under Nevada law, what time is the nightly curfew for drivers under 18?

<u>A: 10 PM-5 AM</u>	43	48	39	45	11	9
B: 11 PM-5 AM	33	67	92	75	23	5
C: 12 AM-5 AM	0	5	2	1	1	0

Question: Have you heard of the PACE Safe-driving program?

A: Yes	17	30	34	30	6	5
B: No	61	90	97	91	29	9

DPS-OTS Marketing Manager

DPS-OTS acquired a new Public Information Officer position in FFY2009 through 406 funding. Our goals here were to better utilize earned media opportunities and develop partnerships with the various media outlets throughout the state; and to foster better communication and coordination of traffic safety messaging utilizing other partner agency spokespersons. Nevada formed a Strategic Communications Alliance team to meet these same goals for the state's Strategic Highway Safety Plan. SHSP partner agencies and advocates developed an SCA calendar outlining each calendar month's focus area (i.e., May = Seat Belt Month, December = DUI month) so that all messaging is the same for any particular month, whether its coming from MPO's, NDOT, DPS-OTS, Regional Transportation Commissions, County Health Districts, non-profits, or other traffic safety advocates. They also developed a quarterly 'Safety Culture Connections' newsletter (http://www.drivesafenv.com/SHSP%20Newsletter_final_new.pdf). The SCA members' expertise also helps to leverage resources and get a better quality 'product.'

PERFORMANCE MEASURE:

- Maintain an observed seat belt use rate above 90%. –

The 2009 observed seat belt usage rate in Nevada was 91.0%.

- *Reduce the number of persons killed in alcohol/drug-involved collisions from 4.34 (2007) fatalities per 100,000 population, to no more than 4.00 in calendar year 2010 –
(new definition)

Impaired fatalities in 2008 represented 3.91 per 100,000 population

- Reduce the number of persons killed in speed involved collisions from 6.04 fatalities per 100,000 population (recorded in 2006) to no more than 5.5 in calendar year 2010.

Speed-related collisions killed 93 people in 2008, representing 3.40 fatalities per 100,000 population

* Based on old/new definitions of impaired driving

Old = all fatalities with alcohol present

New = Only MVO (Motor Vehicle Occupants) and Motorcycle Rider fatalities with alcohol present

PERFORMANCE SUMMARY

	2004	2005	2006	2007	2008
Population	2,410,768	2,528,869	2,631,057	2,718,336	2,738,733
100 Million Vehicle Miles Traveled	19.4	20.8	22.04	22.14	21.02
Traffic Fatalities	395	428	431	373	324
Per VMT	2.0	2.0	1.9	1.6	1.5
Per 100,000 Population	16.9	16.9	16.4	13.72	11.83
Impaired Fatalities **	154 / 112	169 / 135	186 / 144	158 / 118	137 / 107
% of Total	39.0/ 28.0	40.0/ 32.0	43.0/ 33.0	42.0/ 32.0	42 / 33
Per VMT	0.786	0.629	0.690	0.53	0.51
Population (100,000)	6.38/ 4.65	6.68/ 5.34	7.07/ 5.47	5.81/ 4.34	5.00 / 3.91
Occupant Protection					
Safety Belt Rate	88.6%	94.8%	91.2	91.2	91.0
Child Seat Rate	62.6%	55.6%	*	*	*
Unrestrained Fatalities	47%	47%	49%	52%	46%
Pedestrian / Bicycle					
Pedestrian	60	63	51	52	56
Bicycle	14	10	10	10	7
Motorcycle					
Fatalities	52	56	50	51	59
% Helmeted	76%	70%	82%	86%	75%
Speeding Involved Crashes					
Total Fatalities	135	160	159	97	93
% of All Fatalities	34.2%	37.4%	36.9%	26.0%	28.7%

Source: FARS Intranet

* Data not yet available

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

Old = All fatalities with alcohol present

New = Only Motor Vehicle Occupants and Motorcycle Riders with alcohol present
(Impaired Fatalities is New Definition)

FEDERAL FUNDING SUMMARY FFY 2009

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 216,235	\$ 188,355	\$ 110,882	\$ 77,473
Alcohol	\$ 318,567	\$ 379,794	\$ 303,491	\$ 76,303
Emergency Medical Services	\$ 130,076	\$ 123,572	\$ 93,999	\$ 29,573
Motorcycle Safety	\$ 45,000	\$ 70,909	\$ 60,658	\$ 10,251
Occupant Protection	\$ 544,095	\$ 574,095	\$ 482,496	\$ 91,599
Pedestrian & Bicycle	\$ 102,484	\$ 114,680	\$ 73,943	\$ 40,737
Police Traffic Services	\$ 81,893	\$ 121,984	\$ 82,257	\$ 39,727
Traffic Records	\$ 70,000	\$ 98,000	\$ 87,100	\$ 10,900
Community Safety	\$ 591,871	\$ 646,443	\$ 544,908	\$ 101,535
402 Total	\$ 2,100,221	\$ 2,317,832	\$ 1,839,734	\$ 478,098
NHTSA 406 Funding				
Planning and Administration	\$ 124,473	\$ 552,741	\$ 38,172	\$ 514,569
Alcohol	\$ 122,204	\$ 120,000	\$ 0	\$ 120,000
Emergency Medical Services	\$ 32,500	\$ 150,000	\$ 37,538	\$ 112,462
Occupant Protection	\$ 112,448	\$ 360,000	\$ 101,123	\$ 258,877
Pedestrian & Bicycle	\$ 73,000	\$ 180,000	\$ 9,014	\$ 170,986
Police Traffic Services	\$ 746,675	\$ 2,398,325	\$ 788,293	\$ 1,610,032
Traffic Records	\$ 210,000	\$ 750,000	\$ 141,812	\$ 608,188
Safe Communities	\$ 364,000	\$ 1,016,343	\$ 274,726	\$ 741,617
406Total	\$ 1,785,300	\$ 5,527,409	\$ 1,390,678	\$ 4,136,731
NHTSA 405 Occupant Protection	\$ 211,794	\$ 306,429	\$ 214,163	\$ 92,266
NHTSA 408 Traffic Records	\$ 500,000	\$ 1,131,250	\$ 467,193	\$ 664,057
NHTSA 2010 Motorcycle Safety	\$ 120,000	\$ 202,319	\$ 86,810	\$ 115,509
NHTSA 410 Alcohol SAFETEA LU	\$ 800,000	\$ 2,544,643	\$ 322,397	\$ 2,222,246
NHTSA 410 Planning and Admin	\$ 60,000	\$ 154,975	\$ 20,856	\$ 134,119
NHTSA 410 High Fatality Rate	\$ 354,122	\$ 1,247,241	\$ 582,558	\$ 664,683
NHTSA 410 High Visibility	\$ 0	\$ 715,885	\$ 715,885	\$ 0
410Total	\$ 1,214,122	\$ 4,662,744	\$ 1,641,696	\$ 3,021,048
TOTAL FUNDING ALL SOURCES	\$ 5,931,437	\$ 14,147,983	\$ 5,640,274	\$ 8,507,709