



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

Traffic Safety Bureau



FY2007 Annual Report

State of New Mexico

Governor

Bill Richardson

Transportation Secretary

Rhonda G. Faught, P.E.

Transportation Commission

District One - John Hummer

District Two - Johnny Cope

District Three - Norman Assed

District Four - Jim Franken

District Five - David Schutz

District Six - Greg Ortiz

Acknowledgments

The NMDOT Traffic Safety Bureau would like to thank Governor Bill Richardson, DWI Czar Rachel O'Connor, the National Highway Traffic Safety Administration, local officials and coordinators, law enforcement, and other partner organizations for their support for TSB programs and initiatives during the past year. These partnerships are vital to our success in reducing fatalities and injuries on New Mexico's roads, streets, and highways.

Editor: Ilene Hall, Pricehall Research, Inc.

Cover Photo: Peter Olson, Communications, NM State Police

Many thanks to the UNM Division of Government Research, TSB staff, TSB contractors, and Traffic Safety partners for contributing information for the FY2007 edition of the NMDOT/ TSB Annual Report.

Message from NMDOT Secretary Rhonda G. Faught, P.E.

Dear Traffic Safety Partners,

The New Mexico Department of Transportation's Traffic Safety Bureau is pleased to present its 2007 Annual Report. The information contained in this report provides us with a look back at the year that passed and a look forward to new traffic safety challenges

The mission of the New Mexico Traffic Safety Bureau is to continuously reduce traffic related fatalities and injuries. Even with our recent history of increasing safety, more than 400 people died and thousands were injured on New Mexico roads last year. Clearly, the challenge for all highway safety partners in the state is to reduce these numbers significantly and to establish long-term strategies to improve highway safety.

With funding from the Federal Highway Administration, the National Highway Traffic Safety Administration and the State of New Mexico, we have developed and implemented New Mexico's Comprehensive Transportation Safety Plan (CTSP) – a collaboration to reduce traffic injuries and fatalities. The CTSP addresses the “four Es” of transportation safety: Engineering, Education, Enforcement and Emergency Medical Services. It covers every public road in New Mexico and is data-driven to put the most funding where the need is the greatest.

We achieved much in traffic safety during 2007, and I'm particularly proud of our safety partners and their roles in NMDOT's safety accomplishments.

I set a goal last year of a 10 percent reduction in traffic fatalities for 2007, and I can report that in FY07, we saw a 14.9 percent reduction. That's huge!

We are continuing to make progress in the battle against drunk driving, which is the single largest component of all New Mexico traffic fatalities, at 40 percent. Preliminary statistics for 2007 indicate a reduction in alcohol-involved fatalities.

Improvement is also being made in passenger safety. A record high 91.5 percent of vehicle occupants overall in New Mexico were in compliance with our mandatory seat belt law, as measured during our “Click It or Ticket” campaign.

Clearly, we have much more work to do in traffic safety. Thanks again for the work that you do. Let's resolve to make 2008 a banner year as well!

Sincerely,

Rhonda G. Faught, P.E.
Cabinet Secretary
New Mexico Department of Transportation

Message from TSB Director Michael Sandoval

Dear Traffic Safety Partners,

In my twelve years of service with the Department of Transportation Traffic Safety Bureau, I have seen many improvements to our programs and systems, but I know there are many more positive changes to come. In our mission to reduce death and injury on our roadways, our State has faced many challenges, but we have achieved much.

When I started at the Traffic Safety Bureau in 1996, I was told that we had a serious impaired driving problem, that we needed to get more people to buckle up, and that we needed to improve the timeliness and accuracy of our data to make better informed decisions. Since that time, we have seen seat belt use overall rise to an all time high, alcohol-related traffic fatalities are declining, and we are making progress in obtaining more timely and accurate data. As I look forward to 2008, there is no doubt that we have many reasons to be optimistic.

The Traffic Safety Bureau will continue to give 100% of our efforts to reducing traffic-related death and injury. I am confident that all of our partners are committed to assisting us with these efforts. Thank you all for your hard work and support, and I look forward to seeing more progress in meeting our goals in the coming year.

Sincerely,

Michael R. Sandoval, Director
NMDOT-Traffic Safety Bureau

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Executive Summary

New Mexico achieved 23 of its 28 FY07 HSPP Performance Measures. One measure was partially achieved, and four others were not achieved. Three of the measures not achieved were in the pedestrian safety area. Pedestrian deaths were higher in FY07 from FY05, thus the pedestrian fatality and the alcohol pedestrian fatality rates were higher than anticipated.*

TSB programs such as Operation DWI, Operation Buckle Down, the 403 Demonstration Project of high-visibility enforcement in high-DWI counties, 100 Days and Nights of Summer, Safety Corridors, and STEPs contributed greatly to reducing traffic-related crashes, fatalities and deaths in FY07. These programs were enhanced by the state's high-visibility traffic safety media and marketing campaign that kept the public aware of the high level of enforcement efforts. In addition, TSB's prevention, education, and public information programs worked in conjunction with enforcement operations to save lives and decrease injuries in the state.

Overall Performance Measures

In FY07, New Mexico achieved all of its five Overall performance measures. NM was able to reduce its traffic crash fatalities to the lowest number in four years, showing a 14.9% decline from the previous year. The traffic fatality rate and the fatal crash rate were at their lowest level since FY02. Serious injuries and the serious injury crash rate continued to decline.

Alcohol/ Impaired Driving Performance Measures

NM achieved all of its five Alcohol/ Impaired Driving performance measures. The number of alcohol-related fatalities was reduced from 212 in FY06 to 177 in FY07, a reduction of 16.5%. Alcohol-related crash fatality rates were at their lowest levels since FY02. Alcohol-involved serious injuries continued to decline, as well. The '100 Days and Nights of Summer' campaign resulted in a decline in traffic fatalities by 15% as compared to the same three-month time period in 2006.

Occupant Protection Performance Measure

NM achieved its Occupant Protection performance measure by increasing its overall safety belt use percentage from 89.6% in FY05 to 91.5% in FY07. Pickup truck driver seat belt use in 2007 was recorded at 87.8%.

Pedestrian and Bicyclist Safety Performance Measures

In FY07, NM achieved two of its five Pedestrian Safety performance measures. NM reduced its pedestrian serious injury rate and its alcohol-related pedestrian serious injury rate by more than the amounts anticipated. However, the number of pedestrian fatalities increased, as did the pedestrian fatality rate and the alcohol pedestrian fatality rate.

Despite NMDOT/ TSB's support of pedestrian safety education and awareness, and support of law enforcement pedestrian safety efforts, NM maintains a high pedestrian fatality rate. TSB will continue to promote public education, safer and more pedestrian-friendly roadways, and local community pedestrian safety projects.

Police Traffic Services Performance Measures

NM achieved all three of its FY07 Police Traffic Services performance measures. Crashes in the Safety Corridor areas were decreased by more than 20%. In addition, NM was able to reduce its speed and failure-to-yield fatal and serious injury crash rates to anticipated levels. The '100 Days and Nights of Summer' campaign was highly successful and resulted in almost 2,200 DWI arrests. During the three-month period of this campaign, traffic fatalities declined by 15% compared to the same period in 2006.

Traffic Records Performance Measures

The Traffic Records Program achieved four of five of its FY07 Traffic Records performance measures, with the fifth objective being partially achieved. The Statewide Traffic Records System (STRS) Office was established and worked throughout the year with the STREOC and the Statewide Traffic Records Coordinating Committee (STRCC) to further the development of the STRS. The System Architect completed an Architectural Design Document and Project Management Plan for the STRS.

Motorcycle Safety Performance Measure

NM did not achieve its FY07 Motorcycle Safety performance measure of reducing the number of motorcycle crashes. Motorcycle crashes increased by 169 between FY05 and FY06, then decreased by 87 between FY06 and FY07. NM expects motorcycle crashes to continue to decrease in FY08.

Planning and Administration Performance Measures

NM achieved all three of its Planning and Administration performance measures. The annual Highway Safety and Performance Plan, and six other grant applications under SAFETEA-LU, were completed and submitted to NHTSA. All grant applications were funded.

*All FY07 data presented in this Executive Summary are preliminary.

Traffic Safety Bureau Mission Statement

The mission of the Traffic Safety Bureau is to continuously reduce motor vehicle related fatalities and injuries. This will be accomplished by developing and supporting a comprehensive, multiple strategy approach that includes enforcement, deterrence, prevention, education, training, legislation and regulation, and data management and analysis.

Introduction

During the past year, NMDOT Traffic Safety Bureau (TSB) programs reached New Mexicans from every geographic area of the state, and from every age and ethnic group. Through its media campaigns that encourage safe, sober driving to its high-visibility enforcement programs that remind drivers: 'Over the Limit, Under Arrest,' 'You Drink, You Drive, You Lose!' and 'Click It or Ticket,' the TSB supports programs that are designed to make New Mexicans safer.

TSB supports prevention and education activities in the areas of DWI, occupant protection, pedestrian and bicycle safety, driver education, and motorcycle safety. Training programs provide opportunities for all age groups to improve their driving skills, whether in an automobile, on a motorcycle, or on a bicycle. TSB and its statewide safety partners work diligently to positively impact the lives of all New Mexicans.

TSB's top priorities for program funding in FY2007 were in the areas of Impaired Driving, Traffic Records, and Occupant Protection. Along with these high priority program areas, TSB funded projects in the areas of Police Traffic Services, Pedestrian and Bicyclist Safety, Traffic Safety Marketing and Media, Motorcycle Safety, and Driver Education and Safety. In addition, TSB provided funding to a variety of organizations to support its traffic safety objectives, including state agencies, nonprofit corporations, private contractors, and other experts in records, statistics, public information, health, and the judicial system. Each funded organization has a specific role in assisting TSB in reducing traffic-related crashes, deaths, and injuries.

In FY07, the NMDOT/ TSB applied for and received funding under the federal SAFETEA-LU Program for the following grants:

- Section 402 - HSPP
- Section 405 – Occupant Protection
- Section 406 – Safety Belt Performance
- Section 408 – State Traffic Safety Information System Improvement
- Section 410 – Alcohol Impaired Driving Countermeasure
- Alcohol High Fatality and High Visibility
- Section 2010 – Motorcycle Safety

Legislative Issues

2007 Highlights

Senate Bill 121 - Appropriation to Study Wrong-Way Driving on Highway Off-Ramps

Provides an appropriation of \$1,000 to the NMDOT for a pilot project to assess the ways, including the use of tire spikes, to prevent wrong way traffic on highway off-ramps. (Effective 4/2/07)

Senate Bill 397 - The Child Helmet Safety Act

Requires minors (under 18) to wear protective helmets while operating or riding as a passenger on a bicycle, skates, scooter or skateboard. Also requires businesses that rent these kinds of devices to provide helmets if the minor users don't have their own. (Effective 7/1/07)

Senate Bill 437 - Interlocks for Certain Out of State Drivers

Requires drivers from other states, who apply for a New Mexico driver's license, to have an ignition interlock license if they were convicted of a DWI in any state on or after June 17, 2005 (the date the NM universal ignition interlock provision went into effect).

Time periods will be in accordance with the schedule required of drivers convicted in New Mexico: 1 year for a first conviction, 2 years for a second, three years for a third, and lifetime for a fourth, with a 5 year review. These requirements do not apply to a person who applies for a license 10 years or more from the date of their last conviction, except for a person who is under a lifetime driver's license revocation for a conviction in another jurisdiction. (Effective 7/1/07)

House Bill 126 - Interlocks for Certain Out-of-State Drivers

This amendment is substantially the same as that contained in SB 437 except it contains two additional provisions:

Makes an appropriation of \$1,100,000 from the state general fund for expenses in FY08 related to verifying qualifications for drivers' licenses and issuing ignition interlock licenses. The fund sunsets at the end of FY 2008, with the balance reverting back to the general fund.

Allows MVD to charge a \$15 fee to cover the administrative costs of determining whether out-of-state drivers who are applying for NM licenses for the first time have been convicted in another jurisdiction of driving while under the influence of intoxicating liquor or drugs or an equivalent crime, and otherwise determining if the person qualifies for a driver's license in NM. (Effective 7/1/07)

Senate Bill 440 "Day Case Fix" - DWI Chemical Test Time Limits

Makes it illegal to have a blood alcohol concentration of .08 (.04 for commercial drivers or .16 for aggravated offenses) within three hours of driving, when the BAC is from alcohol consumed before or while driving. This should allow a three-hour window for the administration of breath or blood tests without the requirement that an expert be called to calculate the alcohol at the time of driving.

Clarifies that the mandatory community service requirement is a minimum of 48 hours for a second conviction (66-8-102F(1)) and a minimum of 96 hours for a third conviction (66-8-102F(2)).

The Implied Consent Act now has a new section providing that the results from a blood test administered more than three hours after driving MAY be introduced as evidence of the BAC in the person's blood or breath at the time of the test (not the time of driving) and the judge or jury will determine how much weight to give the evidence as proof of a DWI violation. (Effective 4/2/07)

Senate Bill 591 - Ignition Interlock Program Confidentiality

This amendment expands who can make a determination of “indigence” that would allow a person to receive funds from the Ignition Interlock Device Fund.

This amendment also prohibits the disclosure by TSB employees of personal information obtained through the administration of the Ignition Interlock Licensing Act and Ignition Interlock Device Fund. (Effective 6/15/07)

Senate Bill 861 - Warning Signs and Beacons or Rumble Strips added to Photo Enforcement Cameras

Requires municipalities (including home-rule municipalities) that install photo enforcement cameras to also install a warning sign or signs supplemented by a flashing yellow beacon or rumble strips. The signs used with flashing yellow lights or rumble strips shall warn motorists that the upcoming intersection is photo-enforced. (Effective 6/15/07)

House Bill 124 - Removal of Partially Consumed Bottle of Wine from Licensed Premises

A dispenser, canopy or restaurant licensee may now allow customers to take away a partially consumed bottle of wine if the customer has purchased a full-course meal with the wine, and has partially consumed the wine on the premises. The business must issue a receipt for the wine, reseal the bottle with a cork and seal the bottle in a tamper-proof bag. (Effective 7/1/07)

House Bill 266 - Liquor Tax Distribution to Local DWI Grant Fund

Increases the percentage distribution of liquor excise taxes going to the local DWI Grant Fund from 34.57% to 41.50% of net receipts, with the remainder going to the general fund. This change is expected to add about \$3.1 million to the counties’ distributions from the DWI Grant Fund. (Effective 7/1/07)

House Bill 1103 - Repeal DWI Program Fund with New Appropriation

This bill repeals the existing DWI Program Fund administered by the Department of Finance and Administration. The new appropriation will now fund only:

- (1) enforcement of laws related to driving while intoxicated, including:
 - (a) the purchase of equipment, including cameras for law enforcement vehicles, checkpoint equipment and undercover equipment; and
 - (b) undercover operations, including operations intended to identify establishments and persons who provide alcohol to intoxicated persons; and
- (2) a study of DWI-drug courts, including:
 - (a) their cost-effectiveness;
 - (b) the effect on recidivism rates among participants; and
 - (c) ways in which such courts may be improved.

The appropriation begins with the balance of the DWI Program Fund on July 1, 2007 for expenditure in FY 2008 and 2009. At the end of FY 2009, unexpended funds revert to the general fund.

Traffic Safety Planning Participants and Partners

NM Department of Transportation
NHTSA Region 6
Federal Highway Administration
Federal Motor Carrier Safety Administration

Statewide Traffic Records Executive Oversight Committee
Statewide Traffic Records Coordinating Committee

Dept. of Public Safety
NM State Police
Motor Transportation Division
Special Investigations Division

Local NM Law Enforcement Agencies

University of New Mexico
Division of Government Research
Institute of Public Law/ Judicial Education Center
Department of Emergency Medicine
Campus Office of Substance Abuse Prevention

NMDOH
Injury Epidemiology Unit
Scientific Laboratory Division
Injury Prevention and EMS Bureau

AAA New Mexico
Administrative Office of the Courts
Albuquerque Metropolitan Court
Alcohol and Gaming Division
Bency and Associates
Department of Education
DFA Local DWI Program
DWI Leadership Team
DWI Resource Center
Governor's Ignition Interlock Task Force
Governor's Multi-Agency DWI Task Force
Mothers Against Drunk Driving
Motor Vehicle Division
Motorcycle Safety Foundation
NM Broadcasters Association
NM Restaurant Association
NM Tribal Crime Data Advisory Board
Safer New Mexico Now
TACT and Associates, Inc.
Traffic Safety Advisory Committee

Performance Measures

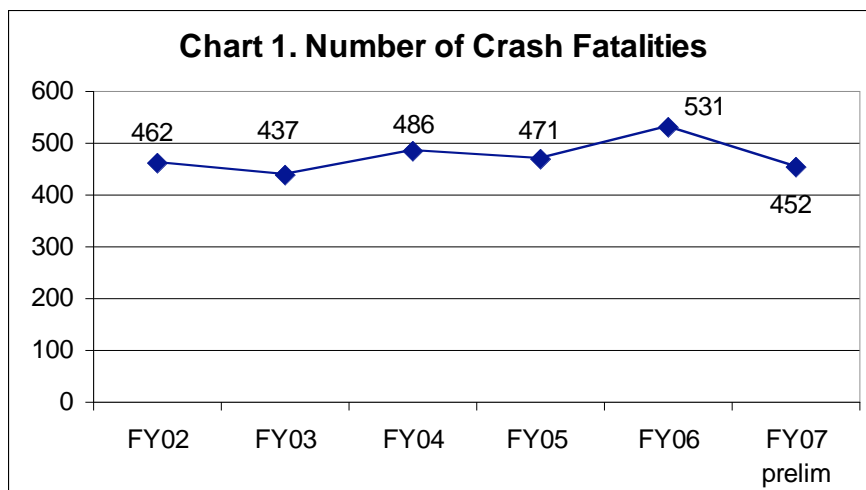
New Mexico's FY07 Goal

Reduce the number of traffic-related crashes, fatalities and serious injuries in New Mexico.

Overall Performance Measures based on State Fiscal Year Data

State FY July 1, 2006 – June 30, 2007

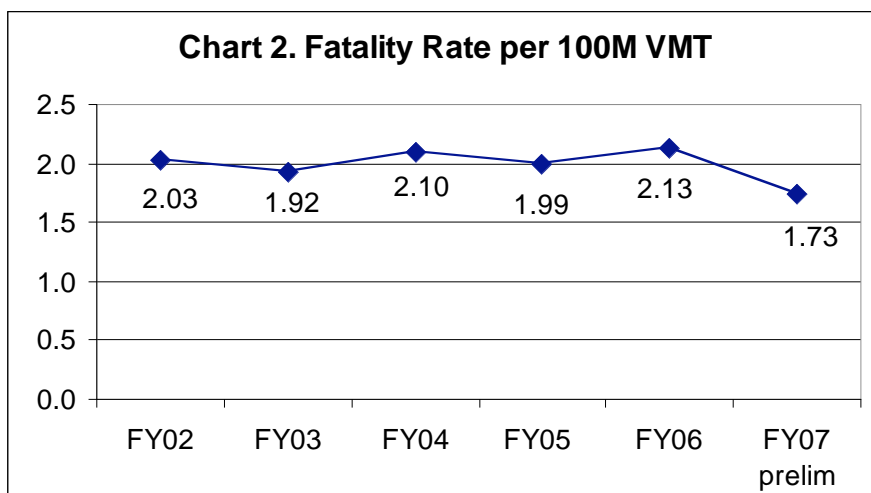
- 1) *Reduce the number of crash fatalities from 471 (FY05 data, most recent available) to 455, by the end of FY07.*



STATUS: Achieved and Exceeded

Preliminary data for FY07 show that the number of crash fatalities is reported at 452.

- 2) *Reduce the traffic fatality rate of 2.01* per 100M VMT (FY05 data, most recent available) to 1.90 per 100M VMT, by the end of FY07.*

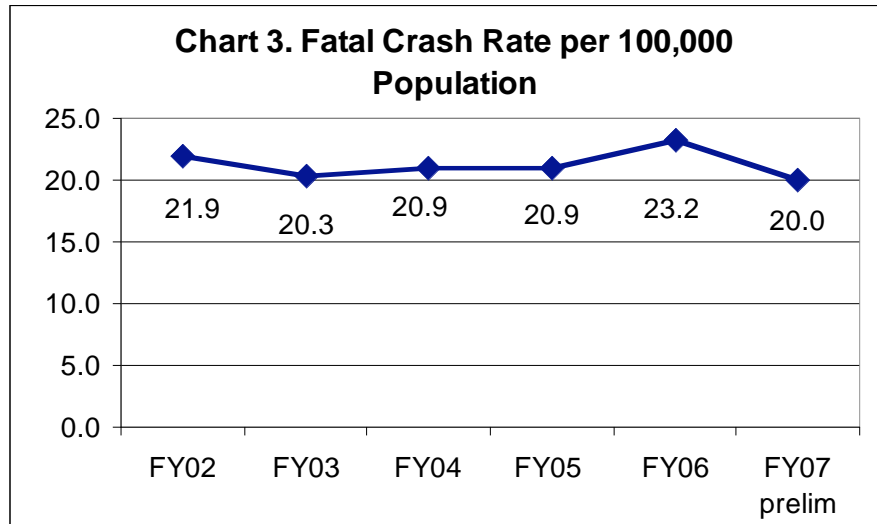


*rate was listed as 2.01 in the FY07 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY07 show that the fatality rate per 100M VMT is reported at 1.73.

3) Reduce the fatal traffic crash rate of 21.1* per 100,000 population (FY05 data, most recent available) to 19.9 per 100,000 population, by the end of FY07.

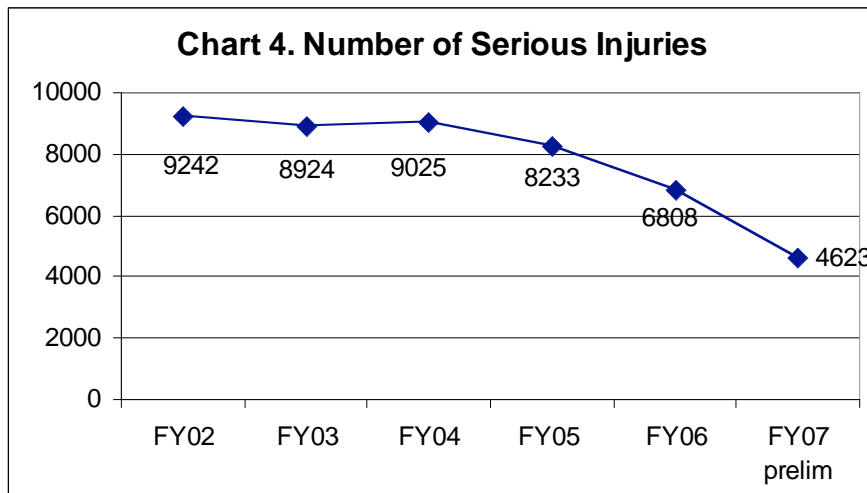


*rate was listed as 21.1 in FY07 HSPP; data files were not finalized at that time

STATUS: Statistically Achieved

Preliminary data for FY07 show that the fatal crash rate per 100,000 population is reported at 20.0.

4) Reduce the number of serious injuries from 8,233 (FY05 data, most recent available) to 7,900, by the end of FY07.

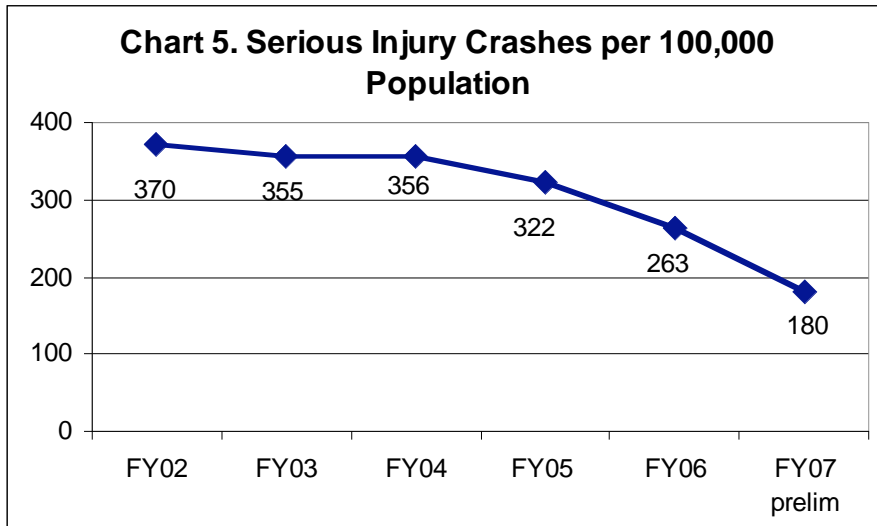


STATUS: Achieved

Preliminary data for FY07 show that the number of serious injuries is reported at 4,623*.

*The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

5) Reduce the serious injury crash rate of 325* per 100,000 population (FY05 data, most recent available) to 300 per 100,000 population, by the end of FY07.



*rate was listed as 325 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY07 show that the serious injury crash rate is reported at 180**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

Progress Toward Achieving Performance Measures

NMDOT/ TSB achieved or exceeded all five of its Overall performance measures, as listed in the FY07 HSPP. In New Mexico in FY07, the number of crash fatalities was at a four-year low, and the crash fatality and fatal crash rates were lower than any time in the past six years. Serious injury rates also continue to decline dramatically.

In FY07, NM continued and increased its high-visibility enforcement efforts, and initiated its first ‘100 Days and Nights of Summer’ traffic safety campaign. Traffic fatalities during this campaign period declined by 15% compared to the same period in 2006. As a result of these efforts and TSB’s targeted prevention programs, traffic crashes have been reduced, saving lives and reducing injuries among the driving and riding public.

The following Program Area sections provide specific details on progress toward achieving program-specific performance objectives, and on the projects conducted in FY07 aimed at positively impacting those objectives.

Alcohol/ Impaired Driving Program Area

Program Administration

The Alcohol/ Impaired Driving Program is administered by TSB Staff. Individual projects are managed by TSB Staff, various law enforcement agencies, Safer New Mexico Now, UNM Institute of Public Law, Department of Public Safety, Bency & Associates, UNM Campus Office of Substance Abuse Prevention, NMDOH Scientific Lab Division, TACT & Associates, Inc., UNM Division of Government Research, DWI Resource Center, and local community agencies.

Projects – Federal and State Funds:

Enforcement Projects, including ODWI, Sustained Enforcement, 403 Impaired Driving Demo Project, CDWI, and Underage Drinking Enforcement

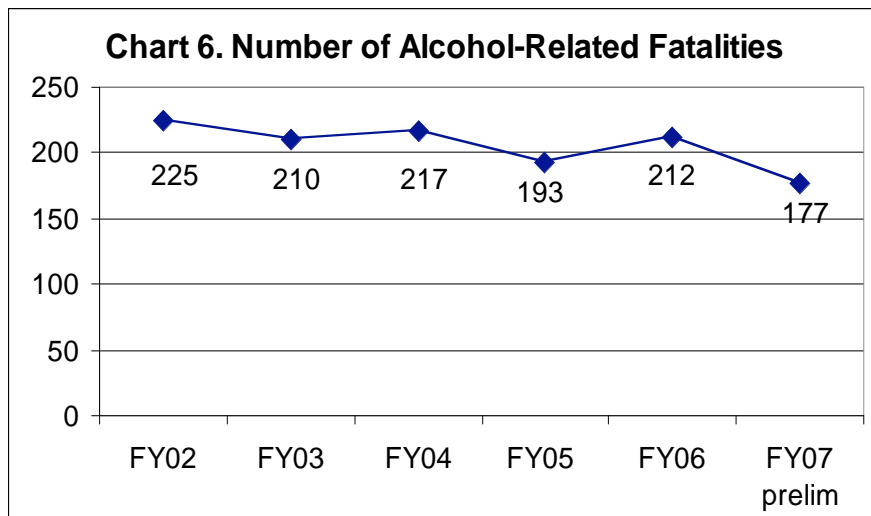
Training and Education Projects, including the Traffic Safety Resource Prosecutor, DWI Training for Law Enforcement, DWI Judicial Education and Training, DRE Training, and Annual Law Enforcement Summit

Underage Drinking Prevention Projects, including UNM/COSAP, MADD, Every 15 Minutes Project

Other Projects, including Law Enforcement Coordinators' Symposium, DWI and Crash Annual Reports and Maps, BAC Testing, Drunk Busters Hotline, Ignition Interlock, and DWI First Offender Enhanced Supervision

Alcohol/ Impaired Driving Performance Measures based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007

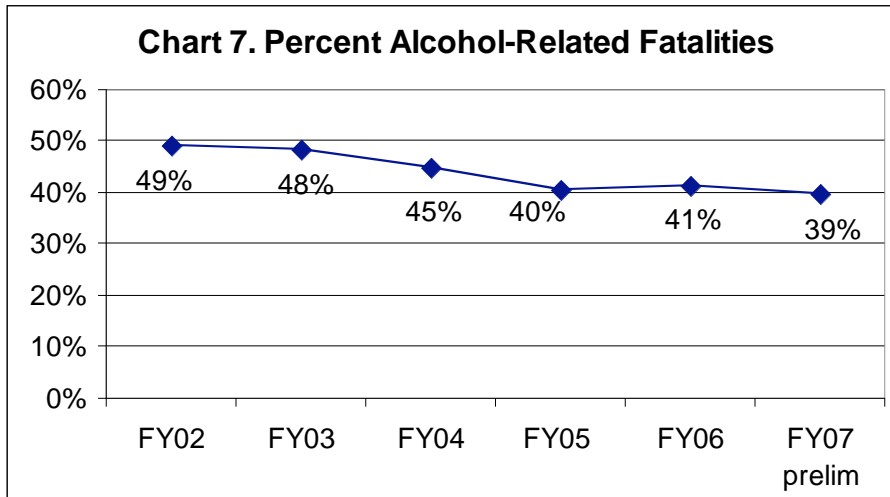
6) Reduce the number of alcohol-related fatalities from 193 (FY05 data, most recent available) to 183, by the end of FY07.



STATUS: Achieved and Exceeded

Preliminary data for FY07 show that the number of alcohol-related fatalities is reported at 177.

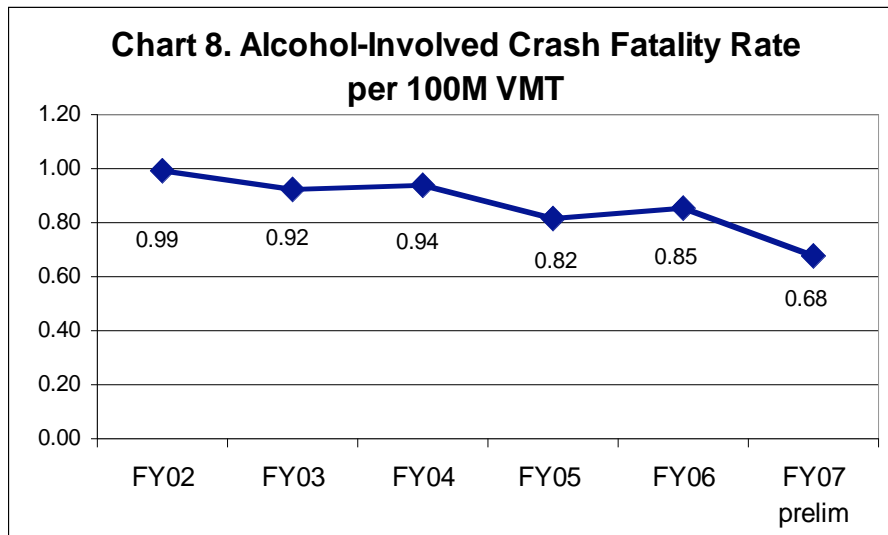
7) Reduce the percent of alcohol-related fatalities among all traffic crash fatalities from 40% (FY05 data most recent available) to 39%, by the end of FY07.



STATUS: Achieved

Preliminary data for FY07 show that the percent of alcohol-related fatalities is reported at 39.

8) Reduce the alcohol-involved crash fatality rate of 0.83* per 100M VMT (FY05 data, most recent available) to 0.77 per 100M VMT, by the end of FY07.

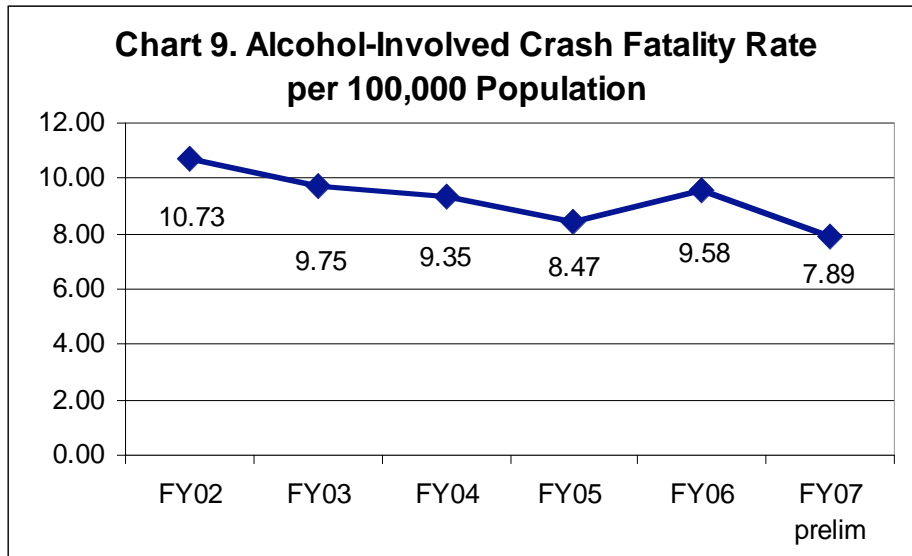


*rate was listed as 0.83 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY07 show that this alcohol-involved crash fatality rate is reported at 0.68.

9) Reduce the alcohol-involved crash fatality rate of 8.54* per 100,000 population (FY05 data, most recent available) to 8.00 per 100,000 population, by the end of FY07.

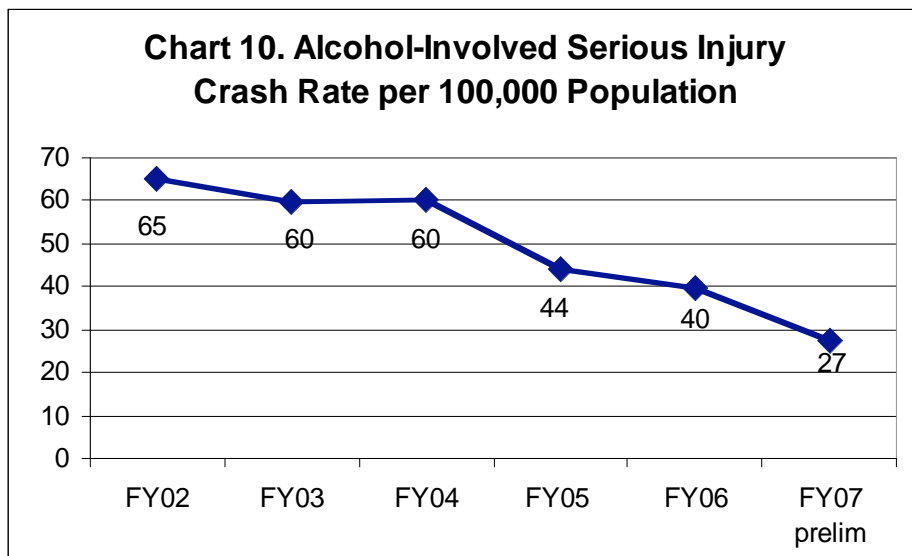


*rate was listed as 8.54 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY07 show that this alcohol-involved crash fatality rate is reported at 7.89.

10) Reduce the alcohol-involved serious injury crash rate of 45* per 100,000 population (FY05 data, most recent available) to 42 per 100,000 population, by the end of FY07.



*rate was listed as 45 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY07 show that the alcohol-involved serious injury crash rate is reported at 27**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

Progress Toward Achieving Performance Measures

In FY07, NM achieved or exceeded all five of its Alcohol/ Impaired Driving performance measures. The number of alcohol-related fatalities, and alcohol-related fatality and alcohol-involved crash fatality rates were lower than any time in the past five years. In addition, the alcohol-involved serious injury crash rate continues to decline.

New Mexico's continuing commitment to high-visibility enforcement, keeping the message and the law enforcement officer in front of the public, and its prevention and training projects have paid off in increased numbers of saved lives and fewer injuries.

The following projects produced positive results that assisted TSB in attaining all of its Alcohol/ Impaired Driving Program performance objectives, and in positively impacting the safety of New Mexico's citizens.

PRIMARY ENFORCEMENT PROJECTS

ODWI Enforcement, Special ODWI Enforcement, and Sustained Enforcement Activities

NMDOT funds contracts for law enforcement to participate in Operation DWI (ODWI), special ODWI enforcement operations, and sustained enforcement activities.

- ◆ The primary objective of ODWI activities is to cite and educate those who fail to comply with New Mexico's DWI laws.
- ◆ Special ODWI enforcement focuses on participation by law enforcement in operations, such as, the annual NHTSA National Impaired Driving Crackdown, 'Superblitz,' and '100 Days and Nights of Summer.' Superblitz operations combine statewide ODWI enforcement activities with occupant protection enforcement (Operation Buckle Down).
- ◆ Sustained enforcement activities include checkpoint and saturation patrol operations that are conducted throughout the year. In support of NHTSA national traffic safety objectives, sustained enforcement activities focus not only on DWI enforcement, but also on safety belt and speed enforcement.

Safer New Mexico Now (Safer), through a contract with NMDOT, provides project management assistance for the law enforcement agency project agreements. They assist agencies with their reimbursements and produce monthly activity-summary reports.

Results

During FY07, 86 law enforcement agencies, including all 12 State Police districts, participated in TSB-funded DWI enforcement activities, including ODWI, the NHTSA National Impaired Driving Crackdown, and sustained enforcement activities. Law enforcement agencies conducted four Superblitz operations, two mini Superblitz operations, and maintained sustained DWI enforcement by conducting checkpoint and saturation patrols in their local areas throughout the year. Law enforcement statewide participated in the NHTSA National Impaired Driving Crackdown conducted during August and September 2007.

Through TSB-funded ODWI and National Crackdown operations, law enforcement officers conducted 479 sobriety checkpoints and 1,927 saturation patrols, arresting 2,426 persons for suspected drunk driving. While the focus during these activities is on DWI, law enforcement officers are able to cite other violations or apprehend individuals involved in other criminal activities. During these FY07 ODWI operations, officers arrested 441 felons, apprehended 743 fugitives and made 294 drug arrests. A total of 1,627 drivers were arrested or cited for driving with a suspended or revoked license and 5,459 citations were issued to uninsured motorists. A total of 9,070 drivers were issued speeding citations and 90 drivers received reckless driving citations. Another 22,818 citations were issued for violations other than these listed above.

In FY07, 74 city and county law enforcement agencies and officers from all 12 State Police Districts participated in the '100 Days and Nights of Summer' program. The Department of Public Safety's Motor

Transportation Division and Special Investigations Division participated with officers from across the state. The campaign began on June 1, 2007 and concluded on September 6, 2007. TSB provided overtime funds and law enforcement agencies used other state, city, or county funds to conduct this campaign. During this period, law enforcement conducted 232 checkpoints, over 700 saturation patrols, and made nearly 2,200 DWI arrests. Traffic fatalities declined by 15% during this 3-month period compared to the same period in 2006.

In total, conducting operations utilizing state, federal, city, and county funding sources, NM law enforcement officers arrested over 18,000 persons for DWI during the federal fiscal year period, October 1, 2006 – September 30, 2007.

403 Impaired Driving Demonstration Project

NM's 403 Impaired Driving Demonstration Project (ID Demo Project) has been in place since 2004. This project has three major components:

- Development and implementation of a Law Enforcement Plan to guide the work of the full-time DWI-dedicated law enforcement officers;
- Development and implementation of an annual Media Plan to coincide NMDOT media efforts with law enforcement activity; and
- Development and implementation of a three-year Impaired Driving Work Plan, in conjunction with the state's multi-agency DWI Leadership Team.

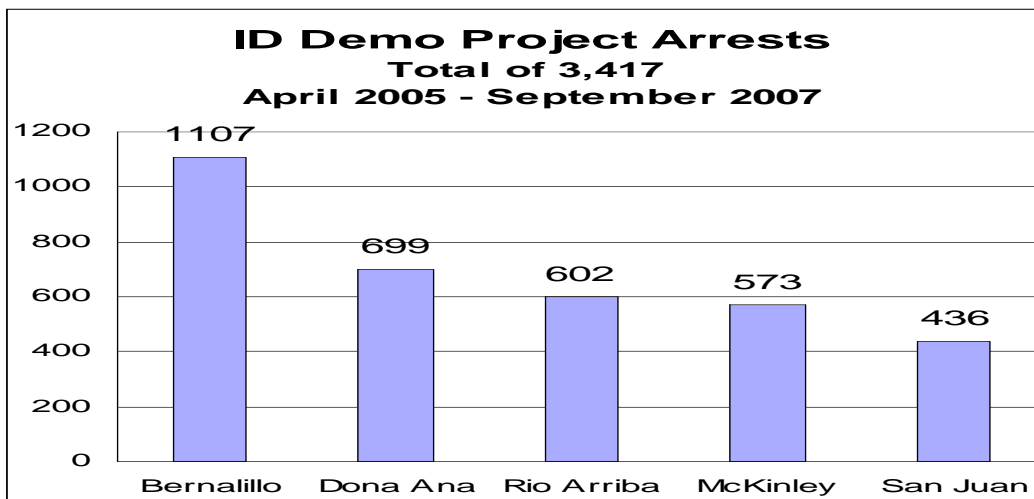
Two full-time program managers oversee implementation of the ID Demo Project. One manager coordinates DWI high visibility, law enforcement activities, and the second manager coordinates Project media efforts.

Results

ID Demo Project High Visibility Law Enforcement

The NMDOT/ TSB continued to support two DWI-dedicated officers in the original five highest-risk counties for DWI in the state. Contracts executed in FY07 added two more DWI-dedicated officers in each of these counties. The chart below indicates total project arrests of 3,417 by the original five participating counties since the inception of the program.

Chart A. 403 Impaired Driving Demo Project Arrests



In FY07, Santa Fe County was added to the project with four DWI-dedicated officers. The Santa Fe Project officers reported 70 arrests in this fiscal year.

In addition, a state-funded contract was executed with the Navajo Nation to support two DWI officers in the NM portion of the Navajo Nation. In early May 2007, the Navajo Nation new Project officers began high-visibility, DWI law enforcement activities in Crownpoint, NM. The Navajo Nation reported over 100 arrests in this fiscal year.

Statewide Traffic Records System (STRS) and ID Demo Project High Visibility Law Enforcement

The Statewide Traffic Records Executive Oversight Committee approved adding the ID Demo Project officers to the next phase of the NM Statewide Traffic Records System (STRS). Project officers will use the TraCs software to submit DWI forms and reports electronically. The expected date of implementation and full integration of these officers into the STRS is early 2008.

The NM STRS is a multi-phase, multi-year program created to enhance the ability of traffic records agencies, partners, and stakeholders to provide and deliver timely, accurate, complete, uniform, and accessible traffic safety data. This data will be used to address traffic-related concerns and improvements, and to develop programs designed to reduce traffic-related crashes, fatalities, and injuries.

Law Enforcement High-Visibility Activity

In FY07, the TSB received approval from NHTSA to use federal funding to purchase three DWI BAT (Breath Alcohol Testing) mobile units for this project. The new DWI BAT mobiles were used directly as part of the ID Demo project in McKinley, Rio Arriba, and San Juan counties. The new vehicles increased officer efficiency while conducting DWI enforcement operations by eliminating repetitive trips to and from holding facilities. These vehicles also support sobriety checkpoints conducted as part of enhanced impaired driving enforcement activities.

Media and Outreach

The ID Demo Project continues to ensure that the high-visibility law enforcement is supported by activities outlined in the NMDOT Media and Marketing Communications Plan. In FY07, messages developed for TV, radio and print media included:

- 1) enforcement-focused ads advising the public of stepped up DWI enforcement, Superblitz operations, or other activities;
- 2) awareness and consequences ads, such as, New Mexico’s ignition interlock laws for all DWI offenders and a spot designed to reach Native Americans;
- 3) spots that promote public support for DWI enforcement through the Drunk Busters (#DWI) program.

The following chart summarizes reach and frequency during each of the FY07 media campaigns for the target demographic of men 18-34. Spanish and Navajo media (radio and television) were incorporated into all media buys. Note that the Albuquerque television media market reached all Project counties except Dona Ana, which is in the El Paso, Texas media market. To better reach these residents, the Project bought time on cable stations that broadcast in Dona Ana County. Radio ratings for Albuquerque are included below; however, the Project bought time on local radio in all Project counties.

Superblitz/Media Period	Dates	ABQ/SF TV	ABQ Radio
Halloween	10/20-11/5/06	68.4% at 2.4x	88.6% at 9.3x
Thanksgiving	11/17-12/3/06	84.4% at 4.9x	93.6% at 20.9x
Christmas/New Years	12/22/06-11/7/07	98.8% at 9.2x	99.6% at 41x
Valentines	2/9-2/25/07	98.7% at 14.7x	99.9%at 41.9x
St. Patrick’s	3/16-4/1/07	84.7% at 3x	98.6% at 25.7x
April and Cinco de Mayo	4/20-5/6/07	94.7% at 4.4x	98.9% at 4.9x

100 Days and Nights	6/11-8/6/07	98.4% at 10x	96% at 15.2x
Labor Day	8/17-9/3/07	92.5% at 3.8x	85.2% at 9.5x
September (State Fair)	9/4-9/16/07	95% at 4.9x	90% at 7.3x

In addition, the TSB contracted with the DWI Resource Center to conduct non-traditional DWI marketing and outreach activities supporting the high visibility, ID Demo Project enforcement activities. A DWI Marketing Manager oversees media outreach specialists in each of the participating counties. For the majority of the fiscal year, one coordinator was responsible for both McKinley County and the Navajo Nation.

The non-traditional DWI outreach efforts conducted in FY07 focused on four key areas: (1) building working partnerships with agencies, organizations and community leaders responsible either for DWI law enforcement or influential in the distribution of messaging and materials; (2) participating in events, attending meetings, and passing out materials at locations where members of drunk driving target audience are likely to work, play, shop and worship; (3) generating earned media around increased law enforcement efforts; and (4) creating the tools and materials necessary to support these efforts.

Summary of FY07 DWI Outreach Activities through the DWI Resource Center

	Bernalillo	Dona Ana	McKinley	Rio Arriba (July-Sept)	San Juan
<u>Events</u>	10	25	16	7	21
Presentations, hearings, community initiatives, etc.	8	5	18	5	13
Earned Media – Print	31	80	5	8	9
Earned Media - Broadcast	27	24	4	2	3
Key leader Contacts	423	32	24	27	28
Alcohol Establishments	52	18	4	88	7
Drug-Free Workplace	53	0	5	0	12
Faith Outreach	42	2	2	2	6

Enhanced Law Enforcement Report System

A new, highly-improved data capture, reporting, and evaluation system was developed as a tool for all ID Demo Project stakeholders. The new evaluation system includes data input areas for law enforcement officers and outreach coordinators. The system will produce executive/ management and operational level reports. Development of the system was complete in FY07, and full implementation is expected early in 2008.

DWI Leadership Team

The multi-agency DWI Leadership Team continued to meet monthly in FY07, serving as the executive policy and planning advisor to the ID Demo Project. During this period, the DWI Leadership Team's efforts included:

- 1) Continued coordination of policy and procedural issues at executive and decision making levels;
- 2) Continued efforts to support law enforcement in the areas of equipment availability, judicial system scheduling coordination, training, and policy issues;
- 3) Initiated a review of the DWI Multi Agency Strategic Plan by program area. The Leadership Team (or specially appointed sub-committees) reviewed statewide programs and accomplishments, and made recommendations for updated program goals.

- 4) Continued coordination of outreach and educational activities in support of environmental and policy development;
- 5) Promoted local earned media and community outreach opportunities to support DWI Superblitz and National Crackdown activities;
- 6) Supported implementation of integrated, advanced data capture systems.

Community Driving While Impaired (CDWI)

CDWI is a statewide program that distributes funds back to counties from which they are generated. These funds come from a \$75.00 fee that judges are required to impose on each person convicted of a DWI. In order to be eligible for funding, each county must develop a plan on how to best use these resources to fight DWI in their communities. Allocated funds can be used in any of the following four categories: enforcement, prevention, offender programs, and public information and education.

The CDWI program helps many communities throughout the state spread DWI awareness through media, prevention, and enforcement programs that would be difficult to conduct without the funds provided through this program. Although the majority of counties place their monies in enforcement, several counties used CDWI funds for prevention programs.

The Institute of Public Law (IPL) provided site monitoring for TSB, and TSB program managers set up project agreements, tracked program activities, and monitored invoices for reimbursement.

Results

In FY07, all of New Mexico's 33 counties received CDWI funding that totaled over \$730,000.

Along with enforcement activities, Bernalillo County (NM's largest county) collaborated with MADD on a 'sticker shock' project where alcohol is labeled with a sticker detailing liquor laws and the dangers of providing liquor to minors. The county also provided Safe Ride services as a deterrent to people driving drunk from the bars. San Miguel County used their funds for enforcement, Safe Ride services, DWI prevention/ educational services, and for standardized field sobriety training for police officers. They also funded 'Protecting You, Protecting Me' programs in their elementary schools. For high school students, they implemented 'E-Chug,' a self-assessment tool to get a self-evaluation on their drinking habits. E-Chug then provides the student with level of care or support recommendations.

The Annual CDWI Coordinators' Conference was held in February 2007, with 62 coordinators attending from various agencies statewide. Participants were from 23 of the New Mexico's 33 counties. NMDOT/ TSB District Program Managers and the Ignition Interlock Program Manager provided updates on activity and progress within their individual districts and programs.

The Conference, mandatory for those receiving CDWI funding, provided information on new and continuing programs, and an overview of CDWI financial procedures. Other presentations were given by MADD and Safe Teen. A 'Cruise – Don't Booze' presentation was given by the Rio Arriba County Prevention Specialist, and the Grant County DWI Coordinator spoke about its successful designated driver program, 'Corre Cantinas.'

Underage Drinking Enforcement

Las Cruces Police Department

In FY07, the Las Cruces Police Department conducted underage enforcement operations with teams of plain-clothes and uniformed law enforcement officers. The plain-clothes officers focused on enforcing liquor-related laws with the emphasis on underage consumption and possession. This is accomplished through surveillance of parking lots of liquor establishments, restricted liquor areas, public parks and other

areas where underage persons might acquire, consume or be in possession of alcohol. Uniformed officers conducted saturation patrols in the same areas, and at the same time, as the plain-clothed officers were conducting their operations.

Results

The Las Cruces Police Department conducted 34 underage enforcement operations, resulting in 666 enforcement actions, including DWI arrests and citations for: minor in possession, minor allowing self to be served, open container, drinking in public, and possessing a false ID. These operations focused on minors attempting to access alcohol, or on persons attempting to assist them in acquiring alcohol, but not on enforcement of liquor laws in establishments. This type of enforcement is handled by the NM Alcohol and Gaming Department with their own state funds.

Albuquerque Police Department

In FY07, the Albuquerque Police Department (APD) was funded to conduct underage drinking prevention operations. The APD responds to ‘party calls’ (calls about loud parties), conducts alcohol establishment compliance checks, and shoulder tap operations (third-party sales to minors). This is a high-visibility enforcement effort that has been conducted over the past five years, and combines its enforcement activities with media events, school presentations, and other public education and prevention efforts. APD coordinates its underage enforcement activities with the NM Department of Public Safety-Special Investigations Division and the Bernalillo County Sheriff’s Department.

Results

APD’s underage drinking prevention operations resulted in 138 loud ‘party calls,’ 285 compliance checks, and 45 shoulder-tap activities. Among the establishments receiving compliance checks, 92% were compliant, up from 80% in FY06. APD’s Party Patrol conducted 77 underage drinking activities, resulting in 60 felony arrests, 35 misdemeanor arrests, and 1,448 misdemeanor citations (1,243 of these were for ‘minor in possession’ charges).

APD’s underage enforcement activities were well covered by print, radio, and television media. The Party Patrol also gave six prevention/education-based presentations to local high schools and detention centers.

PRIMARY TRAINING AND EDUCATION PROJECTS

Traffic Safety Resource Prosecutor

The NMDOT/ TSB funded a full-time Traffic Resource Prosecutor (TSRP) to conduct regional training for new and inexperienced district attorneys, as well as, to support counties and municipalities with the aggressive prosecution of DWI cases.

The TSRP conducts training in DWI case law, sentencing, standardized field sobriety testing, and scientific lab division techniques, including breath-testing instruments. The TSRP also makes presentations on DRE, effects of drugs and alcohol, and victims’ rights. Training is specific to the needs in each particular jurisdiction.

Results

In FY07, the TSRP conducted the following training sessions for approximately 82 assistant district attorneys, 250 police officers (tribal, county, state, and city), 20 toxicologists, and 80 DWI coordinators.

Type of Training	Location	Attendees
DWI Case Preparation	Albuquerque	Prosecutors, investigators, probation officers and police officers

Nuts and Bolts of DWI and Drug Cases	Santa Fe	Prosecutors, police officers, DWI coordinators, firefighters, and probation officers
Vehicular Homicide – Crash Reconstruction	Santa Fe	Prosecutors, police officers, tribal prosecutors, probation officers, and DWI coordinators
Advocacy Training for DWI Cases	Albuquerque	DWI coordinators, police officers, and prosecutors
DWI Training	Alamogordo	DWI coordinators, prosecutors, city attorneys, probation officers, and police officers
DWI Training	Gallup	Tribal prosecutors and police, state prosecutors, police officers, DWI coordinators, and attorneys
All You Need to Know about DWI Issues	Santa Fe	Police officers, prosecutors, tribal prosecutors, tribal police officers, probation officers, and DWI coordinators

Training sessions included a DWI case update; a victims' rights presentation; a segment involving drug recognition vs. alcohol impairment; a presentation on distinguishing breath testing instruments; and presentations on DWI and other crimes that occur on state forestry land. Other training sessions included municipal and magistrate court sessions, and training to Navajo Nation prosecutors.

In addition, the TSRP assisted attorneys on DWI cases and served as special prosecutor on other DWI cases.

Statewide DWI Training and Information for Law Enforcement

The NMDOT/ TSB contracted with TACT & Associates, Inc. (TACT) to serve as the state's coordinator for Standardized Field Sobriety Testing (SFST) and Police Traffic Services (PTS) training for law enforcement. In addition to coordinating training, TACT developed, maintained, and updated a comprehensive tracking program of all SFST and PTS training (training that is based on recommendations made by NHTSA). This unique database also contains the enforcement leadership contact information for 147 law enforcement agencies in the state (approximately 95% of all agencies).

Results

In FY07, TACT continued to maintain SFST coordination with the New Mexico Law Enforcement Academy and its satellite academies statewide. Meetings were held with the New Mexico Municipal Chief's Association and the New Mexico Sheriff's and Police Association to explain the SFST process and provide information on future SFST, PTS, DWI, and DRE training. TACT worked with the state DRE coordinator and the Traffic Safety Resource Prosecutor on statewide training conferences.

TACT continued work with the New Mexico Law Enforcement Academy SFST Instructor Oversight Committee to validate instructors and control the standardization of SFST instruction across the state. TACT developed their own web site and newsletter to enhance communication and cooperation with law enforcement agencies regarding training opportunities statewide.

In FY07, TACT provided direct training to law enforcement officers statewide, as follows:

- Twelve 8-hour SFST Refresher Courses (200 officers)
- Four 16- hour SFST Refresher Course (73 officers)
- One 40-hour SFST Instructor Course (24 officers)
- Two 8-hour DWI Checkpoint Courses (60 officers)
- Two 8-hour Police As A Prosecutor (32 officers)

- Four 8-hour SFST Instructor Update (109 officers)
- Two SFST Instructor Oversight Committee (20 officers)
- Six 8-hour STEP classes (109 officers total)
- One 80-hour Management of Police Traffic Services class (10 officers)
- One 80-hour Crash Reconstruction class (20 officers)

TACT coordinated training to 2,527 officers in the NHTSA SFST training standards in FY07. A vast majority of this training was focused on refresher-based training to field officers, thus bringing the state total of SFST trained officers to 3,490. A total of 24 new instructors were trained in SFST, and 109 SFST instructors received updated instructor training. The state now has 133 SFST instructors. In addition, 60 officers received DWI Checkpoint training, and 32 officers received Police Officer as a Prosecutor (DWI) training.

All of the above resulted in 22,736 officer-hours of SFST/ DWI training and 3,272 officer-hours of Police Traffic Services training.

Drug Recognition Experts (DRE) Training

This DRE Project was managed by the Albuquerque Police Department. The Project focused on expanding the number of certified DREs statewide, especially in rural areas and smaller counties; ensuring DRE training is available to law enforcement statewide; expanding drug impairment training for education professionals; providing training to State assistant district attorneys; and increasing the number of DRE instructors in the state.

Results

In FY07, the number of DRE officers increased, resulting in DRE officers being available in 25 agencies in counties across the state, including the Navajo Nation.

- Twenty-two new officers were certified as DREs.
- Six DRE re-certification classes were conducted.
- Two DRE schools were conducted with 35 attendees.
- Four Drug Impairment Training for Education Professionals classes were conducted with 185 educators attending.
- DRE Project staff collaborated with the state Traffic Safety Resource Prosecutor on several training seminars provided to state prosecutors and law enforcement.
- The number of DRE instructors was not increased due to instructor training class cancellation.

In addition, in conjunction with the APD crime lab and the District Attorney's Office, APD began compiling statistics on conviction rates for those cited with drugged driving.

DWI Judicial Education and Training

Working with the guidance of the Judicial Education and Training Advisory Committee, the UNM Institute of Public Law's Judicial Education Center (JEC) provided educational seminars and conferences for judges around the state. The JEC maintains interactive training on its web site for judges and clerks, and provides eight different bench books for limited and general jurisdiction courts. Additionally, the JEC provides DWI training to all newly appointed magistrate and municipal judges, and covers DWI topics at its annual conferences for these judges.

Results

In FY07, the JEC upgraded the existing online DWI virtual trial; provided an advanced DWI virtual trial on more complex search and seizure, evidentiary and sentencing issues, and updated other online DWI

resources, as necessary. In addition, they significantly revised and expanded the New Mexico DWI Benchbook that is distributed to all municipal, magistrate, metropolitan, district, appellate, and tribal judges in the state. They developed a comprehensive DWI Prosecutors Manual for distribution to all prosecutors in the state, and developed checklists and suggested scripts for the judiciary's use in DWI court proceedings.

A New Magistrate Judge Orientation was held in November 2006 for 27 new judges. A follow-up training for new magistrate judges was conducted in July 2007 with 29 new judges attending. An annual Magistrate Judges Conference was held in December 2006, with 80 judges attending. The 2007 Magistrate Judges Conference was held in September 2007, attended by 80 judges. Both annual conferences and the new judges training included sessions on DWI issues and updates. A full day on DWI issues was provided at the July 2007 New Magistrate Judges training.

The Annual Municipal Judges Conference was held in June 2007, attended by 114 judges. All sessions included information on DWI, and consisted of the following:

- ◆ A legal update for judges on new statutes, rules, and court cases
- ◆ Sentencing
- ◆ Stump the Lawyer
- ◆ Search and 'Seizure in Traffic Stops
- ◆ DWI Cases
- ◆ Interlock Devices

Four regional DWI seminars were conducted for judges, prosecutors, defense attorneys, police officers, CDWI representatives and others. The seminars were conducted in April and May 2007 in Dona Ana, Rio Arriba, McKinley, and San Juan counties with a total of 153 attendees. The multi-disciplinary seminars covered new DWI laws and cases, initial contact of motorists by law enforcement officers, standardized and alternative field sobriety tests, evidentiary foundations for breath and blood tests, the science of breath and blood tests, mandatory and discretionary sentencing, and community collaboration on DWI issues.

Total attendees for the four seminars:

Municipal judges	19	Law enforcement	54
Magistrate judges	19	Prosecutors	19
District judges	5	Defense attorneys	13
Tribal judges	1	CDWI	12
		Other	11

Attendees were provided with handout materials, including outlines of the law in all of the major topic areas. The seminars incorporated interactive sessions designed to allow the attendees an in-depth opportunity to benefit from the expert presenters. The seminars were all highly evaluated by attendees.

Governor's Research Forums on DWI

NMDOT/ TSB sponsored a series of four Governor's Research Forums on DWI. Speakers included: Jeff Linkenback, Ph.D of Montana State University, presenting on social norms research; Brad Krevor, Ph.D. of Brandies University spoke about responsible retailers; speakers from California and Tennessee presented on innovative and successful law enforcement efforts; and Acting Surgeon General Dr. Kenneth Moritsugu spoke on underage drinking issues. The forums were facilitated by Institute of Public Law staff.

Annual Law Enforcement Summit

The annual Law Enforcement Summit was held in August 2007 at the Marriott Pyramid in Albuquerque. The conference provided law enforcement an opportunity to strategize about DWI enforcement concerns, consider effectiveness from rural and urban perspectives, and gather ideas for new ways to enhance enforcement efforts. There were 38 attendees with representation from the Office of the Governor; NM State Police; city, county and tribal law enforcement; the Traffic Safety Bureau; the Institute of Public Law (IPL); Safer New Mexico Now; TACT and Associates, Inc.; and Bency and Associates.

DWI Information and Research

In FY07, the Institute of Public Law (IPL) provided information dissemination, research, and facilitation services to NMDOT/ TSB.

Results

IPL staff maintained and updated the NM Transportation Safety Law Center web site, <http://ipl.unm.edu/traf/index.html>. The web site has information on upcoming training and events related to DWI, ignition interlock, and drugged driving; publications such as the Traffic Safety News, AlcoEdu, DWI Laws, and Obtaining an Interlock License; DWI and Under-21 penalty posters; and recent DWI legislation summaries. Registration information for upcoming conferences and classes was also made available on the web site. Staff members consulted with the TSB Public Information Officer regarding the newsletter and web site information.

Approximately 3,000 copies of the Traffic Safety News were produced and distributed monthly during FY07. Approximately 4,000 copies of the AlcoEdu publication were produced and mailed, in 4 issues, to all elementary and secondary schools in New Mexico.

The *High Cost of DWI* posters and other informational print materials were updated with current information. Other posters, such as those on DWI laws for those under 21, seizures, alcohol poisoning and felony penalties for providing alcohol were designed, printed and made available for distribution through IPL and Safer New Mexico Now. IPL staff also sent a packet of information and resources on the dangers of underage drinking to all New Mexico high school principals. The packet included a letter to the principal of the school and posters on penalties for underage alcohol offenses, felony penalties for providing alcohol to those underage, alcohol poisoning, and driver education, and a motorcycle awareness bumper sticker.

IPL staff provided legal research and responses to inquiries by TSB and its traffic safety partners. Inquiries were made on driver license points and belt use; discounts and driver safety programs for seniors; time limits on testing; programs in other states for disabled drivers; a multi-state research project relating to per se laws and impaired drivers; random breath testing; state definition of a motorcycle; survey of indigency standards; and questions about taxi cabs.

UNDERAGE DRINKING PREVENTION PROJECTS

UNM/ COSAP – Expansion to College Campuses

The University of New Mexico (UNM) Campus Office of Substance Abuse Prevention (COSAP) and NMDOT/ TSB collaborated on the common goal of reducing the incidence of drinking and driving among college students.

Results

In FY07, COSAP staff met with all 18 alcohol merchants participating in the 'Designated Drivers Do It For Their Friends' program. They reviewed the program guidelines, received the merchants' renewed commitment to the program and provided them with additional designated-driver, public education materials. 'Courtesy' compliance observations were conducted at each location, with feedback given to

each of the establishment managers. Through COSAP, UNM students worked with the Albuquerque Police Department and the Department of Public Safety Special Investigations Division to conduct official compliance checks at Albuquerque downtown alcohol establishments frequented by UNM and Central NM Community College students.

UNM COSAP peer educators gave 10 presentations on 'The Effects of Alcohol and Other Drugs on Sexuality' and 'Binge Drinking: A Dangerous Ritual' to 195 undergraduate students. COSAP staff provided alcohol-related training to 20 students in a new peer education program at the Southwestern Indian Polytechnic Institute (SIPI). The SIPI peer educators subsequently sponsored a campus-wide health fair, presented to 87 students, and began working on an alcohol use social norms marketing campaign.

COSAP staff conducted a small-group, social norms correction component with 410 incoming freshmen enrolled in the College Enrichment Program. An additional 2,897 incoming UNM freshmen completed a peer-based, prevention program, 'Choose Your Direction,' that promotes communication and decision-making skills regarding safety, substance abuse, and sexual behavior. Specific behaviors addressed include issues related to alcohol, tobacco, and other drug use, and impaired driving.

Staff conducted outreach activities to the four UNM branch campuses (Valencia, Taos, Gallup, and Los Alamos). Outreach efforts included: 1) distribution of the UNM Drug-Free Campus policy to all employees (main campus and branches); 2) provided grant writing assistance to UNM-Gallup faculty to create a prevention position on campus; 3) provided "Branded for Life" materials to the Valencia and Gallup branches, and 4) participated in a Wellness Fair at the Valencia campus.

Results from the annual 'Core Survey' showed a decrease in binge drinking and related problems among first-year students. Problem behavior reported by students included the following:

- 42.7% reported binge drinking in the previous two weeks;
- 2.6% reported being arrested for DWI in the past year; and
- 37.5% admitted to having driven a car while under the influence, in the past year

MADD – Mothers Against Drunk Driving

MADD staff created drinking and driving prevention presentations designed for elementary, junior high, and high school students. One series of the multi-media presentations includes clips from major movies, chart-topping songs, and celebrity interviews interwoven with messages about making positive, healthy choices in life - especially related to drinking and driving. Another set of presentations highlights the physical effects of alcohol, drugs, and tobacco on the body and the brain.

MADD staff also provides Spot Class Packs to a number of schools. These Packs provide a year-round alcohol and drug prevention package, including two DVDs, a CD-ROM, and handouts for each of the segments.

Results

MADD provided 40 multimedia shows to NM schools, reaching 9,655 students. MADD mailed out 20 Spot Class Packs to junior and high schools. Based on the 20 schools' student population, the potential reach for the materials was estimated at approximately 7,000 students.

Comments are collected from students and teachers following each multi-media presentation. The feedback was extremely positive.

San Juan Community Partnership – Every 15 Minutes Project

The San Juan Community Partnership conducted a two-day 'Every 15 Minutes' Project at Aztec High School in April 2007. The first day, a mock crash was attended by the entire student body, 900 students. Seven students enacted the mock crash, and 51 students participated in the two-day event. Other participants included the San Juan Regional AirCare Team, Aztec Police Department, Aztec Sheriff's Office, Aztec Fire Department, Emergency Medical Services, and the San Juan Regional Medical Center.

The project included: a mock DWI crash at the school, an art project, a sobriety station, a peer impact group, a ropes course, a presentation entitled, 'Alcohol & Trauma through the Eyes of Emergency Room Personnel,' and a DVD viewing area where students could watch DWI prevention videos.

Results

A DVD of the two-day activity was produced and distributed to participants. A satisfaction survey was given to parents and participants, with positive feedback coming from both parents and youth. Youth and parents reported that the parts of the event that had the greatest impact were: 1) having the wreck on campus, 2) having the teens removed from class during the school day to simulate how many teens die in car accidents every day, and 3) participating in the overnight retreat activities.

PRIMARY OTHER PROJECTS

Law Enforcement Coordinators' Symposium

The annual Law Enforcement Coordinators' Symposium was held in Albuquerque in April 2007. Approximately 130 coordinators from NM law enforcement agencies participating in ODWI, OBD, and STEP projects attended. The Symposium provided law enforcement with the opportunity to learn about current program requirements, get legal and administrative updates, and receive other relevant information and materials. Attendees also received information about the upcoming '100 Days and Nights of Summer Campaign,' the status of the statewide TraCS Program, and on a new non-invasive alcohol sensor. Strategic planning sessions were conducted to discuss traffic safety issues.

DWI and Crash Annual Reports and DWI Maps

TSB funds the Division of Government Research (DGR) to develop and produce an annual report on DWI that includes: information on the impact of DWI in New Mexico; DWI laws; where and when DWI occurs; who is involved in DWIs; BAC test results; repeat offenders; trends; and the per capita cost of DWI crashes. The annual Crash Report contains information on all types of motor vehicle crashes statewide and by district, and information on alcohol, speed, and pedestrian involved crashes.

DGR also produces maps of alcohol-involved crashes by county and alcohol-involved crash rankings by county.

Results

The Division of Government Research (DGR) finalized and printed the 2005 DWI Report, the 2005 Crash Report, and alcohol-involved crash maps. The DWI Report and the maps were distributed to traffic safety partners, and they were available on the NMDOT/ TSB web site.

BAC Testing and Training

The Scientific Laboratory Division (SLD) of the NM Department of Health provides breath alcohol and drug recognition testing and training, and conducts more than 5,000 toxicology investigations per year for use in impaired driver prosecutions.

Results

In FY07, the SLD again placed special emphasis on training for law enforcement officers. Fifty-two Intoxilyzer 8000 breath operator classes, 3 Intoxilyzer 5000 breath operator classes, and one RBT IV breath operator class were conducted, training 1,323 officers. Nine Intoxilyzer 8000 and 1 RBT IV key operator classes were conducted, training 140. One Intoxilyzer 8000 breath operator instructor class was conducted, training eight instructors. A total of 1,471 officers received training on the effects of alcohol on driving.

SLD staff attended conferences and training sessions on a variety of topics related to driving under the influence and forensic toxicology issues including:

- Law and Court Craft for the Forensic Scientist
- Ethics and Standards Training Class
- NM Policing in the 21st Century Law Enforcement Conference
- Course on Alcohol and Highway Safety: Testing, Research, and Litigation
- Preliminary Training of the IACP Drug Evaluation and Classification Program
- DRE School Training of the IACP Drug Evaluation and Classification Program
- The Effect of Drugs on Human Performance and Behavior
- DWI Training from A to Z
- DWI Regional Seminar in Las Cruces
- Concepts in Quality Control Data Management
- It's All about DWI Conference in Gallup
- Interpretation of Mass Spectra
- Introduction to Measurement Uncertainty

Staff attended the Society of Forensic Toxicologists 2006 Annual Meeting, the California Association of Toxicologists Meeting and Workshop, and the American Academy of Forensic Sciences 59th Annual Meeting,

Drunk Busters Hotline - #DWI

The state provides funding for a toll-free number for citizens to call in to report drivers suspected of being intoxicated. The public can call 1-877-DWI HALT (877-394-4258) or #DWI (#394) from a cell phone. The Drunk Busters hotline is answered 24 hours a day by Department of Public Safety dispatchers who then contact law enforcement officers to investigate.

Results

In FY07, the Drunk Busters hotline received 12,563 calls and 359 contacts, resulting in 136 DWI arrests. These figures include the number of calls received from the state's two busiest law enforcement agencies, the Albuquerque Police Department and the Bernalillo County Sheriff's Department, but they do not include the contacts or arrests from these agencies. The NM Department of Public Safety and the NMDOT are working with these agencies to track and report this data.

Bernalillo County Metro Court – DWI First Offender Enhanced Supervision Project

In September 2007, the Bernalillo County Metropolitan Court completed its first year of operation of the DWI First Offender Enhanced Supervision Project. This project was designed to enhance supervision on true first DWI offenders that were previously unsupervised. Offenders deemed high risk to re-offend were placed in the supervision component and those deemed low risk to re-offend were placed in the unsupervised component.

Results

In the first year 1,285 offenders (52% of true first offenders referred to the program) were placed in the supervised component of the program and classified as high risk. Of this group, 568 had ignition interlocks

installed on their vehicles and 696 signed an affidavit reporting no vehicle. The team also monitored offenders who were ordered to ignition interlock only, but were not part of the project; this number totaled 494. While the outcome measures are short term, the results obtained during the first year of operation were positive. The supervised group showed a 50% reduction in re-arrest compared to the prior year when supervision was not a component of true first offenders.

Ignition interlock

The NMDOT/ TSB administers the Ignition Interlock Indigent Fund and the licensing of ignition interlock providers. TSB also funded an Ignition Interlock Conference.

Results

The Ignition Interlock program manager (IIPM) processes new and renewal ignition interlock provider license applications. In addition, the IIPM monitors, investigates and resolves complaints, and responds to calls for information about ignition interlock requirements from the public.

An Ignition Interlock Conference was held in January 2007 in Albuquerque for interlock providers, manufacturers, and the public. All ignition interlock manufacturers were represented by corporate staff and/or local distributors. Discussion topics included: Ignition Interlock legislation planned for the 2007 legislative session; interlock rule changes; an update on interlock research in NM; an update on the ignition interlock database system; and a panel discussion on working with state and local agencies to improve NM's ignition interlock system.

Information on the Ignition Interlock Database is provided in the Traffic Records Section.

See the Traffic Records Section for Information on Traffic Records Improvement Projects.

Occupant Protection Program Area

Program Administration

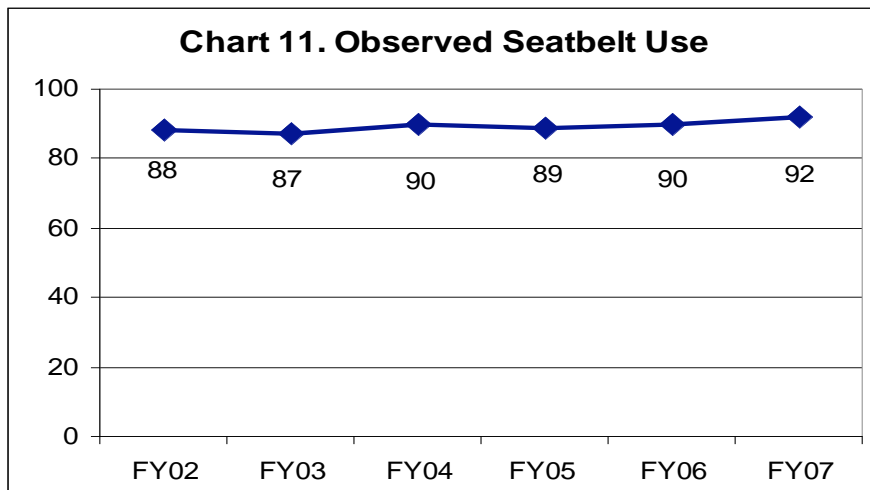
The Occupant Protection Program is administered by TSB Staff. Individual projects are administered by various law enforcement agencies, Safer New Mexico Now, and NMDOH/ Injury Epidemiology Unit.

Primary Projects – Federal and State Funds

Operation Buckle Down and Click It or Ticket Enforcement
New Mexico Annual Seat Belt Use Survey
New Mexico Child Safety Seat Distribution Program (NMCSSDP)
Child Passenger Safety (CPS) Technical Training
Child Safety Seat Fitting Stations and Clinics
Injury Prevention Materials Distribution
Buckle-Up New Mexico Conference
Occupant Protection for Children Assessment

Occupant Protection Performance Measure based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007 - Sample Survey Conducted May-June Annually

11) Increase New Mexico's overall safety belt use from 89.6% (2006 data) to 91%, by the end of FY07.



STATUS: Achieved and Exceeded

Final data for 2007 show that the observed safety belt use was reported at 91.5%.

Progress Toward Achieving Performance Measure:

New Mexico was successful in achieving and exceeding its FY07 seat belt performance measure. Data from the 2007 NM Safety Belt Survey shows that overall seat belt use was 91.5%, while driver use was reported at 92.5%. Front seat, outboard passenger use (persons sitting by the right door) was recorded at 88.3%. Driver use has been 2 - 6 percentage points higher than front seat passenger use each year the survey has been conducted (except in 1999). An increase in the passenger use rate has been noted in the last four years from a constant level of 83% from years 2000 through 2003.

Pickup truck driver use was recorded at 87.8%, with front seat outboard passenger use recorded at 83%. Overall use for pickup truck front seat occupants was 86.9%.

The following projects assisted the state in maintaining high levels of overall occupant protection use, and in increasing the public's knowledge about, and proper use of child restraint devices.

PRIMARY ENFORCEMENT PROJECTS

Operation Buckle Down and Click It or Ticket Enforcement

NMDOT funds contracts for law enforcement to participate in Operation Buckle Down (OBD) and in the annual National Click It or Ticket enforcement mobilization. The primary objective of OBD and Click It or Ticket is to educate and/or cite those who fail to comply with New Mexico's seat belt and child restraint laws. Each OBD campaign was accompanied by media and education. Media campaigns conducted during the National Mobilization focused on increasing belt use among pick-up truck drivers and occupants, and increasing the use of seat belts at night.

Safer New Mexico Now assists with the administration of this project, processing law enforcement agreements and reimbursements, and producing monthly summary reports.

Results

In FY07, 85 law enforcement agencies participated in seat belt and child restraint enforcement activities (includes the 12 State Police districts). These officers worked 11,781 hours, issuing 17,370 seat belt and 1,473 child restraint citations. During these activities, law enforcement officers also made 172 felony arrests and 84 drug arrests. A total of 285 fugitives were apprehended and 628 persons were cited for driving with a revoked or suspended license. Additionally, 2,278 citations were issued to uninsured drivers, 2,571 persons were cited for speeding, and 25 were cited for reckless driving. Eighteen stolen vehicles were recovered, and another 7,139 citations were issued for violations other than these listed.

New Mexico Annual Seat Belt Use Survey

New Mexico conducts an annual Seat Belt Use Survey, an observation survey required of all states by the National Highway Traffic Safety Administration (NHTSA), and as a required provision of SAFETEA-LU.

The TSB contracts with the New Mexico Department of Health, Injury Epidemiology Unit, to conduct this survey to evaluate motor vehicle seat belt use in New Mexico. The findings of the annual survey demonstrate the impact of New Mexico's primary seatbelt laws (i.e., a citation can be issued for non-belt use even if no other violation occurs).

In FY07, NM conducted two seat belt surveys simultaneously. One survey used the NHTSA-certified sample used in NM since 1998. The second, a pilot survey, was conducted using different road segment locations. The results presented below come from the first survey using the standard methodology and the original survey sample sites. The pilot survey information will be used to establish a new survey sample for FY08, using different survey sample locations and taking into account relevant traffic volume issues.

Results

Seat Belt Use in New Mexico - 2007

Type of Vehicle	Number of Occupants	Seat Belt Use
All Vehicles	17,593	91.5%
Driver	13,269	92.5%
Passenger	4,324	88.3%
Pickup Trucks	4,901	86.9%
Driver	3,786	87.8%
Passenger	1,103	83.0%

PRIMARY TRAINING AND EDUCATION PROJECTS

New Mexico Child Safety Seat Distribution Program (NMCSSDP)

The NMCSSDP is administered by Safer New Mexico Now (Safer) and provides ongoing technical and administrative assistance to each child safety seat distribution site. With the support of hospitals and healthcare clinics, low-income families are provided child safety seats and instruction on their proper use. Several of these sites serve primarily Spanish-speaking populations. All distribution sites receive educational resources from the Safer Injury Prevention Resource Center (IPRC) throughout the year.

Results

Thirty-eight agencies participated in the NMCSSDP, distributing 2,169 child safety seats to low-income families. Program services are available to an estimated 82.7% of the State's total population. Twelve four-hour advocacy-training sessions for healthcare professionals were conducted by certified child passenger, safety instructors. All agency personnel distributing seats for the NMCSSDP are required to attend this training. Safer maintains an inventory of child safety seats available to the public. These include convertible seats, booster seats, and car beds for infants with special needs.

Child Passenger Safety (CPS) Technical Training

Agency personnel and law enforcement officers providing services at child safety seat distribution sites must be certified utilizing NHTSA's Standardized CPS Technical Training.

Results

Safer conducted four National Standardized CPS 32-hour Technical Training classes during FY07. Eighty-four students participated in these classes; 56% of attendees were law enforcement personnel. Currently, 27 law enforcement agencies have a total of 114 NHTSA-certified CPS technicians. Statewide, there are 317 certified CPS technicians, representing all six NMDOT districts, 28 counties, and 53 cities.

Child Safety Seat Fitting Stations and Clinics

Eleven communities have permanent child safety seat fitting stations, and child safety seat clinics are conducted throughout the year in these and other communities. Participation by law enforcement is essential in assisting with local child safety seat clinics and fitting stations.

Results

In FY07, Safer conducted 46 child safety seat clinics, inspecting 1,046 child safety seats and replacing 455 of these at no cost to the parent or caregiver. Eighty fitting station events were conducted, inspecting 795 child safety seats and replacing 198. An estimated 73% of the State's population has reasonable access to a fitting station. Brochures, posters, and rack cards are used to increase awareness of the services available in each community.

A statewide Child Safety Seat Clinic was held in June 2007 with clinics being held simultaneously at nine locations around the state. During the clinics, 85 NHTSA-certified Child passenger safety technicians provided services for 317 children. A total of 146 recalled, broken, inappropriate, or otherwise unsafe seats were replaced at no cost to the child's family. Parents were given personal instructions on the selection, use, and care of each child safety seat.

Lt. Governor Diane Denish spoke at a news conference to kick-off the event. She visited with families and expressed her support for the statewide clinic. The event was advertised extensively on KOAT-TV, and sponsors included General Mills, Molina Healthcare, and Wal-Mart.

Injury Prevention Materials Distribution

The NMDOT/ TSB contracts with Safer's Injury Prevention Resource Center (IPRC) to maintain and provide traffic safety materials to the public. The IPRC has a bi-lingual staff and a toll-free telephone number to facilitate the public's access to these materials. Safer maintains a web site where the public can access ODWI/OBD Summary Reports, program descriptions, maps, upcoming events, and contact information (<http://www.safernm.org>). During an average year, the IPRC fills 500 orders and distributes 800,000 items.

The IPRC maintains an inventory of more than 290 traffic safety and injury prevention related titles, CD's, and videos, including items on child safety seat use and air bag safety. Many of these items are available in both English and Spanish. In addition to disseminating traffic safety information and distributing material, the IPRC loaned out educational traffic safety aides such as Buckle Bear costumes and Buckle Bear lap puppets.

The IPRC also serves as the central distribution location for educational and promotional material associated with the TSB Operation Buckle Down Program.

Buckle-Up New Mexico Conference

The Fifth Annual Buckle Up New Mexico Conference was held in Albuquerque in March 2007. The event is sponsored by NMDOT/ TSB and coordinated by Safer New Mexico Now. Speakers included the Director of Public Policy – Safe Kids Worldwide, the Director of Quality – Child Restraint Systems and Regulatory Affairs, Dorel Juvenile Group, and a consultant for Traffic Safety Projects.

The Buckle Up New Mexico Conference also offers continuing education units to child passenger safety technicians wishing to maintain their national certification.

Results

A total of 127 participants attended the Buckle Up Conference including: law enforcement personnel, representatives from the NM Child Safety Seat Distribution Program, and other Child Passenger Safety advocates. The conference provided attendees with interactive learning opportunities and breakout sessions, including a session on community coalition building.

Occupant Protection for Children Assessment

TSB partnered with NHTSA to conduct an Occupant Protection for Children (OPC) Assessment in August 2007. This OPC Assessment is designed to help states evaluate all aspects of their OPC program and to determine how to effectively and strategically use their limited OPC resources.

The OPC Assessment Team examined NM's OPC Program in nine key areas, including: Management and Leadership; Data; Evaluation; Training; Child Restraint Inspection and Distribution Program; Legislation/ Regulation/ Policy; Law Enforcement; Public Information and Education; and Community Programs.

Results

The OPC Assessment Team made 57 recommendations in the nine key areas; 32 of these were major recommendations. Among the major recommendations were the following:

- Expand collaborative efforts and partnerships to integrate OPC into injury prevention, traffic safety and health programs.
- Prioritize implementation of electronic crash data collection and submission through the TraCS project to ensure a rapid turnaround (72 hours or less) after submission of crash data availability.

- Improve highway safety problem identification, program planning and evaluation capacity through effective use of timely crash data.
- Require law enforcement mobilization contracts to include problem identification and pre- and post-surveys.
- Develop strategies to promote technician retention, including assistance with car seat sign-offs, continuing education options and opportunities to participate in clinics and / or fitting stations.
- Propose legislation prohibiting children from riding in the cargo area of any vehicles including pick-up trucks.
- Assure all under-served areas of the state have been identified and are provided with OPC programs and materials. Re-allocate resources or acquire new grant funds to address any identified needs.

Pedestrian and Bicyclist Safety Program Area

Program Administration

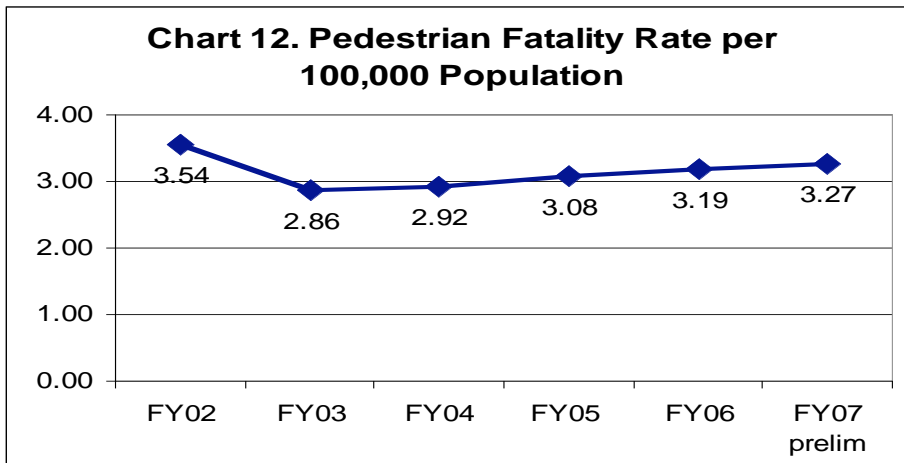
The Pedestrian and Bicyclist Safety Program is administered by TSB Staff. Individual projects are administered by UNM/ Department of Emergency Medicine – Center for Injury Prevention, Research, and Education (CIPRE).

Primary Projects – Federal Funds

Community-Based Programs, Education, and Public Awareness
Pedestrian Safety Law Enforcement Operation and Evaluation

Pedestrian and Bicyclist Safety Performance Measures based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007

12) Reduce the pedestrian fatality rate of 3.11* per 100,000 population (FY05 data, most recent available) to 2.70 per 100,000 population, by the end of FY07.

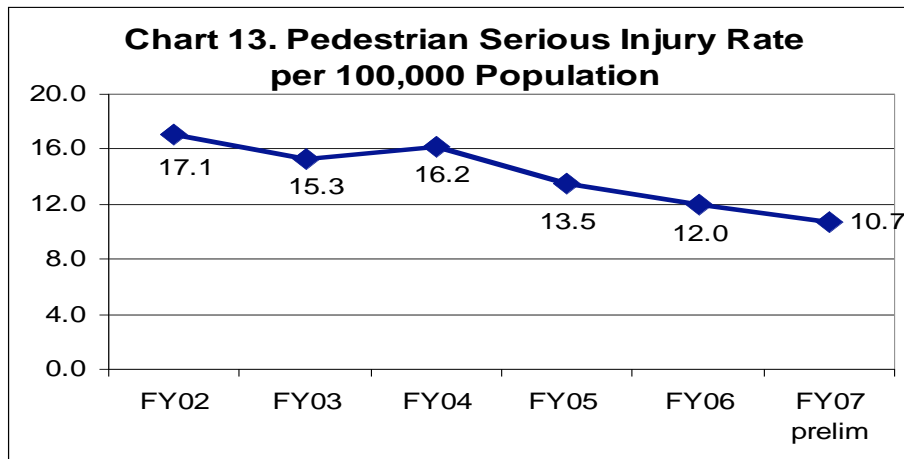


*rate was listed as 3.11 in FY07 HSPP; data files were not finalized at that time

STATUS: Not Achieved

Preliminary data for FY07 show that the pedestrian fatality rate was reported at 3.27.

13) Reduce the pedestrian serious injury rate of 13.7* per 100,000 population (FY05 data, most recent available) to 11.9 per 100,000 population, by the end of FY07.



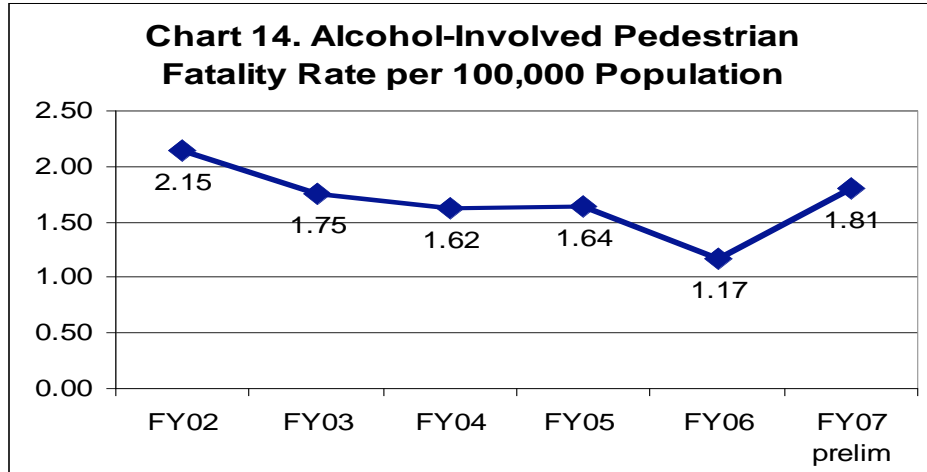
*rate was listed as 13.7 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY06 show that the pedestrian serious injury rate is reported at 10.7**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

14) Reduce the alcohol-involved pedestrian fatality rate of 1.66* per 100,000 population (FY05 data, most recent available) to 1.55 per 100,000 population, by the end of FY07.

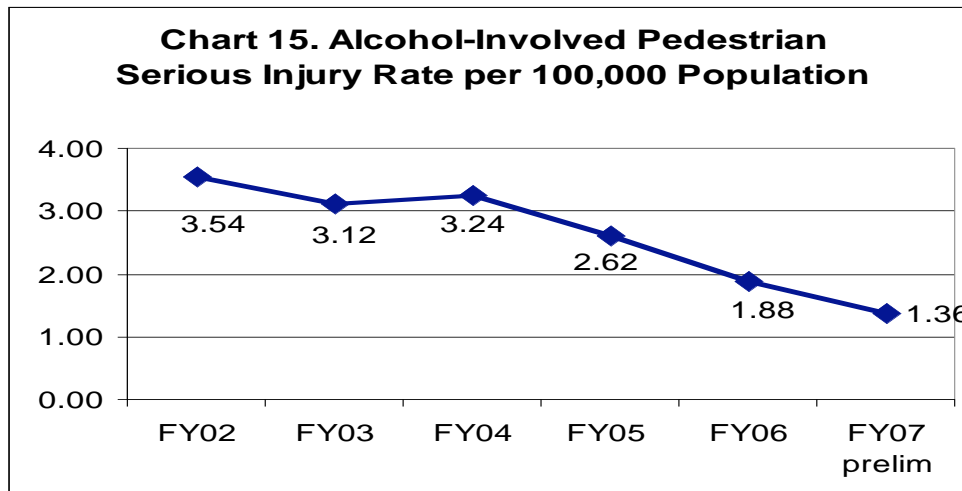


*rate was listed as 1.66 in FY07 HSPP; data files were not finalized at that time

STATUS: Not Achieved

Preliminary data for FY07 show that the alcohol-involved pedestrian fatality rate was reported at 1.81.

15) Reduce the alcohol-involved pedestrian serious injury rate of 2.6 per 100,000 population (FY05 data, most recent available) to 2.5 per 100,000 population, by the end of FY07.

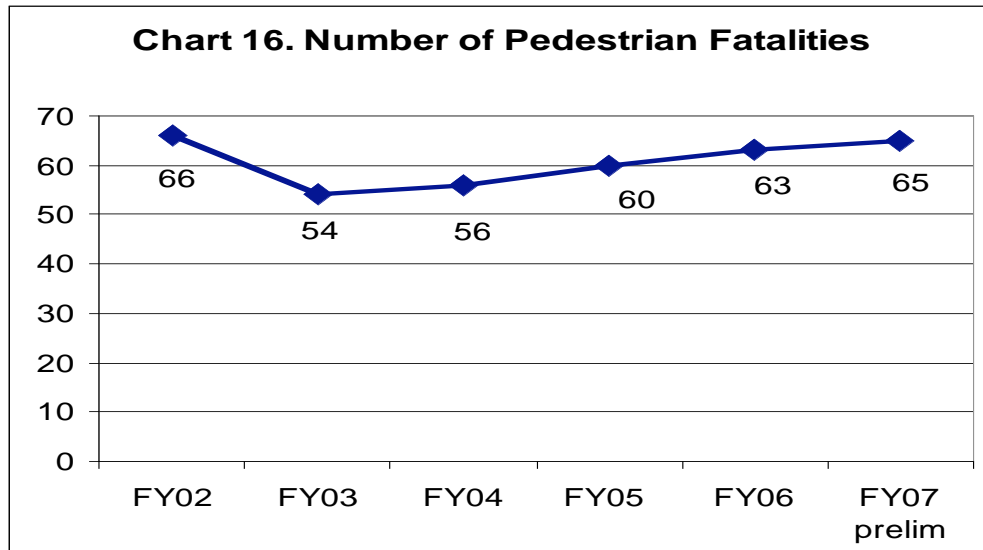


STATUS: Achieved

Preliminary data for FY07 show that the alcohol-involved pedestrian serious injury rate is reported at 1.36**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

16) Reduce the number of pedestrian fatalities from 60 (FY05 data, most recent available) to 50, by the end of FY07.



STATUS: Not Achieved

Preliminary data for FY07 show that the number of pedestrian fatalities is reported at 65.

Progress Toward Achieving Performance Measures

The number of pedestrian fatalities rose again in FY07, as did the pedestrian fatality rate and the alcohol-involved pedestrian fatality rate. Despite this, the pedestrian serious injury rate and the alcohol-involved pedestrian serious injury rate declined for the third year in a row.

Although efforts have been made to raise awareness and to educate community planners and community leaders on pedestrian safety issues, NM maintains a high pedestrian fatality rate. Although awareness of the need for a safer and more pedestrian friendly environment is growing, there are still gaps in local knowledge about the magnitude of the problem.

The following projects have been in place for the past few years, and they continue to assist the state in its efforts at reducing pedestrian fatalities.

PEDESTRIAN AND BICYCLIST SAFETY PROJECTS

Community-Based Programs, Education, and Public Awareness

The NMDOT/ TSB funds the UNM Department of Emergency Medicine – Center for Injury Prevention, Research, and Education (CIPRE) to encourage safe pedestrian activities, including bicycling, walking, running, and horseback riding. While these activities provide health, economic, and environmental benefits, they also increase exposure to traffic and traffic crashes. To reduce New Mexico’s pedestrian fatality rate, CIPRE works to identify and address the needs of these at-risk populations through several types of community-based programs. These programs include: Walkability Advocacy Groups (WAGs), public safety education and awareness campaigns, and collaborative efforts with local municipalities, counties, and NM’s pedestrian, bicycle, and equestrian safety partners.

Community-based programs for pedestrian safety focus on developing volunteer WAGs in urban and rural communities. In addition, neighborhood associations, neighborhood watch associations, senior centers, and shopping center business associations are local grassroots organizations that can make a difference once they are provided with training and educational materials.

Solutions to local pedestrian problems include the following:

- education through local events and festivals;
- engineering for pedestrian safety, law enforcement training, and pedestrian safety law enforcement operations;
- safe ride services near bars;
- responsible liquor server education;
- the use of alcohol detox/rehab facilities;
- encouragement for WAGs, city planners, civil engineers, and the American Disabilities Association members to collaborate for the best possible pedestrian safety outcomes

Results

The NM Pedestrian Safety Plan for FY07 included: current statewide NM pedestrian injury and fatality data; a review of successful engineering, education, and enforcement techniques; a review of community attitudes about pedestrian safety; and a compilation of local community best practices.

In FY07, several new WAGs were revived in high-risk communities to facilitate the reduction of pedestrian death and injuries, and to assist these communities with a strategic planning process.

In February, March and June 2007, 'Pedestrian Safety Action Plan' and 'Designing Streets for Pedestrian Safety' training sessions were conducted in cooperation with the Federal Highway Administration; the Bicycle, Pedestrian, and Equestrian group; and the cities of Albuquerque, Farmington, Roswell, and Belen. Over 100 participants from across the state attended the two-day conferences. Local city maps showing the location of pedestrian crashes and liquor outlets were provided to attendees.

Pedestrian Safety Law Enforcement Operation and Evaluation

Administered by CIPRE and funded by TSB, the Urban Pedestrian Law Enforcement Pilot Study has four primary objectives:

1. Train law enforcement officers on how to conduct pedestrian "decoy" operations
2. Implement pedestrian 'decoy' operations in areas identified as high-risk areas statewide
3. Evaluate the effectiveness of the operations in terms of injury and death reduction
4. Increase awareness, and educate motorists and pedestrians on acting responsibly

Results

In FY07, law enforcement officers from two participating communities (Albuquerque and Santa Fe) were trained by national and international experts on performing pedestrian safety law enforcement decoy operations. A training session was conducted in Albuquerque on the laws and procedures for conducting these operations. Each community conducted 6 two-week wave enforcement operations between May and September 2007.

Law enforcement officers distributed pedestrian education pamphlets to pedestrians and motorists during the five-month enforcement operations. Materials were available in both English and Spanish. Prime airtime was purchased through a match program with the NM Broadcasters Association, and media print ads, cinema slides, and PSAs were developed using the FHWA Pedestrian Safety Media materials as a template.

Data collected during the Pedestrian Safety Law Enforcement operations were provided to the NHTSA Info Group and CIPRE for analysis. Once the data has been analyzed by both groups, a report will be provided to NMDOT/ TSB.

An observation assessment conducted during operations in Albuquerque and Santa Fe found that many more pedestrian and bicycle signs with flashing lights had been placed in high-risk areas, and that crosswalks had been re-painted. Law enforcement officers were observed distributing education materials to citizens, and speaking with pedestrians and motorists about pedestrian safety. Observers noted that during the operations, law enforcement officers were often called upon to deal with drunk drivers or pedestrians, issue tickets for other traffic violations, and issue warnings to pedestrians not crossing at designated crosswalks.

Police Traffic Services Program Area

Program Administration

The Police Traffic Services Program is administered by TSB Staff. Individual projects are administered by Safer New Mexico Now and TACT & Associates, Inc.

Primary Projects – Federal and State Funds

Selective Traffic Enforcement Program (STEP)

Safety Corridors

100 Days and Nights of Summer

Enforcement Coordination

Statewide PTS Training

Police Traffic Services Performance Measures based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007

17) Decrease the number of crashes in the combined safety corridor areas by 20 percent, by the end of FY07 (FY05 crashes in combined safety corridors areas, 1017*).

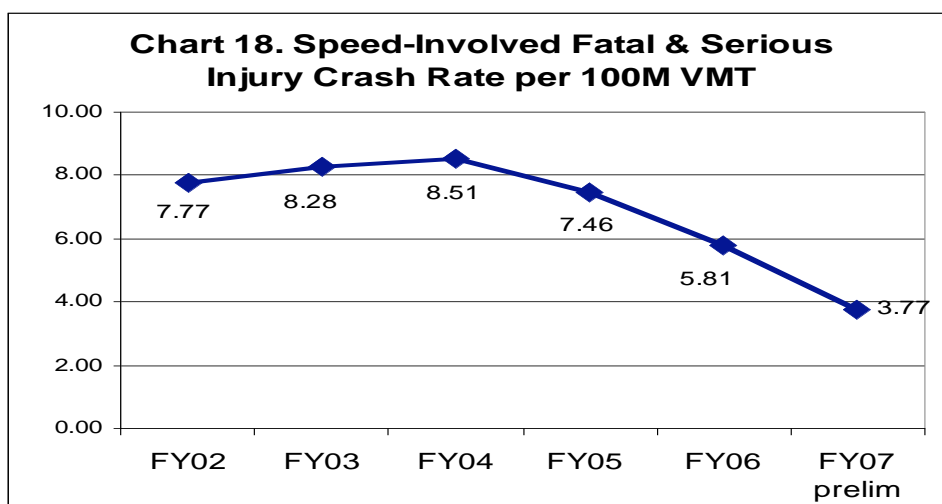
* number of crashes was listed as 1166 in the FY07HSPP; data files were not finalized at that time

STATUS: Achieved**

Preliminary data for FY07 show that the number of crashes in the combined safety corridor areas is 497, a 51% decrease.

** FY07 data for this measure is very preliminary. Data on crashes in the files for January through June 2007 are still about 30% short in general. However, even if the total of 497 increased by 30%, the total number of crashes in the safety corridor areas would still be decreased by more than 20%.

18) Reduce speed involved fatal and serious injury crashes from 7.54* per 100M VMT (FY05 most recent data available) to 7.35 per 100M VMT, by the end of FY07.



*rate was listed as 7.54 in FY07 HSPP; data files were not finalized at that time

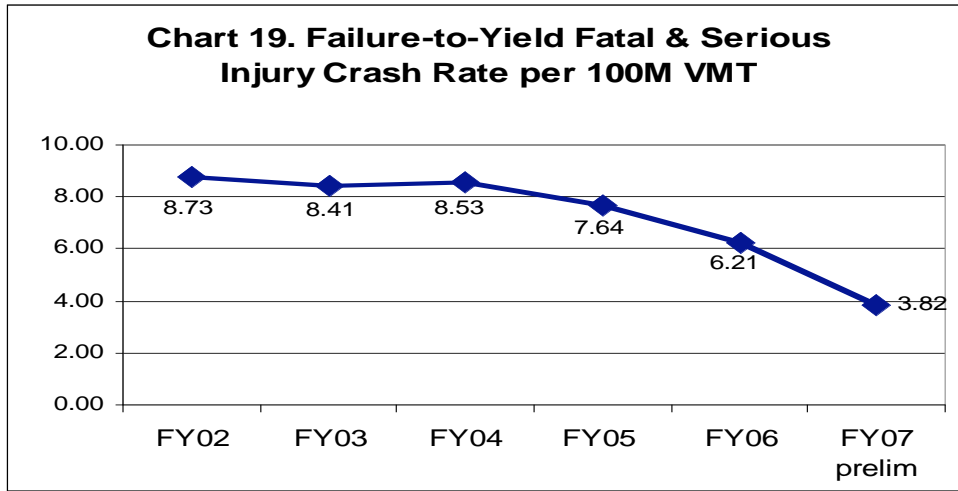
STATUS: Achieved

Preliminary data for FY07 show that the speed-related fatal and serious injury crash rate is reported at 3.77**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

19) Reduce failure to yield¹ fatal and serious injury crashes from 7.72* per 100M VMT (FY05 most recent data available) to 7.0 per 100M VMT, by the end of FY07.

¹failure-to-yield¹ includes failure to yield, stop sign running and red light running



*rate was listed as 7.72 in FY07 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY07 show that the failure-to-yield fatal and serious injury crash rate is reported at 3.82**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

Progress Toward Achieving Performance Measures

NM achieved its FY07 Police Traffic Services performance measures. NM's use of STEPs, including its 12 Safety Corridors, and the highly successful '100 Days and Nights of Summer' campaign contributed greatly to achievement of these PTS objectives. The '100 Days and Nights of Summer' campaign resulted in almost 2,200 DWI arrests, 32,160 citations for speeding, 6,710 seat belt citations, 1,268 child restraint citations, 7,106 citations to uninsured motorists and just under 950 drivers were arrested for driving on a suspended or revoked license. New Mexico police agencies made at least 182 felony arrests, apprehended more than 400 fugitives, recovered at least 10 stolen vehicles and made 111 drug arrests. In total, 109,000 individuals were either arrested or cited for traffic safety violations. Traffic fatalities declined by 15% during this 3-month period compared to the same period in 2006.

The following Police Traffic Services projects assisted the state in achieving its FY07 PTS performance objectives.

PROJECTS

Selective Traffic Enforcement Program (STEP)

NMDOT/ TSB funds Police Traffic Services projects for Selective Traffic Enforcement Programs (STEPS). STEPs are used in areas that have been identified through local analysis as needing targeted intervention due to high rates of crashes and/or DWI, speed, or other traffic-related problems. These operations support NHTSA traffic safety objectives by focusing on enforcement of DWI, safety belt, and speed statutes.

Results

A total of 30 STEP contracts were funded in FY07, totaling over 16,500 hours of law enforcement activities in saturation patrols, checkpoints, safety corridor, speed, and commercial traffic enforcement operations.

These activities resulted in over 24,900 speed citations, over 2,300 safety belt or child restraint citations, 142 DWI arrests, over 8,500 citations for no driver license, no insurance, or no registration, 7,848 other citations, and 330 other arrests.

Safety Corridors

NMDOT/ TSB supports 12 Safety Corridors, two in each of the six NMDOT districts. These Corridors are designated sections of roadway where fines for speeding are doubled and enforcement is increased. The location of a Safety Corridor is based on high numbers of fatal and serious injury crashes. As of FY07, one corridor has been in place for just over 5 years (US 82); one has been in place for 4½ years (US 70); three for about 4 years; one for 3½ years; two for 2½ years; three for just over 2 years; and one for just over 1 year.

Results

Final results are currently available through FY06. Since being put in place, the US 82 corridor has experienced a 23% decrease in crashes and the US 70 corridor has seen a 46% decrease. One corridor in place for about 3 years has had a 46% decrease in crashes, and one corridor in place for about 2.5 years has seen a 49% decrease in crashes.

In FY07, the NMDOT/ TSB District I Manager and a FHWA Safety Engineer gave a tour of NM's Safety Corridors to several engineers from Wyoming DOT/ Highway Safety. The engineers were in NM to determine if the concept would be beneficial to Wyoming in reducing their fatal and serious injury crashes.

100 Days and Nights of Summer

During the summer months of 2007, state, city, and county law enforcement agencies participated in the '100 Days and Nights of Summer' program. Given that the summer months are typically the deadliest on New Mexico's roadways, NMDOT decided to sponsor this comprehensive traffic safety operation. The '100 Days and Nights of Summer' campaign was a statewide effort to decrease the seasonal roadway trauma and increase the public's awareness about safe driving. In addition to conducting increased DWI enforcement activity, officers were on patrol looking for speeders, drivers who don't wear their seat belts or ensure their children are buckled into child safety seats, and other traffic safety violations.

Results

In FY07, 74 city and county law enforcement agencies and all 12 State Police Districts participated in the '100 Days and Nights of Summer' program. The Department of Public Safety's Motor Transportation Division and the Special Investigations Division also participated with officers from across the state. TSB provided overtime funds and law enforcement agencies used other state, city, or county funds to conduct this campaign. The campaign began on June 1, 2007 and concluded on September 6, 2007.

During this period, law enforcement conducted 232 checkpoints, over 700 saturation patrols, and made nearly 2,200 DWI arrests. Additionally, officers issued 32,160 citations for speeding, 6,710 seat belt citations, 1,268 child restraint citations, 7,106 citations to uninsured motorists and just under 950 drivers were arrested for driving on a suspended or revoked license. New Mexico police agencies made at least 182 felony arrests, apprehended more than 400 fugitives, recovered at least 10 stolen vehicles and made 111 drug arrests. In total, 109,000 individuals were either arrested or cited for traffic safety violations. Traffic fatalities declined by 15% during this 3-month period compared to the same period in 2006.

Enforcement Coordination

New Mexico contracts for the services of three law enforcement liaisons (LELs) through Safer New Mexico Now (Safer). These LELs, with a combined total of 75 years of law enforcement experience, oversee the

coordination of Police Traffic Services, Operation DWI, Operation Buckle Down, and other traffic related projects. LEL coordination activities included: negotiating overtime agreements with participating law enforcement agencies; providing technical assistance; assessing the need for checkpoint equipment; and assisting with an annual statewide law enforcement coordinator's meeting.

Results

In FY07, LELs made 119 visits to 76 individual agencies (approximately 51% of all law enforcement agencies). Annually, 75-80 law enforcement agencies and all 12 state police districts participate in TSB enforcement and other traffic-related projects and programs. The LELs communicated regularly throughout the year with each of the participating law enforcement agencies, in addition to those agencies with the potential of participating in the future.

Statewide PTS Training

New Mexico currently leads the country as the only state in the nation that employs a three-tier system of Police Traffic Services education for law enforcement. Training begins with 'Selective Traffic Enforcement Programs' (STEPS) which is available to all members of law enforcement. It then proceeds to 'Management of Police Traffic Services' (MPTS), designed for traffic commanders and supervisors. The 'Executive Forum', which explains the value of traffic law enforcement to the lead executives of an agency, completes the three-class training. All classes provide essential information for identifying traffic crash problems and solutions.

Results

The TSB contracted with TACT & Associates, Inc. (TACT) to conduct training for law enforcement officers. TACT continued to maintain and update its tracking system to monitor all Police Traffic Services (PTS) training statewide. This unique database also contains the enforcement leadership contact information for 147 law enforcement agencies in the state (approximately 95% of all agencies).

In FY07, TACT trained officers in Police Traffic Services statewide, as follows

- Six 8-hour STEP classes (109 officers total)
- One 80-hour Management of Police Traffic Services class (10 officers)
- One 80-hour Crash Reconstruction class (20 officers)

Traffic Records Program Area

Program Administration

The Traffic Records Program is administered by TSB Staff. Individual projects were managed by TSB Staff and Bency & Associates.

Primary Projects – Federal and State Funds

Traffic Records Improvement and Development
TraCS Evaluation Pilot Project
Traffic Safety Problem Identification and Information
Ignition Interlock Database/ Data Analysis Project

Traffic Records Performance Measures based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007

20) Hire a system architect to develop the technical architecture and data design of the Statewide Traffic Records System (STRS), by the end of FY07.

STATUS: Achieved

The System Architect was hired in June 2007 to develop an Architectural Design Document and a high level STRS Project Management Plan (PMP). The documents were completed in August 2007.

21) Establish a STRS Office and staff for the coordination of traffic-related records capture, processing, and dissemination, by the end of FY07.

STATUS: Achieved

The STRS Office has been established. The Office consists of a Program Director, the STRS Program Manager, a Systems Architect, and a Management Analyst. The Office manages all Traffic Records projects outlined in the STRS Strategic Plan, and operates at the direction of the TSB and the Statewide Traffic Records Executive Oversight Committee (STREOC).

22) Among the six TraCS pilot agencies, rollout TraCS to at least 35% of the officers in each of the law enforcement departments, by the end of FY07.

STATUS: Partially Achieved

The TraCS Statewide Rollout – Phase I Project was designed to rollout the Traffic & Criminal Software (TraCS) to the remaining officers from each of the pilot agencies. The STREOC approved the Phase I project in November 2006. In February 2007, new NMDOT IT project guidelines and additional document requirements delayed the project. NMDOT certified the project and released funds for implementation in June 2007 on the contingency that an Independent Validation & Verification (IV&V) vendor be selected before rollout efforts could begin and before funds were expended on the project. In July 2007, a State Department of Information Technology (DoIT) was created to review and approve all IT projects. DoIT then required additions to the scope of work for the IV&V vendor. Review and approval of an IV&V contract further delayed the rollout of the project, and in November 2007, DoIT released the project.

23) Develop a TraCS Tribal Pilot Project to automate citation, DWI and crash information. Work collaboratively with tribal entities to participate in the STRS and explore the possibilities of traffic records data sharing, by the end of FY07.

STATUS: Achieved

In November 2006, the Tesuque Tribal Police Department was selected as the tribal pilot agency by the STREOC. Per State DoIT requirements for IT projects, a Project Management Plan (PMP) and project certification documents were drafted. In August 2007, a part-time Project Manager was assigned to prepare the project for the DoIT Certification process and implement the project. In September 2007, it was determined that the TraCS Tribal Pilot project would be added to the TraCS Statewide Rollout Project.

24) Initiate the process to replace and expand the EMS Run Reporting System, and determine the NEMSIS requirements, by the end of FY07.

STATUS: Achieved

In May 2007, the NM Department of Health/ EMS Bureau signed a contract with a company to provide NM with software licenses for web based pre-hospital data collection. The package includes software licenses, support and hosting of the data repository, and training for system administrators and users. The new system software is NEMSIS Gold-level compliant. In July 2007, a number of small EMS services began using the new system. The EMS Bureau is working with the larger NM EMS agencies with existing systems to determine their NEMSIS compliance level, and then have them download their data to this state repository.

In NM's 2008-2012 Statewide Traffic Records System (STRS) Strategic Plan, among the Data Integration and Analysis objectives is to "build a bridge between law enforcement traffic data and health services outcome data." To accomplish this objective, the TSB plans to work to 1) facilitate, encourage, and support the development of a statewide injury surveillance system; and 2) determine how health services data could be integrated into the STRS. NM Department of Health representatives are part of both the Statewide Traffic Records Executive Oversight Committee and the Statewide Traffic Records Coordinating Committee.

Progress Toward Achieving Performance Measures

The Traffic Records Program achieved four of five of its FY07 Traffic Records performance measures, with the fifth objective being partially achieved. The STRS Office was established and worked throughout the year with the STREOC and the Statewide Traffic Records Coordinating Committee (STRCC) to further the development of the STRS. The System Architect completed an Architectural Design Document and Project Management Plan for the STRS. The TraCS Statewide Rollout- Phase 1 Project was delayed due to changes in state requirements to initiate and conduct IT projects, as detailed in #22 above.

The following Traffic Records projects assisted the state in progressing toward developing and maintaining a Statewide Traffic Records System.

TRAFFIC RECORDS PROJECTS

**Traffic Records Improvement and Development
Statewide Traffic Record System (STRS)**

Since January 2002, NMDOT/ TSB has initiated efforts to develop a statewide, comprehensive traffic records system and to develop data sharing strategies. A statewide traffic records coordinating committee (STRCC) and a statewide traffic records executive oversight committee (STREOC) have been established to assist in the development of a Statewide Traffic Records System (STRS). Projects were implemented to further the development of the STRS, and to review and update the state's Traffic Records Assessment and the STRS Strategic Plan.

The NM STRS will include the electronic generation of traffic-related forms and reports (as per the TraCS Pilot Project, detailed below) and transmission of that data to a centralized STRS repository. Data could then be distributed on a scheduled basis to the courts, Motor Vehicle Division (MVD), New Mexico Department of Transportation (NMDOT), New Mexico Department of Health (NMDOH), Department of Public Safety (DPS), and the Statewide Traffic Records System (STRS) analytical repository.

Results

The Statewide Traffic Records Executive Oversight Committee (STREOC) met quarterly, and the STRCC met monthly, throughout the year to coordinate and oversee projects to further the development of the STRS. The following milestones were completed in FY07:

- ◆ Established a STRS Office within the NMDOT/ TSB.
- ◆ Completed the STRS Architecture Design that was approved by the STREOC CIO subcommittee and STREOC.
- ◆ Hired a Systems Architect.
- ◆ TraCS Statewide Rollout - Phase I was approved.
- ◆ TraCS Tribal Pilot project was developed and a project manager assigned.
- ◆ Ignition Interlock Data Analysis Project was incorporated into the STRS.
- ◆ Enhanced Law Enforcement Report System, used by the 403 Demo Project law enforcement officers for reporting their activities, was incorporated into the STRS.

In FY08, to further the development of the STRS, the following initiatives are planned:

- ◆ The Architectural Design will be implemented.
- ◆ The TraCS Statewide Rollout – Phase I will be implemented.
- ◆ The TraCS Statewide Rollout – Phase II (additional law enforcement agency rollouts) will be developed.
- ◆ Crash data quality initiatives will be incorporated into the STRS.

TraCS Evaluation Pilot Project

The NM TraCS Evaluation Pilot Project was the first project in the multi-phase, multi-year development of NM's Statewide Traffic Records System (STRS). Pilot Project law enforcement offices used TraCS (Traffic and Criminal Software) to electronically prepare and download traffic-related citations and reports. The TraCS Evaluation Pilot Project began in October 2004 and concluded in September 2006.

Results

In FY07, NMDOT/ TSB continued to provide support and maintenance to the TraCS Pilot Project officers.

A final TraCS Evaluation Pilot Project report was presented to the Statewide Traffic Records Coordinating Committee (STRCC) and the Statewide Traffic Records Executive Committee (STREOC). Based upon this report, in November 2006, the STREOC approved the rollout of TraCS to field officers from the Pilot Project law enforcement agencies.

Traffic Safety Problem Identification and Information UNM/ DGR

The University of New Mexico (UNM) Division of Government Research (DGR) maintains a comprehensive traffic crash database for the State of New Mexico. The NMDOT's Transportation Statistics Bureau is responsible for the initial compilation and processing of this data, which is then finalized and analyzed by DGR. DGR also maintains data on drivers, driver history, DWI arrests, roadways and population for use in analysis of traffic safety issues.

Results

In FY07, DGR finalized and printed the 2005 rural and urban problem identification and community report publications and prepared the 2005 Crash Report. In addition, DGR produced the 2005 DWI Report and the 2005 Alcohol Crash Map. DGR responded to special requests for information or analysis from TSB, other state agencies, individuals, law enforcement and the media.

DGR finalized crash data for 2005 and 2006, and processed monthly fatalities log data that was then reported on their web site - <http://www.unm.edu/~dgrint/dgr.html>. DGR processed driver master files, including the DWI Citation Tracking System (DWI CTS) file in October, January, April and July in response to the high demand for quarterly data on DWI arrests. The July master driver was used to produce counts of licensed drivers for use in analysis and reporting. DGR processed the Highway Performance Monitoring System (HPMS) file, providing updates of the Vehicle Miles data, and updated population data from the US Census Bureau.

DGR participated with the STRCC and several other initiatives, and provided data for the New Mexico Highway Safety and Performance Plan and Annual Report. DGR continued to maintain their geographical information system (GIS) capabilities and to explore new ways to provide geographic analysis and display.

DGR updated and continued to maintain a web site for traffic crash and other traffic safety data as a resource for traffic safety practitioners and the public. The web site contains traffic safety information, reports, and static and interactive maps.

Ignition Interlock Database/ Data Analysis Project

NMDOT/ TSB manages the NM Ignition Interlock Database. The database allows for the electronic transmission of data from service providers. There are seven manufacturers licensed to distribute interlock devices in NM with 52 fixed site service centers.

The Ignition Interlock Data Analysis Project (IIDA) is being designed to be a statewide Ignition Interlock database that will allow stakeholders to monitor Ignition Interlock offender compliance with court ordered and administrative ordered installation of an ignition interlock device. The IIDA will allow for monitoring of high BAC and other violations that occur during the use of the installed device. The IIDA will be implemented with procedures, staffing, and resources that ensure stable, continuous operation.

Results

In FY07, ignition interlock manufacturers continued to regularly send in their data to TSB per Administrative Rule and State statute.

The Ignition Interlock Data Analysis Project (Phase 0) was certified and approved by the State Department of Information Technology (DoIT). A project manager was hired in November 2006 to complete Phase 0, the development of a Project Management Plan. The Plan was completed in June 2007. Phase 1 of the project will be certified and initiated in FY08.

Planning and Administration Program Area

The TSB supports a comprehensive Planning and Administration Program that involves training, public information, planning, financial management, coordination and communication among partners crucial to successful implementation of New Mexico's Highway Safety and Performance Plan.

Program Administration

The Planning and Administration Program is managed by TSB Staff. Many program funds are coordinated through partnerships with contractors or other lead agencies such as University of New Mexico, Department of Health, Department of Public Safety, Regulation and Licensing, Motor Vehicle Division, and Administrative Office of the Courts.

TSB funds a financial management position to assist with monitoring project agreements and contracts, and assist with conducting an annual financial training for sub-grantees. TSB funds three contracts that provide financial management, and technical writing and planning services. NMDOT contracted with Pricehall Research, Inc to assist NMDOT/ TSB with the development of the Annual Report, federal grant applications, and to assist with strategic planning and other technical writing.

Planning and Administration Performance Measures based on State Fiscal Year State FY July 1, 2006 – June 30, 2007

25) Develop and submit the annual Highway Safety and Performance Plan for FY08, by September 1, 2007.

STATUS: Achieved

26) Develop and submit all grant applications in a timely manner, per their submittal date.

STATUS: Achieved

The NMDOT/ TSB submitted the following grant applications under SAFETEA-LU federal funding and received funding for each application submitted.

FY07 SAFETEA-LU FUNDING APPLICATIONS	
Section	Date Submitted
402	August 2007
405	February 2007
406	May 2007
408	June 2007
410	July 2007
Alcohol High Fatality and High Visibility	July 2007
2010	July 2007

27) Participate in the implementation of the State's Comprehensive Transportation Safety Plan (CTSP), by the end of FY07.

STATUS: Achieved

NMDOT/ TSB staff participated on the CTSP Management Team that meets monthly. The Comprehensive Transportation Safety Plan was approved by FHWA in FY07, and the NMDOT is implementing the strategies outlined in the Plan.

Progress Toward Achieving Performance Measures

All FY07 Planning and Administration performance measures were achieved.

Traffic Safety Programs – Marketing and Media Program Area

Program Administration

The TSB Marketing and Media Program is administered by NMDOT/ TSB Staff. Individual projects are managed by contractors, including Vaughn-Wedeen, NM Broadcasters Association, Marketing Solutions, and the DWI Resource Center.

PROJECTS

High-Visibility Media Activities

December 2006 Super Blitz

Two new television spots were developed and aired to promote anti-DWI messaging. These spots were aired in sustained media and special Superblitz media buys. The first, “Barricade,” brought attention to DWI checkpoints throughout the state. The second, “Mirrors,” focused on the consequences of drunk driving. Additionally, NMDOT ran several radio messages about increased DWI enforcement in the state. A news conference was held in downtown Albuquerque to kickoff the December 2006 Superblitz. This press event was held jointly with the Bureau of Indian Affairs’ “Don’t Shatter the Dream” Indian Highway Safety Program national mobilization. Special messaging was developed for Native Americans through the “It Takes a Community” television spot directed by noted Native American director Chris Eyer.

February 2007

Superblitz activities in February 2007 included a press conference kickoff and airing of four different TV spots and four radio spots. One of the new radio spots released in February was a radio message about New Mexico’s Drunk Busters program where callers can report drunk drivers. Other media activity included announcements regarding Governor Richardson’s Research Forum on DWI featuring speakers from ‘Checkpoint Tennessee.’

March 2007

Sustained media in March featured the ‘Barricades’ and ‘Mirrors’ TV messages and a new radio message spotlighting New Mexico’s ignition interlock law, along with continued radio spots featuring the Drunk Busters program. For the St. Patrick’s Day Superblitz, two TV ads were released. The first, ‘Team Effort,’ showcased the Drunk Busters program and announced a new #DWI number for calls from a cell phone. The second spot was an awareness and consequences spot reminding the public that a car in the hands of a drunk driver is just as dangerous as a loaded gun.

Outdoor advertising for March, April, and May featured the new #DWI cell phone number for Drunk Busters calls.

April 2007

A statewide news release was issued to launch the Superblitz from April 21-May 7. This was done in conjunction with a kickoff held as part of a town hall meeting for young people on the El Rito campus of Northern New Mexico College. Stepped up enforcement during the Superblitz (which included Cinco de Mayo) was a key message of the press event, along with underage drinking prevention.

May 2007

Lt. Governor Diane Denish and NMDOT Secretary Rhonda Faught were joined by NHTSA Regional Administrator Georgia Chakiris to kick off the New Mexico Click It or Ticket Campaign on May 18. The press conference messages emphasized night-time seat belt use and increased seat belt enforcement activities.

Radio and TV spots running during the Click It or Ticket campaign included ‘In Motion’ and ‘What’s In A Click.’

June 2007

Governor Bill Richardson kicked off the summer traffic safety campaign in New Mexico, '100 Days and Nights of Summer.' Joining the Governor to announce this summertime enforcement campaign was MADD National CEO Chuck Hurley.

Special television messages, posters, and rack cards were developed for this campaign that focused on DWI, seat belt use, speed, and other enforcement activity. The spots featured a coach figure training young men and women to remember to buckle up, choose a designated driver, and to not speed.

This summer media campaign included 15 second teaser spots featuring an odometer rolling up to 100 to emphasize the '100 Days' safety theme. Special motorcycle safety messages ran during the summer campaign as well.

Billboards for June, July, and August featured a theme of '100 Checkpoints in 100 Days.'

A huge checkpoint on Interstate I-25 marked the first day of the '100 Days' campaign. The checkpoint featured approximately 75-100 officers from about 10 area agencies. Local television stations covered the checkpoint extensively, including live remotes for their 10pm broadcasts.

Another media event in June featured the delivery of a new DWI BAT mobile unit for McKinley County, along with announcements of several new grants to agencies in the region for anti-DWI efforts. One of these programs included a grant to the Navajo Nation so the Nation could hire two specialized DWI officers for its police department.

July 2007

Sustained media in July included messages about designated drivers and Drunk Busters. Additionally, a press conference was held in Espanola to present Governor Richardson's 2006 Drunk Busters Awards to the Rio Arriba County Sheriff's Department (Sheriff Joe Mascarenas), the Espanola Police Department (Chief Julian Gonzales), and the New Mexico State Police District 7 (Chief Faron Segotta).

August 2007

A press conference to kick off New Mexico's participation in the National DWI Mobilization was held on August 17. In addition to announcing stepped up enforcement activities, NMDOT/ TSB announced the availability of equipment grants for law enforcement agencies. Television spots run during August included the Native American spot, 'It Takes A Community' and an enforcement oriented spot, 'Cowboy.' Radio spots featured 'Calling In' and 'Extra Passengers.'

September 2007

Sustained media during September 2007 featured 'Designated Driver,' along with radio spots.

Outdoor Advertising during September included a DWI enforcement message of hands through a jail cell and an awareness and consequences message showing roadside crosses with the text, 'The Signs of DWI Are Everywhere.'

Media Creative Design and Program-Specific Media Activities

A creative design consultant firm, Vaughn-Wedeen, worked with the NMDOT/ TSB to develop new television, radio, outdoor marketing, and educational materials for the Impaired Driving, Occupant Protection, Pedestrian, and Police Traffic Services programs.

Results

Impaired Driving

In addition to the TV and radio spots, advertising, and earned media efforts noted above, the NMDOT developed and posted signs promoting the Drunk Busters #DWI number and other anti-DWI messages on signs for Santa Fe Pedi-cabs, at the Albuquerque Journal Pavilion, at the Albuquerque Alibi Spring Crawl, and at other venues. Additionally, NMDOT developed posters, rack cards, and other collateral materials, and delivered these materials via approximately 150 enforcement and community organizations for local distribution.

Occupant Protection

In FY 07, NMDOT developed themes and creative briefs for the Occupant Protection Program. Two – 30 second television spots, ‘Seat Belt Man, Seat Belt Woman,’ were developed and aired in English and Spanish for the ‘100 Days and Nights of Summer’ campaign’ (including the Click It or Ticket Campaign period). Two radio spots were also developed and produced in English and Spanish to run concurrently with these television spots.

Additionally, billboards, posters, and rack cards with a message of ‘Cop Ahead. Buckle Up’ were posted during the summer traffic safety campaign.

Through a contract with NMDOT TSB, Safer New Mexico Now (Safer) promoted occupant protection via community outreach and media campaigns across the state in FY07.

Safer distributed materials promoting child passenger safety through each of the 36 healthcare agencies participating in the New Mexico Child Safety Seat Distribution Program. To reinforce education provided to families at child safety seat inspection events, printed material from the Injury Prevention Resource Center was distributed at each of the 46 child safety seat clinics and 80 fitting stations held during the contract year. All fitting stations distributed promotional material in their communities—including brochures, business cards, flyers, and rack cards. In addition, Safer team members, law enforcement agencies, and contractors promote child safety seat inspection events through news releases, unpaid media, healthcare providers, and retail stores.

One event hosted by Safer that received considerable media attention in FY07 was the “100 Days and Nights of Summer” statewide Child Safety Seat Clinic. This event consisting of nine child safety seat clinics held simultaneously was supported by commercials and news announcements on KOAT Channel 7, a news conference with Lt. Governor Diane Denish, an interview on KOAT Channel 7 with TSB Director Michael Sandoval, and numerous press releases. Safer secured the services of Albuquerque Media Monitoring to produce regular reports of all televised incidences of traffic safety-related news stories. During FY07, child safety seats and seat belts received approximately \$31, 099 in earned media.

Pedestrian

Media and marketing activities in FY07 focused primarily on the pedestrian safety law enforcement decoy operations conducted from May through September 2007 in Albuquerque and Santa Fe (as detailed in the Pedestrian and Bicycle Safety Program area of this report). Media and public pedestrian education information was combined with each of these operations. Law enforcement officers were provided with pedestrian education pamphlets to be given to pedestrians and motorist during the five-month enforcement period. Materials were created in English and Spanish, and prime airtime was purchased through a match program with the NM Broadcasters Association. Media print ads, cinema slides, and PSAs were developed using the FHWA Pedestrian Safety Media materials as a template.

Police Traffic Services

For year 2007, Police Traffic Services provided overtime enforcement funding at the city, county, and state levels. Focus areas included the New Mexico Safety Corridor Program, local Selective Traffic Enforcement Programs, and the ‘100 Days and Nights of Summer’ campaign.

These enforcement activities were supported mostly by local and state interviews for radio, newspaper, and television. In addition, this year, the New Mexico Safety Corridor Program was presented at the National Border to Border Conference. The State of Wyoming conducted a site visit in August to review and adopt the program for their state.

Although PTS funding did not pay for media messages, the advertising noted above about various traffic safety issues provided support for law enforcement.

NM Broadcasters Association (NMBA)

The NMBA works with many agencies within state government and the Governor’s Office to help disseminate public safety and other messages to the public. NMDOT/ TSB contracts with the NMBA to provide media training to law enforcement, community coordinators, and local government officials involved with traffic safety. NMBA provides media workshops to public information officers to better enable them to deliver traffic safety messages. The workshops include role-playing and media panels to teach more professional interaction with the media.

Results

In FY07, the NMBA provided six regular and two special media workshops, training 355 officers and other participants from 52 agencies throughout the state. Representatives from 32 major NM television, print, and radio media firms, along with communications specialists from State and local agencies, facilitated the Media Panels. Attendees included representatives from the following agencies:

NM State Police	Bernalillo County Sheriff Office	McKinley County Sheriff Office
Doña Ana County Sheriff Office	Navajo Criminal Investigation	McKinley County IDDP
Las Cruces Police	Shiprock Police	Albuquerque Police
Silver City Police	NMDOT D2	Santa Fe Police
Artesia Police	Chaves County LDWI	NM Motor Transportation
NMDOT D1	Hobbs Environment Office	UNM Police
City of Las Cruces	Roswell Police	NM Army National Guard
Mountain View Regional Medical	Sierra County Sheriff Office	Rio Arriba County Sheriff
Rio Rancho Fire Rescue	City of Rio Rancho	AAA of NM
Crownpoint Police	Espanola Police	Farmington Police
Sandoval County Unified Dispatch	Town of Red River	NM Energy Minerals Natural Resources
Bosque Farms Police	Santa Fe County Sheriff Office	5 th Judicial District
UNMH Pedestrian Safety	Roosevelt County Sheriff Office	Albuquerque Ambulance
Hobbs Fire Department	Grants Police	Heart Hospital of NM
Eddy County Sheriff Department	Texas DOT	City of Albuquerque
San Juan County Sheriff Office	US Forest Service	Office of NM State Engineer
UNM Disaster Medicine	NM State University Police	NM Corrections
Clovis Police		

The NMBA also developed a Community Media Guide in FY 07 to assist police and safety organizations in their media outreach and coordination efforts.

In FY 07, the NMDOT/ TSB again sponsored the broadcasts of the NMAA High School Basketball Tournament. PSAs on underage drinking were aired over local stations in Portales, Alamogordo, Hobbs,

Clovis, Raton, Las Cruces, Santa Fe, Window Rock, Farmington, Socorro, Deming, Santa Rosa, Espanola, Artesia, Lovington and Albuquerque. Over 100 games were broadcast by NMBA member stations with an underage drinking prevention commercial airing three times per game.

Underage Drinking non-commercial sustaining announcements (NCSA) ran on all NMBA-member stations throughout the state from March-Sept in 2007. Approximately \$200,000 in advertising time was donated by NMBA member stations.

The NMBA also participated in all Superblitz news conferences, Motorcycle Advisory Committee meetings, and Comprehensive Transportation Safety Plan meetings.

403 Demonstration Project - Community Outreach/Marketing

NMDOT/ TSB contracts with the DWI Resource Center to promote the enhanced enforcement activities conducted as part of the NM Impaired Driving 403 Demonstration Project. The DWI Resource Center conducted community outreach, and unearned and earned media and marketing in the counties of Bernalillo, Dona Ana, McKinley, Rio Arriba and San Juan. In 2007, their efforts were focused on three key areas: (1) developing DWI Crash maps for each county, upon request, to assist both the general public and law enforcement in identifying intersections and road segments with the highest incidents of alcohol-involved crashes and injuries; (2) participating in events, attending checkpoint and law enforcement activities, attending community and DWI planning meetings, and passing out materials at locations where the target audience of drinking drivers are likely to work, play, shop and worship; (3) working with high schools, community colleges, and universities to distribute and promote NMDOT's 'Branded For Life' campaign.

Results

Coordinators in each of the counties focused on a wide variety of unearned and earned media events and activities to promote the 403 Demonstration Project's high visibility law enforcement efforts. Information booths were set up at community festivals, fiestas, car shows, and state fairs with materials on the consequences of drunk driving. Media events were held in support of the enforcement efforts of the Superblitz campaigns at every opportunity. In one county, San Juan, the community resource coordinator is integrally involved in the San Juan County Partnership, an alliance of law enforcement, community organizations, and DWI planning councils. Working together, the Partnership ensures improved distribution of marketing collateral and DWI messages throughout the community, sponsors town meetings on DWI issues, and works to maximize resources and outreach in this community.

FY 2007 Community Outreach Activity Count
Five-County Amalgamated Data

	Q1 2007	Q2 2007	Q3 2007	Q4 2007
Total Community Events / Activities	38	70	51	86
Total Earned Media Articles/Broadcasts	37	69	59	41

*Complete data on each activity along with Quarterly and final reports are available at the DWI Resource Center web site at: <http://www.dwiresourcecenter.org>.

Driver Education and Safety Program Area

Program Administration

The Driver Education and Safety Programs are administered by TSB Staff. Individual projects are managed by TSB staff, the Institute of Public Law, and Safer New Mexico Now.

Primary Projects – Federal and State Funds

Traffic Safety Reporting & Monitoring
Traffic Safety Information Clearinghouse
Novice Driver Education Courses
Driver Improvement Schools
DWI Schools
DWI Awareness Classes
Ignition Interlock Provider Certification

PROJECTS

Traffic Safety Reporting & Monitoring

This project provides for the preparation, printing, and distribution of traffic safety materials, reports, and newsletters used for public information and education, or promotion of NMDOT/ TSB program activities.

The Institute of Public Law (IPL) also conducts on-site monitoring of the Driver and DWI schools, courses and classes.

Results

The IPL writes and distributes the Traffic Safety News, a monthly newsletter, featuring current traffic safety information, news, statistics and events. Full color versions of the newsletter were made available on IPL's Traffic Safety Law Center and NMDOT web sites. In addition, IPL provided printed materials and web information for the NMDOT/ TSB.

IPL conducted 140 on-site monitoring visits to Driver Education, Driver Improvement, and DWI traffic school operators and instructors, CDWI program coordinators, and ignition interlock service centers and installers. Monitoring visits included completing a quality assurance checklist to confirm licensee program compliance. In addition, IPL staff provided training and technical support to the Ignition Interlock and High School Driver Education programs managed by TSB.

Traffic Safety Information Clearinghouse

The Injury Prevention Resource Center (IPRC) at Safer New Mexico Now (Safer) distributes traffic safety materials to support NMDOT/ TSB programs statewide. Safer maintains bi-lingual staff and a 1-800 toll-free service to respond to public queries on traffic safety issues and programs, including DWI prevention, occupant protection, speed, and graduated licensing.

Results

Safer's IPRC maintained an inventory of more than 290 traffic safety and injury prevention related titles, CD's, and videos. Topics include driver education, DWI prevention, air bag safety, bicycle safety, car seat safety, motorcycle safety, pedestrian safety, and school bus safety. Of the 290 titles, 62 were available in both English and Spanish.

Novice Driver Education Courses

New Mexico statute requires that persons under the age of 18 applying for their first New Mexico driver's license must successfully complete a driver education course that includes a DWI prevention and education program approved by the TSB or offered by a public school. Driver schools and public schools providing such education must be licensed by the TSB. The Under -18 Driver's Education Program goal is to build a solid foundation for developing safe driving skills, attitudes and behaviors.

Results

In FY07, licensing was approved for four new Driver Education Schools and renewed for 29 existing Driver Education Schools. Licensing was approved for 19 new instructors and renewed for 85 existing instructors.

New Instructor training courses, titled 'Classroom Curriculum,' were conducted for 35 persons and 'Behind the Wheel' training was held for six new driver education instructors. College credit was made available for both of these one-week courses. A two-day 'Instructor Re-certification' class was conducted on May 31 and June 1, 2007. The first day instruction was on the use of the camera as a teaching tool, with 17 attendees. The second day provided information updates and a roundtable discussion for 76 attendees. This class provided re-certification credit for driver education instructors, driver improvement instructors and DWI schools instructors.

A total of 438 students received novice driver education through a correspondence course program. This program is offered to students where training is not available through a local public school, or through a for-profit program, or if the student is home-schooled.

Driver Improvement Schools

The TSB is responsible for certifying and approving Driver Improvement/ Defensive Driving Schools. The curriculum is geared toward changing behaviors among problem drivers.

Results

In FY07, licensing was approved for one new Driver Improvement School and renewed for 16 existing Driver Improvement Schools. Licensing was approved for eight new instructors and renewed for 27 existing instructors.

DWI Schools

By statute, first time convicted DWI offenders must attend a TSB-approved DWI school. The goal of the program is to lay the foundation for positive changes in each person's drinking and driving behavior.

Results

In FY07, licensing was approved for one new DWI School and renewed for 35 existing DWI Schools. Licensing was approved for nine new facilitators and renewed for 66 existing facilitators. A total of 26 new and returning students attended the DWI Schools facilitator instructor training classes conducted on January 12 and June 10, 2007.

DWI Awareness Classes

The TSB is responsible for assuring that adult learning techniques are incorporated into a curriculum designed to raise awareness about the dangers of drinking and driving. All first-time licensees in New Mexico between the ages of 18 and 24 are required to take a DWI awareness class.

Results

In FY07, the UNM Continuing Education Department provided DWI Awareness Classes to over 13,000 persons.

Ignition Interlock Provider Certification

The NMDOT/ TSB manages the licensing and certification of all ignition interlock providers. Once approved, provider information is available on the UNM Transportation Safety Center web site for use by agencies and the public: <http://ipl.unm.edu/traf/home.html>.

Results

In FY07, certification was approved for 22 new service center providers, 56 new installers, and 15 new service technicians.

Motorcycle Safety Program Area

Program Administration

The Motorcycle Safety Program is administered by TSB Staff. Individual projects are administered by TSB staff, the Motorcycle Safety Foundation, and the Institute of Public Law.

Primary Projects – Federal and State Funds

Motorcycle Safety Training
Annual Motorcycle Safety Awareness Day

Planning and Administration Performance Objective based on State Fiscal Year Data State FY July 1, 2006 – June 30, 2007

28) Reduce the number of motorcycle crashes from 1098 (FY05 data, most recent available) to 1043, by the end of FY07.

STATUS: Not Achieved

In FY07, NM reported 1180 motorcycle crashes.

Progress Toward Achieving Performance Measure

Although this measure was not achieved, it is important to note that motorcycle crashes in NM went from 1098 in FY05 to 1267 in FY06, an increase of 169 crashes in one year. From FY06 to FY07, the number of motorcycle crashes decreased by 87. The number of motorcycle crashes is expected to decrease again in FY08.

MOTORCYCLE SAFETY PROJECTS

Motorcycle Safety Training

The TSB administers a statutorily required motorcycle training program statewide designed to assist motorcycle riders develop skills. The Program is funded by a \$2 motorcycle registration fee - in addition to training fees assessed each student.

Results

In FY07, training was provided to 3,758 students throughout New Mexico. The Motorcycle Safety Foundation (MSF) offered 456 classes for basic and experienced riders at training sites in Albuquerque, Roswell, Clovis, Las Cruces, Ruidoso, Alamogordo, Farmington, and Santa Fe. The MSF also participated in the Motorcycle Safety Awareness Day, provided technical assistance to New Mexico research, legislative, and licensing programs, and chaired the 2007 Motorcycle Advisory Council meeting for the Traffic Safety Bureau. In addition, the MSF used \$70,000 of SAFETEA-LU federal grant funds to purchase 22 training motorcycles and 120 motorcycle safety helmets, and to provide special, professional development training to training site coordinators around the state.

Annual Motorcycle Safety Awareness Day

The TSB sponsors an annual Motorcycle Safety Awareness Day. This event promotes safety strategies including the Motorcycle Training Program and the need for increased automobile driver awareness.

Results

The annual New Mexico Motorcycle Safety Awareness Day was conducted in September 2007 in Albuquerque. The day was kicked off by Governor Richardson with a Motorcycle Awareness Day Proclamation. More than 3,400 riders, law enforcement, vendors, instructors, and other interested parties attended the event held during the Sandia Classic Vintage Motorcycle Races. Attendees received

motorcycle safety awareness and anti-DWI information, in addition to information on motorcycle skills training and licensing. A highlight of the event was Bubba Shobert, the three-time AMA Grand National Dirt Track Champion and Motorcycle Hall of Famer. The event was promoted throughout the Albuquerque metropolitan area through billboards, newspaper ads, and radio spots. The event was sponsored and assisted by 27 local business and the NM Motor Vehicle Division, NM Department of Tourism, and various law enforcement agencies.

NHTSA Grant Funds

Program Area	Obligation Limitation	Expended Funds	Carried Forward From FY06
Section 402	\$1,831,580.00	\$1,830,042.40	\$447,891.46
Section 405	\$263,940.00	\$125,026.98	\$0.00
Section 406	\$1,662,411.00	\$1,185,475.37	\$927,071.00
Section 408	\$500,000.00	\$317,300.00	\$317,300.00
Section 410	\$2,448,131.00	\$1,466,676.97	\$2,257,636.00
Section 2010	\$100,000.00	\$69,928.18	\$100,000.00
Section 157	\$0.00	230,103.69	\$230,103.70
Section 154	\$0.00	\$1,123,837.99	\$1,123,837.99
Section 164	\$7,612,440.00	\$8,780,959.72	\$10,301,965.71
TOTALS	\$30,124,307.86	\$15,129,351.30	\$14,994,956.56

Note: 163 Funds were not reimbursed in FY07.
The TSB is working with the FHWA to determine any outstanding balance of these funds.



TRAFFIC SAFETY BUREAU

P.O. BOX 1149 SANTA FE, NM 87504-1149 1-800-541-7952 <http://www.nmshtd.state.nm.us/>

Staff Contact Information

Michael R. Sandoval, Director, Traffic Safety Bureau

michael.sandoval@state.nm.us

Legislative Issues
Impaired Driving
505 490 2692

Tammy Lujan, Executive Assistant

tammy.lujan@state.nm.us

Public Information Requests
505 827 0430 or 505 238 3415

Maria Martinez, Mgr. - Contractor

mariae.martinez@state.nm.us

Impaired Driving Demonstration Project
505 827 1581 or 505 470 1285

Janet Dewey-Kollen – Contractor

janet.deweykollen@state.nm.us

Media and Marketing
505 827 7528 or 505 573 7636

Bobby Montoya – Contractor

bobby.montoyahtd@state.nm.us

State and Federal Funding Sources
505 827 1582

TRAFFIC RECORDS

Sandra E. Martinez, Staff Manager

sandra.martinez@state.nm.us

Traffic Records
Planning Administration
505 827 1578 or 505 490 2572

AnnaMarie Coriz, Staff Support

annamariiek.coriz@state.nm.us

File Manager
505 827 0426 or 490 1109

Crash Records Supervisor - Vacant

505 827 0974

Santiago “Jimmy” Montoya, FARS Analyst

santiago.montoya@state.nm.us

505 827 5552

Clarence Perea, Crash Analysis

clarence.perea1@state.nm.us

505 827 5533

Vidal Rodriguez, Crash Analysis

vidal.rodriguez@state.nm.us

505 827 0961

Sophie Ortiz, Crash Analysis

sophie.ortiz@state.nm.us

505 827 0361

Linda Montoya, Crash Analysis

linda.montoya12@state.nm.us

505 827 5292

FINANCE

Michael Romero, Staff Manager

michael.romero1@state.nm.us

505 827 1579

Finance Supervisor- Vacant

Mershawn Martinez, Financial Specialist

mershawn.martinez@state.nm.us

Grantee Inventory, Purchase Requisitions

505 827 2143

Thomas Lujan, Financial Specialist

thomas.lujan@state.nm.us

505 827 1588

Management Analyst- Vacant

PUBLIC EDUCATION

Franklin Garcia, Staff Manager

franklin.garcia@state.nm.us

Public Education and Information

505 827 3200 or 505 490 0890

Judith Duran, Program Manager

Districts 4 & 6

judith.duran@state.nm.us

505 827 0486

Jolyn Sanchez, Program Manager

jolyn.sanchez@state.nm.us

Ignition Interlock Program

505 827 1587 or 505 795 2407

Cora Herrera, Business Operations Specialist

cora.herrera@state.nm.us

505 827 0456 or 505 490 1183

Support Staff- Vacant

OCCUPANT PROTECTION

David Lapington, Staff Manager

david.lapington@state.nm.us

505 827 0553

Lauren Vigil, Staff Support

laurend.vigil@state.nm.us

Cindy Abeyta, Program Manager

District 3

cindy.abeyta@state.nm.us

505 827 0490 or 505 490 2637

Juliet Armijo-Pana, Program Manager

District 5

juliet.armijo-pana@state.nm.us

505 827 1425 or 505 470 8358

Enforcement

Robert Archuleta, Staff Manager

robert.archuleta@state.nm.us

505 827 1584 or 505 977 2461

Mike Quintana, Program Manager

District 2

johnny.quintana@state.nm.us

Selective Traffic Enforcement Programs

Safety Corridors

505 827 0491 or 505 490 095

Program Manager- Vacant

District 1

Glenn Wieringa, Underage Drinking Prevention

glenn.wieringa@state.nm.us

505 827 1568

Support Staff- Vacant