

**State of Nevada  
Department of Public Safety**

**Office of Traffic Safety**



***PROMOTING AWARENESS***

***SAVING LIVES***

**ANNUAL PERFORMANCE REPORT  
2006**



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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.

This last year, we made our roads safer for all Nevadans by implementing programs that combined education, prevention, technology, and enforcement to reduce traffic related injuries and fatalities. Over the last 3 years, we have seen a significant decrease in the number of fatalities related to driver impairment and passengers not wearing safety belts. Nevada's alcohol related fatality rate is under the national average and our safety belt use rate is one of the best.

Unfortunately, and despite our best efforts last year, 428 people died on our highways and thousands more were injured in collisions. Most of these injuries and deaths could have been prevented had drivers obeyed traffic laws, used safety belts, driven within the speed limit, and had not driven under the influence of alcohol or drugs. Much more work needs to be done to stop this needless loss of life.

Last year, we focused our efforts on impaired driving and occupant protection. In the coming federal fiscal year (2007), we have allocated significantly more funding for these programs, however, our efforts in these areas are only the beginning. We will continue to use innovative approaches to address these and other priority areas, such as speed, which was a factor in over 37% of all fatalities in 2004. We will also be heavily involved in motorcycle and pedestrian safety, as well as the safety of our young drivers.

As the Director of the Nevada Department of Public Safety, I commend the collaborative endeavors of the Office of Traffic Safety and I am committed to supporting their efforts in 2007 to save lives and prevent injuries on our roadways.

Sincerely,

George Togliatti  
Director

# **ANNUAL PERFORMANCE REPORT**

## **FEDERAL FISCAL YEAR 2006**

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Prepared in accordance with the Transportation Equity Act - A Legacy for Users (SAFETEA-LU)

## TABLE OF CONTENTS

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<b>2005 Nevada Traffic Safety Facts</b> .....	4
<b>The Office of Traffic Safety Vision</b> .....	5
Mission	
Philosophy	
Goals	
<b>Program Funding</b> .....	6
<b>Areas of Concentration</b> .....	7
Alcohol and Impaired Driving .....	7
Occupant Protection .....	9
Motorcycle Safety .....	12
Pedestrian and Bicycle Safety .....	13
Police Traffic Services/Enforcement .....	14
Community Programs .....	15
Traffic Records .....	16
Paid Media and Public Relations .....	16
<b>Performance Summary</b> .....	19
<b>Funding Summary</b> .....	20

## 2005 NEVADA TRAFFIC SAFETY FACTS

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- 428 Number of people who died on Nevada's highways in 2005
- 159 Number of fatalities in crashes that involved alcohol
- 37 Percent of fatalities that involved alcohol
- 223 Number of single vehicle crashes that resulted in a fatality
- 91 Number of fatalities that occurred at an intersection
- 21 Number of children 14 years and younger killed in crashes
- 4.9 Percent of fatalities that were under the age of 15
- 55.6 Percent of children properly restrained in child safety seats
- 49 Number of large trucks involved in fatal crashes
- 8.4 Percent of fatal crashes that involved a large truck
- 56 Number of motorcycle riders killed on Nevada's highways
- 13.3 Percent of fatalities who were riding a motorcycle
- 70 Percent of motorcyclist wearing helmets at the time of crash
- 94.8 Percent of passengers observed using safety belts in Nevada
- 49 Percent of motorists killed who were not wearing safety belts
- 11 Percent of drivers involved in fatal crashes who were over 65
- 16 Percent of fatalities who were over 65
- 10 Number of bicyclists killed
- 2 Percent of all fatalities who were riding a bicycle
- 30.2 Percent of bicyclists wearing helmets
- 63 Number of pedestrian fatalities in 2005
- 15 Percent of all fatalities who were pedestrians
- 37.4 Percent of fatal crashes where speeding was considered a factor
- 16 Percent of fatalities who were between the ages of 15 and 20 years
- 16.9 Number of fatalities per 100,000 population in Nevada

## **THE OFFICE OF TRAFFIC SAFETY VISION**

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**A statewide network of roads and highways that are 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, and to reduce 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:*** Reduction of the number of fatalities per 100,000 population from 16.1 recorded in 2003 to no more than 15.3 in 2006.

***Actual Performance:*** Fatality rate per 100,000 population in 2005, was 16.9. Final fatality rate for 2006 will not be available until February 2007.

## **PROGRAM FUNDING**

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The Nevada Department of Public Safety – Office of Traffic Safety (DPS-OTS) highway safety program is a partnership between the federal government and the State of Nevada. 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 2006 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 packages that specifically address highway safety issues. In addition to a basic grant (section 402), Nevada qualified for several incentive programs that target specific issues and problems. In 2006, Nevada received funding for Alcohol Programs (Section 410), Traffic Records (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Funding carried forward from previous authorization acts was also used to fund state, local and non-profit projects.

The Nevada Department of Public Safety Office of Traffic Safety is designated by the Governor to receive federal safety funds and coordinate its highway safety programs. Each year, the Nevada DPS-OTS develops a Highway Safety Plan (HSP) identifying the key highway safety 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.

These grants support planning to identify highway safety problems, provide start up “seed” money for new programs and give new direction to existing safety programs. The funds are intended to create and help sustain innovative programs at the state and local levels, and to leverage the commitments of state, local and private resources.

## AREAS OF CONCENTRATION

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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 2006 were:

### 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 and to remove DUI drivers from the road. Nevada's programs used a comprehensive approach by funding educational, 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 37% in 2005.

Even with the decrease in alcohol related fatalities in 2005, Nevada continues to rank among the top 10 in the nation for the number of alcohol related fatalities per vehicle miles driven. Factors compounding this problem include our explosive growth rate and alcohol availability 24/7.

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

During 2006, our efforts to reduce the incidence of impaired driving on Nevada roadways focused on specific areas that we know to be effective.

### **Our Accomplishments**

**Fatality Rates:** In 2005 and continuing into 2006, 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 37% in 2005. While the FRA percent has dropped below the national average, Nevada's impaired fatality rate per vehicle miles driven still remains above the mark set by the other states.



***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. There appears to be enough interest to start as many as four new courts by the end of 2008.

***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).

***Enforcement:*** Enforcing traffic laws is a major element in educating the public. In 2006, our efforts included stepped up enforcement during December, February (Superbowl), April, July (Independence Day) and August (Labor Day). Each enforcement period was conducted by law enforcement agencies that have jurisdiction over 90% of the state population. These agencies produced numerous media releases, engaged in over 1,330 hours of overtime enforcement, made 115 DUI arrests and issued 900 other citations and arrests.

***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 2006, with three DRE classes and 65 graduates. An additional training class qualified six new instructors.

***New Grant Funding:*** Through several new programs established by Congress in the Transportation Equity Act, Nevada has qualified for new 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 metropolitan area. Experience has shown that the untreated alcohol or drug abuser is likely to be a repeat offender.

**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 are scheduled to be heard during the 2007 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 percent of fatalities in alcohol/drug involved collisions from 50% recorded in 2003 to no more than 45% in 2006.*

**ACTUAL PERFORMANCE:** *While the data for 2006 has not been finalized as of this report, the alcohol fatality rate for 2005 was 37%, which is 8% lower than the established goal*

**OCCUPANT PROTECTION**

The DPS-OTS Occupant Protection program promotes the importance of proper usage of safety belts, child restraints and motor vehicle airbags. It also promotes public education and awareness of Nevada’s current occupant protection laws. The observed safety belt use rate for Nevada in 2005 (94.8%) was the highest in the nation for states without a primary safety belt law. Of seventeen states with primary safety belt laws, nine of these had usage rates less than Nevada in 2000. Despite this success, 49% of all fatalities were not wearing restraints in 2004. With Nevada’s exponential population growth, continued effort is needed to both increase safety belt use with the habitual non-user, and to educate our new residents about how occupant restraints save lives.

Safety campaigns, particularly those that encourage safety belt use, must be constantly reinforced to reach our new residents as well as those visiting Nevada for recreation or business. During the past five years (2002 to 2006), Nevada has conducted annual *Click It or Ticket* campaigns that include paid media and enhanced enforcement activities during the month of May. Secondary campaigns were also conducted in the fall of 2003 and 2006. The results are very encouraging. In 2002, our base year, the State belt use rate was 74.5%. Following the diligent efforts of law enforcement and the paid media campaigns, the official usage rate (measured post campaign in June, 2006) was 91.2%. However, this does reflect a small decrease from the rate of 94.8% recorded in 2005.

**Our Successes**

**Unrestrained Fatality Rates:** 53% percent of Nevada’s motor vehicle fatalities last year were unbuckled. Comparison to 2001 rates reveals a significant improvement:

<b>Nevada</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
<b>% fatals not restrained</b>	<b>67%</b>	<b>61%</b>	<b>59%</b>	<b>49%</b>	<b>53%</b>

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

<b>Nevada</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>
<b>Safety Belt usage rates</b>	<b>74.5%</b>	<b>74.9%</b>	<b>78.7%</b>	<b>88.6%</b>	<b>94.8%</b>

**Enforcement:** Enforcing traffic laws is a major element in educating the public. In 2006, our occupant protection efforts included aggressive enforcement during February (Child Passenger Safety (CPS) Week), May (Memorial Day), and November (Thanksgiving/holidays). Again, the enforcement period was conducted by key law enforcement agencies and covered at least 90% of the State’s population.

**Training:** The State continued to contract with a Child Passenger Safety instructor to conduct CPS Technician courses sponsored by DPS-OTS, as well as the State’s standardized 12-hour CPS Assistant course. In addition, the State provides targeted CPS training for law enforcement, emergency personnel, day-care providers, and other community support organizations.

**Partnerships:** DPS-OTS serves as staff to the State’s CPS Task Force. This group is responsible for administering the Family Vehicle Safety Program (FVSP). A mandatory training and education program for child seat violators.

In addition, the state partners with multiple local and non-profit service agencies in providing child passenger safety education to their clientele and the public in general: Safe Kids Washoe County, Safe Kids Clark County, Parent Education and Child Enrichment Project (PEACE), Child and Protective Services, and the network of Family to Family Connections throughout the state, to name a few.

**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 to the past six of Nevada’s biennial legislative sessions but without success. Another bill for a primary seat belt is scheduled to be presented to Nevada’s 2007 State Legislature by the Nevada Sheriffs’ and Chiefs’ Association.

Also during the 2007 legislative session, the State’s CPS Task Force will be pursuing revisions to the States 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 under 60 pounds.

**New grant funding:** Through several new programs established by Congress in SAFETEA-LU, Nevada will apply for new funding to address safety belt issues. Nevada will be eligible for a large one-shot grant in FY2008 if their 2007 safety belt usage rate exceeds 85%. 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.

**Ron Wood Family Resource Center:** Located in the State capitol of Carson City, this agency partnered with Women, Infants and Children (WIC), and other family resource centers of outlying rural areas, to provide CPS education and equipment to low-income families in their communities. Their incidental work with the Latino community led to the starting up a Corazon de mi Vida car seat program in FY2007.

**Douglas County Sheriff's Office:** Located in beautiful Lake Tahoe and Gardnerville, this agency has the most certified CPS Technicians, per capita, for law enforcement in Nevada. Due to their efforts in CPS education and enforcement, Douglas County has experienced zero child deaths from motor vehicle crashes over the past three years.

**Northern Nevada Fitting Station-Reno Emergency Medical Services Administration (REMSA), Washoe Medical, St. Mary's Foundation:** Nevada's first permanent, full-time child seat fitting station marked its two year anniversary in 2006, and exceeded its goal of providing 900 seats to Washoe County residents within its first year. One surprising evaluation element is that the majority of parents have no problem in paying the appointment only \$45 fee. The station is located at the DMV in Reno and is open Monday through Friday, 8 am to 5 pm.

**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 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 these mini-grant programs.

**Click it or Ticket PSA:** This year's May campaign referenced Nevada's famous 'Area 51,' aliens, and how safety belts keep you **in the car** (to avoid alien abduction). It was received well by the general public, and aired on those TV and radio stations that cater to 18-34 year old male audiences. In addition, for a second year, a statewide Latino education campaign has worked to increase traffic safety awareness among Hispanics. Through media campaigns, educational seminars, partnering with the state school districts, and targeting innumerable Hispanic businesses and organizations, Nevada's Latino seat belt usage rate has risen from 70% in 2004 to over 85% in 2005.

## **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%, which correlates to the increased restraint usage trend in its motor vehicle fatalities. 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).

***Child Restraint Law:*** Nevada's child restraint law was improved in the 2003 Legislative Session to include booster-seat size children (upped from age 4 and 50 lbs to age 6 and 60 lbs). It also requires a mandatory training program for violators of the law. However, it continues to be confusing, and thus less enforceable, for the state's law enforcement agencies in reference to the age 'and' weight qualifiers to be applied. The state's CPS Task Force will pursue simplifying the law to apply to children under age 8, with an exemption for those children who have reached 4'9" in height.

***Family Vehicle Safety Program:*** This is the mandatory 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 2005 Legislative Session approved a revision that allows the provider to charge a \$30 fee to the violator, as well as the cost of a new seat, if one is needed.

***Performance Objective:*** *Maintain an observed safety belt use rate in Nevada of 90% or higher in 2006.*

***Actual Performance:*** *The observed safety belt use rate in 2006 was 91.6%, the second consecutive year it has been recorded over 90%.*

## **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 has been upward for the past few years. There appear to be several reasons for this increase, including 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. 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); and the Experienced Rider Course which is a one day course designed to update the skills for current riders who currently own a motorcycle.

In 2005, the program received national recognition from NHTSA as one of the top four most effective state programs. In 2006, there were 471 Beginning Rider classes conducted in Nevada, graduating 5,157 students. Additionally, 53 Experienced Rider classes were conducted resulting in 506 graduates.

Another important best practice for improving motorcycle safety is to increase other drivers' awareness of motorcyclists by increasing the visibility of motorcyclists, and 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 not to be aware of approaching two wheel vehicles. Raising awareness levels during peak riding periods, or motorcycle events, reminds motorists to take that second look when entering an intersection. In 2006, DPS-OTS conducted a campaign to increase motorcycle awareness in traffic. Radio spots, posters, and billboards were used to remind motorists to watch out for motorcycles.

### **Our Challenges**

Training beginning and returning riders is one of the best practices for reducing motorcycle fatalities. Despite a record number of students trained, the Nevada Rider Training Program is limited by the number of accessible training sites available throughout the state. 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.

Despite a mandatory helmet law for all riders, 30% of all motorcycle fatalities were not wearing a helmet in 2005. Enforcing mandatory helmet laws has proven to be difficult considering the vast number of non-DOT approved helmets available on the market.

***Performance Objective:** Reduce the number of motorcycle fatalities in 2006 by 5% (not to exceed 49 in total) from the total number of motorcycle fatalities recorded in 2004 (52).*

***Actual Performance:** While final fatality data for 2006 is not complete, a total of 48 motorcyclists have been killed on Nevada's highways, as of December 18.*

### **PEDESTRIAN AND BICYCLE SAFETY**

The majority of the pedestrian fatalities in Nevada occur in the Las Vegas metropolitan area. Although an estimated 40 million visitor's travel to Las Vegas each year, the pedestrian fatalities are not the visitors but the residents of Las Vegas. The 24/7 nature of the gaming/hospitality industry means individuals who work in this industry are traveling to and from work at all hours of the day/night. Additionally, the infrastructure (wide, multilane streets; high speeds; poor lighting, minimal sidewalks; etc.) creates an unfriendly environment for pedestrians.

The Nevada Bicycle and Pedestrian Safety Program, was created from legislation passed in 1991 that allocated \$0.35 from every Nevada driver's license fee to be used for pedestrian, bicycle and other safety programs. This DPS-OTS program focuses on education and community involved programs.

## **Our Successes**

The Clark County Alternative Mode Program (CCAMP) is an element of the University of Nevada Transportation Research Center. The CCAMP was designed to improve bicycle and pedestrian safety in Southern Nevada by coordinating efforts through education, engineering, and enforcement.

Safety Education of K-12 students in Northern Nevada was accomplished by the Washoe County Kiwanis Club and the Carson City School District.

## **Our Challenges**

Nevada has been the fastest growing state in the Nation for the past 19 consecutive years. Exponential growth of this magnitude has created an unfriendly pedestrian and bicycle rider infrastructure, particularly in our largest city, Las Vegas.

***Performance Objective:** Reduce the total number of pedestrians and bicyclists killed annually by 15%, or no more than 63, from the calendar year 2004 total of 74 pedestrian and bicycle fatalities.*

***Actual Performance:** While final fatality data for 2006 is not complete, a total of 63 pedestrian and bicyclists have been killed on Nevada's highways, as of December 19, 2006.*

## **POLICE TRAFFIC SERVICES/ENFORCEMENT**

Speeding is considered a crash severity multiplier. 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.

The Office of Traffic Safety recognizes that aggressive enforcement of safety belt, impaired driving, and speed-laws is an effective way 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 endeavor to change driver behavior.

*Joining Forces* has been a successful, on-going, multi-jurisdictional law enforcement program in Nevada since 2001. It addresses DUI, safety belts, and this year, speed enforcement. Joining Forces events usually coincide with national campaigns and provide stepped up enforcement through the Selective Traffic Enforcement Program (STEP), saturation patrols, and DUI checkpoints. Through this program, DPS-OTS provides funding for overtime for these 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 the public driving behavior. During 2006, the DPS-OTS and law enforcement conducted specialized enforcement throughout the year, specifically during the *Click it or Ticket* campaign, the *Over the Limit, Under Arrest* enforcement, and Nevada's "Pace Yourself" speed reduction program.

## **Our Challenges**

Law enforcement agencies are generally understaffed and often unable to conduct the additional enforcement that is needed.

***Performance Objective:*** Reduce speeding as a contributing factor to no more than 31% of all Nevada fatal crashes, compared to 34% reported in 2003.

***Actual Performance:*** While 2006 data is not available to determine the effectiveness of this performance measure, Nevada crash data shows that 37.3% of all fatalities in 2005 had speed listed as a contributing factor.

## **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, education, business groups, and traffic safety advocates provide program input, direction and community involvement.

## **Our Successes**

***Southern Nevada Injury Prevention Program:*** 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 has partnered exclusively with the three "E's" of traffic safety; Education, Engineering and Enforcement. They serve on the: State's Injury Prevention Task Force; Child Passenger Safety Task Force; Attorney General's Advisory Coalition on Impaired Driving; Trauma Outreach Program, and the Department of Transportation State Strategic Plan Technical Working Group.

***The Driver's Edge:*** Based in Las Vegas, the Driver's Edge is a free program designed by former race car driver Jeff Payne, intended to teach young drivers important driving skills and to show them how to avoid becoming a statistic. The program has 30-35 instructors, who are professional race car drivers, and accepts young people between ages of 15 and 21.

***Nevada DMV Beginning Driver Training:*** In an effort to decrease the number of unlicensed teen drivers, increase the number of teen drivers passing their driving skills test, and decrease the number of teenage driver fatalities, the Beginning Driver Training project allows the DMV to produce new and updated training materials for teens. These materials include, a driver training logbook and the Beginning Driver Training Guide



## TRAFFIC RECORDS

The Nevada Highway Safety Information System (HSIS) provides information critical to the development of policies and programs that maintain the safety and routine operation of State roadways and transportation network. An effective HSIS involves many departments and agencies, all of which must work within their respective fiscal and logistical constraints while meeting their own mission and goals.

Traffic Records data supports the comprehensive understanding of the medical and financial consequences of motor vehicle crashes and enables the state law enforcement community to evaluate the effectiveness of motor vehicle, highway safety, and injury prevention programs in medical and financial terms. The HSIS relates motor vehicle and crash characteristics to injury propensity and the resulting severity of motor vehicle crashes.

Policies and procedures for implementing changes to the HSIS is done through a cooperative effort of all parties involved in the collection and dissemination of data. In 2000, the DPS-OTS initiated the procedures for the development of a Traffic Records Committee. In 2002, the Traffic Records Committee initiated a project that allows for the electronic capture of crash and citation data. There are currently, 17 law enforcement agencies issuing citations, reporting crashes and transferring data to their own database electronically. This year's activities included adding new law enforcement agencies and development of a linkage between the Agencies databases and a central repository.

### **Our Successes**

Seventeen law enforcement agencies, responsible for reporting 90% of all state crashes, are recording crashes electronically using hand held notebook computers. Crash data is downloaded into their agency server and transmitted quarterly to the statewide database.

### **Our Challenges**

Data quality is always a concern for those who utilize traffic crash data. Due to the recently revised Nevada Crash Form and the novelty of recording crashes on a hand held computer, accuracy of data does not always meet the needs of the user.

***Performance Objective:** Capture 65% of traffic crashes, statewide, in a Department of Public Safety data base. As of December 2006, 85% of all crashes recorded in agency servers have been uploaded into the State repository.*

## 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, combined 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 2006, the DPS-OTS conducted three paid media campaigns. The May *Click it or Ticket* campaign combined the use of Section 402 and Section 405 funding. In late fall, DPS-OTS ran a DUI radio campaign and in September an outdoor motorcycle awareness campaign.

### **Click it or Ticket Media - May 2006**

Television was used in the local markets in conjunction with the national *Click it or Ticket* message. The primary markets were Las Vegas, Reno/Sparks, and Elko. Cable television was used to reach viewers in Nellis, Laughlin, Carson, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe.

The primary audience was males ages 18-34, which are not heavy television viewers. For this reason, paid media focused on network prime, sports and select cable networks. Latino males were reached through both general market scheduling and Spanish language television.

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

Television Placement	\$150,000
General Market Radio Media Placement	\$ 46,000
<u>Latino Radio Media Placement</u>	<u>\$ 24,000</u>
TOTAL:	\$220,000

### **Impaired Driving Enforcement / Media - August and September 2006**

Designed to coincide with the enforcement efforts of Nevada's *Joining Forces*, this DUI message aired during the Labor Day Holiday August 21 through September 10<sup>th</sup>, 2006. Labor Day is typically a heavy party and drinking time for the target audience. The message was delivered to men ages 18-44 in both the general and Latino markets. Media reach for the Las Vegas market was 70.9% of men ages 18-44 who heard the spot an average of 8.7 times. For the Reno/Sparks/Carson City area, 80.2% of men in the same age group, heard the message 11.5 times.

Section 410 (alcohol) funding was used as follows:

Radio Las Vegas market	\$49,435
<u>Radio Reno/Sparks/Carson City market</u>	<u>\$15,265</u>
TOTAL:	\$64,700

## Motorcycle Safety Awareness Media - September 2006

Although motorcycle safety is an issue at any time of the year, it is particularly vital when the motorcycle festivals are held in Las Vegas and Reno during September. 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 Las Vegas Motorcycle Festival and the Reno Street Vibrations event, both in September.

Our media contractor, Rose 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. Print was considered, but was not only costly, but provides very low frequency message. Based on the fact that we need to reach "drivers", outdoor advertising was recommended.

Our message was posted September 8 through September 21 in both major markets utilizing section 402 (general) funding. The cost for this campaign which included 30-sheet posters was as follows:

Las Vegas – 46 locations for 4 weeks	\$25,801
Reno – 22 locations for 4 weeks	\$15,942
<u>Production and design</u>	<u>\$ 8,000</u>
TOTAL	\$49,743

## PERFORMANCE SUMMARY FFY 2006

	2001	2002	2003	2004	2005
<b>Population</b>	2,106,074	2,206,022	2,281,669	2,410,768	2,528,869
<b>100 Million Vehicle Miles Traveled</b>	18.3	18.0	19.3	19.4	*
<b>Traffic Fatalities</b>	314	381	368	395	428
Per VMT	1.7	2.1	1.9	2.0	*
Per 100,000 Population	14.9	17.3	16.1	16.9	16.9
<b>Impaired Fatalities</b>	133	165	180	154	159
% of Total	42.5	43.0	50.0	39.0	37.0
Per VMT	0.726	0.918	0.933	0.786	*
Population (100,000)	6.31	7.47	7.88	6.38	6.28
<b>Occupant Protection</b>					
Safety Belt Rate	74.5%	74.9%	78.7%	88.6%	94.8%
Child Seat Rate	44.3%	49.8%	37.2%	62.6%	55.6%
<b>Unrestrained Fatalities</b>	67%	61%	59%	49%	53%
<b>Pedestrian / Bicycle</b>					
Pedestrian	45	52	65	60	63
Bicycle	4	6	10	14	10
<b>Motorcycle</b>					
Fatalities	21	35	26	52	56
% Helmeted	71.4%	90.5%	74.3%	88.0%	70.0%
<b>Speeding Involved Crashes</b>					
Total Crashes	121	148	125	135	160
% of All Crashes	38.5%	38.8%	34.0%	34.2%	37.4%
* 2005 Data is not available					

## FEDERAL FUNDING SUMMARY FFY 2006

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
<b>NHTSA 402 Funding</b>				
Planning and Administration	\$ 131,718	\$ 185,422	\$ 118,313	\$ 67,109
Alcohol	\$ 13,272	\$ 142,149	\$ 139,052	\$ 3,098
Motorcycle Safety	\$ -	\$ 55,000	\$ 52,057	\$ 2,943
Occupant Protection	\$ 456,355	\$ 632,589	\$ 530,070	\$ 102,519
Pedestrian & Bicycle	\$ 87,679	\$ 134,000	\$ 123,961	\$ 10,039
Police Traffic Services	\$ -	\$ 149,210	\$ 142,182	\$ 7,028
Traffic Records	\$ 245,929	\$ 185,708	\$ 86,748	\$ 98,960
Community Safety	\$ 382,230	\$ 370,140	\$ 314,795	\$ 55,345
<b>402 Total</b>	<b>\$ 1,317,183</b>	<b>\$ 1,854,218</b>	<b>\$ 1,507,178</b>	<b>\$ 347,040</b>
<b>NHTSA 405 Occupant Protection</b>				
	\$ -	\$ 239,971	\$ 120,000	\$ 119,971
<b>NHTSA 408 Traffic Records</b>				
	\$ -	\$ 300,000	\$ -	\$ 300,000
<b>NHTSA 410 Alcohol J-8</b>				
	\$ 212,000	\$ 339,205	\$ 329,096	\$ 10,109
<b>NHTSA 410 Alcohol SAFETEA LU</b>				
	\$ -	\$ 744,947	\$ -	\$ 744,947
<b>NHTSA 410 High Fatality</b>				
	\$ -	\$ 575,623	\$ -	\$ 575,623
<b>NHTSA 410 High Visibility</b>				
	\$ -	\$ 575,623	\$ -	\$ 575,623
<b>NHTSA 411 Data Program</b>				
	\$ -	\$ 3,204	\$ 3,204	\$ -
<b>NHTSA 2003B CPS</b>				
	\$ -	\$ 2,559	\$ 2,559	\$ -
<b>2010 Motorcycle Safety</b>				
	\$ -	\$ 100,000	\$ -	\$ 100,000
<b>157 Incentive</b>				
	\$ -	\$ 0	\$ 0	\$ -
<b>157 Incentive 2004</b>				
	\$ 13,059	\$ 61,500	\$ 61,500	\$ -
<b>157 Incentive 2005</b>				
	\$ 13,059	\$ 36,284	\$ 34,178	\$ 2,105
<b>TOTAL NHTSA FUNDS</b>	<b>\$ 1,555,301</b>	<b>\$ 4,833,133</b>	<b>\$ 2,057,714</b>	<b>\$ 2,775,419</b>
<b>FHWA Funds</b>				
Alcohol	\$ 47,589	\$ 47,589	\$ 44,425	\$ 3,164
Community Programs	\$ 144,222	\$ 144,222	\$ 131,890	\$ 12,332
Emergency Medical Service	\$ 6,000	\$ 6,000	\$ -	\$ 6,000
Occupant Protection	\$ 81,685	\$ 81,685	\$ 45,333	\$ 36,352
Pedestrian & Bicycle	\$ 17,500	\$ 17,500	\$ 13,503	\$ 3,997
Planning & Administration	\$ 6,542	\$ 6,642	\$ 6,642	\$ -
Police Traffic Services	\$ 80,097	\$ 80,097	\$ 74,009	\$ 6,088
Traffic Records	\$ 190,067	\$ 190,067	\$ 146,802	\$ 36,623
Un-obligated	\$ 112	\$ 112	\$ -	\$ 112
<b>FHWA 163 Funds</b>	<b>\$ 567,272</b>	<b>\$ 567,272</b>	<b>\$ 462,603</b>	<b>\$ 104,668</b>