



TRAFFIC SAFETY DIVISION

ANNUAL REPORT



2025



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

New Mexico

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Appendix 1: 2025 Expenditure

**Acronyms**

ALR	Administrative license revocation
AOC	Administrative Office of the Courts
ARIDE	Advanced Roadside Impaired Driving Enforcement
BAC	Blood/ Breath Alcohol Content
BKLUP	Buckle Up (occupant protection enforcement and media messaging)
CIOT	Click It or Ticket
CPS	Child Passenger Safety
DNTXT	Don't Text (distracted driving enforcement and media messaging)
DRE	Drug Recognition Expert
DWI	Driving While Impaired
ENDWI	End DWI (alcohol/impaired driving enforcement and media messaging)
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
FTE	Full-time Equivalent
HSP	Highway Safety Plan
HVE	High Visibility Enforcement
ID	Impaired Driving
IPRC	Injury Prevention Resource Center
LEA	Law Enforcement Agencies
LECS	Law Enforcement Coordinator's Symposium
LELs	Law Enforcement Liaisons
MADD	Mothers Against Drunk Driving
MVD	Motor Vehicle Division
NHTSA	National Highway Traffic Safety Administration
NMDOT	New Mexico Department of Transportation
NMDOH	New Mexico Department of Health
OP	Occupant Protection
PSA	Public Service Announcement
SFST	Standard Field Sobriety Testing
SLD	Scientific Laboratory Division (of State Department of Health)
STEP	Selective Traffic Enforcement Program
SWTC	Southwest Training Consultants
TraCS	Traffic and Criminal Software
TS	Traffic Safety
TSC	Traffic Safety Center
TSD	Traffic Safety Division (of NMDOT)
TSRP	Traffic Safety Resource Prosecutor
UCR	Uniform Crash Report
UNM	University of New Mexico



Overview and Mission

The Traffic Safety Division (TSD) of the New Mexico Department of Transportation (NMDOT) is the state entity responsible for managing traffic safety programs designed to prevent and reduce traffic-related crashes, deaths and injuries. In partnership with the National Highway Traffic Safety Administration, the Federal Highway Administration, the Federal Motor Carrier Safety Administration and other national, state and local safety advocates, the TSD develops and implements statewide and community-level strategies that will have the greatest traffic safety impact.

TSD data-driven approaches are focused on identifying areas with high fatality and serious injury rates, and supporting strategies and projects most likely to improve traffic safety outcomes on New Mexico's roads. These strategies are detailed in the FFY2024-2026 NMDOT/TSD Triennial Highway Safety Plan (3-HSP). The TSD administers Federal and State funds to support projects with variety of organizations including State and local agencies, nonprofit corporations, private contractors and other experts in traffic records, statistics, public information, health and the judicial system.

Traffic Safety Planning Participants/Partners

TSD's traffic safety partners include representatives from government agencies, law enforcement, and community and constituent stakeholders involved in safety issues, education and training, research and analysis, and media and marketing. In FFY23, these partners participated in the development of the NMDOT/TSD Triennial Highway Safety Plan (3-HSP) by providing information regarding traffic safety issues and needs, providing input on strategies, projects and performance targets, and by serving on various TS committees. New Mexico's 2024 3-HSP planning efforts, and data collection and information systems, are coordinated with the State's Strategic Highway Safety Plan.

Administrative Office of the Courts Attorney General's Office	NM Department of Transportation
Bernalillo County Metro Court	NM Law Enforcement Agencies
Boys & Girls Clubs	NM Restaurant Association
BRV Consulting	NM Regulation & Licensing Department
Bureau of Indian Affairs & NM Tribes	Alcoholic Beverages Control Div.
Federal Highway Administration	NM Taxation and Revenue Department/Motor Vehicle
Federal Motor Carrier Safety Administration	NM Transportation Safety Mgt Team
Sunny505	Office of 2nd Judicial District
Metropolitan Planning Organizations	Preusser Research Group, Inc.
Mothers Against Drunk Driving	Pricehall Research, Inc.
MA Strategies	RK Venture
NHTSA Region 6	Safer NM Now
New Mexico Activities Assn.	Sandoval County DWI & Prevention
NM Broadcasters Association	Santa Fe County Supervised
NM Dept. of Finance & Administration	Probation Southwest Training Consultants
NM Motorcycle Safety Program/ MSF	Traffic Records Coordinating Comm.
NM Department of Health	TR Executive Oversight Committee
Scientific Lab Division	University of New Mexico
EMS Tracking & Reporting System	Traffic Research Unit
Substance Abuse Epidemiology	Institute of Public Law/ Judicial Ed
Vital Records & Health Statistics	Dept. of Emergency Medicine
NM Department of Public Safety	Office of the Medical Investigator
State Police	Continuing Ed/ Community Services
Motor Transportation	Center for Injury Prevention Research and Education
Special Investigations Unit	Transportation Safety Center
	Various City & County Governments



Assessment of State's Progress

Toward Achieving FFY 2025 HSP Performance Targets

In order to provide the most currently available data, NMDOT utilizes several sources to assess the State's progress in achieving performance targets identified in the 3-HSP. A majority of the data comes from final state data and the derivation of a 5-year moving average, depending on the methodology established in the 3-HSP. The data source and New Mexico's progress results are listed in the fifth column of the table below. Additional information on how New Mexico's activities contributed to the safety performance targets are provided in each program section.

Performance Measure	Target Period	Target Year(s)	Benchmark Value for FY 24 listed in 3HSP	Data Source/ 24 Progress Results	On Track to Meet FY 25 Benchmark: YES/NO/In-Progress
C-1) Total Traffic Fatalities	5	2020-2024	415.5	2024 State 5-year moving average/ 445.6	In Progress
C-2) Serious Injuries in Traffic Crashes	5	2020-2024	1018.6	2024 State 5-year moving average/ 1097.2	In Progress
C-3) Fatalities/VMT	5	2020-2024	1.556	2024 State Data 5- year moving average/ 1.661	In Progress
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5	2020-2024	122.7	2024 State 5 year moving average/ 142.0	In Progress
C-5) Alcohol-Impaired Driving Fatalities	1	2024	150	2024 State 1 year/ 137.0	In Progress
C-6) Speeding-Related Fatalities	1	2024	170	2024 State 1 year / 151.0	In Progress
C-7) Motorcyclist Fatalities	5	2020-2024	49.8	2024 State 5-year moving average/ 53.2	In Progress
C-8) Unhelmeted Motorcyclist Fatalities	5	2020-2024	27.6	2024 State 5-year moving average/ 25.4	In Progress
C-9) Under-21 Drivers in Fatal Crashes	1	2024	60	2024 State 1 year/ 57.6	In Progress
C-10) Pedestrian Fatalities	1	2024	95	2024 State / 102.0	In Progress
C-11) Bicyclist Fatalities	5	2020-2024	6.0	2024 State 5-year rolling average/ 7.4	In Progress
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	1	2025	90%	2025 NHTSA Certified State Survey/ 93.6%	Yes

**State Measures**

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 25 Benchmark: YES/NO/In-Progress
Police Traffic Services- Fatalities in Distracted Driving Crashes	1	2024	190	2024 State/ 181	In Progress
Traffic Records- Crash Database- Completeness, Accuracy and Timeliness (TraCS)	1	4/1/2024-3/21/2025	52	68	Yes
Crash Database- Completeness and Accuracy (non-TraCS)	1	4/1/2024-3/31/2025	79%	93%	Yes
Public Information	1	2025	80%	see narrative	Yes
Planning and Administration	1	2025	Yes/no	Yes	Yes

FFY25 NMDOT/Traffic Safety Division Programs

In FFY25, the NMDOT/TSD applied for and received funding under the NHTSA State Highway Safety Grant Programs for Section 402 – Highway Safety Plan and Section 405 – Impaired Driving, Occupant Protection, State Traffic Safety Information System Improvement, Motorcyclist Safety, and Non-motorized Safety and Ignition Interlock. In addition to federal funds, state funds were used for projects in all program areas. Federal fund expenditures are detailed by project number in the Project Expenditure Close-out Report.

Alcohol-Impaired Driving Program**Program Overview**

The Alcohol-Impaired Driving Program is a primary component of New Mexico's Highway Safety Plan in the State's efforts to reduce impaired driving traffic crashes, fatalities and injuries. To accomplish these objectives in FFY2025, the Traffic Safety Division (TSD) managed programs and projects focused on individual and multi-agency DWI enforcement and intervention efforts, as well as comprehensive awareness and prevention activities.

High-visibility enforcement activities, including statewide and local community-based ENDWI, Superblitz and the National Crackdown, were coordinated with high-visibility media and public awareness activities. Typically, sustained enforcement activities and checkpoints are conducted periodically throughout the year, as are underage drinking enforcement, alcohol compliance checks, and DWI warrant roundups.

To ensure that alcohol-impaired driving law enforcement activities are most effective, the TSD provides funding for specialized trainings for standard field sobriety testing (SFST), drug recognition experts (DRE), and advanced roadside impaired driving enforcement (ARIDE) blood/breath alcohol content (BAC) testing, and crash reporting. Other projects focus on judicial adjudication/compliance, supervised probation, and prevention issues.

**DWI Workgroup Facilitation****164AL-2025-AL-07-00 (05-AL-64-P07)**

New Mexico's DWI Workgroup consists of management-level and senior representatives from multiple agencies and advocacy organizations who have demonstrated a shared commitment to coordinated strategies aimed at reducing the incidence of DWI. Workgroup members represent a wide range of professional backgrounds, including law enforcement, criminal justice, prosecution, adjudication, probation, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health, and communications. These stakeholder agencies contribute greatly to NMDOT's efforts to continually reduce impaired driving fatalities and injuries.

The purpose of the Workgroup is to develop the impaired driving plan, inform members of upcoming goals outlined in the Impaired Driving Plan, facilitate implementation of the plan, and to reaffirm the ENDWI Mission and Vision, which focus on reducing and ultimately eliminating fatalities and serious injuries caused by impaired driving on New Mexico's roadways.

NHTSA Funded Projects and 2025 Accomplishments***Alcohol/ Impaired Driving Enforcement*****164AL-2025-AL-01-00 (05-AL-64-P01)****ENF_AL-2025-AL-01-00 M5HVE-2025-ID-01-00 (05-ID-05d-P01)**

The primary objective of this enforcement project is to cite and arrest those who fail to comply with New Mexico's DWI laws. This project provides funding for overtime enforcement supporting DWI checkpoints and directed patrols. Funds are used to sustain the program and, as resources allow, to expand enforcement activities in areas of the state with identified high rates of DWI. In FFY25, agencies, including the State Police, participated in enforcement activities under this project, with an estimated coverage of at least 95% of the State's population. In FFY25, NMDOT/TSD contracted with law enforcement agencies who participated in ENDWI Superblitz and Miniblitz operations, the NHTSA National Crackdown, and directed DWI patrol enforcement activities. The 12 State Police districts are counted as one of the 71 agencies. Law enforcement agencies conducted the following major operations in FFY25:

- "Winter Superblitz Period" means November 16, 2024 to January 1, 2025.
- "St. Patrick's Day Mini Superblitz Period" means March 9 to March 17, 2025.
- "Cinco de Mayo May Mini Superblitz Period" means May 1 to May 7, 2025.
- "National Occupant Protection Mobilization Click It or Ticket period" means May 19 to June 1, 2025.
- "Fourth of July Mini Superblitz Period" means July 1 to July 8, 2025.
- "National DWI Mobilization Period" means August 15 to September 1, 2025.
- "Summer enforcement period" means June 18, 2025 to September 20, 2025.

During these enforcement operations, law enforcement agencies conducted statewide DWI enforcement activities, including sobriety checkpoints and directed patrols. While the primary focus of these efforts was to identify and deter impaired driving, officers also addressed other traffic violations and criminal activity encountered during operations. These enforcement efforts supported broader public safety and traffic safety objectives.

Citation and enforcement hour data are not included in this reporting period due to limitations within the IGX system. At the time of report generation, IGX was not populating citation and activity hour reports accurately, resulting in incomplete and unreliable data. To ensure the integrity of this annual report, these statistics have been omitted.

DWI Task Force - McKinley County

ENF_AL-2025-AL-02-00 (05-AL-64-P02)

State 20100 - 05-ID-RF-P02



Figure 1: McKinley County DWI Task Force

This project provided funds for a DWI Enforcement Task Force in McKinley County. Utilizing a cross-commissioning agreement, the Task Force law enforcement agencies conduct checkpoints and directed patrols, and participate in statewide Superblitz operations in McKinley County, including portions of the Navajo Nation and Zuni Pueblo. Task Force members include McKinley County Sheriff's Office, Gallup Police, Navajo Nation Police, Zuni Police, Ramah-Navajo PD, and NM State Police – District 6, and the Eleventh Judicial Court District Attorney- Division 2 Court. McKinley County is the lead agency for the Task Force. Both Federal and State funds were used for this project. Funds were provided for a full-time Task Force coordinator who develops and manages the operational plan for the project, a full-time prosecuting attorney who handles DWI cases in State and Tribal courts and coordinates cases between jurisdictions, and a full-time officer solely dedicated to enforcement of DWI laws. During FFY25, joint checkpoint operations were conducted with Task Force agencies including Gallup PD, New Mexico State Police, the Ramah-Navajo Chapter and the McKinley County Sheriff's Office. Zuni PD scheduled several operations; however, some were canceled due to staffing constraints Navajo Nation PD did not conduct any activities in FFY25 due to delays in finalizing the contract required to initiate operations. The McKinley County Task Force officers worked 1,651.25 directed patrol hours and conducted 6 checkpoints. These figures do not include NMSP District 6, as checkpoint activity and DDEP hours were not reported; only citation and arrest statistics were provided. These operations resulted in the following:

132	DWI Arrests
59	Open Containers
1,296	Speeding
379	Uninsured Motorists
35	Seatbelt or Child Restraints
3	Reckless Driving
19	Misdemeanor Arrests
0	Felony Arrests
2	Drug Arrests
22	Fugitives Apprehended/Bench Warrants
1	Stolen Vehicle Recovered
71	Suspended or Revoked Licenses
829	Other Citations Issued

There is separate funding for the McKinley County DWI Task Force and New Mexico State Police's



DWI efforts in McKinley County. To support a comprehensive view of the Task Force's enforcement efforts, statistics from the New Mexico State Police and McKinley County Sheriff's Office related to McKinley County Task Force checkpoints and directed patrols are presented below.

McKinley County Taskforce Checkpoint (supported by New Mexico State Police)

32	DWI Arrests
0	Open Container
72	Seatbelt
28	Child Restraint
2	Felony arrest
0	Fugitives Apprehended
44	Suspended or Revoked Licenses
142	Uninsured Motorists
31	Other Arrests
498	Other Citations Issued

McKinley County Directed Patrol (supported by McKinley County SO)

129	DWI Arrests
19	Seatbelt Citations
15	Child Restraints
0	Felony arrests
20	Fugitives Apprehended
69	Suspended or Revoked Licenses
311	Uninsured Motorists
1,013	Speeding Citations
3	Reckless Driving
1	Drug Arrests
18	Other Arrests
249,800	Other Citations
58	Open Container

At checkpoints, DWI prevention materials and promotional items were distributed to drivers. In addition, the McKinley County Task Force participated in community events including the Sobriety Powwow, DWI Awareness Day, and Public Safety Day, and conducted outreach activities in local schools in the County.

Alcohol Sales Compliance Enforcement/DWI Warrants

ENF_AL-2025-AL-03-00 (05-AL-64-P03)

This project provided overtime funds to the NM Department of Public Safety Special Investigations Unit (SIU) to conduct compliance checks at establishments serving or selling alcohol, as well as conduct underage enforcement sting operations and DWI warrant enforcement. The SIU focuses on enforcing New Mexico's fourth-degree felony law, which prohibits providing or purchasing alcohol for minors. In New Mexico, a third offense for the sale of liquor to a minor results in a \$10,000 fine and revocation of the establishment's liquor license.

The SIU conducted 83 enforcement operations statewide including: sales to intoxicated persons, underage sales enforcement, and DWI warrant round-up operations. In FFY25, the SIU enforcement operations resulted in the following:

- 4,087 establishments checked (3,628 more than in FFY24)
- 2,694 written premise inspections conducted (2,423 more than in FFY24)
- 5,062 education interactions with liquor establishments (4,558 more than in FFY24)
- 29,471 administrative citations issued for Liquor Control Act violations (223 more than in FFY24)
- 163 other non-traffic citations issued
- 8 felony arrests



- 13 misdemeanor arrests

The significant increase in activity was the result of new leadership, new personnel within unit, and higher performance standards.

Supervised Probation – Bernalillo County Metropolitan Court

164AL-2025-AL-04-00

DUI_AL-2025-AL-04-01 (05-AL-64-P04)

The goal of the Bernalillo County Metropolitan Court DWI First Offender Enhanced Supervision Program is to strengthen oversight of true first-time DWI offenders to reduce recidivism. At initial intake, officers conduct a risk and needs assessment in addition to the state-mandated impaired driving assessment for each offender. These assessment tools enable probation officers to identify higher-risk individuals and tailor supervision plans accordingly. All offenders meeting eligibility for supervision are required to participate in four face-to-face meetings with their probation officer within a two-month period to determine the appropriate supervision level. During this period, offenders are evaluated for compliance with court directives, treatment level needs, and biopsychosocial indicators, as well as for additional services that may support successful supervision and provide needed resources upon completion of probation.

This project funded two probation officers and one surveillance officer within the probation office, whose time was dedicated to identifying eligible high-risk first-time DWI offenders and providing enhanced supervision. The surveillance officer conducted field visits to verify compliance with ignition interlock requirements, including confirming that offenders without vehicles are not driving illegally, ensuring abstinence from drugs and alcohol, and supporting treatment compliance. When feasible, the surveillance officer also assisted with monitoring compliance with ignition interlock orders for other DWI offenders.

During FFY25, the Bernalillo County Metro Court DWI First Offender Program had 1,292 referrals to the First Offender Program. As of September 30, 2025, the program had:

- 935 offenders on supervised probation
- 227 offenders on unsupervised probation/non-reporting status
- 117 Ignition interlock only/cases being monitored
- 778 Ignition interlocks installed/being monitored
- 10 defendants ordered to install ignition interlock, but defendants are still in custody.

Supervised Probation – Santa Fe County

164AL-2025-AL-05-00

DUI_AL-2025-AL-05-00 (05-AL-64-P05)

This project is focused on providing enhanced supervision of identified high-risk first-time DWI offenders in Santa Fe County. The project funded one full-time employee in the Santa Fe County DWI Compliance Monitoring/Tracking Program whose time is dedicated to supervising and monitoring eligible DWI offenders subject to ignition interlock restrictions.

The program works closely with the Santa Fe Magistrate Court and the First Judicial District Court, with the primary source of client referrals coming from the Magistrate Court. Sentencing of these offenders can include one or more of the following: DWI School; Treatment Program; Victim Impact Panel; Ignition Interlock; Electronic Monitoring; or Community Service.

In FFY25 the Santa Fe County DWI Compliance Program received 161 new clients referred for Misdemeanor Compliance Supervision. Of these, 160 were sentenced in Magistrate Court and one in the First Judicial District Court. Among the 161 new clients, 159 completed the Noble Impaired Driving Assessment IDA, 86 successfully installed new ignition interlocks, 18 signed no vehicle affidavits, and 57 were pending interlock installation at the end of the Federal Fiscal Year.

At the close of FFY25 the Santa Fe County DWI Compliance Program had 478 active clients under



supervision, representing a decrease of 115 clients compared to the end of FFY24. This decline may be associated with the District Attorney's ongoing automatic DWI dismissal policy for cases filed in Santa Fe Magistrate Court, which has resulted in significant delays before cases are refiled, if they are refiled at all, and in some instances cases remain dismissed.

Statewide DWI Enforcement Training

164AL-2025-AL-08-00 & LET_AL-2025-AL-08-00 (05-AL-64-P08)

AI-2024-AI-02-00 (05-AI-02-P02)

M5TR-2024-ID-09-00 (05-ID-05d-P09)

This project funded a contract with Southwest Training Consultants, LLC (SWTC) to provide DWI/Standard Field Sobriety Testing (SFST) training to officers and others involved in DWI-related police traffic services.

Training includes New Mexico Law Enforcement Academy accredited DWI/ SFST Instructor Certification (Train the Trainer) courses, SFST Instructor Refresher courses, Managing Police Traffic Services classes, and Traffic Crash Report Completion classes and DWI Checkpoint Operations classes. SWTC provides statewide coordination and oversight of the SFST training program to ensure compliance with existing training standards and procedures. They additionally convene SFST Oversight Committee meetings.

In FFY25, SWTC conducted two 40-hour SFST Instructor Certification classes with 44 students. SWTC provided all students with a USB flash drive uploaded with the NHTSA training materials, as well as a binder with paper copies of the training materials.

Six 8-hour SFST Instructor Refresher classes were conducted with 98 students. The focus of the training was on administrative license revocation and instructor proficiency. All instructors were required to demonstrate SFST proficiency at the start of the course to continue in this class. Instructor manuals are updated annually with the most current training materials. During FFY25, two SFST Instructor Training courses were conducted in south-central New Mexico, with a total of 29 students trained.

Two state-accredited courses, each lasting thirty-two hours, were conducted to support law enforcement officers with the general operations of a traffic unit. The curriculum covers unit formation, core functions, and the execution of patrol operations. This state-accredited program emphasizes practical application, requiring each participant to develop an operational plan addressing a specific issue within their jurisdiction. In Fiscal Year 2025, one course was held in Santa Fe and another in Las Cruces, with a total enrollment of eleven students across both sessions.

In FFY25, New Mexico hosted two checkpoint operation courses. Each course consisted of eight hours: the first half in the classroom and the second half observing an actual checkpoint. Throughout this training, every aspect of organizing and managing checkpoints was covered, with special emphasis on legal considerations and how case law influences operations. This fiscal year's sessions were held in Albuquerque (north-central New Mexico) and Las Cruces (south-central New Mexico), drawing a total of 21 participants.

Five 4-hour Traffic Crash Report Completion courses that focused on correctly and fully completing the State's current uniform crash report (UCR) were conducted with 142 students. The Traffic Crash Report course also included a review of the Traffic and Criminal Software (TraCS) program, along with information on its efficiency and effectiveness. The Managing Police Traffic Services training was conducted in FFY25 with 18 students in Northern New Mexico. In FFY26, SWTC will focus efforts on reaching agencies that have not yet participated in trainings, emphasizing the benefits these trainings provide for report writing.

During the FFY, four SFST Oversight Committee meetings were conducted virtually with Committee members from around the State. Committee members discussed a general overview of the 2025 SFST Instructor Refresher Training and development of the 2026 curriculum.

***Traffic Safety Clearinghouse*****164AL-2025-AL-09-00 (05-AL-64-P09)**

This project provided funding for Traffic Safety information clearinghouse services delivered statewide through a pass-through arrangement with Safer New Mexico Now's Injury Prevention Resource Center (IPRC). Utilizing this passthrough, NMDOT staff, as well as SAFER, distributed DWI information and prevention materials to support NMDOT DWI projects and initiatives. They staffed a 1-800 toll-free service to respond to public queries about DWI-related materials and other traffic safety information. Both Federal and State funds are used for Clearinghouse activities. The 164AL funds are expended only for alcohol-impaired driving materials or activities associated with this project.

In FFY25, Safer distributed 20,765 pieces of DWI prevention material, available in both English and Spanish. The biannual ZeroProof email newsletter, focused on underage alcohol prevention, was sent to 1,700 recipients including schools and traffic safety advocates. The current ZeroProof newsletter can be accessed at: <https://www.safernm.org/resources/news/> and the NMDOT ZeroProof website, and underage drinking and DWI prevention resources can be accessed via: <https://www.safernm.org/resources/prevention/>.

ALR Hearing Prosecution Attorney**164AL-2025-AL-10-00 & EDU_AL-2025-AL-10-00 (05-AL-64-P10)****M5CS-2025-ID-06-00 (05-ID-05d-P06)**

This project provided funds for an NMDOT administrative license revocation traffic safety resource prosecution attorney (ALR-TSRP) housed in the Attorney General's Office.

The ALR position was vacant for FY2025. No funds were expended on this project in FFY2025.

Alcohol-ID Program Management – FTEs**164AL-2025-AL-11-00 & ENF_AL-2025-AL-11-00 (05-AL-64-P11)**

This project provided funds for TSD's staff time for the management of the Alcohol-Impaired Driving Program to coordinate ENDWI and Superblitz enforcement activities, participation in the National Crackdown enforcement activities, and other projects related to reducing impaired driving. FTE staff members monitor program area projects and oversee quality assurance initiatives. TSD staff members collaborate with the State's law enforcement liaisons, law enforcement agencies, and other traffic safety partners to increase the effectiveness and efficiency of the State's efforts to reduce DWI.

Traffic Safety Law Enforcement Liaisons**164AL-2025-AL-12-00 & ENF_AL-2025-AL-12-00 (05-AL-64-P12)**

Through a contract with Safer NM Now, this project funded three full-time law enforcement liaisons (LELs) to provide coordination between State, county, municipal, and tribal law enforcement agencies for NMDOT and national traffic safety initiatives. TSD LELs provide technical assistance to law enforcement agencies on standard operating procedures and enforcement plans, as well as public information and education support through on-site meetings, telephone contacts, and email correspondence.

LELs work with agencies to determine the appropriate number of high-visibility law enforcement operations to be conducted each year based on problem identification analyses and available funding. LELs also develop plans to monitor progress toward achieving agency performance goals. To support these activities, LELs use the NMDOT E-Grant System to solicit, review, and monitor law enforcement agency applications, operational plans, reimbursement requests, and related reports. The LELs also use the system to maintain documentation of correspondence with each funded agency. In FFY25, Safer law enforcement liaisons maintained oversight of 93 individual law enforcement agencies.

Annually, the LELs assist with developing and coordinating the statewide Law Enforcement Coordinator's Symposium (LECS). The LECS was conducted on May 7-8, 2025. Approximately 200 law enforcement personnel and representatives from NHTSA and the NMDOT Traffic Safety Division



attended the symposium. Local and national speakers presented topics including: emotional wellness in law enforcement, prioritizing traffic safety, building relationships between LEAs, trainings on DUI testing and toxicology, DWI trends, and legal and administrative updates.

DWI Media Creative Design and Production

164AL-2025-AL-15-00 & EDU_AL-2025-AL-15-00 (05-AL-64-15)

NMDOT contracted with RK Venture, a creative-design firm, to create, design, and produce television, radio, outdoor marketing, social media/video, print and educational materials for DWI awareness and enforcement efforts. Media design details and examples are in the Media and Marketing Campaigns section of this report.

DWI Media Placement

164PM-2025-PM-16-00 (05-AL-PM-P16)

This project provided funding for television, radio, and outdoor (billboard) media placements during DWI SuperBlitz Mobilizations conducted throughout the year, as well as during the NHTSA National Crackdown and non-SuperBlitz periods featuring ENDWI messaging. Media content emphasized strong enforcement and deterrence messages targeted to high-risk populations. Details of this project are in the Media and Marketing Campaigns section of this report.

General Media Creative and Production

05-CP-RF-P01 and 05-EE-05-P02

The project develops proactive informational and educational marketing and media campaigns designed to achieve high statewide awareness of traffic safety enforcement and education efforts. Marketing and media strategies are used to deliver targeted messages to audiences most likely to engage in high-risk driving behaviors, including impaired driving, failure to use occupant restraints, and other unsafe practices. Project funding supports the creation and production of television, radio, and other traffic safety messages

General Paid Media

(05-PM-RF-P02) (05-EE-PM-P03)

The project funds paid media for general traffic safety efforts including messaging on increasing seat belt and child restraint use, deterring speeding and distracted driving, and increasing construction zone safety awareness.

Court Monitoring – MADD

164AL-2025-AL-17-00 & DUI_AL-2025-AL-17-00 (05-AL-64-P17)

This project provided funding for a court monitoring program in high DWI-risk counties to monitor, collect, and report information to NMDOT on at least 250 DWI court cases annually using a standardized court monitoring tool. Funding also supported staff training, as well as ongoing monitoring and reporting activities, to assist NMDOT in identifying strengths and gaps within court processes. Project reporting includes recommendations for systemic improvements to enhance the efficiency and effectiveness of DWI case adjudication.

In year nine of the project, court monitoring of misdemeanor DWI cases was conducted in magistrate courts in Bernalillo, Doña Ana, McKinley, Rio Arriba, San Juan, and Santa Fe counties. Project staff monitored 3,230 cases, 161 more than in Year 8. Of these cases, 1,718 were adjudicated (53.19% compared to 72.7% in 2024). Of cases adjudicated, 30 percent were guilty; 1.4 percent not guilty, 29 percent deferred prosecution, and 33 percent were dismissed; 2 cases were transferred to District Court, and less than 1 percent were amended.

While some challenges from the pandemic have lessened, courts across all counties continue to operate on a hybrid schedule, with most hearings held virtually through telephone or video conference technology. DWI misdemeanor case filings have increased in most of the monitored counties. Year nine results indicate that prosecution challenges remain consistent with those seen in previous years. In



some counties, it was observed that evidence is not always received by District Attorneys' offices in full or in a timely manner. Since complete discovery is essential for successful prosecution, District Attorneys have emphasized the need for a more efficient, integrated discovery-sharing system across all enforcement agencies to help reduce dismissals related to incomplete police discovery.

The court monitors identified a major contributing factor to dismissals in several counties as officers' failure to appear at required settings, particularly pre-trial interviews and trials. Commonly cited reasons include officers being unable to attend scheduled interviews or not responding to scheduling requests, which often results in case dismissal. These officer-related absences represent a significant portion of dismissals and hinder case prosecution. Implementing an independent scheduling system to ensure proper communication about officers' required attendance could help reduce instances of nonappearance.

Recommendations include expanding support staff across all agencies to ensure complete discovery collection, facilitate pre-trial interviews, and manage officer scheduling. Additionally, increasing the number of attorneys within District Attorney offices could help reduce individual caseloads and improve oversight, ultimately leading to more effective case management.

UAD Prevention Creative Design & Production

**164AL-2025-AL-18-00 & EDU_AL-2025-AL-18-00 (05-AL-64-P18)
State 20700 – 05-DPE-10-P01**

This project funded a contract with RK Venture to develop an underage drinking (UAD) media campaign targeted to youth ages 10–18, as well as their parents and teachers, to raise awareness of the dangers and consequences of underage drinking. In FFY25, the ZeroProof brand was included in the media campaign strategy, with an increased focus on social media platforms most accessed by the Gen Z target audience.

RK Venture again developed sports-focused sponsorship advertisements and promotional materials for university and school campuses, as well as for education- and sports-oriented events and organizations. Media design examples are in the Media and Marketing Campaigns section of this report. The ZeroProof website was updated to refresh information, approach, and improve the site's design for mobile devices.

ZeroProof Campaign

164AL-2025-AL-19-00 & EDU_AL-2025-AL-19-00 (05-AL-64-P19)

In FFY25, the ZeroProof campaign continued raising awareness about underage drinking, targeting youth, parents, and teachers to foster community engagement and prevention. Research shows that individuals who drink before age 15 face an increased risk of developing alcohol use disorder (AUD), leading to behaviors like impaired driving. In New Mexico, 20.5% of surveyed kids reported their first drink before age 13, nearly 37% higher than the national average, highlighting the urgency of addressing this issue.

To expand its reach, NMDOT partnered with Alliance Sport Marketing for in-school outreach. Guest speakers engaged students on the dangers of underage drinking and risky driving behaviors. Custom ZeroProof graphics enhanced event materials, strengthening the campaign's branding and impact.

<https://www.zeroproofnm.com/>

2nd Judicial District DWI Prosecution Support

164AL-2025-AL-23-00 & DUI_AL-2025-AL-23-00 (05-AL-64-P22 & 05-DG-64-P23)

This project provided funds to the Office of the 2nd Judicial District Attorney for four FTE paralegals whose time is dedicated exclusively to supporting tasks necessary to prosecute DWI and DUI cases. Paralegals coordinate and schedule pretrial interviews; attend interviews as needed; train new Assistant District Attorneys on DWI discovery and procedures; draft, review, and electronically file required pleadings; obtain and manage discovery using Axon Justice; share evidence with the defense



and request additional discovery; liaise between arresting agencies and the District Attorney's Office; and perform other duties related to the prosecution of DWI and DUI cases. The 2nd Judicial District Attorney's Office encompasses Bernalillo County and receives cases primarily from Albuquerque Police Department, Bernalillo County Sheriff's Office, and New Mexico State Police. In FFY25, 39.9% of the cases sent to the DA's office were from the Albuquerque Police Department, 28.6% from New Mexico State Police, 28.8% from Bernalillo County Sheriff's Office, and the remainder from other agencies.

One of the primary focuses of the paralegals is to make initial contact with victims involved in DWI crashes within 72 hours of receiving the full police and crash reports. This focus serves to determine if the case should be classified as a misdemeanor or a felony DWI. Paralegals also serve as a resource for victim assistance by providing copies of police reports for insurance or other purposes, assisting victims in locating towed vehicles, and sharing contact information for victim assistance organizations, including legal aid services and Mothers Against Drunk Driving (MADD). In FFY25, project-funded paralegals handled 2,341 cases, an increase from 1,896 cases in FFY24. Paralegals also tracked key DWI case metrics, including crash involvement; alcohol related offenses, drug related offenses, or combined alcohol and drug related offenses; conviction rates; reasons for dismissal; and other relevant statistical data. When pretrial interviews (PTIs) are ordered by the court, paralegals ensure that PTIs between defense counsel and the police officers involved in a DWI case are scheduled and conducted in a timely manner. When ordered, PTIs are considered relevant case discovery, and tracking and calendaring these interviews helps reduce the risk of case dismissal as a sanction. Paralegals also facilitate the rescheduling of interviews between officers and defense counsel when necessary, further reducing the likelihood of automatic case dismissal.

Paralegals are also responsible for obtaining and reviewing all evidence used to prosecute DWI and DUI cases. This information is used to prepare pleadings and a screening sheet for use by the attorney in court. Paralegals track missing evidence and follow up with agencies on an ongoing basis to reduce the number of cases dismissed due to discovery violations.

DWI/ Drug Courts – AOC

M5CS-2025-ID-02-00 (05-ID-05d-P02)

New Mexico has a total of twelve (12) DWI/Drug Courts in New Mexico that focus on DWI cases, with an additional forty-three (43) treatment court programs that handle a broader range of substance use and/or behavioral health-involved cases (adult, domestic violence, family dependency, juvenile, mental health, tribal healing-to-wellness, veterans, and young adult). These courts operate in twenty-eight (28) of New Mexico's thirty-three (33) counties at District, Metropolitan, and Municipal court levels. Through a contract with the NM Administrative Office of the Courts (AOC), the Traffic Safety Division (TSD) provided funding to support ten of the twelve DWI/Drug Courts operating in magistrate and municipal courts. The Bernalillo County Metropolitan Court also operates a Recovery Court with a primary focus on DWI cases, and the Second Judicial District operates a Felony DWI/Drug Court Program.

In May 2025, AOC's Therapeutic Justice Support Program hosted the 3rd Annual New Mexico Treatment Court Alumni Summit. Planned in collaboration with treatment court alumni, this summit publicly recognized graduates of treatment court programs and benefited the community by encouraging continued recovery and inspiring current participants to complete their programs. In addition, the summit provided a platform for alumni to educate and share their experiences with peers, presiding treatment court judges, coordinators, and other professionals essential to the operation of effective treatment courts. The professional development provided for both alumni and professionals strengthened statewide engagement in recovery efforts for treatment court alumni. As of today, this summit remains the only event of its kind in the nation.

Based on new arrests of similar court-type charges, in FFY25 the New Mexico DWI Treatment (Drug) Court Graduate recidivism rate was 9.8 percent, and the average Adult Treatment (Drug) Court Graduate recidivism rate was 15.67 percent three years post-program exit. The average DWI



Treatment (Drug) Court Intent-to-Treat recidivism rate was 10.21 percent, and the average Adult Treatment (Drug) Court Intent-to-Treat recidivism rate was 34.47 percent three years post program exit.

FFY25 NM Magistrate and Municipal DWI/ Drug Court Results

Magistrate Courts	# of Program Graduates	% Graduated	Recidivism %		% Retention	% Employed Upon Graduation
			All Admits	Grads		
Dona Ana County	6	54.54	18.75	16.66	62.50	60
Eddy County	9	64.28	2.94	0.00	92.59	100
San Juan County	13	39.39	14.28	11.53	68.75	76.92
San Miguel County	14	87.50	5.26	6.25	92.59	78.57
Santa Fe County	2	50.00	8.33	12.50	60.00	100.00
Torrance County	2	100.00	0.00	0.00	100.00	0.00
Valencia County	8	88.859	3.33	4.34	95.83	75.00
McKinley County	8	72.72	10.00	14.28	88.89	75
Rio Arriba County	7	58.33	0.00	00.00	80	85.71
Farmington Municipal	10	71	8.6	5.6	79	100

In June 2025, several DWI treatment court coordinators, supervision/compliance officers, and presiding treatment court judges throughout the state attended the national All Rise, RISE25 conference in Kissimmee, Florida. Additionally, several AOC-TJSP Statewide Program Managers and the AOC-TJSP Senior Statewide Program Managers attended the conference. Several NM Treatment Court alumni also presented on the national stage and during alumni-focused sessions. In observance of “National Recovery Month,” the Therapeutic Justice Support Program supported treatment courts throughout the state by participating in treatment court-sponsored community events. Recovery Month events were held by the 1st Judicial District Court’s SPIRIT Alumni group, Bernalillo County Metropolitan Court’s Recovery Court, Urban Native American Court, Eddy County Magistrate Treatment Court, 4th Judicial District Adult Treatment Court, 11th Judicial District’s Treatment Court Programs, and the Pojoaque Treatment Court’s ROADS Program.

BAC Testing Training – SLD

M5BAC-2025-ID-03-00 (05-ID-05d-P03)

This project was conducted in partnership with the New Mexico Department of Health Scientific Laboratory Division (SLD) to provide training to law enforcement personnel statewide and to calibrate all intoximeters in the state. Project activities included training, equipment procurement, and outreach efforts.

Key highlights for Federal Fiscal Year 2025 include:

Training Programs

- Conducted extensive training sessions on the Intoxilyzer IR 9000 breath-testing instruments.
- Trained over 3,267 law enforcement officers across four quarters, including both full certification and recertification courses.
- Included key operator training for advanced users, training 196 key operators in total.
- 10 Instructors were trained in FFY25.

Equipment and Resources

- Acquired and maintained forensic tools, including calibration parts, pipettes, and balances for casework.
- Memberships in professional organizations for staff and participation in forensic science conferences and training sessions to ensure continuing education.

Outreach

- Conducted 234 outreach seminars to train officers in alcohol testing and the effects of alcohol on driving.



- Implemented both in-person and online training to maximize reach and accessibility.

Administrative Notes

- Provided details on reimbursements, fiscal inquiries, and staff participation in advanced training and conferences.

The SLD supports traffic safety through forensic science and training, emphasizing collaboration with law enforcement agencies to improve DUI detection and prevention.

DRE and ARIDE Training

M5TR-2025-ID-04-00 (05-ID-05d-P04)

The Drug Recognition Expert (DRE) Program in New Mexico is managed by the New Mexico Department of Transportation through Integrity Shield Consulting. Following a brief pause in statewide activity, the program resumed operations in June 2025 and has since rebuilt and expanded DRE training and certification efforts. The DRE Program continues to support law enforcement in addressing drug-impaired driving and ensuring statewide enforcement and training standards are met. Program activities include DRE certification and recertification, training for other officers and prosecutors, Advanced Roadside Impaired Driving Enforcement (ARIDE) trainings, committee oversight, and adherence to state enhanced standards.

Currently there are 13 certified DRE instructors in New Mexico. In early 2025, 23 students had been seated for a DRE School that was ultimately canceled due to the statewide program pause. When the program resumed, 11 of those previously seated students confirmed they still wished to attend. To fill the remaining seats, the program reopened applications statewide on August 1 and received 12 new applications from qualified officers. The DRE Committee reviewed all applicants and selected 16 total students for the 2025 DRE School. Four students withdrew on very short notice, and despite efforts to backfill the vacancies, those seats could not be filled in time. The 2025 DRE School proceeded in October, followed by field certifications in November. One student was unable to pass the final examination or the subsequent remedial test and was dismissed from the program. All officers who attended field certifications successfully passed the comprehensive final knowledge examination and are now credentialed DREs. These 11 newly certified DREs bring New Mexico's total to 73 DREs representing 31 agencies and nine State Police districts.

Three DRE Recertification courses were conducted in FFY25 utilizing the DRE Recertification curriculum. One was arranged by both NMDOT and the International Association of Chiefs of Police (IACP) during the pause (April 2025). The other two were delivered by Integrity Shield Consulting in July and October of 2025. Instruction was provided by the State DRE Coordinator, a Deputy District Attorney with extensive experience with the DRE Program (previously a Traffic Safety Resource Prosecutor), a DWI victim advocate, and the Bureau Chief from the NMDOH Scientific Laboratory Division. DREs must demonstrate proficiency with the Drug Influence Evaluation during recertification prior to receiving their two-year recertification.

The NM DRE Committee held two meetings during the FFY with one conducted immediately following the transition to Integrity Shield, and the other conducted on the regular biannual schedule (September 2025). The Committee assists in selecting the most qualified applicants to attend DRE training and in selecting qualified DRE instructors. This review and selection process has been successful in achieving a low attrition rate for both DREs and DRE instructors.

The program also delivered seven ARIDE courses during the year, training 98 officers and prosecutors across New Mexico. DRE recertification has been updated and is now delivered through CITE (Comprehensive Impaired-driving Traffic Enforcement), which serves both as a DRE recertification course and as training open to other law enforcement officers. Additionally, the program has received requests for DITEP training and is coordinating with schools to provide that instruction in the coming year.



Throughout the year, New Mexico DREs continued to share their expertise with officers, supervisors, prosecutors, and community partners to support drug-impaired driving enforcement and education statewide.

Traffic Safety Resource Prosecutor

M5CS-2025-ID-05-00 (05-ID-05d-P05)

This project provided funding for a full-time Traffic Safety Resource Prosecutor (TSRP) and an administrative assistant to conduct statewide training for prosecutors, law enforcement officers, probation and DWI compliance officers, and county DWI program managers, with the goal of improving the prosecution of DWI cases. Training includes, but is not limited to, DWI-related case law and updates to local, state, or federal laws, as well as the use of evidence derived from video cameras, passive alcohol sensors, and traffic records systems.

The TSRP and administrative assistant positions are housed under the New Mexico Attorney General's office. In 2025, TSRP activities focused on strengthening impaired-driving prevention and enhancing judicial education across New Mexico and the nation. Throughout the year, the TSRP distributed national traffic-safety resources, taught multiple courses at the National Judicial College, mentored judges, and delivered presentations at major events including the Treatment Court Symposium, Lifesavers Conference, AllRise 2025, the Judicial Conclave, and various state judicial trainings. Additional achievements included revising and submitting the DWI Bench Book, collaborating with the Court Education Institute, facilitating Treatment Court Judges meetings, supporting tribal-state court information sharing, planning future training for non-lawyer judges, and serving as faculty for national impaired-driving and cannabis-related judicial programs.

The TSRP also presented at the 2-day DWI Conference for prosecutors and law enforcement officers statewide.

Impaired Driving Media Creative Design & Production

M5PEM-2025-ID-07-00 (05-ID-05d-P07)

NMDOT contracted with the RK Venture creative-design firm to create, design, and produce television, radio, outdoor marketing, social media/video, print and educational materials for DWI awareness and enforcement efforts. Media design details and examples are in the Media and Marketing Campaigns section of this report.

Impaired Driving Media Placement

M5PEM-2025-ID-08-00 (05-ID-05d-P08)

The NMDOT contracted with Sunny505 for placement and monitoring of media conducted in support of enforcement mobilizations and ongoing traffic safety activities. The contractor assists in marketing the NMDOT's traffic safety messages through promotions and events involving the broadcast media. They provide reports on traffic safety ads aired on the stations under contract with NMDOT.

Radio, television, and billboard advertising across the State have proven to be effective ways of reaching the public with traffic safety messaging. Earned media is a large component of the media mix, and intense efforts are made to obtain news coverage of the various campaigns to increase exposure and maximize efficacy of the State's media budget. Additionally, the NMDOT works with county DWI prevention and safety coalitions to distribute collateral materials to supplement paid media messaging. Across all traffic safety messaging in FFY25, an estimated 64,230,000 media impressions were achieved. Both Federal and State funds were used for this project.

New Mexico State Judicial Outreach Liaison

05-PT-02-P03

In FY25, the New Mexico State Judicial Outreach Liaison (JOL) focused on enhancing judicial education, treatment court initiatives, and impaired driving awareness. From October 2024 through September 2025, extensive work was completed despite delays in the FY25 contract, including



continuous distribution of national traffic-safety resources and ongoing judicial education. Key activities included presenting at major conferences such as the Treatment Court Symposium, Lifesavers National Meeting, AllRise 2025, the Judicial Conclave, and multiple state and regional judicial trainings. Throughout the year, significant emphasis was placed on mentoring judges nationwide, teaching at the National Judicial College, revising the DWI Bench Book, coordinating with the Strategic Innovations Group, hosting and attending Treatment Court Judges meetings, and supporting impaired-driving initiatives. Additional accomplishments involved collaborating with the Court Education Institute, preparing future training for non-lawyer judges in New Mexico, engaging with tribal courts to improve record sharing, and contributing as faculty for the Interdisciplinary Cannabis Symposium and IDS Operational Tune-Up.

State Funds-Only Projects and SFY2025 Accomplishments

Underage Drinking Prevention Projects Overview

In SFY25, NMDOT/TSD again funded a variety of projects aimed at reducing underage drinking and underage drinking and driving behaviors. These projects provided program services to school-age youth and their families, including educational presentations on underage drinking awareness, underage drinking laws, and media literacy, as well as classroom discussions focused on positive family communication and building self-esteem skills. Middle and high school students also received education on preventing and reducing alcohol use, the dangers of binge drinking, and how to conduct shoulder tap operations. Additionally, youth were introduced to the training local merchants receive regarding Liquor Control Act violations, reinforcing the understanding that merchants are knowledgeable about the law and reducing the perception that violations can occur undetected.

New Mexico Alliance of Boys and Girls Club

In SFY25, staff from Boys and Girls Clubs from around the State conducted 'SMART Moves' substance use prevention programs for 271 youth, 118% of their goal of 230 youth. Of these youth, 52 were in Grades K-2, 78 were in grades 3-5 and 141 were in grades 6-12; 140 were males and 131 were females. The clubs' staff also provided alcohol and substance abuse prevention education through SMART Choices Parent Education Classes or Family Engagement Events to 142 parents, 123.5% of their goal of 115 parents.

SMART Moves curriculum is designed to provide participants with knowledge, peer-group support, and self-esteem skills to help them make healthy choices and practice responsible behavior regarding alcohol use. Pre- and post-surveys of New Mexico's Boys and Girls Clubs youth showed the following results:

Research-Informed Indicators	Post-program responses
Gained more understanding of the dangers of the use of alcohol and binge drinking	99%
Abstained from alcohol use in the 30 days prior to the survey	93%
Abstained from marijuana use in the 30 days prior to the survey	96%
Felt a sense of belonging and connection to the Club	82%
Had an adult they could trust and felt connected to at the Club	89%
Believed that Club staff had high expectations for them	91%

Life of an Athlete

The New Mexico Department of Transportation funded the New Mexico Activities Association (NMAA) Life of an Athlete (LoA) program. The Life of an Athlete program is a statewide prevention/intervention program focused on alcohol education for student athletes, their parents, coaches, and athletic administrators. The NMAA maintains the Life of an Athlete website:

<https://www.nmact.org/activities/life-of-an-athlete/>

Life of an Athlete online courses were conducted between November 2024 -October 2025. During this



period, 1,032 students completed the course. The in-person program was delivered to 1,200 students and parents in Mora, Cloudcroft, Mesa Vista, Española, Dexter, Pecos, Hondo, and Socorro throughout August, September, and October. NMAA staff visited 24 schools to record their regular "Gametime" school spotlight and to promote the Life of an Athlete program. Gametime broadcasts are posted on the NMAA website and promote the Life of an Athlete program during each broadcast.

During the year, television (KRQE), web, and print campaigns were used to outreach students and their families about the Life of an Athlete program. The LoA logo was used on several thousand bag tags and wrist bands for athletes, coaches, media personnel, officials, and NMAA event workers.

Additionally, Life of an Athlete funds from NMDOT were instrumental in purchasing materials given to students that attended the Summer Coaches Conference in July.

Ignition Interlock Program

The NMDOT/TSD is responsible for the licensing and monitoring of ignition interlock manufacturers and service centers, as well as the certification of installers and service technicians. Once approved, manufacturer and service center information is made available on the University of New Mexico (UNM) Traffic Safety Center (TSC) website for use by agencies and the public: nmtsc.unm.edu/.

In SFY25 TSC staff processed original or renewal licensing applications for 8 ignition interlock manufacturers, 64 service centers, 148 installers, 44 service technicians, and 81 mobile units. TSC staff conducted monitoring activities, including record reviews, calibrations, installations, and removals, at 37 ignition interlock service centers and installers. The TSC also provided Ignition Interlock training to installers and removers, service technicians, and manufacturers.

The TSD Ignition Interlock Program Manager (IIPM) monitors, investigates and resolves complaints, and responds to inquiries regarding ignition interlock requirements from the public, service providers, courts, and government agencies at the state and national levels. The IIPM also meets with and assists the NM Motor Vehicle Division, the courts, compliance personnel, and law enforcement with ignition interlock issues.

Ignition Interlock Indigent Fund

The NMDOT/TSD is legislatively mandated to administer New Mexico's Ignition Interlock (II) Indigent Fund. Annually, \$300,000 is appropriated to the fund from the State's liquor excise tax revenues. Additional funding is generated through a \$50 indigent device fund fee paid annually by all non-indigent individuals when they obtain or renew an ignition interlock license. Indigent device fund fees are waived for approved indigent drivers during their indigent eligibility period. No more than ten percent of the money in the II Indigent Fund can be used for administrative purposes in any State fiscal year (NMSA 11-6A-3).

TSD staff processes applications for individuals seeking a subsidy from the II Indigent Fund. The subsidy covers one vehicle per offender up to \$50.00 for the cost of the interlock installation, \$30.00 monthly for verified active use of the interlock device, and \$50.00 for the cost of removal of the device during the indigent individual's eligibility period. During SFY25, TSD staff processed 1,747 applications for indigent status, with 1,581 approved and 341 denied.

Underage Drinking Program Assessment

To better understand the current status and needs of underage prevention strategies in the state, TSD contracted with Presbyterian Health Services Community Partnerships Section to conduct a program assessment. The program evaluators participated in the DWI Task Force Work Group, surveyed existing programs, evaluated relevant data, engaged youth to develop strategies, and provide a set of recommendations. The report is expected in Spring of 2026 and will inform the Triennial Highway Safety Plan.

**Ignition Interlock Indigent FTE****05-II-54-P02**

This project provides funds to provide one FTE to administer the ignition interlock fund program. The Department, per State statute, can use up to 10% of the fund for program administration.

Projects' Contribution toward Achieving Performance Targets

Final 2024 State data indicate that New Mexico is progressing toward meeting the state's 2024 alcohol-impaired driving performance target of 150 fatalities based on a five-year average. The five-year average for 2020–2024, calculated using final State data, is 138.1 fatalities.

The State continues to support projects designed to reduce alcohol-impaired driving crashes, fatalities, and injuries statewide. In FFY25, 63 law enforcement agencies, including the New Mexico State Police, participated in high-visibility enforcement activities focused on identified alcohol-involved high-crash and high-fatality areas, representing an increase from 60 agencies in the previous year. The NMDOT met and exceeded its 2025 public information State performance target of at least 80 percent of Attitude & Awareness Survey respondents reporting they have heard or seen traffic safety messaging in the past year. In FFY25, 87% reported seeing Traffic Safety messaging, with 81% reporting hearing or seeing messaging with the slogan ENDWI.

In the coming year, NMDOT will increase outreach to community partners to address rising alcohol-impaired fatalities. NMDOT will also continue to support impaired-driving program activities, including enforcement, DWI and drug courts, DRE and ARIDE training for law enforcement, ignition interlock mandates, traffic safety resource prosecutors, judicial DWI prosecution support, supervised probation for DWI offenders, and high-visibility media and prevention programs that highlight the dangers of impaired driving.

Occupant Protection Program**Program Plan Overview**

NMDOT's primary seatbelt and child safety/ booster seat laws, child safety seat distribution program, and fitting stations and inspection clinics are instrumental in NMDOT/TSD's ability to achieve high use of occupant protection and in reducing the number of unrestrained occupant fatalities. Child Passenger Safety technician and instructor training courses are a critical component of the State's Occupant Protection program and have contributed to successfully maintaining high standards of safety seat distribution and installation.

Annual seatbelt surveys help the State monitor the need for focus on particular populations and/or areas of the State. High-visibility enforcement of seatbelt and child safety seat State statutes were conducted year-round, including during the 2025 National Click It or Ticket (CIOT) seatbelt enforcement campaign. Enforcement activity was coordinated with high-visibility BKLUP and CIOT media and public awareness campaigns.

The four activities detailed below encompass the Child Restraint Program, and both Federal and State funds were used. The Traffic Safety Division, following NHTSA guidance, continued its focus on areas of the state that require additional support in child passenger safety by establishing the Underserved CPS Program.

NHTSA Funded Projects and 2025 Accomplishments**Child Restraint Program****CR-2025-OP-01-00 (05-OP-02-P01)****State 20100 – 05-OP-RF-P02 & 05-OP-RF-P03**

The Child Restraint Program project provides funds to maintain, and as feasible, expand the child safety seat/ booster seat distribution system; maintain or increase availability of child safety seat



/booster seat equipment for low-income families; maintain high levels of child safety seat/ booster seat inspection clinics and fitting stations throughout the State; and provide training to child safety seat/ booster seat technicians.

TSD contractor, Safer New Mexico Now (Safer) provides technical and administrative oversight and maintenance of the Child Restraint Program. Safer contracts with two (2) Occupant Protection Liaisons to provide support, education, and technical expertise to child passenger safety (CPS) technicians, and agencies and organizations that serve children and families.

In collaboration with law enforcement agencies, fire safety personnel, healthcare organizations, and Safer, inspection events are conducted statewide. Events include Car Seat Inspection Clinics and Fitting Stations to educate parents and caregivers on the correct selection, installation, and use of car seats. Funded by the NMDOT, Safer hosts the National Child Passenger Safety Training program to train new technicians on supporting inspection events. The NMDOT TSD and its certified technicians place additional emphasis on holding and attending events in rural and historically underserved communities. TSD and Safer staff attend community events to provide educational materials and educate parents and caregivers on child passenger safety, again with an emphasis on rural and underserved communities.

In FFY2025, community educational events included the Drug Enforcement Administration (DEA) Family Summit in Shiprock, New Mexico, and “Cabinet in your Community” events, where Governor Lujan-Grisham and leadership from state agencies traveled to New Mexico towns to introduce state agencies responsibilities and services to members of the public. TSD Child Passenger Program was requested by Secretary Serna to represent the NMDOT.

New Mexico Child Safety Seat Distribution Program (NMCSSDP)

Lower income families are provided child safety seats and instruction on the proper use thanks to the support of more than 40 major hospitals, public health clinics, Native American health centers, shelters, social service and family resource centers, and community organizations. Several distribution sites serve primarily Spanish-speaking populations. All distribution sites receive educational materials throughout the year from Safer's Injury Prevention Resource Center. Distribution site staff show child passenger safety videos, review educational brochures with the families, and provide individual instruction on how to install a child safety seat.

All NMCSSDP agency site personnel who distribute child safety seats are required to be certified Child Passenger Safety Technicians (CPSTs) or to complete a six-hour advocacy training conducted by a certified Child Passenger Safety Technician Instructor, along with a two-hour refresher course every two years to remain current on updated information and education. The training includes lectures, hands-on activities, and a written test to educate health care personnel on proper seat selection and administrative aspects of the NMCSSDP.

In FFY25, Safer staff conducted four 6-hour NMCSSDP training courses and four 2-hour refresher trainings. Four National Child Passenger Safety Technician Training courses were also conducted, certifying 87 new technicians.

In FFY25, 40 agencies participated in the New Mexico Child Safety Seat Distribution Program (NMCSSDP) distributing 1,045 child safety seats, including 634 convertible seats, 175 combination seats, 67 high-back belt-positioning booster seats, 7 low-back booster seats, and 162 infant seats, to low-income families and made the program services available to an estimated 82.5 percent of the State's population. A \$35 fee is requested when providing a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. In FFY25, the fees generated \$23,982, with all fees going back into the program to assist other families. In conjunction with the fees collected and additional NMDOT funding, Safer was able to order a total of 2,480 car seats for distribution through the NMCSSDP sites, fitting stations, and clinics. Throughout the year, site coordinators monitored



personnel volunteer hours dedicated to each distribution site. Collectively, personnel across all sites contributed more than 1,934.50 volunteer hours during the year.

Child Passenger Safety Technician (CPST) Certification Training

Agency personnel and law enforcement officers providing services at child safety seat distribution sites must be certified utilizing NHTSA's Standardized CPST Certification Training. Safer conducts these certification training classes, as well as certification renewal courses.

During FFY25, four National Standardized CPST 32-hour Training classes were conducted, with 87 individuals newly certified. Statewide, there are 346 certified CPS technicians (335 technicians and 11 instructors), representing all six NMDOT districts and 28 of 33 counties. The NMDOT is well represented by 17 certified technicians, including two who have achieved Senior Technician status.

Buckle-Up New Mexico Recertification Training Conference (BUNM)

The annual Buckle-Up New Mexico Recertification Training conference was conducted on March 19-20, 2025. The event was sponsored by NMDOT/TSD and coordinated by Safer New Mexico Now. Approximately 140 Child Passenger Safety Technicians (CPSTs), presenters, manufacturers, and traffic safety dignitaries attended the training.

The 2025 BUNM featured a variety of presentations from leading experts in the field of child passenger safety (CPS). Topics included individual hands-on learning sessions with six national and international car seat manufacturers, LATCH Learning, the future of child passenger safety, counterfeit, noncompliant, and unregulated car seats, and information on the car seat recall process. Additional sessions included a hands-on CPS Boot Camp and a fun, competitive round of Buckle Up Bingo, a trivia game covering conference material.

Additionally, a Car Seat Inspection Clinic was held to assist CPSTs earn the seat signoffs needed to maintain their certification. During the clinic, 52 CPSTs checked a total of 16 car seats. Of those 16 seats, 11 of them were misused (a 68.7% misuse rate), and two unsafe seats were replaced with new seats.

This training is made available to current CPSTs who participate in New Mexico Department of Transportation (NMDOT) programs and Child Passenger Safety (CPS) events, as well as individuals needing credits to maintain or renew their certification. To maintain their certification, CPSTs are required to earn six continuing education units (CEUs) every two years. The 2025 BUNM training was approved by Safe Kids Worldwide, the New Mexico Law Enforcement Academy, the New Mexico Emergency Medical Services Bureau, and the California Board of Registered Nursing.

NMDOT TSD leadership attended and supported the conference. Additionally, Safer also received support from numerous corporate partners including State Farm, local hospitals and birthing programs, as well as national and international child restraint manufactures such as BubbleBum, Evenflo/Goodbaby International, Nuna, Joie, KidsEmbrace, and Safe Traffic System, Inc.

Child Safety Seat Inspection Clinics, Fitting Stations and Car Seat Checks

New Mexico has seven permanent child safety seat fitting stations statewide, with child safety seat inspection clinics conducted throughout the year via requests and partnerships. Child safety technicians and volunteers, including law enforcement, fire safety personnel, and healthcare organizations statewide, assist with local child safety seat clinics and fitting stations. Clinics and fitting stations are promoted statewide through flyers and news releases distributed through the various NMDOT districts. Additionally, clinics and fitting stations are posted to online calendars on the Safer New Mexico Now website, as well as advertised using social media and grassroots efforts such as posting/distributing flyers at local retailers and other community organizations located throughout the state. Remote and NMDOT events requested are posted on the main NMDOT website.

During the 2024-2025 contract year, there were a total of 62 fitting station events held. A total of 330



seats were checked and 82 were replaced. Of the 330 seats inspected, 232 of them were found to be misused (70%). A total of 205 CPSTs and volunteers donated approximately 124 hours of their time to help keep families safer on New Mexico roads

During the 2024-2025 contract year, a total of 38 clinics were held. A total of 385 seats were inspected and 136 were replaced. Of the 385 seats inspected, 290 were found to be misused (75%). A total of 301 CPSTs and volunteers donated approximately 733 hours of their time to help keep New Mexico's families safer.

The State of New Mexico has 7 child safety seat fitting stations statewide, which primarily serve urban areas, leaving many regions underserved due to a shortage of senior Child Passenger Safety Technicians (CPSTs). In the near term, NMDOT is developing incentive programs to encourage more staff across the department to become CPSTs and to promote advancement to senior technician status, particularly among NMDOT staff.

Occupant Protection Program Management-FTEs

OP-2025-OP-02-00 (05-OP-02-P02)

This project provided program management of TSD's Occupant Protection Program, including coordination of statewide law enforcement occupant protection operations. Program personnel oversee funding to local law enforcement agencies for overtime enforcement and assist in developing strategies for inter-jurisdictional enforcement efforts. They provide program management for child occupant protection projects, including safety seat and booster seat clinics, fitting stations, and distribution activities.

Seatbelt Observation Surveys

M1OP-2025-OP-01-00 (05-OP-05b-P01)

New Mexico's seat belt use rate has increased over the past few years, reversing a multi-year decline, with the exception of an anomalous increase in 2019. The June 202 rate of 92.6% surpasses the 90% benchmark for the third time since 2019. NHTSA-approved survey methods and processes were used for all surveys. Historically low-usage groups, including pick-up truck drivers and travelers on local roads, remain a concern, with nighttime rates particularly low. To improve seatbelt usage, the report recommends timely and strong programming designed with consideration to the type and intensity of media and enforcement efforts.

As with previous years, there are areas deserving of extra efforts to continue to make New Mexico roads safer. Particularly, drivers of pickup trucks and occupants travelling on Local roads have the lowest daytime seat belt use rates. In addition, findings from the nighttime study showed lower seat belt use for the same subgroups of vehicles and road types compared to their corresponding daytime seat belt use rates. The findings of the surveys help NMDOT assess the impact of New Mexico's primary seatbelt law (a citation can be issued for non-belt use even if no other violation occurs). In FFY25, New Mexico again conducted its seatbelt observation surveys on cars, vans, SUVs, and pickup trucks. Trained observers recorded front shoulder belt use by drivers and outboard passengers, seated by the front right-side door)

Utilizing weighted data, the 2025 daytime observed seatbelt use was documented at 92.6 percent, down from 93.6 percent in 2024. The following table displays 2025 un-weighted data:

Daytime Survey - 2025	% Pre-survey Belt Use		% Post-survey Belt Use
Car/Van/SUVs (driver and outboard)	94.3		94.6
Pickup Truck (driver and outboard)	992.5		91.9
All Vehicles (driver and outboard)	94.2		94.1
Nighttime Observations	All Vehicles	Car/Van/SUV	Pickup Truck
Driver/ Front Seat Passenger	87.0	88.3	82.6
Driver	85.6	86.7	81.5
Passenger	92.2	92.8	88.6

The 2025 New Mexico Seatbelt Observation Study report is available at: <https://www.safernm.org/seat-belt-safety>

Click It or Ticket Paid Media Placement

M1*PM-2024-PM-02-00 (04-OP-PM-P02)

In support of National Child Passenger Safety Week, NMDOT aired the television and radio spot 'Excuses' in Spanish and English during the National CIOT OP Mobilization and the NM BKLUP Memorial Day period to highlight the importance of always buckling up and using child passenger protection.



Figure 2: Click it or Ticket

Child Safety Seats/Booster Seats

M7*CR-2025-II-01-00 (05-OP-05dII-P01)

This project provided funds for Safer New Mexico Now to purchase and distribute child safety seats and booster seats to enhance child passenger use efforts. In FFY25, a total of 2480 child safety seats were ordered for distribution, as needed, to agencies statewide and to fitting stations and clinics.

During car seat inspection events, car seats can be replaced or issued to families depending on the situation (broken, expired, not suitable, or non-existent) and the family status, sometimes a fee can be collected. Feedback on the availability of TSD services is collected through surveys, which indicate strong support and participation, as parents and caregivers value the educational components of the events.

State Funds-Only Project and SFY2025 Accomplishments

Occupant Protection Enforcement

05-OP-RF-P01

BKLUP enforcement focuses on law enforcement participation in operations such as the NHTSA annual CIOT National Seatbelt Mobilization, and New Mexico's Superblitz and Miniblitz operations that combine statewide BKLUP enforcement activities with ENDWI alcohol-impaired driving enforcement.

The primary objectives of BKLUP and CIOT are to cite and educate those who fail to comply with New Mexico's seatbelt and child restraint laws. BKLUP and CIOT mobilizations are accompanied by media and education efforts. Enforcement activities included both checkpoint and directed patrol operations conducted throughout the year.

BKLUP/CIOT

05-OP-RF-P01

In FFY25, NMDOT/TSD contracted with 75 law enforcement agencies to participate in BKLUP and CIOT enforcement activities. The 12 State Police districts are counted as one of the 73 agencies.

While the focus of these enforcement activities is on the proper use of seatbelts and child restraints, law enforcement officers are able to cite other violations or apprehend individuals involved in other



criminal activities. While these enforcement activities focus on the proper use of seatbelts and child restraints, law enforcement officers may also address other traffic violations or criminal activities encountered during operations. These efforts contribute to overall roadway safety and compliance.

Projects' Contribution toward Achieving Performance Targets

Preliminary 2024 NHTSA data indicate that the State is progressing toward meeting its 2025 Occupant Protection program five-year performance target of 122.6 unrestrained fatalities. Preliminary NHTSA data for the 2019–2023 period show a five-year average of 130.4 unrestrained fatalities. In the coming year, the State will continue to support BKLUP and CIOT enforcement operations, combined with high-visibility occupant protection media and marketing. In addition, the NMDOT's statewide child restraint program will continue to provide families with child safety seats and seat belt use educational materials through its statewide fitting stations and clinics to help increase the safety of all vehicle passengers. The NMDOT will also focus on engagement with community partners to address the rising numbers of unrestrained fatalities.

The State met the 2025 target of 90.5 percent observed seatbelt use, observing a rate of 92.6%. The NMDOT has implemented information from the NHTSA-facilitated program assessment to address deficiencies to bring stronger awareness around Occupant Protection in the State.

The State met and exceeded its state performance measure target of maintaining the percentage of Attitude & Awareness Survey respondents reporting having heard or seen traffic safety messaging in the past year.

NMDOT remains committed to increasing vehicle occupant safety awareness and occupant protection enforcement of drivers and passengers, particularly on local roads identified higher-risk, and in rural areas of the State.

Police Traffic Services Program

Program Overview

The Police Traffic Services Program provides overtime funds to local law enforcement agencies for traffic safety enforcement in identified high-risk areas of the State. TSD staff and law enforcement liaisons assist agencies in identifying traffic safety problem areas, developing strategies, and prioritizing activities to maximize the impact of enforcement efforts occurring at State, county, and city levels. Additional assistance to local law enforcement includes access to relevant training, education, technical support, and equipment.

Police Traffic Services' sustained enforcement activities include high-visibility checkpoints and directed patrols conducted throughout the year. In support of NHTSA and State traffic safety objectives, sustained enforcement activities focus on reducing high-risk driving behaviors by enforcing speeding, distracted driving, DWI, occupant protection, pedestrian, motorcyclist, and bicyclist safety laws.

NHTSA Funded Projects and 2025 Accomplishments

Traffic Safety Law Enforcement Liaisons

PT-2025-PT-01-00 (05-PT-02-P01)

State 20100 – 05-PT-RF-P02

Through a contract with Safer NM Now, this project funded three full-time position law enforcement liaisons (LEs) to provide coordination between State, county, municipal, and tribal law enforcement (LE) agencies for NMDOT and national traffic safety initiatives. TSD LEs provide technical assistance to LE agencies on standard operating procedures and enforcement plans, as well as public information and education via on-site meetings, telephone contacts, and email correspondence. Both Federal and State funds were used for this project.

LEs work with agencies to determine the number of high-visibility law enforcement operations conducted during the year based on a problem identification process and available funding. LEs also



develop a plan for monitoring progress toward the achievement of agency performance goals. To facilitate these processes, the LELs use the NMDOT E-Grant System to solicit, review, and monitor law enforcement agency applications, operational plans, reimbursement requests, and available reports. The LELs also use the system to maintain documentation of correspondence with each funded agency. In FFY25, Safer law enforcement liaisons maintained oversight of 96 individual law enforcement agencies. Safer's LELs also participated in coordination meetings with NMDOT during the transition from the E-Grants System to the IGX grants management system.

Annually, the LELs assist with developing and coordinating the statewide Law Enforcement Coordinator's Symposium (LECS). The LECS was held May 7-8, 2025. More than 200 law enforcement personnel, representatives from NHTSA, and the NMDOT attended the symposium. Local and national speakers presented on topics including Emotional Wellness in Law Enforcement, Prioritizing Traffic Safety, Building Relationships, Navigating Current DWI Trends, Additional DUI Testing, and NMLEA Legal Updates. Participants received continuing education units.

Police Traffic Services Program Management-FTEs

PT-2025-PT-02-00 (05-PT-02-P02)

This project provided program management of TSD's Police Traffic Services (PTS) Program to coordinate traffic safety enforcement and training for law enforcement agencies participating in the PTS Program. TSD staff members also provide management of the State Traffic Safety Education and Enforcement funds that are supplied to local law enforcement agencies.

Selective Traffic Enforcement Program (STEP)

PT-2025-PT-05-00 (05-PT-02-P05)

State 20100 – 05-PT-RF-P01

STEP activities are used in areas that have been identified through local analyses as needing targeted enforcement due to high rates of traffic crashes, fatalities, or injuries.

In FFY25, NMDOT/TSD contracted with 93 state, county, municipal, and tribal law enforcement agencies to participate in STEP enforcement activities, and worked conducting directed patrols, safety corridors, speed, and commercial traffic enforcement operations. Both Federal and State funds were used for this project.

As part of STEP activities, the annual NMDOT Summer Enforcement Campaign was conducted between June 18 and September 20, 2025. Campaign objectives are to decrease the number of high-summer season roadway crashes and fatalities, and to increase the public's awareness about safe and responsible driving.

Statewide, officers are on the look-out for speeders, alcohol-impaired, distracted or aggressive drivers, drivers not wearing seatbelts or buckling-up children, and other traffic safety violators.

While these enforcement activities focus on the proper use of seatbelts and child restraints, law enforcement officers may also address other traffic violations or criminal activities encountered during operations. These efforts contribute to overall roadway safety and compliance.

General Law Enforcement Training

PT-2025-PT-06-00 (05-PT-02-P06)

This project provided a training program designed to educate law enforcement in the development, implementation, and management of traffic safety initiatives. All certified New Mexico law enforcement personnel are eligible to receive the training courses at no cost. In FFY25, training courses were held both in-person and virtually.

In FFY25, Safer New Mexico Now (Safer) conducted 19 training sessions including 10 STEP (5 in-person; 5 virtual), four DWI Checkpoint Operations, one Radar Operator, one LIDAR Operator, one At-Scene Traffic Crash Investigation, one Advanced Traffic Crash Investigation, and one Traffic Crash Reconstruction.



Training was provided to 333 students representing 77 state, county, and municipal agencies. All training curricula was updated and submitted for accreditation. Training manuals were updated per curricula changes. All students must submit a course evaluation at the completion of each training course.

Annually, Safer maintains a database that includes each training course, law enforcement agency contact information, and the projected number of students. Safer distributes a yearly calendar to regional law enforcement agencies listing all upcoming training courses. Course and registration information is made available on the Safer website at <https://www.safernm.org/law-enforcement-trainings/>.

Projects' Contribution toward Achieving Performance Target

Final 2024 State data indicate the State met its Police Traffic Services performance target for limiting the increase in speeding-related fatalities to a one-year target of 160, with a total of 131 fatalities.

Both NHTSA and GHSA have reported on the increases in speeding-related fatalities nationwide, particularly in 2020, 2021, 2022 and 2023. Speeding citations are by far the most common citation issued via STEP-funded law enforcement activities.

In the coming year, the NMDOT/TSD and contracted law enforcement liaisons will work to support STEP overtime enforcement activities. Law enforcement liaisons are instrumental in coordinating efforts between the NMDOT/TSD and law enforcement agencies statewide, and in providing technical assistance and monitoring of progress toward enforcement goals. The Traffic Safety resource prosecutors and police traffic services training are critical assets for increasing officer education and skill development to ensure officer ability to make proper stops and arrests and assist with the prosecution of cases: all with the goal of reducing speeding activity and fatalities.

State Funds-Only Project and 2025 Accomplishments

Motorcycle Safety Program

Program Overview

NMDOT and safety stakeholders work together to reduce the number of motorcyclist fatalities and injuries, despite the increasing number of motorcycles on the highways. Although certified motorcycle training is required for licensing in New Mexico, not all motorcyclists obtain a license or receive training. NMDOT's Motorcycle Training Program is designed to assist motorcyclists in obtaining critical training and increase licensure.

NHTSA Funded Project and FFY2025 Accomplishments

Motorcycle Safety Training

M11MT-2025-MC-01-00 (05-MC-05f-P01) State 20600 – 05-MC-08-P01

This project provided funds for a contract with the Motorcycle Safety Foundation (MSF) to administer the New Mexico Motorcycle Safety Program (NMMSP), a quality statewide motorcycle safety rider training program designed to introduce skilled, responsible motorcycling. The project is partially funded by an initial \$45 registration and plate fee. Of which, \$33 goes into the motorcycle training fund. Annual license and plate fee renewals of \$15 also goes into the motorcycle training fund. Student training fees provide additional funding for the training program. Although Federal and State funding can be used for this project, State funds must be exhausted before Federal fund can be accessed.

The annual NM Motorcycle Advisory Council meeting was held via telephone for 2025 to discuss the Council's focus and direction for the upcoming year. Several areas of concern for the upcoming year include efforts to improve safety for motorcycle riders and all roadway users. Next year's activities and areas of focus include:

- Review Motorcycle crash statistics with a focus on accuracy.
- Consideration of additional driver education components to increase overall roadway awareness regarding motorcycle safety.
- Exploration of new strategies for promoting motorcycle safety awareness, to include the specialized license plates for both passenger vehicles & motorcycles to get the public's attention.
- Re-examine the age limits for motorcycle training and licensing.

Training and Quality Assurance

During Fiscal Year 2025, the NMMSP was able to train a significant number of students across the state. This success can be attributed to NMDOT's investment in new motorcycles in the past year. As a result of these purchases, the overall reliability of the motorcycle fleet has improved, which allows for more students to be trained.

In FFY25 the NMMSP conducted 248 basic & experienced (BRCEP1x11), (BRC2LW) classes in Albuquerque (Family Service Center 143 BRC; 1341 Students) 18 BRC2LW 90 Students, Farmington (San Juan College South, 16 BRC; 113 Students), Santa Teresa (Dona Ana Int'l Jetport 21 BRC; 218 Students, Roswell (Roswell HS 13 BRC; 98 Students) and Alamogordo (Steinhoff Soccer Complex 36 BRC2; 217 Students, 1 BRC2LW; 2 Students) training a total of 2,080 students. This number reflects an increase of 643 students from the previous fiscal year.

In FFY25, the New Mexico Motorcycle Safety Program (NMMSP) conducted a total of 248 Basic and Experienced Rider Courses (BRCEP1x11 and BRC2LW) across multiple locations statewide. Training was held in Albuquerque at the Family Service Center (143 BRC classes serving 1,341 students and 18 BRC2LW classes serving 90 students), Farmington at San Juan College South (16 BRC classes serving 113 students), Santa Teresa at the Doña Ana International Jetport (21 BRC classes serving 218 students), Roswell at Roswell High School (13 BRC classes serving 98 students), and Alamogordo at the Steinhoff Soccer Complex (36 BRC2 classes serving 217 students and one BRC2LW class serving two students).



Figure 3: Group motorcycle ride in Las Cruces, NM

In total, 2,080 students were trained statewide, representing an increase of 643 students compared to the previous fiscal year.

In May 2025, a RiderCoach Preparation (RCP) Training Course was conducted over two intensive four-day sessions. Six RiderCoach candidates participated in and successfully completed this rigorous training program. As a result, they are now fully certified to provide instruction using the current curriculum established by the Motorcycle Safety Foundation.

During this fiscal year, the NMMSP Quality Assurance (QA) Team expanded with the addition of another fully certified QA member. This strengthened the team's capacity to support program quality and consistency across the state. Additionally, the QA team observed the RiderCoaches demonstrated strong knowledge and capability in their roles, ensuring effective and safe instruction for all participants.

Project's Contribution toward Achieving Performance Targets



Utilizing 2024 State data, New Mexico did not meet the 5-year performance target for motorcyclist fatalities (benchmark was 49.8 and performance was 53.2); but the state did meet the target for the unhelmeted motorcyclist fatalities, with a five year moving average of 25.4, compared to the target of 27.6).

In order to achieve performance targets, NMMSP hosted outreach events and public events where they offered educational activities and distribute informational literature to the public. These efforts were designed to raise awareness and help equip attendees with practical knowledge for safer riding. During these events, NMMSP consistently encourages motorcycle enthusiasts to pursue additional educational opportunities. These additional opportunities broadened the knowledge of the public with regards to motorcycle safety which will aid in bring down the number of motorcycle fatalities on New Mexico roads. In FFY2026 New Mexico will utilize the increased state revenue from the new motorcycle awareness license plates to advance the safety goals of the State including improved motorcycle training courses.



Figure 4: Motorcycle Safety Awareness Month social media materials

Pedestrian and Bicyclist Safety Program

Program Overview

NMDOT seeks to reduce pedestrian and bicyclist crashes in New Mexico while encouraging walking and bicycling as comfortable, accessible, safe, and efficient modes of transportation. To effectively reduce pedestrian and bicyclist injuries and fatalities, NMDOT prioritizes identifying at-risk populations and addressing their specific safety needs. The Department supports community-based public awareness, information, and education efforts, with a focus on areas of the state experiencing high rates of pedestrian and bicycle crashes.

The Pedestrian and Bicyclist Safety Program project was supported through a combination of federal and state funding. As part of this effort, the University of New Mexico Department of Civil, Construction, and Environmental Engineering implemented education and outreach activities aimed at promoting safe driving behaviors, including reducing distracted driving, adhering to speed limits, avoiding driving under the influence, and ensuring proper child passenger safety practices regardless of trip length.

NHTSA Funded Project and 2025 Accomplishments

Pedestrian and Bicyclist Safety

FHPE-2025-PS-01-00 (05-PS-05h-P01)

State 20100 – 05-PS-RF-P01

Grant funds supported a contract with the University of New Mexico Department of Civil, Construction, and Environmental Engineering to provide pedestrian and bicyclist safety education and to increase public awareness of pedestrian and bicyclist safety laws. Project activities included delivering education and training to law enforcement agencies, as well as to state and community pedestrian and bicyclist safety advocates. Coordination efforts also included collaboration with the Mid-Region Council of Governments, the City of Albuquerque Vision Zero program, Safe Routes to School coordinators, and other municipal planning organizations to address pedestrian and bicyclist safety priorities.

Despite funding limitations, the University of New Mexico Department of Civil, Construction, and Environmental Engineering successfully delivered targeted law enforcement training. In partnership with the Institute of Police Technology and Management (IPTM), one in-person training session was conducted in Las Cruces. Training content addressed pedestrian and bicycle crash trends, impact dynamics, data collection and analysis, pedestrian conspicuity, human factors and reaction time, crash reconstruction techniques, bicycle collision analysis, and hit-and-run investigation methods.



Additionally, NMDOT Traffic Safety Division (TSD) and the University of New Mexico Department of Civil, Construction, and Environmental Engineering established a partnership with Safer NM Now to support the annual Law Enforcement Coordinators' Symposium. This collaboration provides an opportunity to deliver statute-based education through case study reviews of pedestrian and bicycle crashes occurring on New Mexico public roadways. Proposed activities may also align with TSD-sponsored enhanced enforcement programs, further supporting statewide traffic safety and enforcement objectives.

Public Education, Community Outreach and Awareness

Staff members continue to work with the Mid-Region Council of Governments and the Farmington Metropolitan Planning Organization on pedestrian and bicyclist safety issues. Staff also met with the Albuquerque Public Schools (APS) planning staff on a proposed expansion of Vision Zero/Driver Education at APS high schools. In addition, NMDOT-approved driver instructors were provided with a PDF-formatted presentation on 'Safe Motor Vehicle Travel with Pedestrians and Bicyclists', and with a list of pedestrian and bicyclist State statutes.

In FFY25, staff attended the New Mexico State Fair in Albuquerque, where they provided information on relevant New Mexico state statutes and distributed pedestrian and bicycle safety educational materials to the public. Staff also collaborated with KRQE to develop and promote a new public service commercial focused on the recently enacted Idaho Stop law, further supporting statewide pedestrian and bicyclist safety education and awareness efforts. The video is available here: [/www.facebook.com/100063694624778/videos/1401587094259981](https://www.facebook.com/100063694624778/videos/1401587094259981).

Online Safety Information

In FFY25, the New Mexico Pedestrian and Bicycle Safety Initiative Facebook page was maintained and regularly updated to provide current information on pedestrian and bicycle safety events and initiatives. Educational resources were made available to the public in both English and Spanish, along with additional relevant pedestrian and bicyclist safety information. These outreach efforts supported public awareness and accessibility of safety resources statewide. Additional information is available on the program website. See: <http://emed.unm.edu/cipre/programs/nm-pedestrian-safety/index.html>

Project's Contribution toward Achieving Performance Targets

Final 2024 State data indicates the State did not meet its Pedestrian or Bicyclist Fatalities performance targets for reducing both overall Pedestrian and Bicyclist fatalities. The state has a performance target of 95 pedestrian fatalities in 2024, and 2024 State data shows 102 fatalities. The state has a performance target for 2020-2024 in terms of a five-year moving average of 6.0 pedalcyclist fatalities, and 2024 state data indicates 7.4 pedalcyclist fatalities in as a 5-year average .

However, in the coming year, the NMDOT/TSD will continue to conduct its bicyclist and pedestrian safety education, and outreach efforts, along with high visibility of the Look for Me campaign. Staff will actively engage in executing the NMDOT Pedestrian Safety Action Plan, emphasizing collaboration with law enforcement, state agencies, and community advocates dedicated to pedestrian and bicyclist safety. TSD staff are also partnering with the University Transportation Center for Pedestrian and Bicyclist Safety, housed at the University of New Mexico. The 5-year program, currently starting year 3, brings high-quality research, education, and technology transfer opportunities to the state on this critical issue.

Driver Education and Safety Program

Program Overview

The Driver Education and Safety Program funds projects to increase the dissemination of traffic safety information to the public from across a wide variety of traffic safety initiatives including impaired driving,



occupant protection, pedestrian, motorcyclist, bicyclist, distracted driving, and underage drinking enforcement, prevention, and education.

The Driver Education and Safety Program provides state funds for state-mandated driver education and training. Driver education, driving safety, and DWI schools are evaluated and monitored for compliance with State regulations.

NHTSA Funded Projects and FFY2025 Accomplishments

Traffic Safety Information Clearinghouse

DE-2025-DE-01-00 (05-DE-02-P01) State 20100 – 05-DE-RF-P03

The NMDOT/TSD contracts with the Safer New Mexico Now (Safer) to maintain and distribute traffic safety materials to the public via its Injury Prevention Resource Center (IPRC) and to support NMDOT/TSD programs statewide. Both Federal and State funds were used for this project.

The IPRC maintains a bilingual staff and provides a 1-800 toll-free telephone number to enable individuals and agencies to request traffic safety and injury prevention information and educational tools. To facilitate efficient material ordering and tracking, an electronic shopping cart is available on the Safer website at: <https://www.safernm.org/shop/>. The IPRC shopping cart contains the complete inventory of materials by category. Safer makes available traffic safety and injury prevention-related brochures, rack cards, posters, flyers, activity books and videos on DWI prevention, child safety seat selection and use, driver education, and information on motorcyclist, bicyclist, pedestrian, and school bus safety issues.

Safer New Mexico Now supports traffic safety initiatives which promote public education, enforcement, training, advocacy, and printed material through partnerships and collaboration with the IPRC. The IPRC enhances collaboration among the NHTSA, NMDOT TSD, law enforcement personnel, CPSTs, healthcare representatives, educators, and other traffic safety advocates. One of the IPRC's primary components is the management of traffic safety and injury prevention material. Safer has directed this material to support ENDWI, BKLUP, Selective Traffic Enforcement Program (STEP), Click It or Ticket (CIOT), 100 Days and Nights of Summer, the New Mexico Law Enforcement Training Program (NMLETP), Underage Drinking Prevention and Education Program (UDPE), the Occupant Protection (OP), and the New Mexico Child Safety Seat Distribution Program (NMCSSDP).

In FFY25, the IPRC distributed 115,247 pieces of TS-related safety and prevention materials, including 10,571 in Spanish, to organizations and agencies in all 33 counties in New Mexico.

Mass mailings of materials were sent to coordinators of ENDWI, BKLUP, Community DWI, and Local DWI Programs, substance abuse prevention program administrators, Motor Vehicle Division office managers, DWI and driver education instructors, NM child safety seat distribution program coordinators, pediatricians, and other community safety advocates. In addition, safety information and promotional materials were distributed at the New Mexico State Fair in September 2025.

Safer produces the quarterly 'Traffic Safety News' publication that includes information on local and national DWI, occupant protection, older driver, pedestrian safety issues, as well as on local upcoming enforcement campaigns and training opportunities. Four issues of this publication distributed electronically to more than 1,700 recipients in FFY25 including State officials, child passenger safety coordinators and technicians, NMDOT TSD, and other traffic safety advocates. Safer also electronically distributed two issues of the ZeroProof underage drinking prevention newsletter.

Safer's website is where the public can access information about car seat safety, law enforcement and child passenger safety technician training opportunities, the IPRC shopping cart, ENDWI, BKLUP, CIOT and STEP enforcement summary reports, NM occupant protection, DWI and distracted driving laws. In FFY25, the Safer website received 75,291 page views and 21,807 sessions. Safer also maintains a social media presence through Facebook and Twitter pages located at www.facebook.com/saferNM and www.twitter.com/SAFERNM. Information on child passenger safety



activities, ENDWI, BKLUP, DNTXT campaigns, and current events are posted on these pages. Demographic analysis indicates that viewers are primarily females, aged 25-44.

NCSAs/ Media Training

DE-2025-PT-02-00 (05-PT-02-P08)

State 20100 – 05-PT-RF-P02

This project funded a contract with the New Mexico Broadcasters Association (NMBA) to provide media training to law enforcement, community coordinators, and government officials involved with traffic safety. The NMBA public information media workshops include media panels and role-playing that enable more professional interaction with the media and better delivery of traffic safety messages. Both Federal and State funds were used for this project. TSD amended the contract to add one PEP (Public Education Program) for Occupant Protection, and TV spots for all existing PEPs. NMBA received positive feedback on media trainings by all participants.

In FFY25, the NMBA provided five basic trainings and one 1-day advanced in-person training for 37 participants from different New Mexico law enforcement agencies including State Police.

The Community Media Guide was reviewed and provided to participants to assist with their media outreach and coordination efforts. Hard-copy Media Guides were provided to those attending in-person training courses and mailed to those who participated in the virtual training session or to those requesting additional copies.

Additionally, in FFY25, the NMBA worked with State government agencies and the Office of the Governor to disseminate public safety and other messages through public education programs (PEPs). PEPs provide additional airtime for every dollar spent, and returns on investment in FFY25 included: Distracted Driving - \$478,820 (24,879 spots); Motorcycle Safety - \$526,365 (25,781 spots); Pedestrian Safety - \$547,646 (26,816 spots); Underage Drinking Prevention - \$479,220 (24,560 spots); and Child Passenger Safety/Seatbelt \$704,644 (31,701 spots). All PEPs commercial airings increased in FFY25.

A total of 310 distracted driving, motorcycle safety, pedestrian safety, underage drinking prevention spots, and 15-second live liners ran on 30 stations throughout the State during the 3-day State Basketball Tournament in March 2025, for an estimated value of \$4,650.

On October 18, 2025, in collaboration with the NMDOT–TSD, Safer New Mexico Now, and the Frank W. Yates Jr. Family Foundation, NMBA participated in and sponsored the recording of the Cy Palmer Memorial Car Seat Clinic. Cy tragically lost his life in a crash while not being properly restrained. The Traffic Safety Division plans to use the recorded footage to support future awareness and education efforts for the Child Passenger Safety Program.

Traffic Safety Awareness Survey

DE-2025-DE-03-00 (05-PT-02-P07)

This project funded an Attitude and Awareness Survey on highway safety issues and media awareness to assess driving habits of New Mexico licensed drivers and to assess driver awareness of safety slogans used by NMDOT TSD media and marketing and NHTSA. This research study was conducted by Research & Polling and commissioned by SUNNY505 on behalf of the New Mexico Department of Transportation in order to assess various safety issues and driving habits of licensed drivers in New Mexico. This study also assessed driver awareness of various advertising slogans regarding seatbelt safety, texting while driving, and drunk driving.

In June and July 2025, 1,004 surveys were conducted via an online panel, and 512 survey interviews were conducted via telephone (landline and cell phone). A pre-survey training session was conducted with experienced telephone interviewers to ensure understanding of the survey instrument. Responses from the five regions of the State accounted for a proportional share of the sample based on the most recent census population.

The 2025 New Mexico Traffic Safety Attitude & Awareness Survey, conducted by Research & Polling,



Inc. for the New Mexico Department of Transportation, evaluates the driving behaviors, safety awareness, and attitudes of licensed drivers in New Mexico. It highlights critical trends in seatbelt use, speeding, distracted driving, impaired driving, and responses to environmental hazards like dust storms. Key findings include:

- High Seatbelt Usage but Mixed Ticket Perception: A large majority of licensed drivers report that they always wear a seatbelt (90%). However, while 70% believe it is likely they would get a ticket for not wearing one, a notable 28% consider it unlikely.
- Increased Distracted Driving Unlikelihood: The percentage of licensed drivers who say they are unlikely to talk, text, or read texts on their cell phone while driving has increased to 77% from 70% in the 2024 study. Despite this overall positive trend, younger drivers are more likely than others to say they are either "very" or "somewhat likely" to engage in these behaviors.
- Ambivalence Towards Exceeding the Speed Limit: Driver behavior regarding speeding remains mixed. While 49% of drivers say they never drive 15 to 20 miles per hour over the speed limit, a significant number admit to doing so sometimes (38%), usually (7%), or always (6%).
- Growing Familiarity with the "Zipper Merge" and Correct Understanding: Driver familiarity with the term "zipper merge" has increased to 34% since the 2022 study. Importantly, 75% of those familiar with the term correctly identified its meaning: drivers use all lanes until the point of closure, then take turns merging.
- Increased Correct Response for Dust Storms: There was a notable increase in the percentage of drivers who correctly answered the proper action to take in a serious dust storm. 17% correctly stated to pull over with headlights off, which is an increase from the 9% observed in the 2024 study.
- Increased Awareness of Dust Storm Messaging: Drivers are more likely to have seen or heard something about driving in dust storms compared to previous studies. The top sources recalled were billboard/roadway signs (39%) and television (39%).
- Strong Belief in Alcohol Impairment and Low Incidents: A strong majority of drivers (68%) agree that driving impairment begins with the first drink. Consistent with this sentiment, most drivers (88%) report that they have never driven in the past 30 days when they thought they might be over the legal limit.
- Strong Belief in Cannabis Impairment and High Non-Driving Rate: The majority of licensed drivers (74%) believe that consuming cannabis/marijuana impairs driving. Furthermore, among those who consumed cannabis in the past 12 months, 56% say they have not driven within two hours of consumption.

State Funds-Only Projects and SFY2025 Accomplishments

State Mandated Programs

The University of New Mexico Traffic Safety Center (TSC) provides training for driver education, driving safety, and DWI school instructors. The TSC also processes original and renewal school, instructor license applications, and provides monitoring and compliance of driver education schools and driving safety schools. In SFY25, the TSC processed 251 applications for driver education and driver safety schools, and driver education and driver safety school instructors. They also processed 270 applications for Ignition Interlock manufacturers, service centers, installers, service technicians, and mobile sites.

The TSC maintains a website that provides information for Driver and Ignition Interlock Programs, including: the current licensing packet, which includes applications and relevant documents; contact lists; links to NMAC rules; a copy of the NM Graduated Licensing Act; a yearly training calendar with instructions on how sign up for training; and current approved licensing lists for all programs (<https://nmtsc.unm.edu/>).



The TSC website also provides information for the public on finding an approved driver education, correspondence driver education, DWI or driving safety school, a graduated licensing guide, underage drinking and distracted driving prevention, ignition interlock manufacturers and service centers, applications for manufacturers, service centers, installers & service technicians, and links to other resources.

Training

In SFY25, the TSC conducted the following trainings:

- Two 40-hour Driver Education New Instructor trainings for 48 attendees
- Two 8-hour Driver Education Refresher trainings for 132 attendees
- One 8-hour Teaching Techniques training for 17 attendees
- One 8-hour DWI New Facilitator training for 6 attendees
- One 8-hour Ignition Interlock training for 10 attendees

The 40-hour New Instructor Training topics included: Getting a NM Driving Permit & Driver's License; Facts about Teen Driving; Knowing Your Vehicle (pre-driving checks, occupant protection, communication and visibility); Following Distance; Types of Roads; Signs, Signals & Road Markings; Traffic Laws; Sharing the Road; Intersections & Freeway Driving; Alcohol/Drugs Impaired Driving; Distracted/Drowsy Driving; Ethics; Best Practices for Ensuring Student Success; How Emotions Affect Driving; Defensive Driving; Reading the Road; and Best Practices on How Students Learn and How to Teach.

Behind-the-Wheel (BTW) topics included: How to Create Safe Driving Routes; Traffic Maneuvers; Developing Lesson Plans; Verbal Cues and Directions; and BTW Evaluations.

The 8-hour Driver Education Refresher Training included the following topics: NMDOT Supplemental Curriculum; C.R.A.S.E (Civilian Response to Active Shooter Events); Stop the Bleed; Teaching Tools; Traffic Laws and DWI; Bicycle/Pedestrian Safety; and New Mexico Administrative Code Refresher. Advanced Facilitators participated in a DWI School Curriculum that is state funded, in the amount of \$60,000, to provide two trainings per year for facilitators seeking advancement and yearly certification for DWI School. One training session was held in person in Albuquerque.

Monitoring and Compliance

The TSC reviews and revises application forms yearly for Driver Education Programs, Driver Safety programs, and Ignition Interlock Programs to ensure compliance with NM state statutes, the New Mexico Administrative Code rules and regulations, and TSD policies and procedures. In SFY25, TSC staff conducted 99 file and quarterly report reviews and compliance visits, to include behind-the-wheel driving compliance with driver education schools. Additionally, seven driver education school websites were monitored for valid content. The TSC also conducted 39 Ignition Interlock provider compliance visits and reviews.

Licensing

The NMDOT/TSD is responsible for licensing driver education, driving safety, and DWI schools and instructors. In SFY25, the TSC processed original or renewal licensing applications for 42 driver education schools and 164 instructors, and 16 driving safety schools and 29 instructors. Original or renewal licenses were processed for 21 DWI schools and 40 facilitators.

Driver Education School

New Mexico statute requires that persons under the age of 18 applying for their first New Mexico driver's license must successfully complete a TSD-approved driver education course provided by a TSD-approved driver education school or local public education school. These courses include a DWI prevention and education program, which aids in building a solid foundation for developing safe driving skills, attitudes, and behaviors.



In SFY25, 11,828 individuals attended driver education courses. An additional 1,691 students were enrolled in a correspondence driver education course. This correspondence course is offered to students in areas where training is not available through a local public school or through a for-profit program or if the student is home-schooled.

Driving Safety Schools

The Traffic Safety Division is responsible for certifying and approving Driving Safety Schools. The curriculum is geared toward changing behaviors among problem drivers. The State recognizes two types of driving safety programs for licensed drivers: a 6-hour Defensive Driving class, or an 8-hour Suspended License class, which is required only for students whose driver's license has been suspended by the State Motor Vehicle Division based on the point system. In SFY25, 2,553 individuals attended driving safety or defensive driving schools.

DWI Schools

By statute, first time convicted DWI offenders must attend a TSD-approved DWI school. The purpose of the school is to attend and pass courses that set the foundation for positive change in each person's drinking and driving behavior. The NMDOT/TSD provides funds for a standardized curriculum for the State-mandated DWI schools. In SFY25, all schools were conducted in-person. A total of 2,714 individuals attended DWI school.

DWI Awareness Class

The TSD is responsible for ensuring that adult learning techniques are incorporated into a curriculum designed to raise awareness about the dangers of drinking and driving. All first-time licensees in New Mexico between the ages of 18 and 24 are required to take a 'None for the Road' DWI awareness class. In SFY25, 12,574 individuals completed this class, compared to 12,827 in SFY24.

Projects' Contribution toward Achieving Performance Target

State data for 2024 shows a steady number of fatalities in distracted driving crashes from 2023 and 2024. The total of 181 fatalities in distracted driving crashes indicates that New Mexico met the 2024 benchmark of 190. Per the state's 2025 traffic awareness survey, 77% of licensed drivers say they are unlikely to talk, text, or read texts on their cell phone while they are driving, which is an increase from the 70% observed in the 2024 study. New Mexico will utilize the Section 405e, distracted driving awareness and enforcement funds, for the first time in 2026

New Mexico's Driver Education and Safety Program projects are focused on increasing the quality and availability of driver safety training and education for both new and experienced drivers. NMDOT will continue to support public and private agencies that educate new drivers and remind all drivers about the dangers of risky driving behaviors that can lead to tragic outcomes.

Media and Marketing Campaigns

Program Overview

Campaign Creative & Design

The New Mexico Department of Transportation (NMDOT) contracted with RK Venture to develop and produce comprehensive media campaigns focused on behavior change strategies for traffic safety enforcement and prevention efforts. Rather than relying solely on traditional awareness campaigns, RK Venture's work centers on motivating behavior across key safe driving initiatives including impaired driving (alcohol and drug-related), distracted driving, speeding, occupant protection, pedestrian safety, underage drinking prevention and general roadway safety.

Creative development in FFY25 continued to shift toward evidence-based behavior change strategies, ensuring every deliverable serves a clear purpose to reduce unsafe and risky driving behaviors. RK Venture produced integrated campaigns across broadcast TV, radio, outdoor (billboards), digital ads,



social media, podcasts, and educational materials, each pragmatically designed for its intended audience to guide and influence them toward practical, safer choices.

Every campaign is grounded in data from NMDOT, the University of New Mexico Geospatial & Population Studies (GPS) Unit, various surveys, federal partners such as the National Highway Traffic Safety Administration (NHTSA) and Governors Highway Safety Association (GHSA), and national behavior science research. Messaging is crafted to be culturally relevant to New Mexicans as well as being aligned with proven strategies that help audiences recognize risk, adopt safer habits, and sustain long-term behavior change. By pairing creative storytelling with behavior change strategies, the campaigns reinforce NMDOT's overarching goal to reduce traffic injuries and fatalities by empowering and facilitating the public to make informed and responsible choices when on the road.

Target Audience

RK Venture continued to research and develop behavior change campaigns to target the demographics of New Mexico, while prioritizing outreach to NMDOT's highest risk population: males age 21-35. This group consistently represents the greatest proportion of alcohol-related crashes and fatalities in the state. According to recent findings from UNM-GPS, young men in this age group are disproportionately involved in impaired driving, speeding, distracted driving and other unsafe behaviors.

Because of this, robust social media campaigns were launched to align and extend the reach of the other deliverables. When young men see their own decision-making, social environments, and potential consequences portrayed accurately and creatively, it helps counter optimism bias ("it won't happen to me"), a key barrier identified in behavior change research. Campaigns used tone and style, whether with humor, emotional storytelling, or peer-driven messaging, to match how this audience consumes media and responds to social influence.

Timing is also important. Holiday gatherings, summer travel seasons, and major sporting events are high-risk periods for impaired driving and other dangerous behaviors. By situating campaigns in familiar environments, the messaging becomes more relevant and actionable. This contextual approach helps the audience connect the campaign's call-to-action with the real choices they are likely to face.

In addition to high-risk drivers, NMDOT campaigns intentionally focus on a secondary audience, influencers: people who can influence someone else's choices. Friends, family members, peers, coworkers, and community members are often the first and sometimes the only line of defense when someone is about to engage in risky behavior. In New Mexico, where strong family networks and community relationships shape daily life, these influencers have an especially powerful role in encouraging safer choices.

Media Placement

The NMDOT contracts with Sunny505 for placement and monitoring of media conducted in support of enforcement mobilizations and ongoing traffic safety activities. This contract is essential given the year-round DWI, occupant protection, distracted driving, underage drinking prevention, dust storm, and other traffic safety messaging required to support NMDOT Traffic Safety programs. The contractor assists in marketing the NMDOT's traffic safety messages through promotions and events involving the broadcast media. They prepare regular reports on traffic safety ads aired on the stations under contract with the NMDOT.

Figure 9: People in Alcohol-involved Crashes by Age and Sex, 2023

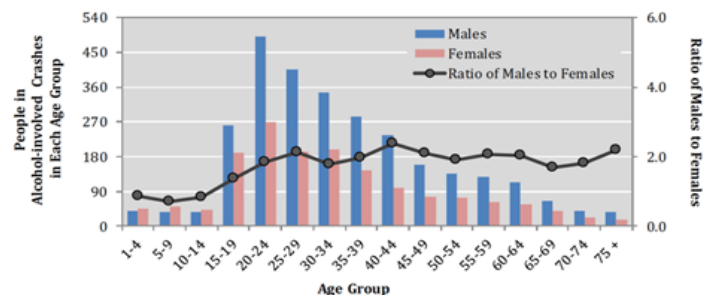


Figure 5: Demographic data utilized to inform media campaigns



Radio, television, and billboard advertising across the State have proven to be effective ways of reaching the public with traffic safety messaging. Earned media is a large component of the media mix, and intense efforts are made to obtain news coverage of the various campaigns to increase exposure and maximize the State’s media budget. Additionally, the NMDOT works with county DWI prevention and safety coalitions to distribute collateral materials to supplement paid media messaging.

NMDOT utilizes various approaches in placement most effectively have the traffic safety marketing information reach the intended audience. One approach is flighting, a purchasing and placement strategy that alternates between periods of actively running ads and rest periods.

During flighted campaigns NMDOT and Sunny505 buy placements in Albuquerque Radio market, the rural radio market, and spots on television, cable, over the top (OTT), and streaming. The following markets are bought for radio:

- **Albuquerque metro**
- Artesia / Carlsbad
- Clovis / Portales
- **Farmington**
- **Gallup**
- Hobbs / Lovington
- **Las Cruces / Alamogordo**
- Las Vegas / Raton
- Roswell / Ruidoso
- Santa Fe / Espanola
- Silver City / Deming
- Taos

The markets highlighted above are our key target markets based on population centers and DWI crash data ranking; therefore, these markets receive a larger budget share.

For TV/Cable/OTT/Streaming we buy the Albuquerque Designated Marketing Area which does not include Las Cruces, Clovis/Portales or Hobbs/Lovington so we buy a heavier Cable/OTT/Streaming schedule and a heavier radio schedule in those areas to ensure market penetration.

Our primary demographic for placement is adults 18-45 with a secondary demo of adults 25-54. With radio we know the formats of the stations and in those markets where we have limited ratings data (e.g., rural radio), we use the station formats to guide us to the most appropriate fit for our target demographics.

Our spend is guided by the following formula:

- TV/Cable/OTT/Streaming – 40%
- ABQ Radio – 30%
- Rural Radio – 30%

Campaigns

The NMDOT/ TSD media contractor, RK Venture, continued to develop unique and creative design traffic safety messaging strategies for NMDOT enforcement and prevention programs.

Winter SuperBlitz

November 2024-January 2025

The annual Winter SuperBlitz was advertised on statewide broadcast/cable/OTT/satellite television, radio and outdoor. The campaign ran from right before Thanksgiving to the weekend after New Years.

Creative for Radio/TV/OTT was “I Don’t Want to Die” in both English and Spanish for the first flight; and “My Story,” was added for the second flight and rotated equally with “I Don’t Want To Die” in both English and Spanish. Billboard creative continued “100% Preventable” concepts and ran until early-June 2025.

The campaign generated:

Cash Spots: 10,425	Bonus Spots: 8,546	GRPs: 15,133.4
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Reach: 97.0%	Frequency: 13.75	GIMP: 7,786,730
Budget*: \$ 320,000	Actual*: \$ 317,609.65	

*Budget & Actual numbers reflect gross media and do not include gross receipts tax.

St. Patrick's Day SuperBlitz

March 2025

NMDOT embarked on a statewide advertising campaign to support its Spring SuperBlitz efforts. NMDOT ran “*Spring 2025*” in English and Spanish for radio and “*Spring Jeff*,” both part of the True Stories- Survivor Edition described below, for broadcast/cable/OTT/satellite television. Television advertising purchased for this campaign included NCAA March Madness schedule and NBA games.

The campaign generated:

Cash Spots: 2,362	Bonus Spots: 2,170	GRPs: 3,930.45
Reach: 91%	Frequency: 4.5	GIMP: 6,114,500
Budget*: \$ 125,000	Actual*: \$ 83,688.60	

*Budget & Actual numbers reflect gross media and do not include gross receipts tax.

Cinco De Mayo SuperBlitz

May 2025

NMDOT's SuperBlitz media focused on the days surrounding the popular Cinco de Mayo celebrations in select markets around the State. This campaign was aimed at the predominately Hispanic population during a time period when there are a large number of parties. The campaign ran “*Bella*,” part of the True Stories- Survivor Edition, which ran in English and Spanish on statewide radio and for broadcast/cable/OTT/satellite television statewide.

The campaign generated:

Cash Spots: 2,338	Bonus Spots: 2,281	GRPs: 1,336.1
Reach: 94.3%	Frequency: 5.5	GIMP: 1,852,910.0
Budget*: \$ 125,000	Actual*: \$ 73,676.85	

*Budget & Actual numbers reflect gross media and do not include gross receipts tax.

“True Stories — Survivor Edition”

The 2025 Spring Campaign for NMDOT introduced a raw, documentary-style for its creative direction. This campaign featured New Mexicans recounting the moments that changed their lives forever after an alcohol- or drug-impaired driving fatality. The protagonists in the videos used emotional truth and the resulting consequences of risky decisions in their storytelling.

Shot in an immersive virtual studio, each testimonial blended cinematic realism with a highly styled, emotionally-charged environment. These immersive settings allowed the audience to visually and emotionally enter the survivors' memories. The goal was to deepen empathy, increase perceived risk, and strengthen intentions to intervene before someone drives impaired.

The Spring Campaign launched with three broadcast spots, each capturing a different perspective on the horrific impacts of impaired driving. Two featured young men reflecting on life-altering crashes: one

caused by alcohol, the other drug impairment. While the stories differed, both served to dismantle persistent myths about being “fine” to drive. The third video featured a woman whose life was changed not by being in the crash, but by the moment she learned about it, underscoring that not every victim of DWI crash is behind the wheel. These stories also highlighted the vital role that influencers have in preventing these tragedies before they occur.

The documentary style of the videos moved away from scripts and instead invited the audience in a real person’s grief, guilt, and profound regret. The spots used the survivors’ own pacing, speech patterns, and emotional cadence (not polished dialogue) to convey their stories. Radio spots were created to support the campaign.



Figure 6: ENDWI



Figure 7: ENDWI



Figure 8: ENDWI+

Behavior Change Strategies

The videos use multiple strategies to motivate behavior change. Drawing the audience into the characters’ experiences is a form of [emotional appeal](#) that can resonate with the audience’s identity and shared values. Using [counter-myth messaging](#) to disrupt common beliefs, such as “I’m a better driver when I’m high,” can shift attitude and intention especially when presented in an emotional storytelling setting. The visuals, survivor guilt, and described trauma heighten [perceived risk](#), a predictor of behavior change. [Anticipated regret and emotional consequence](#) are strategies that encourage people to anticipate feeling regret after a risky choice and therefore choose safer behavior ahead of time.

Both spots reflect New Mexico’s people, environment, and lived experiences. This cultural grounding supports NMDOT’s commitment to create campaigns with New Mexicans, not just for them, an essential factor in building trust and shifting behavior in close-knit communities.

Results

The “*True Story: Survivor Edition*” series was created to run during both the St. Patrick’s Day and Cinco de Mayo media buys. English- and Spanish-language broadcast television and radio spots aired across multiple channels, supported by extended video content distributed on YouTube and social media to broaden awareness of drunk driving and other safe-driving initiatives. We also produced behind-the-scenes Q&A footage, which was further edited for social media distribution. The social videos garnered *1,467,648 impressions, 651,764 views, and 17,855 clicks*.

**Click it or Ticket****May/June 2025**

NMDOT aired the spot “Excuses” in both Spanish and English for both radio and broadcast/cable/OTT/satellite television.

The campaign generated:

Cash Spots: 2,480	Bonus Spots: 2,141	GRPs: 4,434.3
Reach: 90.0%	Frequency: 4.0	GIMP: 15,473,000
Budget*: \$ 100,000	Actual*: \$ 91,852.20	

**Budget & Actual numbers reflect gross media and do not include gross receipts tax.*

Summer DWI Campaign**July/August 2025**

NMDOT kicked off the annual summer campaign — the intensive summer-long effort to keep New Mexico’s roads safe by cracking down on drunk and unsafe drivers — with paid media including television, radio and outdoor advertising.

The new radio and television creative included “Are You Serious” in English and Spanish for statewide radio and “Are You Serious” exclusively for the first flight and rotated with “Driving High” for the second flight for broadcast/cable/OTT/satellite television in both July and August.

The outdoor Traffic Safety message focused on DWI and supported the radio and television creative: “Shout Out to the Designated Drivers”.

The campaigns generated:

Cash Spots: 7,427	Bonus Spots: 7,054	GRPs: 6,093.34
Reach: 98.5%	Frequency: 10.3	GIMP: 7,001,970.0
Budget*: \$ 300,000	Actual*: \$ 279,907.49	

**Budget & Actual numbers reflect gross media and do not include gross receipts tax.*

“Are You Serious?”

The 2025 Summer Campaign for the New Mexico Department of Transportation (NMDOT) shifts tone from the gravity of spring’s “True Stories — Survivor Edition” to a humor-driven, improv-style approach designed to reach New Mexico’s target audience during the summer when people are going to parties and traveling. Titled “Are You Serious?” the campaign uses sharp wit, quick pacing, and charismatic hosts to call out dangerous driving behaviors in a format that feels familiar, casual, and highly shareable — perfectly suited for the target audience, males ages 21–35.

The central concept flips a universal cultural experience, people critiquing other drivers, into a comedic breakdown of risky behaviors. Two improv-style hosts, acting like seasoned commentators, dissect drunk driving, distracted driving, and speeding with incredulous reactions, playful banter, and the recurring punchline: “Are you serious?” Rather than lecturing, the spots let humor do the work, encouraging viewers to see their own habits reflected in the skits. This approach disarms defensiveness while making the consequences of “just one bad choice” clear and memorable. The series reinforces simple, repeatable actions: plan a ride, designate a driver, step in for a friend.

Produced in both English and Spanish, the broadcast spots were designed for high visibility during the summer months when people are gathering for events and taking road trips. The campaign extends

across social media platforms including Facebook, Instagram, YouTube, Threads, and Bluesky. Short-form videos, optimized for TikTok-style viewing habits, feature clipped reactions, quick improv moments, and punchy commentary that align with the entertainment formats younger audiences already engage with. These shorts increase organic sharing, boost engagement, and help generate earned media across platforms. Radio spots were created to support the campaign.



Figure 9: Are You Serious? English



Figure 10: Are You Serious? Spanish



Figure 11: Are You Serious? Over the Top/Pre-Roll

Behavior Change Strategies

The “Are You Serious?” relies on [humor appeal](#) as a deliberate and effective behavior-change tool. Humor [lowers psychological resistance and reduces the impulse to reject a message](#), a common challenge when speaking to young men who often perceive driving risk as manageable or unlikely to affect them. By highlighting absurd or exaggerated behaviors, the spots create emotional and cognitive contrast: if this looks ridiculous on screen, it’s ridiculous in real life, too. The improv format reinforces this effect by mirroring real conversations young adults have about driving, making the message feel less like a warning and more like peer commentary. Research shows that [humor increases message recall and extends attention span](#), especially in short-form media. These clips work quickly, aligning with the swiping and scrolling patterns typical of the 21–35 demographic.

The comedic call-out style also incorporates [counter-myth messaging](#) by directly challenging the casual justifications often used to excuse dangerous driving behaviors. When the hosts respond with a skeptical, “Are you serious?” it reframes the behavior as socially unacceptable, helping shift perceived norms. Repetition across multiple skits strengthens the audience’s perception that responsible choices such as designating a driver, putting the phone down, and slowing down are the expected behaviors among peers.

Though humor is the entry point, perceived risk is still elevated through the framing of behaviors as reckless and worthy of critique. This combination of humor, normative pressure, self-recognition, and myth-busting is specifically designed to resonate with young men, increase self-awareness, and nudge safer driving decisions.

Are You Serious? is set in New Mexico, showing bad driving behaviors on our familiar roads. The hosts’ tone reflects regional humor, and the improv style mirrors casual, playful exchanges common among friend groups. The content feels local rather than generic and connects with New Mexico’s diverse

audiences while maintaining strong resonance with its primary demographic.

Results

The “*Are You Serious?*” campaign ran on broadcast television and radio throughout the summer, with focused media placements during two-week spans in late June, July, and August, culminating in a final push over Labor Day weekend. The social media component included more than a dozen videos created for YouTube, Instagram, and Facebook, all of which generated strong engagement and impressive performance metrics. The videos garnered *1,437,853 impressions, 774,114 views, and 959 clicks*.

Out-of-Home

Billboards are a strategic, high-visibility channel to reinforce safe-driving behaviors at the exact moment they matter most — when drivers are on the road. Because billboards have a longer shelf life than digital or broadcast assets, these designs balance campaign-specific creative with evergreen messaging that remains effective throughout the year, particularly during periods of increased travel and alcohol consumption.

The OOH concepts developed in FFY25 use the strong public recognition and equity of the ENDWI brand while employing concise, high-impact messaging. These billboards are intentionally simple, bold, and immediately recognizable to drivers traveling at high speeds. By stripping away unnecessary elements such as URLs or complex calls-to-action, the designs maintain clarity and ensure that the message is absorbed within a few seconds. This approach mirrors national OOH best practices and adheres to the safety considerations of roadside communications. Instead of warning against impaired driving, the “Shout Out to the Designated Drivers” execution celebrates those who make responsible choices, positioning designated drivers as the social standard. By normalizing and publicly praising safe behavior, the message encourages others to follow suit. Positive reinforcement is particularly effective in New Mexico’s close-knit communities, where peer approval and group expectations strongly influence individual choices. This supportive tone also counters message fatigue from traditional enforcement-based reminders, creating a refreshing and encouraging voice.



Figure 12: Out of Home billboard in 2025

Behavior Change Strategies

The OOH campaign integrates multiple evidence-based behavior change strategies proven effective in traffic-safety environments. By placing messages directly within the driving environment, billboards operate as environmental prompts, offering real-time cues that influence behavior at the moment of decision, whether someone is driving home or planning their ride for the evening. The simplicity of the messaging helps increase message recall, an important factor in reinforcing healthy driving habits.

Positive [social norming](#) plays a central role in the execution. Rather than emphasizing negative consequences, the campaign highlights what most responsible community members do, creating a sense of shared expectation. In psychology and behavior change research, highlighting positive norms fosters adoption because individuals tend to align their behavior with what is celebrated or seen as socially valued. This strategy can be especially persuasive for young adults, who are heavily influenced by peer approval and group identity.

The design also incorporated [behavioral salience](#), the idea that the most visually dominant or emotionally resonant concepts are the ones most likely to guide action. High-contrast graphics, bold typography, and the highly recognizable ENDWI logo help ensure the message remains top-of-mind. While viewers only engage with billboards for seconds at a time, repeated exposure across commuting corridors builds cumulative reinforcement, strengthening both awareness and the likelihood of choosing a designated driver.

Digital Advertising

Digital ads play an important role in expanding the reach and impact of NMDOT's traffic safety campaigns. Unlike out-of-home billboards which are up for a longer period of time, digital ads can be updated more frequently and be tailored to reflect current campaigns.

Digital ads work in direct coordination with TV, radio, billboards, print, and social media, creating a consistent voice across each touchpoint. The repetition builds recognition, influencing attitudes and actions. These ads extended the campaign's reach by appearing on targeted websites and digital platforms where New Mexicans spend their time whether at home, at work, or on mobile devices, offering additional impressions beyond traditional media.



Figure 13: Digital ads in 2025

The digital advertising campaign for FY 2025 generated 16.5 million impressions with 33,693 clicks. The national average click-thru rate is .07 and our campaign resulted in a click-thru rate of .20 or almost 3x the national average.

ENDWI: Sports Sponsorships

The ENDWI Sports Sponsorships leverages partnerships with college, high school, and professional sporting events to reach audiences when their alcohol use and driving risk are elevated. Research shows that sporting event attendance is strongly correlated with alcohol consumption. For example, one breath-test study found that nearly [8% of fans leaving professional sporting events were over the legal driving limit, and fans under the age of 35 had approximately nine times greater odds of leaving a game legally intoxicated](#). These findings confirm that sporting events are an appropriate place to message impaired-driving prevention.

All high school sports have gone to paperless ticketing or electronic ticketing. All tickets for high school

sporting events around the State were branded with NMDOT ENDWI messaging on their digital ticketing platform. Purchasers of tickets receive those tickets via their cell phones with the branded endwi messaging.

University of New Mexico

At the University of New Mexico football and basketball games, ENDWI messaging is integrated directly into the fan experience through program ads and in-venue banners. These touchpoints use positive [social norming](#), framing designated drivers as the smart, responsible, and socially approved choice, to reach the young, highly engaged audience who often attends games in groups.



Figure 14: Sports Sponsorships

NMDOT also expanded its presence inside The Pit, UNM's basketball stadium, where custom column graphics were installed at the main entrance for both the men's and women's basketball seasons. Featuring dynamic action shots of players, the alcohol- and drug-impaired driving messages meet fans as they arrive, priming them to consider making safe choices about driving before the game even begins. By embedding traffic safety reminders into a space associated with team pride and community identity, the campaign aligns responsible choices with positive social belonging.

The New Mexico Bowl

The New Mexico Bowl offers a unique opportunity to reach both New Mexico residents and out-of-state visitors, many of whom may be unfamiliar with New Mexico's laws related to impaired driving. ENDWI messaging appeared in program ads, field-level banners, stadium announcements, and video placements, ensuring broad visibility throughout the event. Because this event primarily draws visitors from out-of-town to attend the bowl game, we elected to use an impaired driving message that covered both alcohol and cannabis.



Figure 15: New Mexico Bowl sponsorship materials

The commercial featured during the NM Bowl, “Vanity Plates,” extended the campaign’s reach with a no-dialogue format ideal for a noisy stadium environment. By using recognizable license-plate “personality cues,” the spot calls out risky driving behaviors in a way that is clear even without sound making it effective for a live sporting. A program ad, on field banners, and signage at the gates reinforced the message at moments when drinking is common and the risk of impaired driving is heightened.



Figure 16: Digital spot

Isotopes Baseball

During the Isotopes baseball games, ENDWI maintains a strong visual presence across multiple touchpoints including program ads, outdoor signage, concourse displays, and floor graphics. Baseball season brings long, social outings, often involving alcohol, making it an ideal environment to normalize designating a sober driver.

ENDWI’s visibility throughout the ballpark created repeated exposure during a single event: fans encountered the message entering the stadium, purchasing concessions, moving through the concourse, and reading the game program. This repetition reinforced the expectation that responsible planning is part of enjoying a day at the ballpark.



Figure 17: Isotopes placements

NMAA

The partnership with the New Mexico Activities Association (NMAA) allows ENDWI messaging to reach families, teens, and community members across the state through high school sporting events. A versatile program ad was created to work across multiple sports, ensuring consistency while remaining relevant regardless of the season or activity. High school athletics draw multigenerational audiences, making them an important environment for promoting safe driving norms. The message to designate a driver was targeted to adults attending the games to encourage them to lead by example and that their choices set the standard for safe behavior in their families and communities.

NMDOT sponsored the University of New Mexico, New Mexico State University and Eastern New Mexico University football and basketball programs. UNM, NMSU and ENMU are the three public universities representing the largest student populations in the state. Each sponsorship included this full-page color ad in the game programs for both basketball and football season and in-venue signage.



Figure 18: Youth-focused spots

ENDWI: Uber Promotion “Take a Ride On Us”

Rideshare services continue to be an important component of NMDOT’s impaired-driving prevention strategy because they provide a practical, accessible alternative to driving after drinking. Research from the University of California, Berkeley’s Haas School of Business found that the arrival of Uber in U.S. cities was associated with a [6% reduction in alcohol-related traffic fatalities](#), demonstrating how access to rideshare services can meaningfully shift behaviors. Similarly, a report from the American Medical Association (JAMA) showed that [increases in rideshare usage correlated with lower rates of impaired-driving convictions and fewer alcohol-related trauma hospitalizations](#), especially among younger adults, the demographic most likely to use these services.

Guided by these findings, NMDOT continued its partnership between ENDWI and Uber during holidays and seasonal events. The campaign deployed targeted discount codes across social media and digital platforms, placing rideshare options directly in front of people as they planned their nights out. This strategy supports key behavior change principles by encouraging planning ahead, increasing self-efficacy (making the safe option easy and affordable), and reducing the perceived inconvenience of not driving. By prompting individuals at the moment when intention becomes action, the campaign helps normalize rideshare services as a responsible and socially supported alternative to driving impaired.



Figure 19: 2025 Uber code promotions

The ENDWI campaign capitalized on this by promoting Uber discounts during alcohol-heavy seasonal events, when the risk of drunk driving is higher. Discount codes were strategically advertised online and on social media, reaching consumers at key moments. This approach encouraged ride-sharing adoption and reinforced the importance of planning ahead for a safe ride home. In 2025, TSD provided 12,836 rides, 2,000 more than in 2025. Since the program's inception in 2017, 62,366 discounted rides have been provided.

Albuquerque Sunport Airport Signage

RK Venture created signage to be displayed at the Albuquerque International Sunport to remind passengers not to drink and drive, to not speed, and to not drive distracted. According to surveys, more than 8 in 10 passengers say they have consumed alcohol while waiting at the airport, and that number increases to more than 90% once passengers are in the air. The survey also found that millennials are 10 percent more likely to be intoxicated on a flight than older passengers.

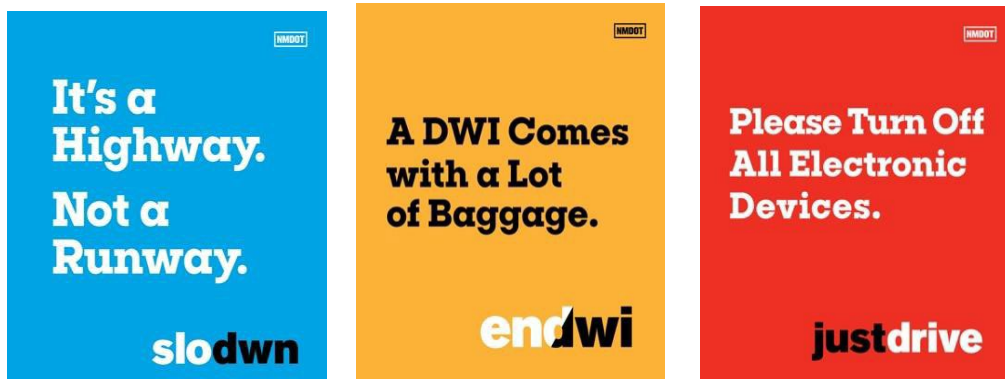


Figure 20: Airport Signage

Underage Drinking Prevention – ZeroProof

The ZeroProof campaign is New Mexico's statewide initiative to prevent underage drinking by empowering youth with accurate information, practical skills, and a sense of agency over their choices.

Rather than relying on fear-based messaging or abstinence-only approaches, ZeroProof uses behavior change strategies such as social norming and youth empowerment to motivate healthier decisions around alcohol. The campaign targets youth of all ages, as well as parents, caretakers, educators, and community members who shape their environment and expectations.

Research shows that [youth who start drinking before age 15 are at significantly higher risk of developing alcohol use disorder \(AUD\) later in life](#), which is associated with a wide range of risky behaviors, including impaired driving. This is a direct support of ENDWI efforts to keep our roads safe by normalizing responsible driving from a young age. In addition to an increase in impaired driving, early drinking also affects brain development, decision-making, and long-term mental and physical health.

In New Mexico, the reality of the situation is complex. Surveys show that New Mexico teens report lower overall alcohol use compared to the national average, which is an encouraging trend. However, the state faces elevated risks in several key areas: youth are more likely than the national average to have their first drink before age 13; higher rates of drinking and driving; more likely to have ridden with a drunk driver. These metrics underscore why early prevention must focus not only on discouraging alcohol use, but on building the skills and confidence teens need to navigate real life pressures and social situations safely.

Most New Mexico teens do not drink alcohol. By highlighting this fact, ZeroProof reduces perceived pressure to conform to false norms and reframes healthy choices as the true norm. This [social norming](#) approach is supported by decades of behavioral research showing that young people make safer choices when they understand what their peers are actually doing, not what they assume their peers are doing.

ZeroProof Social Media Campaigns

Social media played an essential role in extending the ZeroProof brand to where teens spend the most time — on their phones. The FFY25 campaign used short-form videos, storytelling, and influencer collaborations to reach youth through peer-to-peer messaging. [Research](#) shows that peer norms significantly influence behavior change, particularly in areas like substance use and safe driving. Influencer content was intentionally created by young people for young people, making it more authentic, credible, and culturally relevant than traditional “top-down” awareness messaging. These videos amplified the ZeroProof voice, using humor, real talk, and visually engaging styles that drive engagement and sharing among Gen Z audiences.



Figure 21: Peer-created social media videos

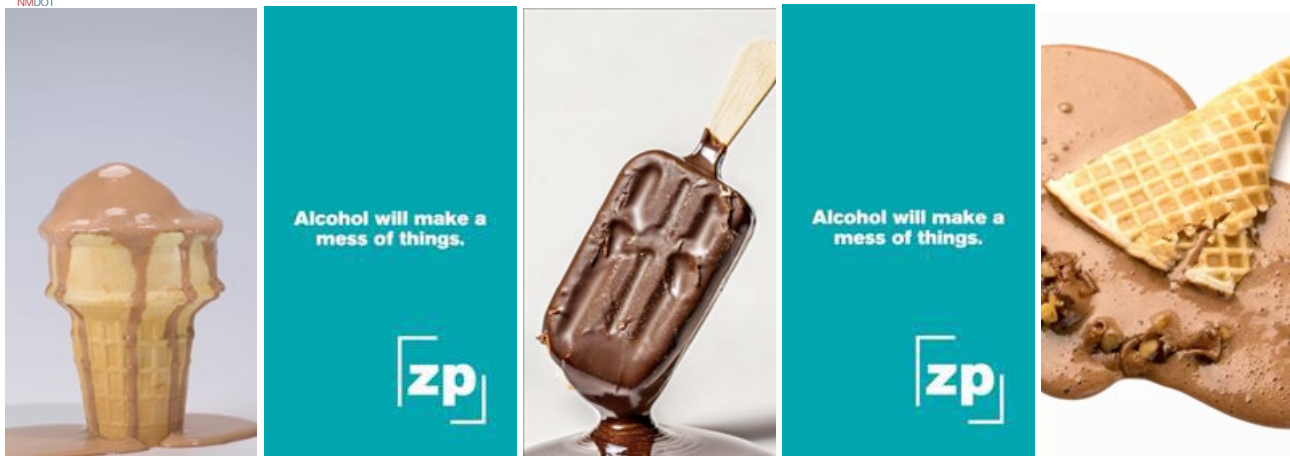


Figure 22: Underage drinking prevention materials



Figure 23: Underage drinking prevention materials for ZeroProof



Figure 24: ZeroProof media posts

The social media campaign also targeted parents (and all adults), an important audience who have influence and power to reduce underage drinking. The effort was grounded in social norming principles: [research shows a disconnect between how much influence parents “think” they have and how much influence teens say they actually do.](#) When asked to identify the strongest influences on their decision whether to drink, teens ranked their parents first, ahead of peers, media, and activities, while parents consistently ranked themselves last. To close this perception gap, the campaign delivered direct, supportive reminders that parental

involvement, clear communication, and consistent expectations make teens significantly less likely to drink.



Figure 25: ZeroProof materials aimed at parents and guardians

Results

Throughout the year, campaign timing centered on key moments in teens' lives, including holiday breaks, end-of-school events, graduations, the summer months when students were out of school, the back-to-school period in late summer and early autumn, and again during the final quarter of 2025. The creative approach blended user-generated content with in-house design and production, allowing us to respond quickly to trending topics on the social platforms teens use most. Using language and visuals tailored to this demographic was essential to the sustained success of these campaigns over the course of the year. The videos garnered **3,011,009 impressions, 1,570,134 views, and 12,245 clicks.**

Drugged Driving

Driving under the influence of drugs, including legally prescribed medications, continues to be a threat to roadway safety in New Mexico. While most drivers understand the risks of drinking and driving, far fewer realize that many prescription medications can impair judgment, slow reaction time, and jeopardize themselves and others on the road. Nationally, [drugs are found in 43% of fatally injured drivers with a known test result](#), according to the Governors Highway Safety Association, and roadside studies by NHTSA show that nearly [1 in 5 drivers has used a prescription drug within the previous 48 hours](#). In New Mexico, drivers under the influence of drugs are the most prevalent contributing factor in crash-related fatalities in the state. From 2019 to 2023, [fatal crashes involving drugs rose by 69 percent](#). Outside of fatality data, drugged driving is significantly underreported. If a driver tests above the legal limit for alcohol, further testing for drugs is stopped, meaning the true scope of the problem is likely higher.

To address this growing issue, NMDOT expanded its drugged driving campaign in FFY25 by launching

two new prescription drug-impaired driving videos over social media. These spots mirror the tone and thematic style of the original cannabis-impaired driving campaign to correct misperceptions about the legality and safety of driving under prescription medications, and motivate drivers to reconsider choices that can lead to severe injury, arrest, and even fatalities.

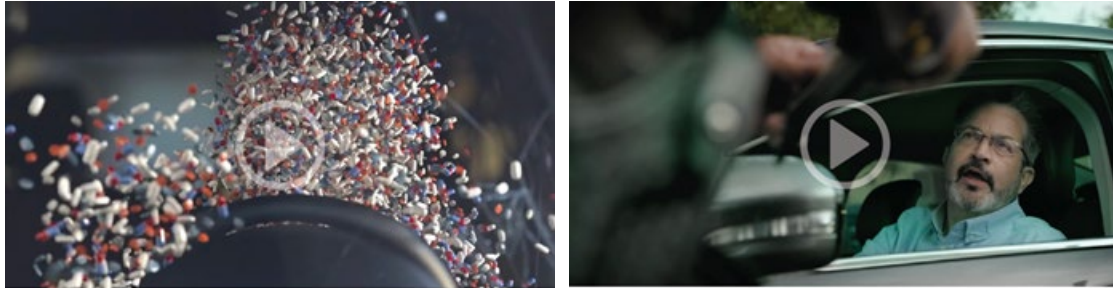


Figure 26: Materials on impairment by prescription drugs

Results

The “ENDWI+ Drugged Driving” campaign was designed for a short, targeted media run. English- and Spanish-language broadcast and radio spots were produced and distributed, complemented by video placements across YouTube, Facebook, and Instagram. The videos garnered **882,500 impressions, 1,276,409 views, and 4,043 clicks.**

Zozobra

For the second year, NMDOT was a sponsor of Zozobra. Held right before Labor Day Weekend in Santa Fe, Zozobra is a highly attended local event with a greater than average level of alcohol consumption. We negotiated a designated driver message on the beer cups that tied in with the overall messaging of the event. NMDOT also staffed a booth at the event and distributed branded and information materials to attendees.

Live and Let Drive Podcast

Every month, [135 million Americans listen to podcasts](#). The Live and Let Drive podcast continues to expand NMDOT’s ability to deliver meaningful content to audiences who are already thinking about driving safety — [64% of podcasts are listened to while driving](#). With podcasts, the audience spends far more uninterrupted time with the content than they do with social media where the average attention span is much less. Podcast listeners typically spend 20 to 40 minutes with each episode, allowing NMDOT to explore topics with depth, nuance, and personal storytelling. This extended engagement aligns strongly with behavior change strategies: longer exposure increases message retention, reinforces perceived norms, and helps audiences internalize the effects of driving behaviors.

Through interviews with experts, survivors, law enforcement, and community members, each episode blends practical insight with relatable narratives. Topics and their tone vary, attracting different audiences. Episodes are available on the [Live and Let Drive website](#) and distributed across Apple Podcasts, Spotify, Amazon Echo, and other major platforms, making it easy for listeners to discover, share, and return to the series.



Figure 27: Podcast Episodes

Results

Since its launch two years ago, the Live and Let Drive podcast has continued to grow its audience and influence, demonstrating that long-form, New Mexico focused traffic safety storytelling resonates with listeners. The podcast has now reached **2,388 total downloads** across more than a dozen episodes, a strong performance for a niche public-safety program competing in a crowded media environment. While listeners tune in from around the world, the majority come from New Mexico, confirming that the podcast is effectively reaching the residents whose behaviors and decisions it is designed to influence.

Episodes exploring technology, speeding, pedestrian safety, and impaired driving (alcohol and cannabis) continue to lead in lifetime downloads. Notably, episodes released nearly two years ago are still generating new listens, demonstrating long-tail value and sustained relevance.

Social media amplified the podcast's reach even further. The four most recent episodes shared on Facebook and Instagram generated **1,311,881 total views**, **3,808 interactions** (likes and reactions) **218 shares** (extending reach into users' personal networks), **4,699 link clicks** (driving direct traffic to the podcast), and **35 comments** (reflecting active audience engagement). Shares are particularly valuable: each share represents a personal endorsement, expanding reach organically and signaling that the messaging resonates enough for users to pass it along.

**Media Summary Statistics****Total NMDOT Social Metrics For FFY25**

ENDWI	ENDWI+	JustDrive Slodwn/Bklup	Zero Proof	Totals
Facebook, Instagram, YouTube Impressions: 1,588,867 Views: 817,317 Clicks: 5,386	Facebook, Instagram, YouTube Impressions: 882,500 Views: 294,764 Clicks: 4,043	Facebook, Instagram, YouTube Impressions: 1,193,721 Views: 576,523 Clicks: 13,451	Instagram, YouTube Impressions: 3,011,009 Views: 1,570,134 Clicks: 12,245	Total Impressions – 6,676,097 Total Video Views – 3,258,738 Total Clicks – 35,125

DWI And Click it or Ticket Campaign Metrics for FFY2025

CAMPAIGN	GRPS	IMP	CASH SPOTS	BONUS SPOTS	TOTAL SPEND
Winter SuperBlitz	3,386.6	7,786,730	10,425	8,546	\$ 317,609.65
Super Bowl	67.5	598,514	4	2	\$ 58,800.00
St. Patrick's Day SuperBlitz	3,930.45	6,114,500	2,362	2,170	83,688.60
Cinco de Mayo SuperBlitz	1,336.1	1,852,910	2,338	2,281	\$ 73,676.85
Click It Or Ticket	4,434.3	1,547,300	2,480	2,141	\$ 99,852.20
Summer DWI SuperBlitz	6,093.34	7,001,970	7,427	7,054	\$ 279,907.49
Labor Day SuperBlitz	0	0	0	0	0

Community Engagement Summary

Annual sponsorship costs only include the actual contracted cost of the sponsorship and do not include production costs, the management/placement fee or gross receipts taxes:

- | | | | |
|------------------------|------------|----------------------------|-----------|
| • UNM Sponsorship | \$ 118,650 | • Take A Ride On Us/Uber | \$ 50,000 |
| • NMSU Sponsorship | \$ 85,000 | • N.M. High School Tickets | \$ 45,000 |
| • NM Bowl Game | \$ 17,000 | • Eastern N.M. University | \$ 6,250 |
| • Albuquerque Isotopes | \$ 84,410 | • Zozobra | \$ 10,000 |



Media	FY 2024 Actual	FY2025 Actual	FY2026 Estimate
Media Impressions Reached with all Traffic Safety media buys	65.6 Million	67 Million	66 Million

Projects' Contribution toward Achieving Performance Target

The State achieved its 2025 Public Information performance target of maintaining the percentage of Attitude and Awareness Survey respondents that report having heard or seen traffic safety public information campaign messages and slogans at or above 80 percent. The media creative design, production, and placement projects that support NMDOT/TSD's enforcement and educational programs and activities reached targeted audiences, generated widespread message exposure, and maximized the effect on the public regarding risky driving behaviors and to increase awareness of vital traffic safety issues. NMDOT TSD and its media partners use a data-driven approach to target the most harmful driving behaviors, identify target audiences, and deploy campaigns to change behavior and improve safety on New Mexico's roads.

In 2025, 87 percent of survey respondents reported having seen at least one of the traffic safety messages/slogans, which meets the performance target of 80 percent or above.

Traffic Records Program

Program Overview

The NMDOT/TSD Traffic Records Program works to achieve the goals and objectives outlined in the State Traffic Records Strategic Plan. The Program provides support to members of both the executive oversight and coordinating committees to continue development of the statewide traffic records data system, and improve traffic safety-related data collection, and analytical systems. The Traffic Records Program performance-based measures and targets are included in the annual Highway Safety Plan and the State Traffic Records Strategic Plan. Projects are coordinated with the State Strategic Highway Safety Plan and the Highway Safety Improvement Plan.

The Statewide Traffic Records Executive Oversight Committee (STREOC) and the Statewide Traffic Records Coordinating Committee (STRCC), conducted quarterly virtual meetings throughout FFY25. In FFY25, the STREOC and STRCC members provided updates for the FFY2023-2025 TR Strategic Plan and finalized the 2026-2028 Strategic Plan.

FHWA and NHTSA Funded Projects and FFY2025 Accomplishments

Easy Street Draw-Insight

HWA9900881

The New Mexico Department of Transportation, Traffic Safety, and Traffic Records is collaborating with New Mexico law enforcement agencies (LEA) to produce more comprehensive crash scene diagrams as part of the crash report. Easy Street Draw is a user friendly and modern diagramming tool that simplifies the creation of a diagram using pre-designed street, vehicle, and environment symbols. The product can be used on multiple platforms and integrated for use with the Traffic and Criminal Software (TraCS) data exchanged between law enforcement agencies and the NMDOT Traffic Records. The software will help to improve the data quality of the crash report.

TEG Maintenance and Support of the Traffic and Criminal Software (TraCS)

HWA9900882

TraCS is the data collection, records management, and reporting software for public safety



professionals. NMDOT supports the development and deployment of TraCS to law enforcement agencies across the state. TEG, as co-owner of the TraCS software, can make coding changes, defect fixes, and enhancement updates to the TraCS application source code to satisfy the total support and maintenance requirements of the software for New Mexico's statewide deployment.

Department of Public Safety/New Mexico State Police

HWA9900561

The New Mexico Department of Transportation, Traffic Safety, and Traffic Records is working on an ongoing project with Department of Public Safety to support a statewide deployment of the Traffic and Criminal Software (TraCS), TraCS location tool, Easy Street Draw, and a records management system to New Mexico law enforcement agencies. TraCS provides law enforcement officers with a uniform tool to automate crash reports, traffic citations, DWI citations, offense and incident reports, and other reports as needed or required by the department and its stakeholders.

Dona Ana Sheriff's Office

HWA9900562

The New Mexico Department of Transportation, Traffic Safety, and Traffic Records is working on an ongoing project with the Dona Ana Sheriff's Office to support deployment of the Traffic and Criminal Software (TraCS), TraCS location tool, Easy Street Draw, TraCS testing, and a records management system to New Mexico law enforcement agencies. TraCS provides law enforcement officers with a uniform tool to automate crash reports, traffic citations, DWI citations, offense and incident reports, and other reports as needed or required by the department and its stakeholders.

Iowa Department of Transportation

HWA9900567

The New Mexico Department of Transportation, Traffic Safety, and Traffic Records is working on an ongoing project with the Iowa Department of Transportation to purchase an electronic data transfer tool (Traffic and Criminal Software) TraCS provides law enforcement officers with a uniform tool to automate crash reports, traffic citations, DWI citations, offense/incident reports and other reports as needed or required by the department and its stakeholders.

Traffic Records Committee and Strategic Plan Coordination

TR-2025-TR-02-00 (05-TR-02-P02)

This project provided funds used for contractual professional services with MA Strategies to provide support for the NM Department of Transportation, Traffic Safety Division (NMDOT/TSD), the State Traffic Records Executive Oversight Committee (STREOC), the State Traffic Records Coordinating Committee (STRCC) meetings, Traffic Records, Strategic Plan, Traffic Records, assessments, and other Traffic Records related initiatives. The contractor also assists with identification, documentation, and tracking the status of ongoing Traffic Records Projects contained in the New Mexico Statewide Traffic Records Strategic Plan.

The Contractor facilitated and conducted program management meetings and work sessions of the six traffic records components: Crash, Adjudication/Citation, Driver, Vehicle, Roadway, and Injury Surveillance to assess project progress and improvement.

Finally, a MMUCC Compliance Tracking Application tool was developed by MA Strategies for the management of a standardized set of data variables to describe motor vehicle traffic crashes for achieving 100% compliance as required in the SEDC Grant award.

State Funded Project and SFY2025 Accomplishments

Crash Data Statistical and Analytical Reporting

HWA9900883



Geospatial and Population Studies (UNM-GPS) maintains a comprehensive traffic crash database for the State of New Mexico. Along with crash data, UNM-GPS utilizes driver, driver history, DWI arrest, roadway, and population data for analyses of traffic safety issues and development of reports for NMDOT/TSD. UNM-GPS continues to maintain their geographical information system (GIS) capabilities and to provide geographic analyses.

In FFY25, UNM-GPS finalized and made available the 2024 New Mexico Traffic Crash Annual Report, the 2023 New Mexico DWI Report, 2023 Community Reports (statewide, counties, cities and Native American reservations and pueblos), and monthly 2023-2024 crash fatality reports. CY 2024 crash data was finalized in September 2025.

UNM-GPS also produced 2023 statewide crash maps: overall; fatal and injury; and statewide topic-specific crash maps: alcohol-involved, motorcycle, pedestrian, pedal cycle, dark conditions, speeding, heavy truck-involved, and animal-involved. Major city-specific crash maps included: overall crash density and alcohol-involved; pedestrian and pedal cycle; and motorcycle crash density. All reports and maps are available via the UNM-GPS New Mexico Crash Data website: <https://gps.unm.edu/index.html>

UNM-GPS maintains and updates Traffic Crash Dictionaries which include a description of each data variable in the NMDOT crash database. UNM-GPS provided data and analyses for New Mexico's 2025 Annual Report to NHTSA, and the 2026-2028 Traffic Records Strategic Plan. Both Federal (FHWA) and State funds were used for this project.

Crash Records Data Entry/ Database Maintenance/ Quality Assurance

045TR-RF-P01

This project provided funds for data entry of uniform crash reports (UCRs) sent via hard copy, via TraCS data transfer or other electronic transfer methods, and provided funds for crash database maintenance. In SFY25, the following objectives were achieved:

- The number of law enforcement agencies switching to electronic data transfer (i.e. TraCS) increased to 68 in 2025.
- 90.3 percent of reportable crashes statewide were submitted to the NMDOT via TraCS
- 93 percent of reportable crashes were submitted using the most current version of the crash report.

Data entry servers were updated to maintain data security and compatibility compliance.

Traffic Records Statistician

HWA9900884

This project provided funds to conduct analyses on crash fatality and injury data based on parameters determined by Traffic Safety Division management and individual program managers.

In FFY25, the TR statistician published and maintained pedestrian and pedal cyclist crash data dashboards. Developed with extensive input from stakeholders, planners, and advisory groups, these dashboards provide current topic-specific, in-depth analyses on non-motorist crash fatalities, injuries, and contributing factors. The statistician also worked on site specific studies and other special data requests. UNM-GPS also developed and launched the DWI dashboard to help law enforcement agencies, stakeholders, and traffic safety partners understand the extent and impact of DWI crashes in New Mexico. The dashboards are available here: <https://gps.unm.edu/tru/reports/crash-dashboards/index.html>.

Projects' Contribution toward Achieving Performance Targets

The State achieved and exceeded its two 2025 Traffic Records Program performance targets. Program



staff worked with their traffic records agency partners to increase the percentage of reportable crash reports received using the new uniform crash report form vs. older uniform crash report form. The state's crash database accuracy target was exceeded

The FFY25 Traffic Records Program projects continued to increase the State's ability to provide more timely, accurate, complete, uniform, integrated and accessible traffic safety data that is essential for planning, assessment, and evaluation of NMDOT's traffic safety programs aimed at reducing traffic crash fatalities and injuries.

- **Data Timeliness** was improved through greater automation of the Annual and DWI reports. TSD now publishes these reports about 60 days sooner than before.
- **Data Accuracy** was improved through enhanced cross field data cleaning related to commercial motor vehicles, property damage (>\$500), school bus involvement, parked vehicles, crashes in dark not-lighted conditions, missing data in first harmful event fields (FHE, FHE Analysis, FHE Impact, and FHE manner of crash), and missing data in contributing factors.
- **Data Completeness** was improved after addressing problems with transferring and appending large electronic files including supplement reports and diagrams.
- **Data Uniformity** was improved by moving more agencies to electronic reporting including Albuquerque Police Department Station Reports which represents 5% of all crash reports in New Mexico.
- **Data Integration** was improved by incorporating toxicology reports from the New Mexico Office of the Medical Investigator giving a clearer picture of alcohol involvement in crashes.
- **Data Accessibility** was improved with the publication of three new dashboards related to pedestrians, Pedalcyclists and DWI crashes.

State's Evidence-Based TS Enforcement Program

New Mexico's evidence-based Traffic Safety Enforcement Program (TSEP) is focused on reducing traffic crashes, fatalities, injuries, and violations in the areas most at risk for such incidents. To best utilize limited funds available for traffic safety enforcement programs, the NMDOT/ TSD ensures that problem areas are identified, strategies prioritized, and enforcement focused on the State, city, and county levels.

New Mexico continues to enforce its comprehensive DWI laws which include mandatory ignition interlocks on any vehicle driven by a person convicted of a first and any subsequent DWI. New Mexico has a primary seatbelt law, strong child safety seat laws, a graduated licensing law, and award-winning media to support its traffic safety enforcement efforts.

Preventing traffic violations is an important factor in reducing risky driving practices that can cause traffic crashes, fatalities and injuries. A number of the State's high-visibility enforcement projects focus on the objectives of increasing driver awareness of traffic safety laws and issues, increasing safe driving habits, and ultimately making roadways safer for drivers, passengers, pedestrians, and bicyclists.

Deployment of Resources Based on Crash Data Analyses

During the traffic safety planning processes, crash analyses is used to identify areas and populations at highest risk for traffic crashes, fatalities and injuries, and citation data is reviewed to ascertain whether areas with high numbers of crashes and fatalities are undermanned by enforcement. Evidence-based (EB) strategies are then researched and discussed to determine those most feasible and most beneficial to address the identified problems and issues of concern. Once EB strategies are selected, potential projects are discussed, and project solicitations are issued. Funds are allocated to agencies based on the data analyses, as well as other factors including agency available manpower, agency



location and size, and the agency's ability to expend the funds during the agreement period.

To further ensure that problems are identified and there is strategic deployment of resources, TSD staff members collaborate throughout the year with their traffic safety partners and with the NMDOT Transportation Planning and Safety Division staff responsible for managing the Highway Safety Improvement Program (HSIP), and for developing the State Strategic Highway Safety Plan (SHSP).

Alcohol-Impaired Driving Program

Alcohol-ID Enforcement – ENDWI & NHTSA	164AL-2024-AL-01-00 (04-AL-64-P01)
National Crackdowns: Page 11	M5HVE-2024-ID-01-00 (04-ID-05d-P01)
DWI Task Force - McKinley County: Page 12	ENF_AL-2024-AL-02-00 (04-AL-64-P02) State Funds: 04-ID-RF-P02
Alcohol Sales Compliance Enforcement/DWI Warrants: Page 13	ENF_AL-2024-AL-03-00 (04-AL-64-P03)

Occupant Protection Program

BKLUP/CIOT Enforcement	State Funds: 04-OP-RF-P01
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Police Traffic Services Program

Selective Traffic Enforcement Program	PT-2024-PT-05-00 (03)
	State Funds: 04-PT-RF-P01

Planning and Administration

Overview

The Planning and Administration Program includes financial management, planning, coordination, and communication among staff and traffic safety partners, which is central to the successful development and implementation of New Mexico's Highway Safety Plan and all its programs and projects.

NHTSA Funded Projects

Financial Systems Management – FTEs

PA-2025-PA-01-00 (05-PA-02-P01)

This project provided funds for one FTE financial specialist and one business operations specialist to assist with TSD's project agreements and contracts, and to assist with conducting annual financial training for contractors. Included are funds for general finance functions related to managing NHTSA funding utilizing the Grants Tracking System.

HSP, Grant and Technical Writing Services

PA-2025-PA-02-00 (05-PA-02-P02) State 20800 – 05-EE-05-P04

This project funded a contract to develop and prepare New Mexico's Highway Safety Plan, federal or other agency grant applications the Annual Report to NHTSA, and to provide technical writing assistance, as necessary. Both Federal and State funds were used for this project.

Community Engagement

Law Enforcement Community Collaboration

The New Mexico Department of Transportation, in partnership with SAFER New Mexico, works with Law Enforcement Agencies across the state to implement data-driven, and community informed enforcement efforts including DWI checkpoints and directed patrols.

SAFER NM employs Law Enforcement Liaisons (LELs) who serve as the point of contact between law enforcement agencies and TSD. LELs assist the TSD in promoting traffic safety goals and assist with



the selection of performance measures and with data analysis for law enforcement project agreements. Data to inform enforcement and community collaboration comes from various sources including the most current Community Reports. Community Reports provide both statewide crash statistics and City and County-level crash statistics, crash locations, DWI statistics, and demographic information that can be used to inform enforcement activities.

NMDOT requires agencies to develop operational plans that include jurisdiction-specific strategies and locations to focus efforts. These operational plans are submitted to and reviewed by NMDOT program coordinators. Throughout the term of the agreement, TSD staff evaluate agency performance and conduct outreach if metrics are inconsistent with the project goals and measures.

NMDOT is integrating the Community Collaboration requirements into project agreements and into the grants management system utilized by all subrecipients. Law Enforcement Liaisons will continue providing technical assistance in the development of enforcement plans and community collaboration.

Public Participation and Engagement

In FFY2025, Traffic Safety Division integrated public education, engagement and feedback into their projects and public events. TSD did not hold any events dedicated solely on seeking and developing public participation and engagement, but integrated feedback, surveys,

Outreach events include tabling at the New Mexico State Fair, where Traffic Safety Division staff shared information about the programs administered by the NMDOT with attendees. Additionally, at car seat fitting clinics, TSD staff and subrecipients engage attendees and solicit feedback on larger traffic safety topics.



Figure 31: 4 Corners without Borders Event



Figure 32: Engagement at Zozobra

In the years preceding the development of the 2027-2029 3-HSP, the Traffic Safety Division will evaluate the statistics of people and communities impacted by traffic fatalities and serious injuries to better inform the development of projects, programs, and strategies. 3-HSP development will also include targeted public participation and engagement events.

TSD will continue to work with the Center for Pedestrian and Bicyclist Safety at the University of New Mexico to develop strategies and approaches to solicit feedback from pedestrians and other vulnerable road users.



Additional Projects of Note

Safety Summit

The New Mexico Department of Transportation held a Transportation Safety Summit in September, 2025. The summit centered the Safe System Approach as the framework NMDOT will be using to address the safety needs and develop strategies in New Mexico and the development of a safety culture within the Department, with traffic safety partners, and the traveling public.

At the Albuquerque event, approximately 300 participants from federal, state, local, and tribal agencies, and other traffic safety partners left with a common language around traffic safety, a better understanding of the safe system approach, and a call to action to help NMDOT develop the upcoming Strategic Highway Safety Plan. Additional information on the Safety Summit including the agenda, slide presentations, and additional resources available [here](#).

State Electronic Data Collection Discretionary Grant

In FFY2024, NMDOT and New Mexico Department of Public Safety applied for funding from NHTSA 2024 State Electronic Data Collection Discretionary Grant. In December 2024, NMDOT learned the project was funded by NHTSA, and NMDOT was one of 19 states and territories awarded. The project's goal is to improve the state's crash data collection, evaluation, storage, and data sharing systems and processes. FFY2025 was the first year of the project. The state is working on aligning state funding to allow for the expenditure of the funds.

**NMDOT Traffic Safety Division Staff**

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2025 Expenditure Closeout Report

Please see Appendix 1.

U.S. Department of Transportation National Highway Traffic Safety Administration
Expenditure Close Out Report

State: New Mexico

Page: 1

Report Date: 01/20/2026

2025-FINAL

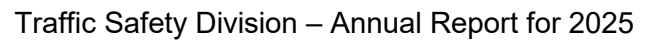
Posted: 01/20/2026

Program Area	Project	Description	Obligated	Expended	Unexpended	Forwarded Into Next FY	Total # Vouchers	Last Voucher #	Last Voucher Posted
NHTSA									
FAST Act 405h Nonmotorized Safety									
405h Training									
	FHTR-2025-PS-01-00	UNM - Pedestrian and Bicycle S	\$0.00	\$0.00	\$0.00	\$0.00	0		
	FHTR-2025-PS-01-00		\$0.00	\$0.00	\$0.00	\$0.00	0		
405h TrainingTotal									
			\$0.00	\$0.00	\$0.00	\$0.00	0		
FAST Act 405h Nonmotorized SafetyTotal									
			\$0.00	\$0.00	\$0.00	\$0.00	0		
IJIA NHTSA 402									
Planning and Administration									
	PA-2025-PA-01-00	Financial Systems Management	\$287,397.23	\$287,397.23	\$0.00	\$12,602.77	10	VOU-12	Dec-23-2025
	PA-2025-PA-01-00		\$287,397.23	\$287,397.23	\$0.00	\$12,602.77	10	VOU-12	Dec-23-2025
	PA-2025-PA-02-00	Grant and Technical Writing (E	\$27,156.44	\$27,156.44	\$0.00	\$42,843.56	7	VOU-10	Oct-27-2025
	PA-2025-PA-02-00		\$27,156.44	\$27,156.44	\$0.00	\$42,843.56	7	VOU-10	Oct-27-2025
Planning and AdministrationTotal									
			\$314,553.67	\$314,553.67	\$0.00	\$55,446.33	10	VOU-12	Dec-23-2025
Safety Belts									
	OP-2025-OP-02-00	Occupant Protection Program Mg	\$96,500.54	\$96,500.54	\$0.00	\$111,499.46	10	VOU-12	Dec-23-2025
	OP-2025-OP-02-00		\$96,500.54	\$96,500.54	\$0.00	\$111,499.46	10	VOU-12	Dec-23-2025
Safety BeltsTotal									
			\$96,500.54	\$96,500.54	\$0.00	\$111,499.46	10	VOU-12	Dec-23-2025
Traffic Enforcement Services									
	PT-2025-PT-01-00	Traffic Safety Law Enforcement	\$196,557.58	\$196,557.58	\$0.00	\$72.42	4	VOU-12	Dec-23-2025
	PT-2025-PT-01-00		\$196,557.58	\$196,557.58	\$0.00	\$72.42	4	VOU-12	Dec-23-2025
	PT-2025-PT-02-00	Police Traffic Services Progra	\$129,891.05	\$129,891.05	\$0.00	\$85,108.95	10	VOU-12	Dec-23-2025
	PT-2025-PT-02-00		\$129,891.05	\$129,891.05	\$0.00	\$85,108.95	10	VOU-12	Dec-23-2025
	PT-2025-PT-05-00	Selective Enforcement (STEP)	\$0.00	\$0.00	\$0.00	\$361,800.00	0		
	PT-2025-PT-05-00		\$0.00	\$0.00	\$0.00	\$361,800.00	0		
	PT-2025-PT-05-02	Albuquerque PD-STEP	\$58,688.79	\$58,688.79	\$0.00	\$51.21	1	VOU-9	Oct-01-2025
	PT-2025-PT-05-02		\$58,688.79	\$58,688.79	\$0.00	\$51.21	1	VOU-9	Oct-01-2025
	PT-2025-PT-05-08	Bernalillo County SO-STEP	\$85,553.78	\$85,553.78	\$0.00	\$246.22	5	VOU-11	Nov-28-2025
	PT-2025-PT-05-08		\$85,553.78	\$85,553.78	\$0.00	\$246.22	5	VOU-11	Nov-28-2025
	PT-2025-PT-05-31	Selective Enforcement (STEP)	\$46,478.63	\$46,478.63	\$0.00	\$561.37	5	VOU-11	Nov-28-2025
	PT-2025-PT-05-31		\$46,478.63	\$46,478.63	\$0.00	\$561.37	5	VOU-11	Nov-28-2025
	PT-2025-PT-05-35	Farmington PD-STEP	\$27,926.05	\$27,926.05	\$0.00	\$17,103.95	3	VOU-11	Nov-28-2025
	PT-2025-PT-05-35		\$27,926.05	\$27,926.05	\$0.00	\$17,103.95	3	VOU-11	Nov-28-2025



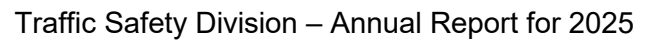
PT-2025-PT-05-45	Hobbs PD-STEP	\$8,220.03	\$8,220.03	\$0.00	\$59.97	1 VOU-7	Jul-29-2025
PT-2025-PT-05-45		\$8,220.03	\$8,220.03	\$0.00	\$59.97	1 VOU-7	Jul-29-2025
PT-2025-PT-05-49	Las Cruces PD-STEP	\$21,086.41	\$21,086.41	\$0.00	\$873.59	3 VOU-11	Nov-28-2025
PT-2025-PT-05-49		\$21,086.41	\$21,086.41	\$0.00	\$873.59	3 VOU-11	Nov-28-2025
PT-2025-PT-05-81	Rio Rancho DPS-STEP	\$66,340.26	\$66,340.26	\$0.00	\$687.74	4 VOU-11	Nov-28-2025
PT-2025-PT-05-81		\$66,340.26	\$66,340.26	\$0.00	\$687.74	4 VOU-11	Nov-28-2025
PT-2025-PT-05-82	Roosevelt County PD-STEP	\$15,139.74	\$15,139.74	\$0.00	\$7.26	5 VOU-11	Nov-28-2025
PT-2025-PT-05-82		\$15,139.74	\$15,139.74	\$0.00	\$7.26	5 VOU-11	Nov-28-2025
PT-2025-PT-05-86	San Juan County-STEP	\$20,640.00	\$20,640.00	\$0.00	\$0.00	5 VOU-11	Nov-28-2025
PT-2025-PT-05-86		\$20,640.00	\$20,640.00	\$0.00	\$0.00	5 VOU-11	Nov-28-2025
PT-2025-PT-05-88	Sandoval County-STEP	\$15,321.92	\$15,321.92	\$0.00	\$11,678.08	5 VOU-11	Nov-28-2025
PT-2025-PT-05-88		\$15,321.92	\$15,321.92	\$0.00	\$11,678.08	5 VOU-11	Nov-28-2025
PT-2025-PT-06-00	General LE Training -Safer	\$197,000.00	\$197,000.00	\$0.00	\$0.00	6 VOU-10	Oct-27-2025
PT-2025-PT-06-00		\$197,000.00	\$197,000.00	\$0.00	\$0.00	6 VOU-10	Oct-27-2025
PT-2025-PT-07-00	Traffic Awareness Survey	\$44,086.41	\$44,086.41	\$0.00	\$15,913.59	1 VOU-9	Oct-01-2025
PT-2025-PT-07-00		\$44,086.41	\$44,086.41	\$0.00	\$15,913.59	1 VOU-9	Oct-01-2025
PT-2025-PT-08-00	NCSAs Media Training	\$180,833.74	\$180,833.74	\$0.00	\$54,166.26	10 VOU-11	Nov-28-2025
PT-2025-PT-08-00		\$180,833.74	\$180,833.74	\$0.00	\$54,166.26	10 VOU-11	Nov-28-2025
PT-2025-PT-09-00	Traffic Safety Clearinghouse (	\$143,199.88	\$143,199.88	\$0.00	\$112,090.12	4 VOU-12	Dec-23-2025
PT-2025-PT-09-00		\$143,199.88	\$143,199.88	\$0.00	\$112,090.12	4 VOU-12	Dec-23-2025
Traffic Enforcement ServicesTotal		\$1,256,964.27	\$1,256,964.27	\$0.00	\$660,420.73	11 VOU-12	Dec-23-2025
Traffic Records							
TR-2025-TR-02-00	MA Strategies	\$246,703.49	\$246,703.49	\$0.00	\$0.00	9 VOU-11	Nov-28-2025
TR-2025-TR-02-00		\$246,703.49	\$246,703.49	\$0.00	\$0.00	9 VOU-11	Nov-28-2025
Traffic RecordsTotal		\$246,703.49	\$246,703.49	\$0.00	\$0.00	9 VOU-11	Nov-28-2025
Crash Investigation							
AI-2025-AI-02-00	Basic Traffic Crash Report/Tra	\$26,979.92	\$26,979.92	\$0.00	\$0.00	3 VOU-11	Nov-28-2025
AI-2025-AI-02-00		\$26,979.92	\$26,979.92	\$0.00	\$0.00	3 VOU-11	Nov-28-2025
Crash InvestigationTotal		\$26,979.92	\$26,979.92	\$0.00	\$0.00	3 VOU-11	Nov-28-2025
Judicial and Court Services							
TC-2025-PT-03-00	AOC Judicial outreach Liason	\$44,172.93	\$44,172.93	\$0.00	\$5,827.07	2 VOU-12	Dec-23-2025
TC-2025-PT-03-00		\$44,172.93	\$44,172.93	\$0.00	\$5,827.07	2 VOU-12	Dec-23-2025
Judicial and Court ServicesTotal		\$44,172.93	\$44,172.93	\$0.00	\$5,827.07	2 VOU-12	Dec-23-2025
Child Restraint							
CR-2025-OP-01-00	Child Restraint Program	\$486,399.63	\$486,399.63	\$0.00	\$63,600.37	9 VOU-12	Dec-23-2025
CR-2025-OP-01-00		\$486,399.63	\$486,399.63	\$0.00	\$63,600.37	9 VOU-12	Dec-23-2025
Child RestraintTotal		\$486,399.63	\$486,399.63	\$0.00	\$63,600.37	9 VOU-12	Dec-23-2025
Prosecutor Training							
PRT-2025-PT-04-00	Traffic Safety Resource Prosec	\$52,815.89	\$52,815.89	\$0.00	\$32,184.11	6 VOU-12	Dec-23-2025
PRT-2025-PT-04-00		\$52,815.89	\$52,815.89	\$0.00	\$32,184.11	6 VOU-12	Dec-23-2025
Prosecutor TrainingTotal		\$52,815.89	\$52,815.89	\$0.00	\$32,184.11	6 VOU-12	Dec-23-2025
Heatstroke/Unattended passenger education							
UNATTD-2025-HS-01-00	Heatstroke (Safer)	\$5,000.00	\$5,000.00	\$0.00	\$0.00	2 VOU-8	Aug-28-2025
UNATTD-2025-HS-01-00		\$5,000.00	\$5,000.00	\$0.00	\$0.00	2 VOU-8	Aug-28-2025
Heatstroke/Unattended passenger educationTotal		\$5,000.00	\$5,000.00	\$0.00	\$0.00	2 VOU-8	Aug-28-2025

Uncommitted		402 uncommitted	\$ 00	\$ 00	\$ 00	\$ 2,948,693.55	0
X-2025-00-00-00			\$ 00	\$ 00	\$ 00	\$ 2,948,693.55	0
X-2025-00-00-00			\$ 00	\$ 00	\$ 00	\$ 2,948,693.55	0
UncommittedTotal			\$ 00	\$ 00	\$ 00	\$ 2,948,693.55	0
IIJA NHTSA 402Total			\$2,530,090.34	\$2,530,090.34	\$ 00	\$3,877,671.62	11
IIJA 164 Transfer Funds							Dec-23-2025
Alcohol Enforcement							
ENF_AL-2025-AL-01-00	Alc/ID Enforcement		\$ 00	\$ 00	\$ 00	\$1,572,682.00	0
ENF_AL-2025-AL-01-00			\$ 00	\$ 00	\$ 00	\$1,572,682.00	0
ENF_AL-2025-AL-01-01	Alamogordo DPS-ENDWI		\$2,039.49	\$2,039.49	\$ 00	\$8,376.51	1
ENF_AL-2025-AL-01-01			\$2,039.49	\$2,039.49	\$ 00	\$8,376.51	1
ENF_AL-2025-AL-01-02	Albuquerque PD-ENDWI		\$237,726.39	\$237,726.39	\$ 00	\$117,273.61	3
ENF_AL-2025-AL-01-02			\$237,726.39	\$237,726.39	\$ 00	\$117,273.61	3
ENF_AL-2025-AL-01-03	Angel Fire PD-ENDWI		\$1,137.04	\$1,137.04	\$ 00	\$2,462.96	1
ENF_AL-2025-AL-01-03			\$1,137.04	\$1,137.04	\$ 00	\$2,462.96	1
ENF_AL-2025-AL-01-04	Artesia PD-ENDWI		\$210.30	\$210.30	\$ 00	\$9,671.70	1
ENF_AL-2025-AL-01-04			\$210.30	\$210.30	\$ 00	\$9,671.70	1
ENF_AL-2025-AL-01-05	Aztec PD-ENDWI		\$2,856.05	\$2,856.05	\$ 00	\$2,147.95	3
ENF_AL-2025-AL-01-05			\$2,856.05	\$2,856.05	\$ 00	\$2,147.95	3
ENF_AL-2025-AL-01-07	Belen PD-ENDWI		\$10,351.33	\$10,351.33	\$ 00	\$1,480.67	3
ENF_AL-2025-AL-01-07			\$10,351.33	\$10,351.33	\$ 00	\$1,480.67	3
ENF_AL-2025-AL-01-08	Bernalillo County SO-ENDWI		\$150,124.60	\$150,124.60	\$ 00	\$3,837.40	5
ENF_AL-2025-AL-01-08			\$150,124.60	\$150,124.60	\$ 00	\$3,837.40	5
ENF_AL-2025-AL-01-09	Bernalillo PD-ENDWI		\$8,554.35	\$8,554.35	\$ 00	\$265.65	4
ENF_AL-2025-AL-01-09			\$8,554.35	\$8,554.35	\$ 00	\$265.65	4
ENF_AL-2025-AL-01-10	Bloomfield PD-ENDWI		\$6,253.90	\$6,253.90	\$ 00	\$1,105.10	6
ENF_AL-2025-AL-01-10			\$6,253.90	\$6,253.90	\$ 00	\$1,105.10	6
ENF_AL-2025-AL-01-11	Bosque Farms PD-ENDWI		\$10,776.90	\$10,776.90	\$ 00	\$723.10	4
ENF_AL-2025-AL-01-11			\$10,776.90	\$10,776.90	\$ 00	\$723.10	4
ENF_AL-2025-AL-01-13	Carlsbad PD-ENDWI		\$9,161.95	\$9,161.95	\$ 00	\$16,590.05	4
ENF_AL-2025-AL-01-13			\$9,161.95	\$9,161.95	\$ 00	\$16,590.05	4
ENF_AL-2025-AL-01-14	Carrizozo PD		\$740.60	\$740.60	\$ 00	\$627.40	2
ENF_AL-2025-AL-01-14			\$740.60	\$740.60	\$ 00	\$627.40	2
ENF_AL-2025-AL-01-18	Chaves County SO-ENDWI		\$14,598.01	\$14,598.01	\$ 00	\$6,851.99	3
ENF_AL-2025-AL-01-18			\$14,598.01	\$14,598.01	\$ 00	\$6,851.99	3
ENF_AL-2025-AL-01-19	Cibola County SO-ENDWI		\$5,919.00	\$5,919.00	\$ 00	\$67.00	3
ENF_AL-2025-AL-01-19			\$5,919.00	\$5,919.00	\$ 00	\$67.00	3
ENF_AL-2025-AL-01-23	Clovis PD-ENDWI		\$5,799.25	\$5,799.25	\$ 00	\$15,990.75	2
ENF_AL-2025-AL-01-23			\$5,799.25	\$5,799.25	\$ 00	\$15,990.75	2
ENF_AL-2025-AL-01-24	Colfax County-ENDWI		\$3,937.32	\$3,937.32	\$ 00	\$362.68	4
ENF_AL-2025-AL-01-24			\$3,937.32	\$3,937.32	\$ 00	\$362.68	4
ENF_AL-2025-AL-01-31	Dona Ana County SO-ENDWI		\$20,867.13	\$20,867.13	\$ 00	\$25,710.87	5
ENF_AL-2025-AL-01-31			\$20,867.13	\$20,867.13	\$ 00	\$25,710.87	5
ENF_AL-2025-AL-01-32	Eddy County SO-ENDWI		\$14,526.67	\$14,526.67	\$ 00	\$10,915.33	3
ENF_AL-2025-AL-01-32			\$14,526.67	\$14,526.67	\$ 00	\$10,915.33	3
ENF_AL-2025-AL-01-33	Espanola PD-ENDWI		\$4,553.25	\$4,553.25	\$ 00	\$6,218.75	2

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ENF_AL-2025-AL-01-75	\$8,727.46	\$8,727.46	\$0.00	\$156.54	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-80	\$11,551.88	\$11,551.88	\$0.00	\$20.12	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-80	\$11,551.88	\$11,551.88	\$0.00	\$20.12	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-81	\$89,855.66	\$89,855.66	\$0.00	\$34	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-81	\$89,855.66	\$89,855.66	\$0.00	\$34	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-82	\$7,504.18	\$7,504.18	\$0.00	\$43.82	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-82	\$7,504.18	\$7,504.18	\$0.00	\$43.82	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-83	\$0.00	\$0.00	\$0.00	\$3,150.00	0	0
ENF_AL-2025-AL-01-83	\$0.00	\$0.00	\$0.00	\$3,150.00	0	0
ENF_AL-2025-AL-01-84	\$953.04	\$953.04	\$0.00	\$9,406.96	1 VOU-9	Oct-01-2025
ENF_AL-2025-AL-01-84	\$953.04	\$953.04	\$0.00	\$9,406.96	1 VOU-9	Oct-01-2025
ENF_AL-2025-AL-01-86	\$26,399.17	\$26,399.17	\$0.00	\$1,292.83	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-86	\$26,399.17	\$26,399.17	\$0.00	\$1,292.83	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-87	\$3,697.95	\$3,697.95	\$0.00	\$12.05	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-87	\$3,697.95	\$3,697.95	\$0.00	\$12.05	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-88	\$16,067.84	\$16,067.84	\$0.00	\$14,932.16	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-88	\$16,067.84	\$16,067.84	\$0.00	\$14,932.16	5 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-90	\$36,733.91	\$36,733.91	\$0.00	\$6,578.09	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-90	\$36,733.91	\$36,733.91	\$0.00	\$6,578.09	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-91	\$9,593.38	\$9,593.38	\$0.00	\$3,426.62	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-91	\$9,593.38	\$9,593.38	\$0.00	\$3,426.62	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-92	\$429.00	\$429.00	\$0.00	\$1,936.00	2 VOU-10	Oct-27-2025
ENF_AL-2025-AL-01-92	\$429.00	\$429.00	\$0.00	\$1,936.00	2 VOU-10	Oct-27-2025
ENF_AL-2025-AL-01-94	\$13,316.86	\$13,316.86	\$0.00	\$2,085.14	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-94	\$13,316.86	\$13,316.86	\$0.00	\$2,085.14	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-95	\$3,027.82	\$3,027.82	\$0.00	\$1,996.18	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-95	\$3,027.82	\$3,027.82	\$0.00	\$1,996.18	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-98	\$17,841.01	\$17,841.01	\$0.00	\$12,398.99	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-98	\$17,841.01	\$17,841.01	\$0.00	\$12,398.99	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-99	\$0.00	\$0.00	\$0.00	\$1,680.00	0	0
ENF_AL-2025-AL-01-99	\$0.00	\$0.00	\$0.00	\$1,680.00	0	0
ENF_AL-2025-AL-01-AN	\$2,993.58	\$2,993.58	\$0.00	\$889.42	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-AN	\$2,993.58	\$2,993.58	\$0.00	\$889.42	4 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-RC	\$3,644.96	\$3,644.96	\$0.00	\$0.00	3 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-RC	\$3,644.96	\$3,644.96	\$0.00	\$0.00	3 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-RN	\$0.00	\$0.00	\$0.00	\$2,345.00	0	0
ENF_AL-2025-AL-01-RN	\$0.00	\$0.00	\$0.00	\$2,345.00	0	0
ENF_AL-2025-AL-01-SA	\$3,771.90	\$3,771.90	\$0.00	\$228.10	1 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-SA	\$3,771.90	\$3,771.90	\$0.00	\$228.10	1 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-SJ	\$3,283.50	\$3,283.50	\$0.00	\$591.50	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-SJ	\$3,283.50	\$3,283.50	\$0.00	\$591.50	2 VOU-12	Dec-23-2025
ENF_AL-2025-AL-01-SP	\$8,235.60	\$8,235.60	\$0.00	\$239.40	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-SP	\$8,235.60	\$8,235.60	\$0.00	\$239.40	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-TC	\$3,547.08	\$3,547.08	\$0.00	\$21.92	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-TC	\$3,547.08	\$3,547.08	\$0.00	\$21.92	2 VOU-11	Nov-28-2025
ENF_AL-2025-AL-01-TQ	\$0.00	\$0.00	\$0.00	\$2,700.00	0	0
ENF_AL-2025-AL-01-TQ	\$0.00	\$0.00	\$0.00	\$2,700.00	0	0

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EDU_AL-2025-AL-15-00	DWI Media Creative Design and	\$1,121,502.27	\$1,121,502.27	\$0.00	\$78,497.73	5 VOU-9	Oct-01-2025
EDU_AL-2025-AL-15-00		\$1,121,502.27	\$1,121,502.27	\$0.00	\$78,497.73	5 VOU-9	Oct-01-2025
EDU_AL-2025-AL-18-00	UAD Prevention Creative Design	\$100,000.00	\$100,000.00	\$0.00	\$0.00	3 VOU-9	Oct-01-2025
EDU_AL-2025-AL-18-00		\$100,000.00	\$100,000.00	\$0.00	\$0.00	3 VOU-9	Oct-01-2025
EDU_AL-2025-AL-19-00	ZeroProof Campaign - RK Ventur	\$0.00	\$0.00	\$0.00	\$200,000.00	0	
EDU_AL-2025-AL-19-00		\$0.00	\$0.00	\$0.00	\$200,000.00	0	
Alcohol EducationTotal		\$1,443,383.28	\$1,443,383.28	\$0.00	\$402,326.72	10 VOU-12	Dec-23-2025
Drug Courts and Support							
DUL_DG-2025-DG-23-00	2nd Judicial District DWI Pros	\$7,033.47	\$7,033.47	\$0.00	\$2,966.53	5 VOU-12	Dec-23-2025
DUL_DG-2025-DG-23-00		\$7,033.47	\$7,033.47	\$0.00	\$2,966.53	5 VOU-12	Dec-23-2025
Drug Courts and SupportTotal		\$7,033.47	\$7,033.47	\$0.00	\$2,966.53	5 VOU-12	Dec-23-2025
Funds Uncommitted to Projects							
UP_164-2025-00-00-00	164 uncommitted	\$0.00	\$0.00	\$0.00	\$3,165,456.23	0	
UP_164-2025-00-00-00		\$0.00	\$0.00	\$0.00	\$3,165,456.23	0	
Funds Uncommitted to ProjectsTotal		\$0.00	\$0.00	\$0.00	\$3,165,456.23	0	
IIJA 164 Transfer FundsTotal		\$5,705,166.37	\$5,705,166.37	\$0.00	\$6,609,226.86	12 VOU-12	Dec-23-2025
IIJA 405b OP High							
405b OP High Uncommitted							
MIX-2025-OP-00-00	Op High Uncommitted	\$0.00	\$0.00	\$0.00	\$407,554.98	0	
MIX-2025-OP-00-00		\$0.00	\$0.00	\$0.00	\$407,554.98	0	
405b OP High UncommittedTotal		\$0.00	\$0.00	\$0.00	\$407,554.98	0	
IIJA 405b OP HighTotal		\$0.00	\$0.00	\$0.00	\$407,554.98	0	
IIJA 405b OP Low							
405b Low Public Education							
M2PE-2025-PM-02-00	Click It or Ticket Paid Media	\$98,478.33	\$98,478.33	\$0.00	\$0.00	2 VOU-10	Oct-27-2025
M2PE-2025-PM-02-00		\$98,478.33	\$98,478.33	\$0.00	\$0.00	2 VOU-10	Oct-27-2025
405b Low Public EducationTotal		\$98,478.33	\$98,478.33	\$0.00	\$0.00	2 VOU-10	Oct-27-2025
405b Low OP Information System							
M2OP-2025-05-01-00	Seatbelt Observation Survey/NI	\$217,210.04	\$217,210.04	\$0.00	\$0.00	6 VOU-12	Dec-23-2025
M2OP-2025-05-01-00		\$217,210.04	\$217,210.04	\$0.00	\$0.00	6 VOU-12	Dec-23-2025
405b Low OP Information SystemTotal		\$217,210.04	\$217,210.04	\$0.00	\$0.00	6 VOU-12	Dec-23-2025
405b OP Low Uncommitted							
M2X-2025-00-00-00	405b low uncommitted	\$0.00	\$0.00	\$0.00	\$0.00	0	
M2X-2025-00-00-00		\$0.00	\$0.00	\$0.00	\$0.00	0	
405b OP Low UncommittedTotal		\$0.00	\$0.00	\$0.00	\$0.00	0	
405b Low Underserved CPS Programs							
B2CPS_US-2025-US-01-00	Underserved Child Passenger Sa	\$28,337.45	\$28,337.45	\$0.00	\$0.00	8 VOU-10	Oct-27-2025
B2CPS_US-2025-US-01-00		\$28,337.45	\$28,337.45	\$0.00	\$0.00	8 VOU-10	Oct-27-2025
405b Low Underserved CPS ProgramsTotal		\$28,337.45	\$28,337.45	\$0.00	\$0.00	8 VOU-10	Oct-27-2025
IIJA 405b OP LowTotal		\$344,025.82	\$344,025.82	\$0.00	\$0.00	9 VOU-12	Dec-23-2025
IIJA 405c Data Program							
405c Data Uncommitted							
M3X-2025-00-00-00	Data uncommitted	\$0.00	\$0.00	\$0.00	\$1,518,169.49	0	

MX-2025-00-00-00									
405c Data UncommittedTotal									
I1JA 405c Data ProgramTotal									
I1JA 405d Impaired Driving Mid									
405d Mid HVE									
MSHVE-2025-ID-01-00									
Alc/ID Enforcement - NMDPS									
MSHVE-2025-ID-01-00									
405d Mid HVETotal									
405d Mid Training									
MSTR-2025-ID-04-00									
DRE and ARIDE Training									
MSTR-2025-ID-04-00									
Statewide DWI Enforcement Trai									
MSTR-2025-ID-09-00									
MSTR-2025-ID-09-00									
405d Mid TrainingTotal									
405d Impaired Driving Mid Uncommitted									
MSX-2025-00-00-00									
Impaired Driving uncommitted									
MSX-2025-00-00-00									
405d Impaired Driving Mid									
UncommittedTotal									
405d Mid Court Support									
BSCS-2025-ID-02-00									
AOC - DWI/DRUG COURTS									
BSCS-2025-ID-02-00									
Traffic Safety Resource Prosec									
BSCS-2025-ID-05-00									
BSCS-2025-ID-05-00									
ALR Hearing Prosecution Attorn									
BSCS-2025-ID-06-00									
BSCS-2025-ID-06-00									
405d Mid Court SupportTotal									
405d Mid BAC Testing/Reporting									
BSBAC-2025-ID-03-00									
BAC Testing Training - SLD									
BSBAC-2025-ID-03-00									
405d Mid BAC									
Testing/ReportingTotal									
405d Mid Media/ID training/Enf Related exp.									
BSPEN-2025-ID-07-00									
Media Production and Design									
BSPEN-2025-ID-07-00									
Media Placement									
BSPEN-2025-ID-08-00									
BSPEN-2025-ID-08-00									
405d Mid Media/ID training/Enf									
Related exp.Total									
I1JA 405d Impaired Driving									
MidTotal									
I1JA 405d Impaired Driving Int									
405d Impaired Driving Int Uncommitted									
M7X-2025-II-00-00									
Interlock uncommitted									
M7X-2025-II-00-00									
405d Impaired Driving Int									
UncommittedTotal									

405d Int Child Restraint	M7*CR-2025-OP-01-00	Child Safety Seats/Booster Seat	\$140,495.73	\$140,495.73	\$0.00	\$0.00	3	VOU-12	Dec-23-2025
	M7*CR-2025-OP-01-00		\$140,495.73	\$140,495.73	\$0.00	\$0.00	3	VOU-12	Dec-23-2025
	405d Int Child RestraintTotal		\$140,495.73	\$140,495.73	\$0.00	\$0.00	3	VOU-12	Dec-23-2025
	IIJA 405d Impaired Driving		\$140,495.73	\$140,495.73	\$0.00	\$470,623.98	3	VOU-12	Dec-23-2025
	IntTotal								
IIJA 405f Motorcycle Programs									
405f Motorcycle Instructor	M11MI-2025-MC-01-00	NM Motorcycle Safety Training	\$0.00	\$0.00	\$0.00	\$38,930.62	0		
	M11MI-2025-MC-01-00		\$0.00	\$0.00	\$0.00	\$38,930.62	0		
405f Motorcycle InstructorTotal			\$0.00	\$0.00	\$0.00	\$38,930.62	0		
405f Motorcycle Uncommitted									
M11X-2025-MC-00-00	Motorcycle Training Uncommitted		\$0.00	\$0.00	\$0.00	\$48,148.80	0		
			\$0.00	\$0.00	\$0.00	\$48,148.80	0		
405f Motorcycle UncommittedTotal			\$0.00	\$0.00	\$0.00	\$48,148.80	0		
IIJA 405f Motorcycle ProgramsTotal			\$0.00	\$0.00	\$0.00	\$87,079.42	0		
IIJA 405h Nonmotorized Safety									
405h Public Education									
FHPE-2025-PS-01-00	UNM - Pedestrian and Bicycle S		\$139,331.30	\$139,331.30	\$0.00	\$79,729.93	3	VOU-12	Dec-23-2025
			\$139,331.30	\$139,331.30	\$0.00	\$79,729.93	3	VOU-12	Dec-23-2025
405h Public EducationTotal			\$139,331.30	\$139,331.30	\$0.00	\$79,729.93	3	VOU-12	Dec-23-2025
405h Nonmotorized Safety Uncommitted									
FHX-2025-PS-00-00	Pedestrian Safety uncommitted		\$0.00	\$0.00	\$0.00	\$208,712.18	0		
			\$0.00	\$0.00	\$0.00	\$208,712.18	0		
405h Nonmotorized Safety UncommittedTotal			\$0.00	\$0.00	\$0.00	\$208,712.18	0		
IIJA 405h Nonmotorized SafetyTotal			\$139,331.30	\$139,331.30	\$0.00	\$288,442.11	3	VOU-12	Dec-23-2025
SUPPLEMENTAL IIJA NHTSA 402 Uncommitted									
X-2025-00-00-00	Supp 402 uncommitted		\$0.00	\$0.00	\$0.00	\$519,212.67	0		
			\$0.00	\$0.00	\$0.00	\$519,212.67	0		
UncommittedTotal			\$0.00	\$0.00	\$0.00	\$519,212.67	0		
SUPPLEMENTAL IIJA NHTSA 402Total			\$0.00	\$0.00	\$0.00	\$519,212.67	0		
SUPPLEMENTAL IIJA 405b OP High									
405b OP High Uncommitted									
M1X-2025-OP-00-00	Op High Uncommitted		\$0.00	\$0.00	\$0.00	\$24,871.59	0		
			\$0.00	\$0.00	\$0.00	\$24,871.59	0		
405b OP High UncommittedTotal			\$0.00	\$0.00	\$0.00	\$24,871.59	0		
SUPPLEMENTAL IIJA 405b OP HighTotal			\$0.00	\$0.00	\$0.00	\$24,871.59	0		
SUPPLEMENTAL IIJA 405b OP Low									
405b Low OP Information System									
M2OP-2025-05-01-00	Seatbelt Observation Survey/Ni		\$25,506.53	\$25,506.53	\$0.00	\$0.00	1	VOU-12	Dec-23-2025

	M20P-2025-05-01-00	\$25,506.53	\$25,506.53	\$.00	\$.00	1 VOU-12	Dec-23-2025
	405b Low OP Information SystemTotal	\$25,506.53	\$25,506.53	\$.00	\$.00	1 VOU-12	Dec-23-2025
405b OP Low Uncommitted							
M2X-2025-OP-00-00	OP Low uncommitted	\$.00	\$.00	\$.00	\$22,638.93	0	
M2X-2025-OP-00-00		\$.00	\$.00	\$.00	\$22,638.93	0	
405b OP Low UncommittedTotal		\$.00	\$.00	\$.00	\$22,638.93	0	
405b Low Underserved CPS Programs							
BZCPS_US-2025-US-01-00	Underserved Child Passenger Sa	\$1,661.99	\$1,661.99	\$.00	\$.00	1 VOU-12	Dec-23-2025
BZCPS_US-2025-US-01-00		\$1,661.99	\$1,661.99	\$.00	\$.00	1 VOU-12	Dec-23-2025
405b Low Underserved CPS ProgramsTotal		\$1,661.99	\$1,661.99	\$.00	\$.00	1 VOU-12	Dec-23-2025
SUPPLEMENTAL IIJA 405b OP LowTotal		\$27,168.52	\$27,168.52	\$.00	\$22,638.93	1 VOU-12	Dec-23-2025
SUPPLEMENTAL IIJA 405c Data Program							
405c Data Uncommitted							
M3X-2025-TR-00-00	Data Uncommitted	\$.00	\$.00	\$.00	\$111,327.60	0	
M3X-2025-TR-00-00		\$.00	\$.00	\$.00	\$111,327.60	0	
405c Data UncommittedTotal		\$.00	\$.00	\$.00	\$111,327.60	0	
SUPPLEMENTAL IIJA 405c Data ProgramTotal		\$.00	\$.00	\$.00	\$111,327.60	0	
SUPPLEMENTAL IIJA 405d Impaired Driving Mid							
405d Impaired Driving Mid Uncommitted							
MSX-2025-ID-00-00	ID uncommitted	\$.00	\$.00	\$.00	\$107,022.86	0	
MSX-2025-ID-00-00		\$.00	\$.00	\$.00	\$107,022.86	0	
405d Impaired Driving Mid UncommittedTotal		\$.00	\$.00	\$.00	\$107,022.86	0	
SUPPLEMENTAL IIJA 405d Impaired Driving Int							
405d Impaired Driving Int Uncommitted							
MTX-2025-II-00-00	II Uncommitted	\$.00	\$.00	\$.00	\$36,122.80	0	
MTX-2025-II-00-00		\$.00	\$.00	\$.00	\$36,122.80	0	
405d Impaired Driving Int UncommittedTotal		\$.00	\$.00	\$.00	\$36,122.80	0	
405d Int Child Restraint							
M7*CR-2025-OP-01-00	Child Safety Seats/Booster Sea	\$11,930.16	\$11,930.16	\$.00	\$.00	2 VOU-8	Aug-28-2025
M7*CR-2025-OP-01-00		\$11,930.16	\$11,930.16	\$.00	\$.00	2 VOU-8	Aug-28-2025
405d Int Child RestraintTotal		\$11,930.16	\$11,930.16	\$.00	\$.00	2 VOU-8	Aug-28-2025
SUPPLEMENTAL IIJA 405d Impaired Driving IntTotal		\$11,930.16	\$11,930.16	\$.00	\$36,122.80	2 VOU-8	Aug-28-2025
SUPPLEMENTAL IIJA 405f Motorcycle Programs							
405f Motorcycle Uncommitted							
M11X-2025-MC-00-00	Motorcycle Uncommitted	\$.00	\$.00	\$.00	\$12,256.82	0	
M11X-2025-MC-00-00		\$.00	\$.00	\$.00	\$12,256.82	0	
405f Motorcycle UncommittedTotal		\$.00	\$.00	\$.00	\$12,256.82	0	



SUPPLEMENTAL IIJA 405f Motorcycle ProgramsTotal	\$.00	\$.00	\$.00	\$12,256.82	0
SUPPLEMENTAL IIJA 405h Nonmotorized Safety 405h Nonmotorized Safety Uncommitted					
FHX-2025-PS-00-00 PS uncommitted	\$.00	\$.00	\$.00	\$28,913.06	0
FHX-2025-PS-00-00	\$.00	\$.00	\$.00	\$28,913.06	0
405h Nonmotorized Safety UncommittedTotal	\$.00	\$.00	\$.00	\$28,913.06	0
SUPPLEMENTAL IIJA 405h Nonmotorized SafetyTotal	\$.00	\$.00	\$.00	\$28,913.06	0
IIJA 405e Distracted Driving Awareness 24-26					
405e Distracted Driving Uncommitted					
BBAX-2025-DD-00-00 DD Awareness 24-26 uncommitted	\$.00	\$.00	\$.00	\$532,788.72	0
BBAX-2025-DD-00-00	\$.00	\$.00	\$.00	\$532,788.72	0
405e Distracted Driving UncommittedTotal	\$.00	\$.00	\$.00	\$532,788.72	0
IIJA 405e Distracted Driving Awareness 24-26Total	\$.00	\$.00	\$.00	\$532,788.72	0
IIJA 405e Distracted Driving Laws 24-26					
405e Distracted Driving Uncommitted					
BBLX-2025-DL-00-00 DD Laws 24-26 uncommitted	\$.00	\$.00	\$.00	\$503,688.60	0
BBLX-2025-DL-00-00	\$.00	\$.00	\$.00	\$503,688.60	0
405e Distracted Driving UncommittedTotal	\$.00	\$.00	\$.00	\$503,688.60	0
IIJA 405e Distracted Driving Laws 24-26Total	\$.00	\$.00	\$.00	\$503,688.60	0
IIJA 405g Nonmotorized Safety 24-26					
405g Nonmotorized Safety Uncommitted					
BGX-2025-PS-00-00 Non Motorized Safety Uncommitt	\$.00	\$.00	\$.00	\$548,036.31	0
BGX-2025-PS-00-00	\$.00	\$.00	\$.00	\$548,036.31	0
405g Nonmotorized Safety UncommittedTotal	\$.00	\$.00	\$.00	\$548,036.31	0
IIJA 405g Nonmotorized Safety 24-26Total	\$.00	\$.00	\$.00	\$548,036.31	0
SUPPLEMENTAL IIJA 405e Distracted Driving Awareness 24-26					
405e Distracted Driving Uncommitted					
BBAX-2025-DD-00-00 DD Awareness 24-26 uncommitted	\$.00	\$.00	\$.00	\$35,234.42	0
BBAX-2025-DD-00-00	\$.00	\$.00	\$.00	\$35,234.42	0
405e Distracted Driving UncommittedTotal	\$.00	\$.00	\$.00	\$35,234.42	0
SUPPLEMENTAL IIJA 405e Distracted Driving Awareness 24- 26Total	\$.00	\$.00	\$.00	\$35,234.42	0
SUPPLEMENTAL IIJA 405e Distracted Driving Laws 24-26					
405e Distracted Driving Uncommitted					
BBLX-2025-DL-00-00 DD Laws 24-26 uncommitted	\$.00	\$.00	\$.00	\$46,318.87	0
BBLX-2025-DL-00-00	\$.00	\$.00	\$.00	\$46,318.87	0



405e Distracted Driving UncommittedTotal	\$.00	\$.00	\$.00	\$46,318.87	0
SUPPLEMENTAL IIJA 405e Distracted Driving Laws 24- 26Total	\$.00	\$.00	\$.00	\$46,318.87	0
SUPPLEMENTAL IIJA 405g Nonmotorized Safety 24-26					
405g Nonmotorized Safety Uncommitted					
BGX-2025-PS-00-00 NonMotorized Safety Uncommitte	\$.00	\$.00	\$.00	\$33,767.35	0
BGX-2025-PS-00-00	\$.00	\$.00	\$.00	\$33,767.35	0
405g Nonmotorized Safety UncommittedTotal	\$.00	\$.00	\$.00	\$33,767.35	0
SUPPLEMENTAL IIJA 405g Nonmotorized Safety 24-26Total	\$.00	\$.00	\$.00	\$33,767.35	0
NHTSA Total	\$9,284,113.13	\$9,284,113.13	\$9,284,113.13	\$17,114,259.40	12 VOU-12 Dec-23-2025
Total	\$9,284,113.13	\$9,284,113.13	\$9,284,113.13	\$17,114,259.40	12 VOU-12 Dec-23-2025