

**State of Nevada
Department of Public Safety**

Office of Traffic Safety



PROMOTING AWARENESS

SAVING LIVES

**ANNUAL PERFORMANCE REPORT
FFY 2008**

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Nevada Office of Traffic Safety

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A Message from the Director

Dear Fellow Nevadans,

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

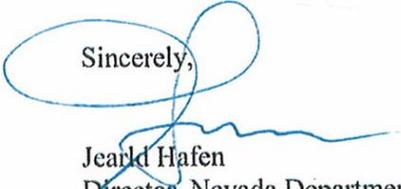
In 2007 Nevada realized a 13% reduction in crash fatalities from the 2006 record year of 432 lives lost. This year we continued to make our roadways safer for all Nevadans by emphasizing programs that combine education, prevention, technology, and enforcement to reduce traffic related injuries and fatalities. Through our efforts with many of the state's traffic safety partners in implementing Nevada's Strategic Highway Safety Plan, it looks like we will achieve our goal of reducing fatalities in 2008 by 100 from the 432 lives lost in 2006. This past year will, in all probability, be considered the safest driving year since 2003.

But we still lost over 300 people on our highways in 2008. Thousands more were injured in collisions. Most of these injuries and deaths could have been prevented if drivers had obeyed traffic laws, used safety belts, driven within the speed limit, and not driven under the influence of alcohol or drugs. Obviously, there is much more work to be done if we are to stop this preventable and needless loss of life.

During 2008 we focused our efforts on impaired driving, occupant protection, speed enforcement, and pedestrian safety. In 2009 we will continue to use innovative approaches to address these and other priority areas such as motorcycle safety, which is seeing a significant increase in crashes both nationally and statewide. We will continue to be heavily involved in pedestrian safety and other programs that address the safety of our young drivers.

As the Director of the Nevada Department of Public Safety, I commend the collaborative efforts of the Office of Traffic Safety and I am committed to supporting their efforts in 2009 to save lives and prevent injuries on our roadways.

Sincerely,



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

ANNUAL PERFORMANCE REPORT

FEDERAL FISCAL YEAR 2008

PREPARED BY

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CALENDAR YEAR 2007 NEVADA TRAFFIC SAFETY FACTS

- 373 Number of people who died on Nevada's highways in 2007
- 118 Number of fatalities in crashes that involved alcohol
- 32.0 Percentage of fatalities that involved a person who tested positive for alcohol
- 209 Number of single vehicle crashes that resulted in a fatality
- 110 Number of fatalities that occurred at an intersection
- 187 Number of roadway departure crashes that resulted in fatality
- 139 Number of passenger car occupants killed in crashes
- 115 Number of light truck / van occupants killed in crashes
- 3 Number of large trucks involved in fatal crashes
- 0.8 Percentage of fatal crashes that involved a large truck
- 50 Number of motorcycle riders killed on Nevada's highways
- 13.7 Percentage of all fatalities who were riding a motorcycle
- 86.3 Percentage of motorcyclist wearing helmets at the time of crash
- 91.2 Percentage of motor vehicle occupants observed using safety belts in Nevada
- 48 Percentage of motorists killed who were not wearing safety belts
- 10 Number of bicyclists killed
- 2.7 Percentage of all fatalities who were riding a bicycle
- 55 Number of pedestrian fatalities in 2007
- 13.9 Percentage of all fatalities who were pedestrians
- 97 Number of speeding related fatal crashes
- 26.0 Percentage of fatal crashes where speeding was considered a factor
- 47 Number of 16 to 20 year old persons killed in crashes
- 23.4 Percentage of 16 to 20 year olds killed per 100,000 of 16-20 year old population
- 13.7 Number of fatalities per 100,000 population in Nevada, all ages
- 1.9 Number of fatalities per 100 million miles driven in Nevada

THE OFFICE OF TRAFFIC SAFETY VISION

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

OUR MISSION

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

OUR PHILOSOPHY

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

OUR GOALS

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

Performance Objective: Reduce the Fatality Rate per 100,000 population from 16.77 recorded in 2003 to 13.80 fatalities / 100,000 population by September 2008.

Actual Performance: The fatality rate, per 100,000 population, in 2007 was 13.72 / 100,000 population. The final fatal rate for 2008 will not be available until February 2009, however, it is estimated it will be less than 13.50 fatalities/100,000 population.

PROGRAM FUNDING

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

Funding from the federal government is provided by the National Highway Traffic Safety Administration (NHTSA) in accordance with the Highway Safety Act of 1966. The funding for programs conducted in 2008 resulted from the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). This five year federal authorization bill was passed in 2005 and includes several funding programs that specifically address behavioral highway safety issues.

SAFETEA-LU provides Nevada with a basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2008, Nevada qualified for grants to address Impaired Driving (Section 410), Traffic Records and Data (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Nevada was also awarded a special demonstration grant (Section 403) that addressed teen safety belt use.

A limited amount of our agency operating funds for 2008 consisted of awards carried forward from prior grant years and matching State Highway Fund appropriations.

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

AREAS OF CONCENTRATION

Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in Federal Fiscal Year 2008 include the following:

ALCOHOL AND IMPAIRED DRIVING

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

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

Even with the decrease in alcohol related fatalities in 2005 and 2006, Nevada continued to rank among the top 10 in the nation for the number of alcohol related fatalities per annual vehicle miles traveled (AVMT). Factors compounding this problem include our explosive growth rate (concentrated in the two metropolitan areas of Las Vegas and Reno) and the availability of alcohol 24 hours a day, 7 days per week. The official alcohol-related ranking for 2007 is currently waiting on the AVMT for 2007.

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

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

Our Successes

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

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

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

Partnerships: The DUI problem is a small part of an important social issue that impacts our community and population. Addressing the DUI driver involves the community and many different agencies and branches of government. At the recommendation of a board of experts, the DPS-OTS established a statewide impaired driving coalition. In 2006, the Coalition became affiliated with the Nevada Attorney General and was renamed the Attorney General's Advisory Coalition on Impaired Driving (AGACID). This Coalition was instrumental in passing important alcohol related legislation during the 2007 Legislative Session. During 2008, the Coalition prepared 4 legislative requests for the upcoming 2009 session. These include; interlock requirements for DUI offenders, evaluations, reducing the high BAC definition to 0.15, and BAC testing for fatal crashes to include surviving drivers.

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

Enforcement: Enforcing traffic laws is a major element in educating the public. In 2008, our efforts included stepped up enforcement during December, February (Super Bowl), April, July (Independence Day) and August (Labor Day). Each enforcement period was conducted by law enforcement agencies that have jurisdiction over 90% of the state population. These agencies produced numerous media releases, and engaged in over 9,000 hours of overtime enforcement. We anticipate an increase in the 2008 number of arrests for DUI which exceeded 18,000, statewide, in 2007.

Drug Recognition Expert (DRE) Training: Educating our law enforcement officers to recognize an impaired driver is an important element in enforcing our laws. Our efforts to increase the number of DRE trained officers continued in 2008 with three DRE classes and 60 graduates. An additional training class qualified six new instructors and two course managers.

New Grant Funding: Through new programs established by Congress in SAFETEA-LU, Nevada qualified for alcohol incentive (High Rate) funding to address important impaired driving issues. With this new funding, the DPS-OTS will continue to provide stepped up enforcement and a new hard hitting paid media message of *Over the Limit, Under Arrest*.

Our Challenges

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

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

Legislation: To qualify for future funding for alcohol programs, it will be necessary for the Nevada State Legislature to pass new legislation on impaired driving. Some, but not all, of these key bills will be scheduled to be heard during the 2009 session that convenes in February. Failure to pass the required bills will significantly reduce the amount of funding that can be committed to aggressive enforcement, education, and paid media.

Performance Objective: *Reduce the percentage of persons killed in alcohol/drug-involved collisions from 38% recorded in 2005 to no more than 31% in 2008.*

Actual Performance: *The measured alcohol fatality rate for 2006 was 35%. For 2007, the FRA was 32%. We anticipate that 2008 will further reduce this percentage. Projections for 2008 will not be available until February 2009; however preliminary data indicates the (known test result) alcohol related fatal rate will be less than the projected 37%.*

OCCUPANT PROTECTION

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

The observed safety belt use rate for Nevada in 2007 (91.2%) was one of the highest in the nation for states without a standard safety belt law. Despite this success, 48% of all Nevada motor vehicle occupant fatalities were not wearing restraints in 2007. With Nevada’s exponential population growth, continued effort is needed to both increase safety belt use for the habitual non-user, and to educate our new residents about how occupant restraints save lives.

Young males, night-time drivers, and impaired drivers are disproportionately representative of the non-users of belts in Nevada. Safety campaigns, particularly those that encourage safety belt use and emphasize enforcement, must be constantly reinforced to reach our new residents as well as those visiting Nevada for recreation or business. During the past seven years, Nevada has conducted annual *Click It or Ticket* (CIOT) campaigns that include paid media and enhanced enforcement activities during the month of May. Secondary campaigns were also conducted in the fall of 2003, 2006, and 2007. The results are encouraging. In 2002, our base year, the State belt use rate was 74.5%. Following the diligent efforts of law enforcement and paid media campaigns, the official usage rate in June 2008 was 90.1%. However, this does reflect a small decrease from the rate of 94.8% recorded in 2005 (with 91.2% usage in 2006 and in 2007).

Our Successes

Unrestrained Fatality Rates: 48% percent of Nevada’s motor vehicle fatalities last year were unbuckled. Comparison to 2003 reveals a significant improvement:

Nevada	2003	2004	2005	2006	2007
% fatals not restrained	59%	47%	49%	47%	48%

This decrease in unrestrained fatalities is a trend that correlates as well with the State’s rising observed belt usage rates:

Nevada	2003	2004	2005	2006	2007
Safety Belt usage rates	78.7%	88.6%	94.8%	91.2%	91.2%

Enforcement: Traffic law enforcement is a major tool in educating the public and affecting driver behavior. In FY08, our occupant protection efforts included aggressive enforcement during May (Memorial Day, Click it or Ticket), and November (Thanksgiving, Click it or Ticket). Again, the enforcement waves were conducted by the State’s Joining Forces program, which includes key law enforcement agencies that cover over 90% of the State’s population. Of the fourteen Joining Forces traffic enforcement events conducted in FFY08, six* were dedicated solely to seat belt enforcement. However, seat belt citations were written and reported during all of the Joining Forces enforcement events. (*Four of the seat belt events were dedicated to the Teen CIOT demonstration project).

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

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

In addition, the State partners with multiple local and non-profit community service agencies in providing occupant protection safety education to their clientele and the general public. Safe Kids Washoe County, Safe Kids Clark County, Child and Protective Services, and the network of Family to Family Connections located throughout the State, are just a few of Nevada’s partners in this program area.

Legislation: There is massive evidence to support that states which enact primary safety belt laws not only increase their safety belt usage rate, but experience a decrease in traffic related injuries and fatalities as well. A primary seat belt law has been introduced in the past seven of Nevada’s biennial legislative sessions but without success. There was much visible debate about a primary belt law bill presented by Nevada’s Sheriffs & Chiefs Association in the State’s 2007 Legislative Session and, despite passage of the bill in the Senate, it was eventually defeated in the Assembly Transportation Committee. It is the intent of the Chairman of the Senate Transportation Committee to aggressively pursue it again in the 2009 Session which commences February 2009.

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

New grant funding: Nevada became eligible as a performance state for the large one-shot grant in FY2008 with their 2006 and 2007 safety belt usage rates exceeding 85% (Section 406-SAFETEA-LU). With this new funding, DPS-OTS will continue to provide stepped up enforcement and a hard hitting paid media message to motorists to “Click it or Ticket,” as well as additional training in the occupant protection area for targeted audiences.

In addition, Nevada was selected as a pilot state (with Colorado) to conduct a Section 403 Demonstration Project in FFY08 to get teens age 16-20 to buckle up, utilizing the *Click it or Ticket* campaign methodology with more specific media, and multiple enforcement waves within the year. As of the last enforcement wave (September 10-24, 2008), teen motor vehicle fatalities in Nevada were down by 44% from the prior year, and observed belt usage for teens age 16-20 increased from 73% to almost 82% (front-seat passengers, passenger cars) in the same one year period (FFY2008). Usage is still slightly lower for pick-up trucks, SUVs, and males (Wave 4 data still pending):

Teen Seat Belt Use Observations: Vehicle Type

	Baseline	Wave 1	Wave 2	Wave 3
Car	73%	75%	76%	81%
SUV/Van	76%	77%	77%	79%
Pickup	74%	75%	73%	75%

SAFEKIDS Clark County ‘Kids Car Seat Hotline’ Program: The Southern Nevada SAFE KIDS Coalition continues to promote innovative programs educating families about the prevention of unintentional childhood injury and death in Clark County. One such program is the “Hotline” Program which seeks to provide a reporting mechanism for motorists who see children riding unrestrained in motor vehicles. In its first year the program partnered with the

Boulder City Police and Las Vegas Metro Police Departments to conduct mandatory checkpoints; provide administrative assistance (for addresses/ mailing of educational packet); and hired a part-time Hotline employee to maintain records of call-in's, transfer of info to the police departments, and coordinate mailings of educational packets to the registered owner of vehicles that were observed by other motorists not having their children restrained.

Nevada Highway Patrol, Seat Belt 'Convincers:' This two-year project allowed funding for the state's patrol to purchase Seat Belt Convincer units for each of their area command centers. Each of the commands' public information officers ordered the units, which is a vehicle seat and seat belt system elevated on a ramp system; once an 'occupant' is buckled in, the NHP trooper then activates the Convincer unit which slides the occupant down a ramp at 4-8 mph, to demonstrate the crash 'impact' on your body and how a seat belt keeps you from being ejected. The NHP PIOs (public information officers) utilized the Convincer units numerous times throughout the year at high schools, community events like Cinco de Mayo, and the many other public events they are asked to participate in.

Occupant Protection for Children (OPC) Mini-Grant Program: The State continued to provide mini-grants (up to \$2,000) to agencies for one-time special events or training on seat belt or CPS issues in their communities. Only agencies with a currently certified CPS Technician, or those wanting to provide CPS Technician training to their staff, are eligible for the CPS mini-grant funds.

Our Challenges

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

Nevada is in a precarious spot, as it has a high safety belt usage rate of over 90%. It will be difficult for supporters to convince legislators to pass a primary law, when the usage is already high, and theoretically can't go much higher (studies show that states that go from secondary to primary laws increase their usage rates by up to 12% in the first year after passage). The focus in Nevada's 2009 Legislative Session for a primary belt law will be the populations disproportionately not buckling up in their cars: young male, night-time, and impaired drivers. In addition, much data has been collected for sharing in relation to increased medical costs, social costs, and congestion costs for crashes involving unrestrained occupants.

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

Performance Objective: Maintain a statewide observed safety belt use rate of 90% or higher in 2008.

Actual Performance: The observed safety belt use rate in 2008 was 90.1%, the fourth consecutive year it has been documented over 90%.

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

Actual Performance: The rate of unrestrained fatalities rose in 2006 and 2007 from 47% to 48%. However, Nevada's population also grew by 8% from 2005 to 2007, exhibiting that the state made a dent in its unrestrained fatalities number per 100,000 population:

Year	Number Unrestrained Fatalities (UR)	Number UR per 100,000 population
2005	139	5.52
2006	148	5.64
2007	124	4.56

MOTORCYCLE SAFETY

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

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

Our Successes

The Nevada Rider Motorcycle Training Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers two courses: the Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to state certification (motorcycles and helmets are provided for the students). In 2007, there were 469 Beginning Rider classes conducted through the program, graduating 4,473 students. The program also teaches the Experienced Rider Course which is a one day course designed to update skills for current riders who currently own a motorcycle. Forty-nine (49) Experienced Rider classes were conducted graduating 404 students in 2007.

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

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

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

Our Challenges

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

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

Actual Performance: The number of motorcycle fatalities in Nevada dropped to 50 in 2007. Although crash data is incomplete as of this report, preliminary FARS data indicates 54 motorcycle fatalities in 2008 as of December 2nd.

PEDESTRIAN AND BICYCLE SAFETY

The great majority of the pedestrian and bicycle fatalities in Nevada occur in the Las Vegas metropolitan area. While it is estimated that 40 million people travel to Las Vegas annually, it is believed that Nevada's pedestrian fatalities are comprised of area residents or those individuals who work in the gaming/hospitality industry and are traveling to and from work at all hours of the day or night. The National Pedestrian Danger Index reports that the most dangerous places to walk are metropolitan areas marked by newer, low density developments, where wide, high speed arterial streets offer few sidewalks or crosswalks. Las Vegas has such an environment.

Our Successes

State Funded Bicycle and Pedestrian Safety Program: This DPS-OTS program will continue to focus on creating partnerships with local community, and non-profit organizations to provide education and promote community involved programs. Currently, the Nevada Bicycle and Pedestrian Safety Program is undergoing an update and re-branding of program and educational materials in an effort to outreach to a more diverse population.

Kiwanis Club: In its final year of a 3-year grant, the Kiwanis Club provided the majority of Bicycle and Pedestrian Safety Education to the community's K-12 students in Northern Nevada through their bicycle and pedestrian safety events and bike repair clinics. Kiwanis effectively partnered with various community groups - Boy Scouts, Safe Kids, Washoe County, and various youth and elderly advocates - in order to participate in educational community events. Additional educational outreach opportunities included; Earth Day, Total K Day, Meridian's Run for the Gold, and Tune-In to Kids.

North Las Vegas "Watch Out for Pedestrians" Pedestrian Safety Program: This new program has targeted the residents of North Las Vegas with an innovative education and enforcement plan with the intent of increasing understanding of pedestrian safety issues while decreasing pedestrian fatalities. While the program was slow to start, North Las Vegas finished with a notable increase in enforcement and a decline in pedestrian fatalities by 70% in the North Las Vegas area.

North Las Vegas "Retain Your Brain" Bicycle Safety Program: The "Retain Your Brain Bike Safety Program" is another new and creative program which aims to reduce the number of bicycle collisions and prevent serious injuries to children in the City of North Las Vegas by means of providing helmets and bicycle safety education to 3rd, 4th, and 5th grade elementary school students.

NHTSA Pedestrian Assessment: The Nevada Department of Public Safety, Office of Traffic Safety hosted the first-ever National Highway Traffic Safety Administration Pedestrian Assessment on August 18-21, 2008 in Reno, Nevada. The assessment had eight major areas of emphasis: program management, multidisciplinary involvement, law enforcement, highway and traffic engineering, communications, outreach, driver education and licensing, and evaluation. More than 40 presenters from various agencies including highway safety, highway and traffic engineering, law enforcement, education, city planning, non-profit agencies, social service organizations, and motor vehicle department experts provided testimony to a team of five pedestrian safety experts in an endeavor to provide an image of Nevada's pedestrian safety and community efforts (the final NHTSA report is still pending as of the printing date of this publication).

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

Our Challenges

In the last 18 years, Nevada has experienced the fastest rate of population growth in the nation with its statewide population rate nearly doubling in that short time. The vast majority of Nevada's population (96%) resides in the two metropolitan areas of Las Vegas and Reno-Sparks. This fast rate of population growth has resulted in rapid urbanization and development of new infrastructure that has not always accommodated the needs of bicyclists and pedestrians. The latter has resulted in an unfriendly pedestrian and bicycle rider environment, predominantly in our largest city, Las Vegas. In light of these facts and coupled with a rising economic downturn, bicycle and pedestrian education programs face serious challenges including tremendous competition and an ever-increasing lack of funding; decreased public interest with more stringent regulations when participating within the public school system; and lack of resources.

Performance Objective: Reduce the total number of pedestrians and bicyclists killed annually by 5% from the calendar year 2004 total of 74.

Actual Performance: In 2007, a total of 64 pedestrian and bicyclists were killed on Nevada's highways. Although crash data is incomplete as of this report, preliminary FARS data indicates 55 bicyclist and pedestrians have lost their lives on our highways in 2008. While fatalities remain high in the Southern region, there has been a marked decrease in both bicycle and pedestrian fatalities in Washoe County (Northern urban Nevada).

POLICE SERVICES -- JOINING FORCES

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

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

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

Our Successes

Robust law enforcement, combined with highly visible and aggressive media, has a definite impact on public driving behavior. During calendar year 2008, the DPS-OTS and law enforcement conducted more than 300 specialized enforcement events throughout the year, specifically during the *Click it or Ticket* campaign, Teen Seat Belt demos, the *Over the Limit, Under Arrest* and *Buzzed Driving is Drunk Driving* campaigns, and speed management activities. Many agencies also participated in North Las Vegas Police Department's highly effective pedestrian enforcement operations.

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

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

31 Law Enforcement Agencies representing over 90% of Nevada's population participated in the *Joining Forces* Program in FFY2008.

Enforcement Events - More than 300 were conducted which included but were not limited to:

- 48 Seat Belt Enforcement/Public Awareness Events
- 89 Teen Seat Belt Enforcement/Public Awareness Events
- 90 Impaired Driving Enforcement/Public Awareness Events
- 32 Speed Enforcement/Public Awareness Events
- 24 Pedestrian Enforcement/Public Awareness

Results from Joining Forces 2008 Program:

Citations/Warnings

- 4,199 Teen traffic offenses (age 16-20)
- 494 DUI's
- 6,149 Seat Belt
- 613 Child Passenger
- 15,345 Speeding
- 336 Pedestrian at fault
- 427 Driver at fault (Pedestrian violation)

- 94 Felony Arrests
- 102 Drug Arrests
- 13 Stolen Vehicles Recovered
- 1,428 Suspended/Revoked Licenses
- 3,731 No insurance violations
- 167 Reckless Driving
- 9,816 Other citations
- 51,460 Total Citations and Warnings

2008 Spending

- TOTAL BUDGET: \$ 1,141,161.71
- 402 = 104,850.00
- 403 = 419,000.00
- 405 = 167,311.71
- 410 = 450,000.00
- TOTAL SPENT: \$ 1,076,273.85
- UNSPENT BALANCE: \$ 64,887.86
- Funds Unspent 5.6%

An unknown amount, albeit large, of earned media was created from *Joining Forces* events conducted throughout the year.

Participating partners include but are not limited to:

- UMC-Trauma Center
- Safe Community Partnership
- Palm Mortuary
- Ewing Brothers Towing
- Golden Gaming
- Clark County School District
- Washoe County School District
- UNR PD
- UNLV PD
- My LVTV
- CW Las Vegas
- PT's
- Las Vegas Motor Speedway
- Review Journal
- Local newspapers & TV & radio

Our Challenges

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

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

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

Actual Performance: In 2006 FARS data, speeding was determined to be a contributing factor in 159 fatal crashes or 36.9% of the total. In 2007 only 26 percent (97) of fatal crashes were considered to be speed related.

In 2007 373 fatalities were recorded in Nevada where as in 2006 431 were killed on our roadways.

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

COMMUNITY PROGRAMS

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

Our Successes

University of Nevada Las Vegas Center for Safety Research: In 1996, the Office of Traffic Safety launched the Safe Community Coalition of Southern Nevada. Since then, this program has become the heart of traffic safety in Clark County (Las Vegas). The partnership has focused on community education, receiving invaluable support from the media. In the past year, the Coalition continued its partnerships with the three "E's" of traffic safety; Education, Engineering and Enforcement. The Coalition is actively involved on the: State's Injury Prevention Task Force, Child Passenger Safety Task Force, Attorney General's Advisory Coalition on Impaired Driving, Trauma Outreach Program, Nevada Seat Belt Coalition, and the State's Strategic Highway Safety Plan Technical Working Group. The focus areas for FFY2008 were pedestrian safety, occupant protection, older drivers, impaired driving ("Home for the Holidays"), and creating and coordinating earned media for traffic safety issues throughout the year.

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

In FFY2008, Driver's Edge conducted thirty (30) Nevada events (each event is 4 hours, two per day on a weekend), with a total of 2,504 students and 2,104 parents attending the program during the year. Nationally, Driver's Edge educated 52,298 teens and parents in 2008. Their average pre-test score for students was 34.53%, with an average post-test score of 79.86%. The program gained extensive media coverage, as well as national support from Senator John Ensign (R) NV, who arranged for a \$300,000 project for the Center for Applied Research (CAR) to evaluate the program on its success. The report is still pending.

Nevada Seat Belt Coalition: As suggested in the 2004 Occupant Protection Assessment conducted by NHTSA, and to continue momentum on maintaining and/or increasing observed seat belt usage in the State of Nevada from 91.2% in 2007, this project facilitated the Nevada Seat Belt Coalition, a diverse group of traffic safety advocates from both public and private sectors and other disciplines whose mission is to educate the public on Nevada law, why wearing seat belts in motor vehicles is so valuable, and that wearing seat belts can and does save lives and reduce injuries on our roadways. This group is also the working group for the state's SHSP critical emphasis area for increasing seat belt usage.

Performance Objective: Effectively utilize the University of Nevada Las Vegas-- Center for Safety Research and Safe Community Coalition to reduce the fatality rate in Clark County by 1% from 14.98 fatalities / 100,000 population in 2004 to 13.82 fatalities / 100,000 population in 2007.

Actual Performance: The 2007 fatality rate for Clark County was 12.58 fatalities per 100,000 population (from 15.92 fatalities per 100,000 population in 2006).

TRAFFIC RECORDS

Nevada's Citation and Accident Tracking System (NCATS) is envisioned as a source of comprehensive data on all aspects of traffic safety, beginning with traffic crash reports and citation issuance data. It strives to provide information critical to the development of policies and programs that maintain the safe operation of State roadways and transportation networks. NCATS is being developed by the State, with federal assistance, to meet this need. NCATS is currently a crash data repository. Citation data will be added in 2009. The NCATS database now contains over 250,000 Nevada crash report records dating from 2004 to the present. Import of citation issuance data should begin in 2009. This on-going effort involves many departments and agencies throughout the State. All of these agencies also work within their own fiscal and logistical constraints, especially in the current fiscal climate when state revenues are expected to plummet 30% in the next year. The challenge in 2009 and 2010 will be to help local cooperative and contributing agencies to meet their own mission and goals, as well as to support NCATS as we deal with SAFETEA-LU reauthorization.

Comprehensive traffic record data also provides an understanding of the medical and financial consequences of motor vehicle crashes. It enables state law enforcement and transportation communities to evaluate and compare the effectiveness of motor vehicle, highway safety and injury prevention programs in medical and financial terms. A related project with University Medical Center in Las Vegas will take place in 2009. At build-out, the NCATS will relate motor vehicle and crash characteristics to injury propensity and the resulting severity of motor vehicle

crashes. One grant project funded for 2008-2009 aimed directly at this goal has allowed Nye County, Nevada's largest land area county, to procure and use wireless computer technology for real-time reporting of ambulance run and patient data reports to the State's Emergency Medical Services (NEMSIS) database and its national counterpart. The ultimate goal is to match that data with NCATS crash data for an unambiguous look at the true costs of accidents and to facilitate more effective emergency response and treatment.

Policies and procedures for implementing changes to the NCATS are done through a cooperative effort of all parties involved in the collection and dissemination of crash data. In 2000, the DPS-OTS initiated the Traffic Records Coordinating Committee (TRCC). The TRCC is governed by charter and is comprised of state law enforcement, traffic engineers and educational professionals. In 2002, the Traffic Records Committee initiated a project resulting in the implementation of NCATS for the electronic capture of crash and citation data. The TRCC also initiated and implemented a new state-wide crash report form, called the Form 5. In 2005, the TRCC was bifurcated into executive and user group committees. During 2007, the TRCC finished and approved a new Property Damage Only (PDO) reporting form. The PDA version of the PDO form is being developed now. The TRCC completed the NCATS Strategic Plan update in 2008. The Traffic Records Executive Committee (TREC) approved the 2009 Strategic Plan Update on 12-9-2008, and the TRCC will be asked to concur on January 28, 2009.

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

The principal vendor of choice has been Crossroads Software, Inc. The City of Henderson has implemented their traffic records with another vendor, and three of the larger agencies use different citation data vendors. This has had an effect on the ability to interface with the State's central NCATS traffic records database, a problem that was addressed in 2007 and continues to be addressed today. In 2008 NCATS lost White Pine County, which never implemented the system, and gained its sister to the south, Lincoln County, which has implemented and is using the system. White Pine's equipment was transferred to Douglas County, in support of their active electronic reporting program.

Our Successes

Automated Transmission of Crash Reports to the State Database: The Nevada Automated Crash Load system, or NACL, is the automated upload of crash reports that replaces a labor-intensive and frequently delayed manual system of getting crash reports from local agency servers into NCATS. The NACL project will be winding down to completion by December 31, 2008. The NACL will also complete an electronic interface to upload Henderson Police Department's (HPD) crashes, heretofore missing from NCATS. HPD numbers to about 5% of the crash reports in the State, and will make a valuable addition to the NCATS database. NACL will meet a major performance milestone by reducing crash age of reports from six months or more to less than three days.

Development of Property Damage Only (PDO) Report Form: Developed by the TRCC, the purpose of the PDO form is to make a shorter crash report form for traffic crashes where only property damage occurs, saving officers considerable report writing time. It is endorsed by the Nevada Department of Transportation and the Nevada Sheriffs and Chiefs Association. The PDO form was to be ready for use before December 31, 2008, but the vendor's failure to deliver a version that works puts that deadline in doubt.

Our Challenges

Data timeliness and quality is always a concern for those who utilize traffic crash data. We are continuing to add user agencies and improve quality and frequency of crash reports submitted to NCATS.

While NAACL helps us achieve a timeliness goal, there are on-going efforts to deliver better data quality. The State TRCC has voted to explore replacing the front end crash reporting software with one having better front-end data edits and help functions. An RFI has been let and closed, gaining us fourteen submissions for planning an RFP, to be developed and let this spring.

The TREC has heard, and NDOT has suggested, the possibility of a cooperative venture with DPS-OTS to develop a Nevada P.O.S.T. training program with a dedicated part-time developer and instructor.

The NCATS Strategic Plan has been regularly updated this year, and the 2009 plan has been approved by the TREC. The TRCC will hear and approve the 2009 plan in January, 2009.

The current NCATS Strategic Project Plan approved by the TREC includes:

1. Complete development and implement the PDO form (in its desktop and handheld versions).
Status: A TRCC committee was appointed and given the authority to design and implement the handheld PDO form. The form is under development and is expected to be completed by 12-31-2008. The PDO form is a top priority for NCATS and for agencies where the PDO load is a majority of their crash reports to assure better crash report quantity.
2. Implement an RFI-RFP for upgrade or replacement of the front-end crash reporting software.
Status: An RFI has been let with proposals due December 31, 2008. A Technology Improvement Request for state level permissions will follow, and a Master Service Agreement, or MSA project manager will be engaged if an RFP is developed.
3. Develop and implement citation issuance interfaces and upload into NCATS.
Status: NCATS' namesake is the "Nevada **Citation** and Accident Tracking System." Citations in NCATS have not yet been implemented. Citation issuance data is pivotal in analysis and support of a number of programs, such as occupant protection grants, etc. The largest and most frequent requests we receive are for citation issuance data, which we cannot provide

without implementing the collection and storage of this information. The current scope of the project is envisioned similar to the NACL project, using contractors to construct the necessary software to collect the data. This will be NCATS Project Manager's primary project for 2009.

4. Complete NACL.
Status: Part of the Automated Upload Project, new business rules are expected to be implemented by December 31, 2008. This has been the #1 priority project in NCATS during 2008. Though NACL will be complete by 12-31-2008, NACL will have on-going implementation maintenance issues that will need high priority attention to protect data quantity, timeliness and quality.
5. Revise the Form 5 Manual and write a PDO manual.
Status: Pending. A TRCC forms manual committee has been appointed, and is functioning. New updated manuals are expected in 2009.
6. Develop training for the automated crash form.
Status: Training by Crossroads in its automated form use is being planned. The need for a comprehensive state-wide data quality class needs to be addressed.
7. Develop a legislative agenda for 2010-2011 suggesting legislation related to crash reporting.
Status: Needs to be implemented by TREC with support from TRCC.
8. Continue seeking data quality, and an agency feedback loop in NCATS.
Status: The need for a means to notify agencies when individual reports do not pass business rules for upload into NCATS is a piece of the overall Automated Upload Project (NACL) design.
9. Design a tow form.
Status: A TRCC committee has been appointed, with authority to design and implement a tow form. A suggested design was circulated and rejected. The project is on hold to accommodate higher priority issues while alternative forms are explored.
10. Develop a means for NCATS data access, including web queries.
Status: NDOT is sponsoring and implementing a web-based query tool called CARE which will develop as the primary source for data mining and analysis. NDOT is opening the service to all interested agencies and the public on full build-out.
11. Develop better electronic communication between TRCC agencies.
Status: There is an existing NCATS portal on the intranet. Many agencies are unaware of its existence and purpose. A training session was held at the TRCC meeting in May, 2008. Some members not on the state's criminal justice information system (NCJIS) network cannot access the DPS intranet, and cannot open the NCATS portal.
Low priority work will be considered to build a web portal in the future.

Performance Objective: Transfer 85% of Police Accident Reports (PAR) captured electronically into the State Repository (NCATS) every 60 days.

Actual Performance: 95% of PAR captured electronically pass business rules and are transferred into NCATS every 60 days.

PAID MEDIA AND PUBLIC RELATIONS

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

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

In Federal Fiscal Year 2008, the DPS-OTS conducted multiple paid media campaigns. In November 2007 and May 2008 Nevada conducted high visibility enforcement emphasizing *Click it or Ticket* using Sections 402 and 405 funding sources. During the national Labor Day crackdown, and during the December holiday period, DPS-OTS continued to buy DUI messaging on TV and radio campaigns emphasizing the 'Over the Limit. Under Arrest.' message.

It should be noted that Nevada participated in the Teen 'Click it or Ticket' demonstration project in FFY2008 with 403 funding, covering four enforcement waves: October 2007, January, May, and September 2008. Extensive paid media was conducted via television, radio, and alternative mediums such as online games and 'My Yearbook'-type social venue networks; however, NHTSA's media contractor coordinated these media buys directly.

Click it or Ticket Paid Media – May 2008

Only radio messaging was used in the local markets in conjunction with the national *Click it or Ticket* (CIOT) campaign in May 2008, a significant change from prior years where over \$190K was spent on TV buys. However, the national TV spot continued to run in Nevada as purchased via the NHTSA Contractor

The primary target audience continued to be males ages 18-34. Latino males were reached through Spanish language radio. For the English speaking stations in Las Vegas, approximately 45% of all men age 18-34 were reached 3.4 times, with 38.7% of men age 35-44 being reached 4.1 times. In the Reno-Sparks area, 42% of all men 18-34 were reached 3.9 times, and 36.7% of all men 35-44 were reached 4.3 times.

For the Spanish-speaking radio buys in Las Vegas, 27.6% of men 18-34 were reached 5 times, and 19% of men 35-44 were reached 6.4 times; for the Reno area, 27.6% of men 18-34 were reached 7.8 times, with 24.8% of men 35-44 being reached 8.3 times.

Utilizing Section 402 and 405 (occupant protection) funds for this campaign, the media budget for the May *Click it or Ticket* campaign included:

<u>Media Type</u>	<u>Spots</u>	<u>Media Costs</u>
Radio Traffic Sponsorships, Las Vegas and Reno areas	888	\$ 29,990
General Market Radio (English and Spanish) Las Vegas and Reno areas	1,659	\$ 40,000
Media TOTAL	2,547	\$ 69,990

Impaired Driving Enforcement / Media - Independence Day and Labor Day holidays

Designed to coincide with the enforcement efforts of Nevada's *Joining Forces*, the DUI message aired during the Independence Day and Labor Day Holidays, June 30 – July 7, and August 14 - September 1, 2008. These holidays are both typically a heavy party and drinking time for the target audience of men ages 25-45. The message was delivered to men ages 18-44 in both the general and Latino markets. Section 410 (alcohol) funding was used as follows:

<u>Media Type</u>	<u>Delivery</u>	<u>Media Cost</u>
Broadcast & Cable TV Las Vegas, Reno, Pahrump & Elko	74% of men age 25-49, approx 5 times freq	\$132,382
General Market Radio Las Vegas, Reno, Pahrump & Elko	68% of men age 25-44, approx 6 times freq	\$ 60,618
Latino Market Radio Las Vegas, Reno, Pahrump & Elko		\$ 50,000
Media TOTAL	3,017	\$243,000

Motorcycle Safety Awareness Media - Fall 2007 and April 2008

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

Our media contractor, The Glenn Group, explored several options for media to reach the target audience, specifically, drivers age 25-64 whose driving experience is altered by the high number

of motorcycles sharing their road. Because of the modest budget available to reach both markets, broadcast proved to be too costly to achieve enough reach and frequency. Based on the fact that we need to reach “drivers”, outdoor advertising was recommended. Our media contractor estimated our advertising reached over 87% of the target market (local residents and visiting motorcyclists) an average of 16.9 times with the digital outdoor, mobile billboard, and 30-sheet posters campaign(s).

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

<u>Location</u>	<u>Media</u>	<u>Postings</u>	<u>Media Costs</u>
Laughlin River Run	Mobile & Fixed billboards	2 for 30 days	\$ 30,582
Laughlin River Run	Radio	219 spots	\$ 6,929
Las Vegas Bike Fest	Billboards	25 billboards	\$ 29,402
Reno: Street Vibes	Billboards	17 billboards	\$ 12,247
Reno: Street Vibes	Mobile Billboard	15 days	\$ 21,055
MC MEDIA TOTAL			\$100,215

Bicycle Safety Awareness Media – Spring 2008

As most of Nevada’s bicycle fatalities occur in its two major urban areas, DPS-OTS conducted a “Share the Road / Share the Responsibility” billboard campaign in the Las Vegas and Reno areas during April/May 2008.

The run time was from April 7 through May 7, 2008. Our message was posted on 32 billboards in the Las Vegas area and 13 in the Reno-Sparks metropolitan area with costs as follows:

<u>Location</u>	<u>Media</u>	<u>Media Costs</u>
Las Vegas area (32)	Outdoor billboards (30-sheet posters)	\$10,729.41
Reno-Sparks area (13)	Outdoor billboards (30-sheet posters)	\$ 8,329.41
Media TOTAL		\$19,058.82

PERFORMANCE SUMMARY

	2003	2004	2005	2006	2007
Population	2,281,669	2,410,768	2,528,869	2,631,057	2,718,336
100 Million Vehicle					
Miles Traveled	19.3	19.4	20.8	22.04	*
Traffic Fatalities	368	395	428	431	373
Per VMT	1.9	2.0	2.0	1.9	*
Per 100,000 Population	16.1	16.9	16.9	16.4	13.72
Impaired Fatalities**	180 / 121	154 / 112	169 / 135	186 / 144	158 / 118
% of Total	49.0/ 33.0	39.0/ 28.0	40.0/ 32.0	43.0/ 33.0	42.0/ 32.0
Per VMT	0.933	0.786	0.629	0.690	*
Population (100,000)	7.88/ 5.26	6.38/ 4.65	6.68/ 5.34	7.07/ 5.47	5.81/ 4.34
Occupant Protection					
Safety Belt Rate	78.7%	88.6%	94.8%	91.2	91.2
Child Seat Rate	37.2%	62.6%	55.6%	*	*
Unrestrained Fatalities	59%	47%	47%	49%	48%
Pedestrian / Bicycle					
Pedestrian	65	60	63	51	52
Bicycle	10	14	10	10	10
Motorcycle					
Fatalities	26	52	56	50	51
% Helmeted	88%	76%	70%	82%	86%
Speeding Involved Crashes					
Total Crashes	125	135	160	159	97
% of All Crashes	34.0%	34.2%	37.4%	36.9%	26.0%

Source: FARS Intranet

* Data not yet available

** Impaired Driving – First number = old Definition; Second number = new Definition
 Old = All fatalities with alcohol present (including Pedestrians)
 New = Only Motor Vehicle Occupants and Motorcycle Riders with alcohol present

FEDERAL FUNDING SUMMARY FFY 2008

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 222,128	\$ 214,367	\$ 114,367	\$ 100,000
Alcohol	\$ 124,500	\$ 157,500	\$ 152,224	\$ 5,276
Emergency Medical Services	\$ 52,691	\$ 59,191	\$ 49,051	\$ 10,139
Motorcycle Safety	\$ 35,000	\$ 43,484	\$ 37,111	\$ 6,373
Occupant Protection	\$ 379,840	\$ 504,436	\$ 409,184	\$ 95,252
Pedestrian & Bicycle	\$ 92,171	\$ 196,971	\$ 157,813	\$ 39,158
Police Traffic Services	\$ 112,590	\$ 197,180	\$ 130,580	\$ 66,600
Traffic Records	\$ 135,000	\$ 250,422	\$ 124,577	\$ 125,845
Community Safety	\$ 555,887	\$ 635,684	\$ 528,021	\$ 107,663
402 Total	\$ 1,709,807	\$ 2,259,235	\$ 1,702,928	\$ 556,307
NHTSA 405 Occupant Protection	\$ 233,000	\$ 284,530	\$ 210,526	\$ 74,004
NHTSA 406	\$ 0	\$ 5,527,409	\$ 0	\$ 5,527,409
NHTSA 408 Traffic Records	\$ 610,000	\$ 1,051,289	\$ 420,038	\$ 631,251
NHTSA 410 Alcohol SAFETEA LU	\$ 341,587	\$ 2,137,138	\$ 480,613	\$ 1,656,525
NHTSA 410 Planning and Admin	\$ -0-	\$ 100,000	\$ 43,705	\$ 56,295
NHTSA 410 High Fatality Rate	\$ 241,108	\$ 1,358,273	\$ 111,032	\$ 1,247,241
NHTSA 410 High Visibility	\$ 575,000	\$ 1,358,274	\$ 642,389	\$ 715,885
NHTSA 2010 Motorcycle Safety	\$ 100,000	\$ 219,094	\$ 116,775	\$ 102,319
NHTSA 403 Teen Seat Belt	\$ -0-	\$ 600,000	\$ 471,667	\$ 128,333
TOTAL NHTSA Funds	\$ 3,810,502	\$ 14,895,242	\$ 4,199,673	\$ 10,695,569
FHWA				
163 Community Programs	\$ 3,542	\$ 3,542	\$ 3,542	\$ -0-
163 Police Traffic Services	\$ 21,422	\$ 21,422	\$ 21,422	\$ -0-
TOTAL FHWA Funds	\$ 24,964	\$ 24,964	\$ 24,964	\$ -0-
TOTAL FUNDING ALL SOURCES	\$ 4,498,878	\$ 14,920,206	\$ 4,224,637	\$ 10,695,569