



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

Traffic Safety Bureau

FY2008 Annual Report

State of New Mexico

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Bill Richardson

Transportation Secretary
Rhonda G. Faught, P.E.

Transportation Commission

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District Six – Jackson Gibson

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 FY2008 edition of the NMDOT/ TSB Annual Report.

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 2009, 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 25 of its 31 FY08 HSPP Performance Measures. Two measures were partially achieved, and four others were not achieved. Two of the measures not achieved were in the Motorcycle Safety Program area, one was in the Alcohol/ Impaired Driving area, and one was in the Pedestrian and Bicyclist Safety area. Motorcyclist safety continues to be a challenging issue in New Mexico. Although motorcycle crashes have decreased over the last two years, the number of crashes and fatalities are still high.

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 FY08. 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

NMDOT/ TSB achieved and exceeded all six of its Overall performance measures, as listed in the FY08 HSPP. In New Mexico in FY08, the number of crash fatalities and the fatality rate per 100M VMT were at five-year lows. The number of serious injuries continues to decline, down dramatically from FY04.

Alcohol/ Impaired Driving Performance Measures

In FY08, NM achieved four of its five Alcohol/ Impaired Driving performance measures. The one measure not met was the 'Percent Alcohol-Involved Fatalities,' which remained the same as in FY07. The number of alcohol-involved fatalities and the 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 steadily decline. In total, conducting operations utilizing state, federal, city, and county funding sources, NM law enforcement officers arrested over 19,000 persons for DWI during the federal fiscal year period, October 1, 2007 – September 30, 2008.

Occupant Protection Performance Measure

New Mexico was successful in achieving its FY08 seat belt performance measure. Data from the 2008 NM Safety Belt Survey showed that overall seat belt use was 91.1%, which is statistically equivalent to any other value within the range of 90.1% to 92.1%. The overall observed use was 0.7% percentage points higher in the official survey than during the pre-enforcement period, the narrowest difference between the two surveys since the pre-enforcement survey was started in 2004.

Driver seat belt use was recorded at 92.0%. Front seat, outboard passenger use (persons sitting by the right door) was recorded at 88.1%. Pickup truck occupant seat belt use was 87.0%, with drivers at 88.8% and passengers at 81.0%.

Pedestrian and Bicyclist Safety Performance Measures

New Mexico achieved four of its five Pedestrian and Bicyclist Safety performance measures in FY08. The number of pedestrian fatalities dropped dramatically in FY08, as did the pedestrian fatality rate and the alcohol-involved pedestrian fatality rate. In addition, the pedestrian serious injury rate and the alcohol-involved pedestrian serious injury rate declined for the fourth year in a row.

Police Traffic Services Performance Measures

NM achieved all of its FY08 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 measures. The 12 Safety Corridor sites continue to have reduced

crashes, thus increasing safety for drivers. The '100 Days and Nights of Summer' campaign was highly successful, and resulted in 230 checkpoints, 850 saturation patrols, and 2,227 DWI arrests.

Traffic Records Performance Measures

The Traffic Records Program achieved three of five of its FY08 Traffic Records performance measures, and partially achieved the other two. The STRS Office and staff continued to support the STRS projects. The STRS Architectural Plan was completed, and the Commercial Vehicle Crash Data Improvement project was implemented. Some delays were experienced in completing TraCS Statewide Rollout-Phase 1 and TraCS Tribal Pilot Project agency agreements. This resulted in fewer officers being rolled-out with TraCS by the end of the fiscal year.

Motorcycle Safety Performance Measure

Although the Motorcycle Safety performance measures were 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 FY08, the number of motorcycle crashes has decreased by 67. The number of motorcycle crashes is expected to decrease again in FY09.

Planning and Administration Performance Measures

NM achieved all four of its Planning and Administration performance measures. The annual Highway Safety and Performance Plan, and grant applications under SAFETEA-LU were completed and submitted to NHTSA. All grant applications were funded. Reimbursement claims were paid within 30 days, and draw-downs were submitted on time.

*All FY08 data presented in this Executive Summary are preliminary.

NMDOT/ Traffic Safety Bureau

Mission Statement

The Traffic Safety Bureau is committed to preventing injuries and saving lives by eliminating crashes on New Mexico public roadways. ¡ si se puede !

Vision Statement

The New Mexico Department of Transportation - Traffic Safety Bureau takes pride as the national leader in the elimination of traffic related crashes for the safety of our friends, families, and visitors in the great Land of Enchantment.

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 FY2008 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 FY08, 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 408 – State Traffic Safety Information System Improvement
- Section 410 – Alcohol Impaired Driving Countermeasure
- Section 2010 – Motorcycle Safety

Legislative Issues

2008 Highlights

House Bill 100 - Relating to Driving Under the Influence of Intoxicating Liquor or Drugs, Providing Penalties for Tampering with an Ignition Interlock Device; Declaring an Emergency.

This law subjects a vehicle operator who disconnects or otherwise tampers with an interlock, when it's required by law, to the same penalties as those for driving while revoked for DWI (Penalties include a fine of \$300 to \$1,000 and at least seven days in jail). Signed 2/29/08, Chapter 67. Effective immediately.

House Bill 215 – Eliminate Commercial Driver’s License Waivers

Eliminates the Motor Vehicle Division’s authority to waive the commercial driver’s license test even when the applicant complies with other provisions of the Commercial Driver’s License Act. The bill expands the Department’s authority to disqualify persons from driving a commercial motor vehicle if the individual is required to hold a commercial driver’s license. The Department is also allowed to disqualify a person from driving a commercial motor vehicle for a period of not more than one year if the person is convicted of a first violation of an out-of-service order. This legislation also reconciles multiple amendments to Section 66-8-102 made in 2007. Signed 2/29/08, Chapter 72. Effective 7/1/08.

Senate Bill 164 – Relating to Taxation, Authorizing Additional Counties to Impose the Local Liquor Excise Tax Pursuant to the Local Liquor Excise Tax Act.

This bill outlines a formula that will provide a monthly distribution of \$20,750 to the City of Farmington to be used for alcohol treatment and rehabilitation services for street inebriates. The formula only applies to Farmington. Signed 3/5/08, Chapter 93. Effective 7/1/09.

Senate Bill 442 – Relating to Traffic Offenses, Limiting the Amount of Certain Fines and Fees Imposed by Municipalities for Certain Offenses; Creating the Metropolitan Court Bond Guarantee Fund; Making an Appropriation for Statewide Efforts to Prevent or Reduce Incidents of Driving while Intoxicated.

Amends the nuisance abatement provisions set forth in Section 3-18- 17 NMSA 1978 by providing that, with respect to any municipality (including a home rule municipality), penalties or fines and costs or fees imposed by an ordinance for failure to obey a traffic sign or signal (including a red light violation), or for a speeding offense or violation shall be limited as follows:

- the total amount of the assessed fines, fees and costs shall not exceed \$75.00.
- after the municipality has subtracted out what it costs to set up, maintain and support the program, the assessed fines, fees and costs shall be distributed to the Administrative Office of the Courts, as follows:

10% shall be credited to DWI drug court programs; and

90% shall be transferred to the New Mexico finance authority for deposit into the metropolitan court bond guarantee fund.

Once the metropolitan court bond guarantee fund has been retired, the funds will be transferred to the Traffic Safety Bureau to spend on statewide efforts to prevent or reduce DWI.

Signed 3/5/08, Chapter 91 Effective 7/1/08.

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
Administrative Office of the Courts
Albuquerque Metropolitan Court
Alcohol and Gaming Division
Bureau of Indian Affairs and Various Tribes
Department of Education
DFA Local DWI Program
DWI Leadership Team
DWI Resource Center
Health Policy Commission
Metropolitan Planning Organization
Mothers Against Drunk Driving
Motor Vehicle Division
Motorcycle Safety Foundation
NM Broadcasters Association
NM Restaurant Association
NM Tribal Crime Data Advisory Board
Various NM Law Enforcement Agencies
Various City & County Governments***

Performance Measures

New Mexico's FY08 Goal

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

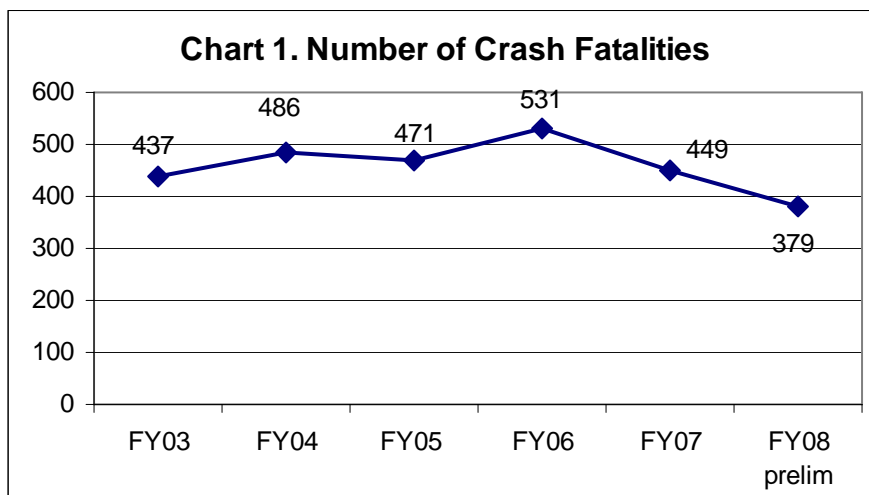
Overall Performance Measures based on State Fiscal Year Data

State FY July 1, 2007 – June 30, 2008

Reduce the number of crash fatalities from 531 (FY06 data, most recent available) to 405, by the end of FY08.

STATUS: Achieved and Exceeded

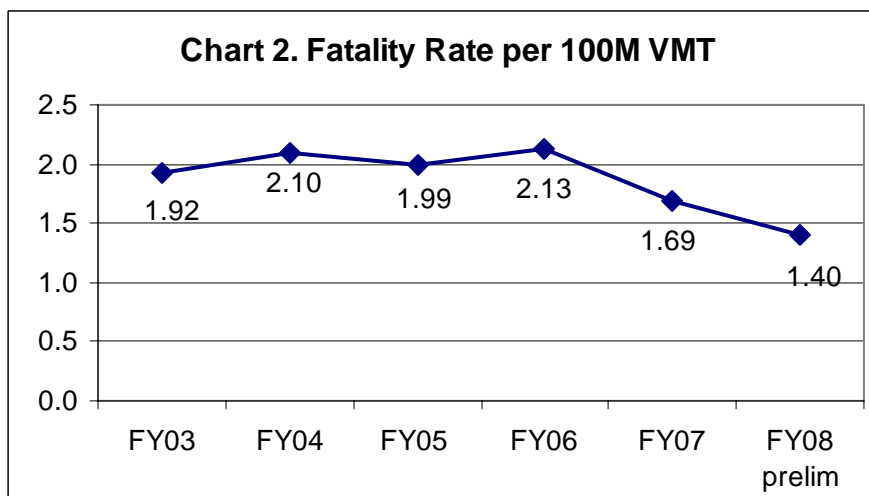
Preliminary data for FY08 show that the number of crash fatalities is reported at 379.



2) Reduce the traffic fatality rate of 2.13 per 100M VMT (FY06 data, most recent available) to 1.54 per 100M VMT, by the end of FY08.

STATUS: Achieved and Exceeded

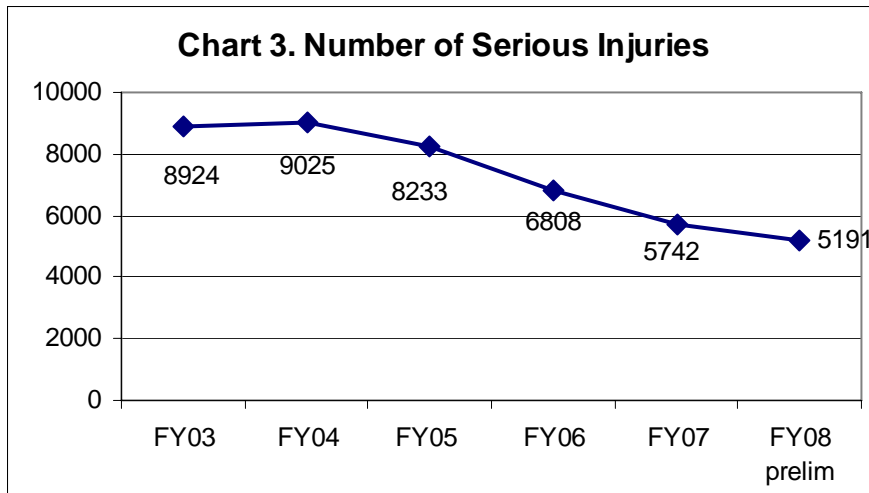
Preliminary data for FY08 show that the fatality rate per 100M VMT is reported at 1.40.



3) Reduce the number of serious injuries from 6,808 (FY06 data, most recent available) to 6,650, by the end of FY08.

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the number of serious injuries is reported at 5,191*.

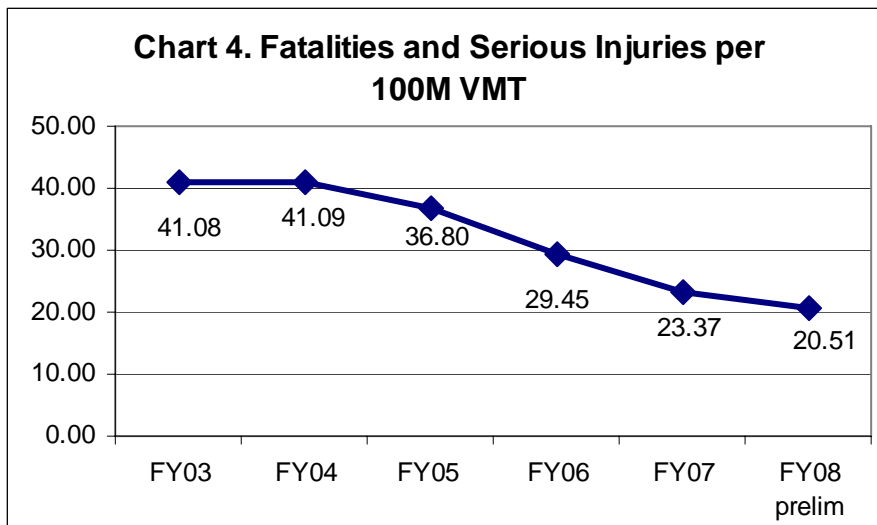


*The serious injury numbers could increase by 10%-15%. However, the serious injury data has shown a substantial downward trend over the past five years.

4) Reduce the fatal and serious injury rate of 29.45 per 100M VMT (FY06 data, most recent available) to 26.76, by the end of FY08.

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the fatal and serious injury rate is reported at 20.51.

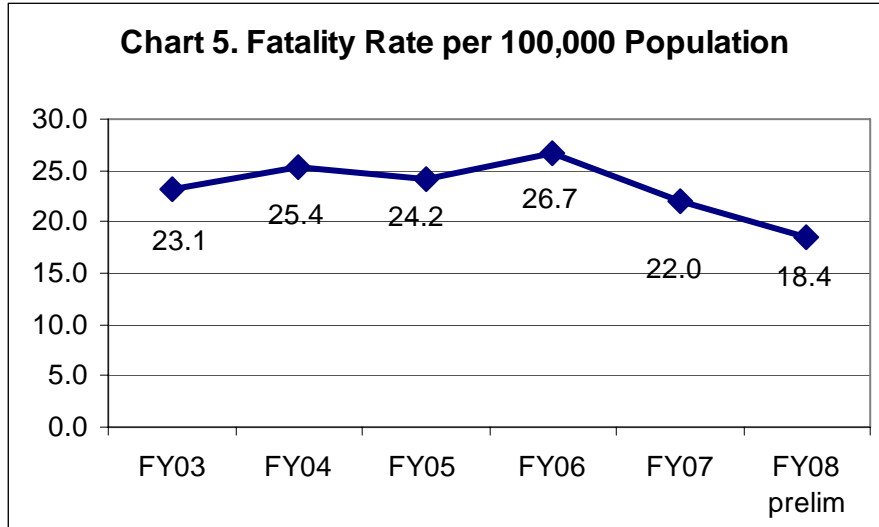


*The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 20%-30%. However, the serious injury data has shown a substantial downward trend over the past four years.

5) Reduce the fatality rate of 26.9* per 100,000 population (FY06 data, most recent available) to 22.7, by the end of FY08.

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the fatality rate per 100,000 population is reported at 18.4.

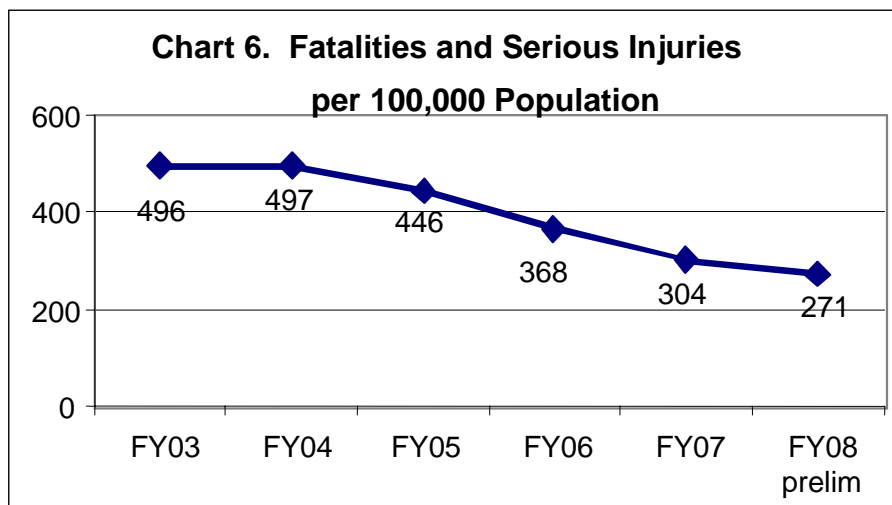


*rate was listed as 26.9 in the FY08 HSPP; data files were not finalized at that time

6) Reduce the fatal and serious injury rate of 372* per 100,000 population (FY06 data, most recent available) to 350, by the end of FY08.

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the fatal and serious injury rate is reported at 271.



*rate was listed as 372 in the FY08 HSPP; data files were not finalized at that time

Progress Toward Achieving Performance Measures

NMDOT/ TSB achieved and exceeded all six of its Overall performance measures, as listed in the FY08 HSPP. In New Mexico in FY08, the number of crash fatalities and the fatality rate per 100M VMT were at five-year lows. The number of serious injuries continues to decline, down dramatically from FY04.

In FY08, NM continued its high-visibility enforcement efforts, including its '100 Days and Nights of Summer' traffic safety campaign. 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 measures, and on the projects conducted in FY08 aimed at positively impacting those measures.

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, 100 Days and Nights of Summer, 403 Impaired Driving Demo Project, CDWI, and Underage Drinking Enforcement

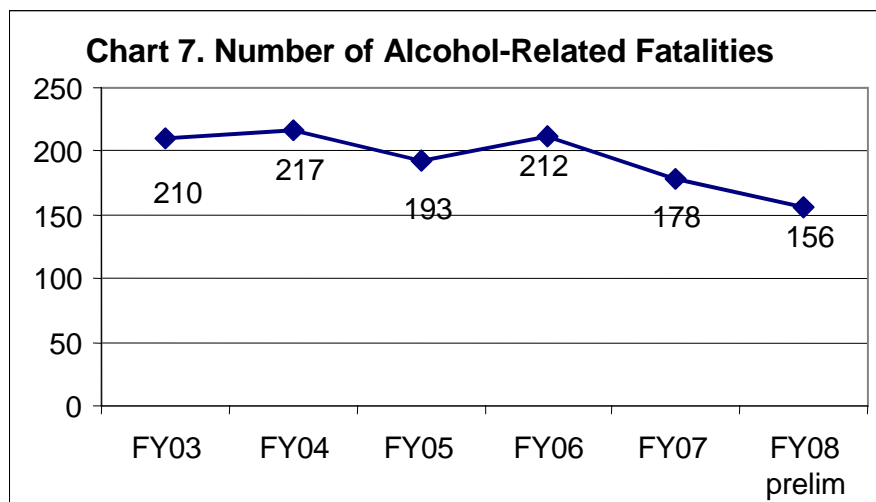
Training and Education Projects, including the Traffic Safety Resource Prosecutor, DWI Training for Law Enforcement, DRE Training, DWI Judicial Education and Training, Governor's Research Forums, and DWI Information and Research

Underage Drinking Prevention Projects, including UNM/COSAP and MADD

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

Alcohol/ Impaired Driving Performance Measures based on State Fiscal Year Data State FY July 1, 2007 – June 30, 2008

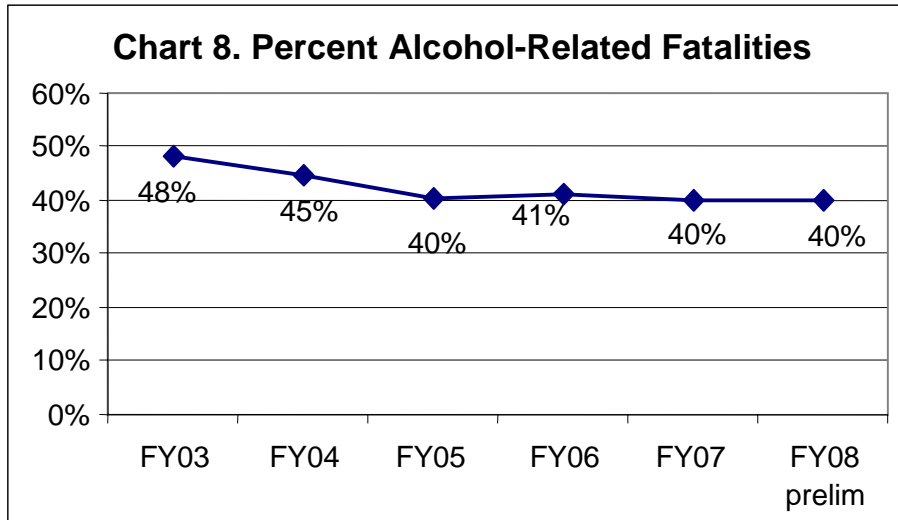
7) Reduce the number of alcohol-related fatalities from 212 (FY06 data, most recent available) to 158, by the end of FY08.



STATUS: Achieved

Preliminary data for FY08 show that the number of alcohol-related fatalities is reported at 156.

8) Reduce the percent of alcohol-related fatalities among all traffic crash fatalities from 40%* (FY06 data most recent available) to 39%, by the end of FY08.

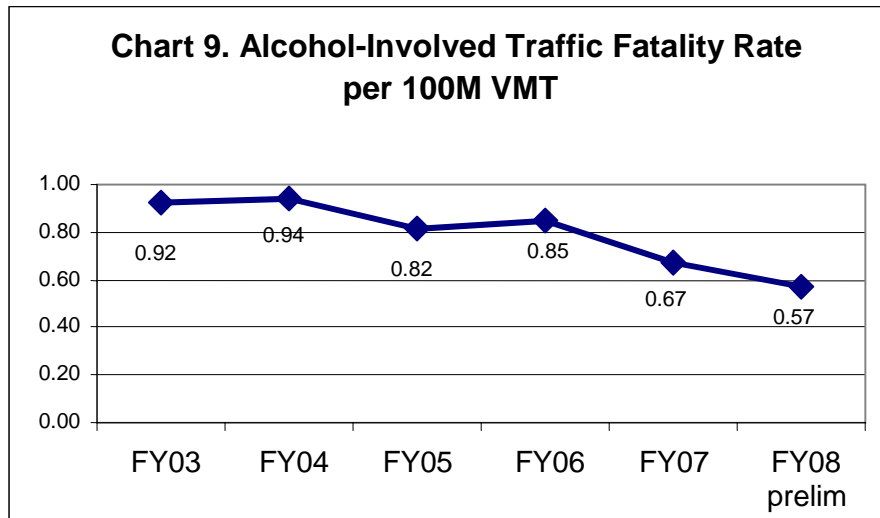


*percent was listed as 41% in FY08 HSPP; data files were not finalized at that time

STATUS: Not Achieved

Preliminary data for FY08 show that the percent of alcohol-related fatalities is reported at 40.

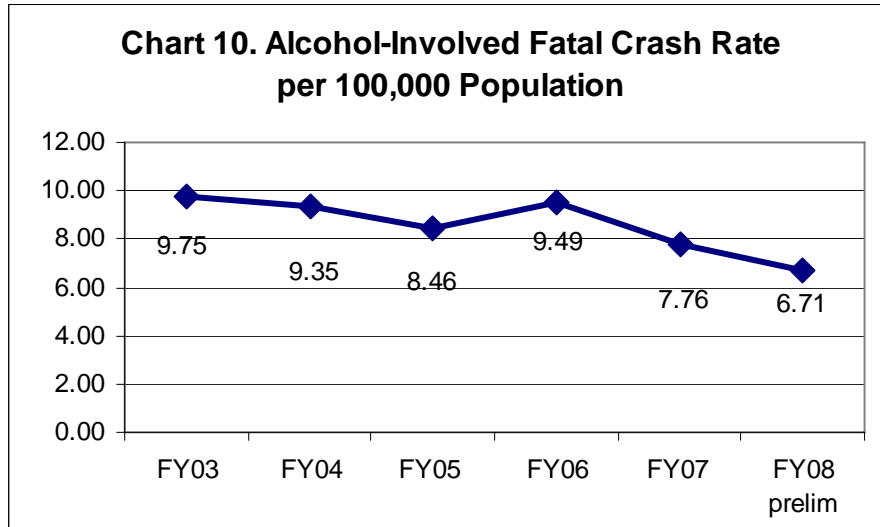
9) Reduce the alcohol-involved traffic fatality rate of 0.85 per 100M VMT (FY06 data, most recent available) to 0.60 per 100M VMT, by the end of FY08.



STATUS: Achieved

Preliminary data for FY08 show that the alcohol-involved traffic fatality rate is reported at .57.

10) Reduce the alcohol-involved fatal crash rate of 9.58* per 100,000 population (FY06 data, most recent available) to 7.0 per 100,000 population, by the end of FY08.

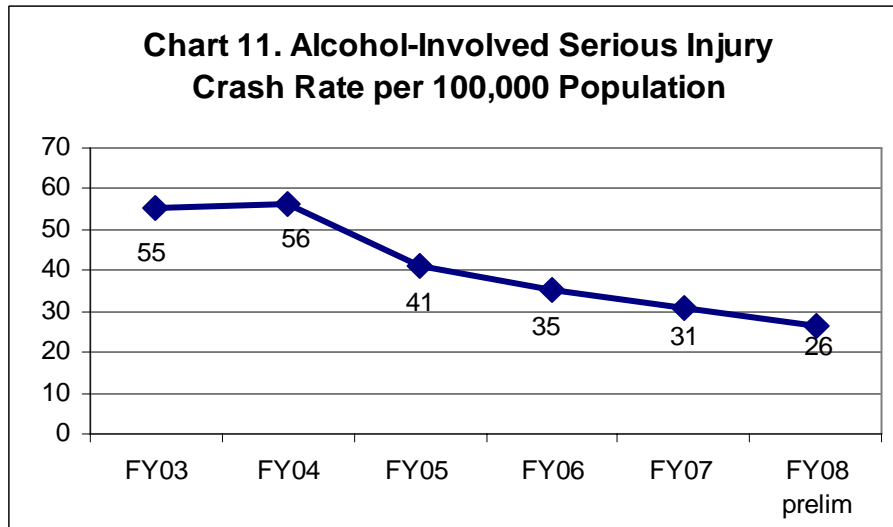


*rate was listed as 9.58 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that this alcohol-involved fatal crash rate is reported at 6.71.

11) Reduce the alcohol-involved serious injury crash rate of 40* per 100,000 population (FY06 data, most recent available) to 29 per 100,000 population, by the end of FY08.



*rate was listed as 40 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY08 show that the alcohol-involved serious injury crash rate is reported at 26**.

**The serious injury numbers are preliminary as of the date of this report. Final numbers could increase by 10%-15%. However, the serious injury data has shown a substantial downward trend over the past five years.

Progress Toward Achieving Performance Measures

In FY08, NM achieved four of its five Alcohol/ Impaired Driving performance measures. The one measure not met was the 'Percent Alcohol-Involved Fatalities,' which remained the same as in FY07, but was reduced by 1% from FY06. The FY06 percentage did increase by 1% when FY06 data was finalized.

The number of alcohol-involved fatalities and the 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 steadily 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 lives saved and fewer injuries.

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

ALCOHOL/ IMPAIRED DRIVING PROGRAM 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 seat 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 FY08, 93 law enforcement agencies, including all 12 State Police districts and the San Juan County Task Force, 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 2008.

Through TSB-funded enforcement operations, law enforcement officers conducted 515 sobriety checkpoints and 2,601 saturation patrols, arresting 2,262 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 FY08 enforcement operations, officers made 322 felony arrests, apprehended 965 fugitives, and made 383 drug arrests. A total of 2,047 drivers were arrested or cited for driving with a suspended or revoked license and 7,186 citations were issued to uninsured motorists. A total of 13,487 drivers were issued speeding citations and 170 drivers received reckless driving citations. Another 26,835 citations were issued for violations other than these listed above.

In FY08, city and county law enforcement agencies and officers from 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, 2008 and concluded on September 8, 2008. 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 231 checkpoints and 858 saturation patrols, and made 2,227 DWI arrests. The Special Investigations Division of the New Mexico State Police issued 263 citations to liquor licensees for alcohol sales to minors, sales intoxicated persons, and administrative citations.

During this 100-day period, over 125,000 other citations or arrests were made for violations including speeding, non-use of seat belt or child restraint, uninsured motorist, and suspended or revoked license. Citations issued for commercial vehicle violations totaled 18,593, and a number of felony and drug arrests were made.

In total, conducting operations utilizing state, federal, city, and county funding sources, NM law enforcement officers arrested over 19,000 persons for DWI during the federal fiscal year period, October 1, 2007 – September 30, 2008.

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.

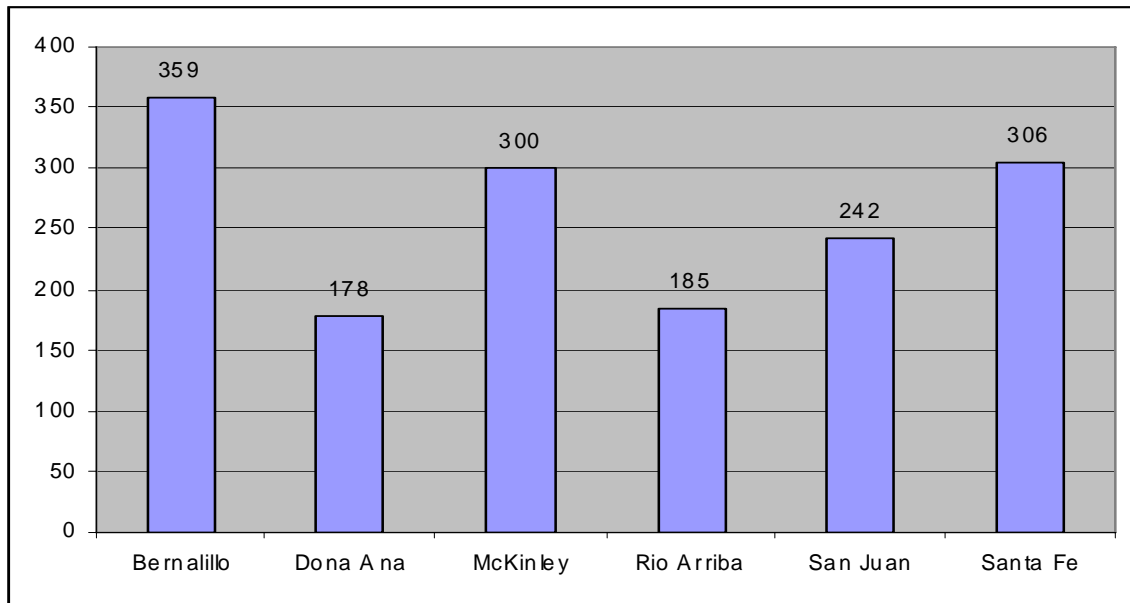
Two full-time program managers oversee implementation of the ID Demo Project. One manager coordinates DWI high visibility, law enforcement activities, and the second manager coordinates Project media efforts.

Results

ID Demo Project High Visibility Law Enforcement

The NMDOT/ TSB continued to support four DWI-dedicated officers in six high-risk counties for DWI in the State. In addition, the State continues to support two DWI law enforcement positions for the Navajo Nation via a state-funded contract. The chart below indicates total project arrests of 1,570 by the current six participating counties in FY08.

Chart A. Impaired Driving Demo Project Arrests



*Total arrests from October 2007 – September 2008

During FY08, NMDOT/TSB continued to work with participating counties on sustainability funding plans for the continuation of this project. As a result, participating counties will begin to fund various portions of this project on their own in FY09.

Media and Outreach

The ID Demo Project continues to ensure that high-visibility law enforcement is supported by activities outlined in the NMDOT Media and Marketing Communications Plan. In FY08, messages developed for television, 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 long-term consequences of a DWI arrest with respect to job possibilities, courts, prison, impact on families, etc.; and
- 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 FY08 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. In FY08, TSB purchased media in the El Paso, TX market to better reach these residents in the Las Cruces area. 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 Superblitz	10/29/07 - 11/15/07	90.8% x 4.5x	51.4% x 4.4x
Thanksgiving Superblitz	11/16/07 - 12/2/06	87.8% at 4.6x	85.8% at 5.7x
December Sustained Media	12/11/07 - 12/20/07	90.8% at 4.5x	49% at 4.8x
Christmas/New Years Superblitz	12/21/07 - 1/6/08	90.8% at 5.8x	86% at 8.1x
Winter DWI Superblitz (including St. Patrick's Day)	3/7 - 4/6/08	96.5% at 3.6x 13.64.7x	74% at 3.3%
DWI April Campaign	4/11 - 4/27/08	87.6% at 4.1x	66.5% at 4.4x
Cinco de Mayo Miniblitz	5/1 - 5/5/08	90.6 % at 4.2x	74.5% at 3.1x
DWI May Campaign	5/6 - 5/18/08	84.8% at 4.2x	70.8% at 4.6x
DWI June Campaign (100 Days and Nights)	6/2 - 6/29/08	94.4% at 7.8x	92.1% at 9.3x
4 th of July Miniblitz	7/3 – 7/6/08	62.5% at 2.9x	68.2% at 3.4x
Summer Traffic Safety	7/7 – 8/14/08	98.8% at 6.1x	91.8% at 11.6x
DWI July & August Campaign (100 Days and Nights)	7/11 – 8/14/08	99% at 7.8x	93.7% at 10.6x
Labor Day	8/15 - 9/1/08	90.2% at 4.9x	81.1% at 5.4x
DWI September Campaign (including State Fair)	9/8 - 9/28/08	87.6% at 3.0x	76.7% at 5.1x

In addition, the TSB contracted with the DWI Resource Center to conduct non-traditional DWI marketing and outreach activities in support of the high visibility, ID Demo Project enforcement activities. A DWI Marketing Manager provided oversight to the 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.

FY08, DWI outreach activities in all counties focused on four primary areas: promotion of the 100 Days & Nights of Summer and holiday Superblitz campaigns, underage drinking prevention, Spanish language outreach, and generation of earned media. In Bernalillo, Rio Arriba, and Dona Ana Counties, coordinators also focused on distribution of Spanish language materials. In McKinley and San Juan Counties, outreach

activities emphasized distribution of the new “I / We Care If You’re in a Drunk Driving Crash” campaign. This campaign was locally developed specifically for outreach to NM American Indian communities.

Additional county-specific outreach activities are in the Marketing and Media Program Area on page 52.

DWI Leadership Team

The multi-agency DWI Leadership Team continued to meet monthly in FY08, serving as the executive policy and planning advisor to the ID Demo Project. During this period, the DWI Leadership Team’s efforts included:

- Continued coordination of policy and procedural issues at executive and decision-making levels.
- Reviewed and discussed various DWI deterrence studies and initiatives including the DWI Roadside Survey Project, Sentencing to Treatment Study, Court Monitoring Report I, Status of Alcohol Taxation in NM, and Motor Vehicle Division’s New Photo Identification System.
- Promoted local earned media and community outreach opportunities to support DWI Superblitz and National Crackdown activities.
- Continued coordination of outreach and educational activities in support of policy development.
- Continued 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.

Enhanced Law Enforcement Report System

As part of the ID Demo Project, the NMDOT/ TSB developed an enhanced law enforcement report system to ensure the timely, complete, and accurate collection of law enforcement information, and to measure the effectiveness of the program.

Six law enforcement agencies (LEAs) that participated in the ID Demo Project reported their enhanced law enforcement activities via this electronic reporting application. The reporting system allows LEAs to report required data on activities such as sobriety checkpoints, saturation patrols, or any other enhanced law enforcement event. Reports and data were made available to government agencies, law enforcement agencies, research entities, and the public, upon request.

Community Driving While Impaired (CDWI)

CDWI is a statewide program that distributes funds back to cities and counties from which they are generated. These funds come from a \$75.00 fee that judges impose on a person convicted of a DWI. In order to be eligible for funding, each city or 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 communities place their monies in enforcement, several used CDWI funds for prevention programs. The CDWI Program compliments NHTSA funding for law enforcement agency efforts that address DWI by conducting saturation patrols and sobriety checkpoints.

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

Results

In FY08, all of New Mexico’s 33 counties received CDWI funding that totaled almost \$700,000.

Along with enforcement activities, the CDWI Program in San Miguel County purchased two in-car video cameras for the Las Vegas Police Department to aid in the arrest and prosecution of DWI offenders. These cameras will be beneficial in assisting a rural-based law enforcement agency in reducing recidivism and increasing prosecution of DWI offenders. The cameras will also be used as a training tool for the Las Vegas Police Department to improve officer protocols in DWI arrests.

The Mesilla Valley Safety Council in Dona Ana County used CDWI funding to support an underage drinking prevention program at New Mexico State University. The program aims to reduce binge drinking on a Division I college campus by implementing media, education, enforcement, and prevention programs. In addition, the program provided funding to the New Mexico State University Police and the Las Cruces Police Department for saturation patrols and checkpoints. The Mesilla Valley Council provided funding to the Dona Action for Youth team to conduct a prevention program in several high schools in Dona Ana County.

Underage Drinking Enforcement

Albuquerque Police Department

In FY08, 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 six 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

This contract was in effect from June 2008 through September 30, 2008. During this time, APD's underage drinking prevention operations resulted in 52 loud 'party calls,' 572 compliance checks, and 22 shoulder-tap activities. Among the establishments receiving compliance checks, 94% were compliant, up from 92% in FY07. APD's Party Patrol conducted 98 underage drinking activities, resulting in 19 felony arrests, 10 misdemeanor arrests, and 391 misdemeanor citations (356 of these were for 'minor in possession' charges).

The contract funded a summer media campaign. Media included radio and television spots, city bus interior and exterior billboards, and mobile billboards.

Statewide Traffic Records System (STRS) – Enhanced Law Enforcement Report System & Ignition Interlock Data Analysis Project

In FY08, both the Enhanced Law Enforcement Report System and the Ignition Interlock Data Analysis Project were incorporated into the STRS (see more on the STRS in the Traffic Records Section on page 46). The Enhanced Law Enforcement Report System is detailed in the 403 Demo Project section above (see page 21).

Ignition Interlock Data Analysis Project

The Ignition Interlock Data Analysis (IIDA) project is a statewide system that allows automated data submissions from ignition interlock manufacturers to a central repository. Data submittal standards were developed and implemented to allow for consistent monitoring and reporting practices. The system is currently capturing ignition interlock device information from the seven certified manufacturers authorized to provide services in NM. Efforts to allow stakeholders and customers the ability to monitor offender compliance and conduct statistical analysis will begin in FY09.

The project is being conducted in three phases:

Phase 1 - Data capture, database population, and records repository. **Completed**

Phase 2 - IIDA reporting. **Scheduled for FY09**

Phase 3 - Web application pilot and data exports. **Scheduled for FY09.**

Traffic Safety Resource Prosecutor

The NMDOT/ TSB funded a full-time Traffic Safety Resource Prosecutor (TSRP) to conduct regional training for new and inexperienced district attorneys, DWI program coordinators, county compliance officers, probation and parole officers, law enforcement, and toxicologists. The TSRP provided support to 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 FY08, the TSRP conducted the following training sessions for approximately 45 assistant district attorneys, 170 police officers (tribal, county, state, and city), 13 toxicologists, and 50 DWI coordinators.

Type of Training	Location	Attendees
Prosecution, Evaluation & Investigation of DWI Cases	Albuquerque	Prosecutors, investigators, probation officers and police officers
Learning the Tools of the Trade: A DWI Update	Albuquerque	Prosecutors, police officers, DWI coordinators and probation officers
Reducing the Effects of DWI in New Mexico	Santa Fe	Prosecutors, police officers, tribal prosecutors, probation officers, and DWI coordinators
The ABC's of SFSTs	Santa Fe	DWI coordinators, police officers, and prosecutors

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 some 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 continues to develop, maintain, and update the comprehensive tracking program of all SFST and PTS training (training identified by NHTSA as a part of a statewide SFST assessment). This unique database also contains the enforcement leadership contact information for 144 law enforcement agencies in the state (approximately 99% of all agencies).

Results

In FY08, TACT continued to maintain SFST coordination with the New Mexico Law Enforcement Academy and its satellite academies statewide, continuing the SFST Statewide standards instituted in FY06 (eight hours of mandatory refresher training for certified law enforcement officers in NM). 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 and important DWI cases affecting SFST in New Mexico. In this effort, TACT assisted in providing expert testimony towards prosecution of DWI offenders. TACT trained 29 officers in crash reconstruction. Classes were held in Crash Investigation, STEP, and Radar/LIDAR Train the Trainer (resulted in 13 new Instructors in Radar/Lidar).

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 FY08, TACT provided direct training to law enforcement officers statewide, as follows:

- **Six 8-hour SFST Refresher Courses (130 officers)**
- **Four 16- hour SFST Refresher Course (59 officers)**
- **Two 40-hour SFST Instructor Course (40 officers)**
- **Two 8-hour DWI Checkpoint Courses (31 officers)**
- **Two 8-hour Police As A Prosecutor (42 officers)**
- **Six 8-hour SFST Instructor Update (86 officers)**
- **Two SFST Instructor Oversight Committee (20 officers)**
- **Six 8-hour STEP classes (125 officers total)**
- **One 24 –hour Radar/Lidar Train the Trainer class (13 officers)**
- **One 80-hour Crash Reconstruction class (29 officers)**
- **Five 8-hour Basic Crash Investigation classes (63 officers)**

TACT coordinated training that resulted in a total of 105 classes with 1,480 officers trained in the NHTSA SFST training standards in FY08. 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 1,480. Forty new instructors were trained in SFST, and 86 SFST instructors received updated instructor training. The state now has 160 SFST instructors. In addition, 31 officers received DWI Checkpoint training, and 41 officers received Police Officer as Prosecutor (DWI) training. All of the above resulted in 18,520 officer-hours of SFST/ DWI training and 8,456 officer-hours of Police Traffic Services training: 26,976 total officer hours of training.

Drug Recognition Experts (DRE) Training

The DRE Training 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 FY08, the number of DRE officers increased to a total of 110.

- Two DRE classes were conducted with 30 attendees.
- Two DRE schools were conducted; attendees came from 10 agencies representing nine counties – some agencies had never had a certified DRE.
- Four Drug Impairment Training for Education Professionals classes were conducted with 45 educators attending.
- DRE Project staff collaborated with the state Traffic Safety Resource Prosecutor on several training seminars provided to state prosecutors and law enforcement.
- Two DRE officers became certified DRE instructors.

- Eight DRE instructors attended the 2008 International Association of Chiefs of Police Drug Impairment Conference, and subsequently disseminated information from the conference to officers attending re-certification classes.

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 FY08, the JEC updated online DWI resources and training components, and developed DWI topics for statewide videoconferences. They revised and updated the New Mexico DWI Benchbook and distributed 300 copies to all municipal, magistrate, metropolitan, district, appellate, and tribal judges in the state. The DWI Benchbook was also made available in full text PDF format on the JEC web site: <http://jec.unm.edu/> JEC distributed a comprehensive DWI Prosecution Manual to all prosecutors in the state. They developed checklists and suggested scripts for the judiciary's use in DWI court proceedings.

At the week-long training for newly-elected municipal judges held in March 2008, intensive training was provided on DWI laws and procedures, including:

- **substantive presentations**
- **demonstration of field sobriety tests**
- **explanation and demonstration of the Intoxilyzer 8000**
- **mock DWI trial**
- **arraignment and trial practice**

At the annual, four-day conference for municipal court judges and staff held in June 2008, JEC provided sessions on DWI laws and procedures. At a magistrate court judges weeklong annual conference in September/October 2008, judges and staff received DWI training.

Six daylong regional DWI seminars were conducted for judges, prosecutors, defense attorneys, police officers, CDWI representatives and others. The seminars were conducted in May, July, and August in 19 counties around the state with a total of 159 attendees. The multi-disciplinary seminars covered these topics:

- **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**
- **Pre-trial issues (discovery and the six-month rule)**
- **Mandatory and discretionary sentencing**
- **Community collaboration on DWI issues**

Total attendees for the six seminars:

Magistrate judges	22	Law enforcement	44
Municipal judges	7	Prosecutors	22
Metropolitan judges	6	Defense attorneys	10
District judges	3	CDWI	17
		Others	28

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 Governor's Research Forums on DWI. Speakers included:

- Scott Sitton from Hillsborough County, Florida Sheriff's Office presented information on a responsible retailer program that gives law enforcement officers flexibility to work with retailers.
- A group of providers of alcohol-sensing devices presented information on a variety of alternatives to interlock devices.
- John Evans of MADD made two presentations on death notification.

The forums were facilitated by Institute of Public Law (IPL) staff.

NMDOT Traffic Safety Summit

NMDOT/ TSB conducted a Traffic Safety Summit on March 11 and 12, 2008 at the Embassy Suites Hotel in Albuquerque. Approximately 250 people attended the Summit. Speakers from across the United States made presentations on topics that included Impaired Driving, Pedestrian Safety, Traffic Records, Occupant Protection, Lane Departures, and Emergency Medical Services. Also featured were sessions on Young Drivers, Native American Programs, Aggressive Driving and Speeding, and Underage Drinking. IPL staff hosted the Summit for TSB. Presentations were made available on the IPL Transportation Safety web site: <http://ipl.unm.edu/traf/2008Summit.html>

DWI Information and Research

In FY08, the Institute of Public Law (IPL) was contracted to provide 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.

Four fast facts sheets were created and distributed to state judges. The topics were the High Cost of Underage Drinking to New Mexicans, Social Hosting, Binge Drinking, and Maintaining the 21 Drinking Age. These fast fact sheets also were available from the TSB office, Safer NM Now, and through the Transportation Safety Law Center web site. *High Cost of DWI* and other posters on DWI laws for those under-21, alcohol seizures, alcohol poisoning and felony penalties for providing alcohol were made available for distribution through IPL and Safer New Mexico Now.

Approximately 3,000 copies of the Traffic Safety News were produced and distributed monthly during FY08. Each issue includes a column from the NMDOT Secretary, calendar information with upcoming events and contact information, monthly statistics, and traffic and DWI-related news stories from New Mexico and elsewhere.

Approximately 4,000 copies of the AlcoEdu publication were produced and mailed, in 4 issues, to all elementary and secondary schools in New Mexico, including Bureau of Indian Education schools.

This year's topics included prom dangers, DWI Court, young women and alcohol, fetal alcohol spectrum disease, brain development, and community programs targeting youth in New Mexico. Special emphasis was placed on lesson plans and development of ideas for use in the classroom.

In September 2008, a packet of information and resources on the dangers of underage drinking was sent to principals at all New Mexico high schools. The packet included a letter to the principal of the school with web site information, the felony alcohol poster, underage penalties, the Traffic Safety newsletter, the *Alco Edu* newsletter, and fast facts sheets on binge drinking and on maintaining the 21 drinking age.

IPL staff provided legal research and responses to inquiries by TSB and its traffic safety partners. Inquiries were made on forfeiture, ignition interlock alternatives, cameras, the 2008 version of the GHSA report, no-refusal weekends, cell phone use, the Law Enforcement Summit report, graduated driver's licenses, and updated Traffic Safety Milestones with current case law.

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 FY08, COSAP launched a campus initiative designed to: 1) increase students' perception of risk for DWI arrest; 2) expand their awareness and use of alternatives to drinking and driving; and 3) support existing designated driver and safe ride programs. This marketing initiative alerted students to each upcoming DWI checkpoint and saturation patrol (12 in total) through mass emails; posters placed in local bars and high-traffic areas across campus; portable, outdoor signs; and colorful electronic displays and napkin holder displays in the UNM Student Union Building.

The email alerts and posters were reinforced with business-size cards that listed ways to "Avoid a DWI" on one side, (e.g., use a designated driver, 242-RIDE, the downtown shuttle. etc.) and provided tips to identify and treat alcohol poisoning on the other side. Over 5,500 of these cards were placed on vehicle windshields and distributed during tabling events and group presentations.

COSAP staff and peer educators gave 11 educational presentations on "The Effects of Alcohol and Other Drugs on Sexuality," "Binge Drinking: A Dangerous Ritual," and "Alcohol and the College Athlete" to 228 undergraduate students. Peer educators and COSAP staff disseminated alcohol-related information to 2,283 students through multiple tabling events and provided 175 students with the opportunity to participate in an interactive and realistic DWI simulation. In addition, COSAP staff provided alcohol-related training to 23 students involved in a peer education program at the Southwestern Indian Polytechnic Institute (SIPI). The SIPI peer educators subsequently sponsored two campus-wide health fairs, presented to 112 students, and worked on an alcohol use social norms marketing campaign. The SIPI peer educators also launched a campaign to dissuade students from congregating with alcohol in the nearby bosque.

COSAP staff conducted a small-group, social norms-correction component with 417 incoming freshmen enrolled in the UNM College Enrichment Program. An additional 2,808 incoming freshmen completed a peer-based, prevention program, 'Choose Your Direction,' that corrects students' misperceptions about alcohol use norms and promotes communication and decision-making skills regarding safety, substance abuse, and sexual behavior. Specific behaviors addressed included issues related to alcohol, tobacco, and other drug use, and impaired driving.

Outreach efforts to the four UNM branch campuses (Valencia, Taos, Gallup, and Los Alamos) included:

- 1) distributing the UNM Drug-Free Campus policy to all employees (main campus and branches);

- 2) distributing social marketing posters to key student activities offices at each branch;
- 3) distributing a memo to all faculty that provided statistics about students' alcohol use and related consequences; encouraged them to discuss abstinence and moderation as appealing and wise choices; and offered ideas for infusing prevention themes into their curriculum; and
- 4) participating in a Wellness Fair at the Valencia campus.

Results from the annual 'Core Survey' showed decreases in binge drinking, drunk driving, and some other alcohol-related problems among UNM students:

- Binge drinking decreased from 42.7% to 38.4% (compared to national average of 44%).
- The percentage of students admitting to having driven a car while under the influence in the past year decreased from 37.5% to 32%.
- 87.8% said their closest friends would disapprove of them driving while under the influence of alcohol.
- Most students (89.4%) think it's likely they would be arrested for DWI if they had too much to drink and were stopped by the police.

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 included 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 highlighted the physical effects of alcohol, drugs, and tobacco on the body and the brain.

MADD staff also provided 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 16,054 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 positive.

Underage Drinking – Specific Media and Outreach

The TSB, in cooperation with a media/ marketing firm, produced a 12-page newspaper insert targeted at parents throughout NM with the goal of educating them on the dangers of underage drinking. A total of 641,870 English-language and 108,130 Spanish-language copies were printed for a total print run of 750,000. This insert appeared in all NM newspapers during March/April 2008. The insert was distributed at "Underage Drinking Prevention Day at Walmart" in May 2008. Additionally, the inserts were mailed to all DWI Planning Councils and all NM Strategic Prevention Framework/ State Incentive Grant (SPF-SIG) recipients in the state for local distribution. A letter from the Governor and the First Lady appeared in the insert.

TSB created a web site (www.preventunderagedrinkingnm.org) during the Spring of 2008 with information for parents on underage drinking. The web site encourages parents to talk to their children about the dangers drinking poses to the developing brain, the dangers of drinking and driving, and other risky situations.

Law Enforcement Coordinators' Symposium

The annual Law Enforcement Coordinators' Symposium was held in Albuquerque in May 2008. The Symposium provided law enforcement with an opportunity to learn about current program requirements, get legal and administrative updates, and receive other relevant information and materials.

Speakers included Captain Greg Garner and Sergeant John Chandler of the Fresno Police Department, Attorney Michele Fields of the Insurance Institute for Highway Safety, Al Tetreault and Robert Force of T.A.C.T. & Associates, and representatives from the New Mexico TraCS Project. The NM LELs presented an administrative update and a one-hour training session entitled "Beyond the Traffic Stop."

Approximately 143 law enforcement representatives from 73 agencies participating in ODWI, OBD, Click It or Ticket, STEP, and/or 100 Days and Nights of Summer enhanced enforcement projects attended. Also attending were Rachel O'Connor with the Governor's Office, the educational services director from the Bernalillo County Metropolitan Court, NM's LELs, Safer NM Now, and TSB staff. Representatives from the New Mexico State Police presented the colors and performed the national anthem.

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 toxicology investigations for use in impaired driver prosecutions.

Results

In FY08, the SLD again placed special emphasis on training for law enforcement officers. Thirty-two Intoxilyzer 8000 breath operator classes, 1 Intoxilyzer 5000 breath operator class, and one RBT IV breath operator class were conducted, training 650 officers. Ten Intoxilyzer 8000 and 1 RBT IV key operator classes were conducted, training 85. Operator instructors certified by SLD trained an additional 693 officers.

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

- Breath Testing in New Mexico
- Summary of DWI Cases Decided by the NM Court of Appeals and the NM Supreme Court
- SFST – Update and Use in DWI Cases
- DRE Cases and Drug Categorization
- Cross-examination of Expert Witnesses

- Methamphetamine Awareness
- Determining the Influence of Prescription Drugs
- Prosecution, Evaluation, and investigation of DWI Cases
- The Effects of Drugs on Human Performance and Behavior
- Alcohol & Highway Safety: Testing, Research, and Litigation

Staff also attended the 21st Annual Meeting of the International Association for Chemical Testing (IACT); the Annual New Mexico District Attorney's Meeting; and the Intoxilyzer® Users Group Conference.

Drunk Busters Hotline - #DWI

The general public is encouraged to report suspect drunk drivers observed on NM roadways to the Drunk Busters hotline. The state provides funding for a toll-free number, 1-877-DWI HALT (877-394-4258) that citizens can use, or they can call #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.

A 'Drunk Busters' letter was added to the program in July 2008 to notify owners of automobiles that their vehicle was reported to the Drunk Busters hot line, and noted for erratic driving behavior. The letter outlines the date, time, and location of the erratic driving behavior, and asks the owner to address the driving behavior. The letter also encourages drivers to call the hot line and report dangerous driving behavior.

Results

In FY08, the Drunk Busters hotline received 21,279 calls, resulting in 382 contacts, and 86 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.

<http://www.dps.nm.org/lawEnforcement/dwi/drunkbusters.php>

Bernalillo County Metro Court – DWI First Offender Enhanced Supervision Project

The Bernalillo County Metropolitan Court DWI First Offender Enhanced Supervision Project (DWI FOP) is 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.

In March 2008, the DWI FOP modified its original study design to include two additional high-risk sub-groups. These two additional groups were added to provide improved comparisons of the effectiveness of supervision with these high-risk offenders.

Offenders that fell into the high-risk group were randomly selected to participate in one of the three sub-groups within the high-risk category. The three supervision sub-groups were as follows:

1. High Risk Unsupervised (HU)- monitor compliance only
2. High Risk Supervision (HS) – supervised probation that included two contacts per month: one direct face -to- face and one telephonic contact
3. High Risk Intermediate Supervision (HI)-supervised probation that included weekly contact. Direct face-to-face would alternate with telephonic contact on a weekly basis. This increased number of contacts was designed to assist in assuring compliance with all court orders.

Results

Due to the change in the initial study design, the program reported only program participation. Re-arrest data will be available in FY09.

Initial Study – July 1, 2007 – February 29, 2008

Supervised	Reports no vehicle	259
Supervised	II Installed	337
Total Supervised		596
Unsupervised	Reports no vehicle	367
Unsupervised	II Installed	624
Total Unsupervised		991

Subsequent Study – March 1 – June 30, 2008

High-Risk Group		
Unsupervised	Reports no vehicle	51
Unsupervised	II Installed	73
Supervised	Reports no vehicle	72
Supervised	II Installed	58
Intermediate supervision	Reports no vehicle	63
Intermediate supervision	II Installed	60
Total High-Risk Group		377

Unsupervised Group		
Unsupervised	Reports no vehicle	191
Unsupervised	II Installed	270
Total		461

Ignition interlock

The NMDOT/ TSB is responsible for the administration of the Ignition Interlock Indigent Device Fund and for the licensing of Ignition Interlock providers. The TSB Traffic Records Program is in the process of designing and developing an electronic Ignition Interlock Program. This will include the Ignition Interlock Data Analysis Project (currently in Phase I), the Ignition Interlock Device Fund Program, and the Ignition Interlock Licensing Program. Currently there are seven manufacturers, 55 service providers, and 79 mobile locations across the state.

Results

The Ignition Interlock program manager (IIPM) processed new and renewal ignition interlock provider license applications. In addition, the IIPM monitored, investigated and resolved complaints, and responded to calls for information about ignition interlock requirements from the public and service providers.

TSB program managers met with county compliance officers and interlock service providers around the state to educate and assist them in the proper utilization of interlock as a tool for reducing drunk driving.

In FY08, approximately 9,000 individuals installed interlock devices in their vehicles. There were over 67,700 ignition interlock lockouts – a lockout is when a DWI offender tests positive for alcohol (.025g/dl or higher) when they blow into the interlock to get their car started.

Occupant Protection Program Area

Program Administration

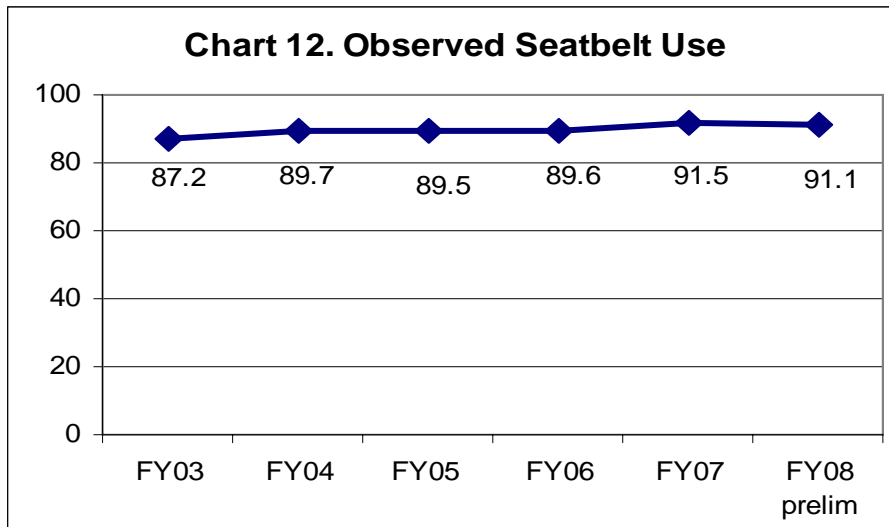
The Occupant Protection Program is administered by TSB Staff. Individual projects are administered by various law enforcement agencies, Safer New Mexico Now, and NMDOH/ Injury Epidemiology Unit.

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 Performance Measure based on State Fiscal Year Data State FY July 1, 2007 – June 30, 2008 – NM Seat Belt Survey Conducted May-June Annually

12) Increase New Mexico's overall seat belt use from 91.5% (2007 data) to 92%, by the end of FY08.



STATUS: Achieved (statistically)

In June 2008, the official observed front seatbelt use rate was 91.1%, (statistically equivalent to any other value within the range of 90.1% to 92.1%).

Progress Toward Achieving Performance Measure:

New Mexico was successful in achieving its FY08 seat belt performance measure. Data from the 2008 NM Safety Belt Survey shows that overall seat belt use was 91.1%, which is statistically equivalent to any other value within the range of 90.1% to 92.1%. The overall observed use was 0.7% percentage points higher in the official survey than during the pre-enforcement period, the narrowest difference between the two surveys since the pre-enforcement survey was started in 2004.

Driver seat belt use was recorded at 92.0%. Front seat, outboard passenger use (persons sitting by the right door) was recorded at 88.1%. Driver use has been measured at 2-6 percentage points higher than

front seat passenger use each year, except in 1999. The passenger use rate at 88% in 2007 and 2008 again approached the highest observed usage of 89% in 1999.

Pickup truck occupants comprised 26.3% of the number of observations. Their seat belt use was 87.0%, with drivers at 88.8% and passengers at 81.0%. Pickup truck belt use decreased from the pre-enforcement survey, with the greatest drop (3.0%) noted in the passenger group.

New Mexico's seat belt use continues to be well above the national rate as it has for many years. In 2007, it ranked ninth among the states.

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.

OCCUPANT PROTECTION PROGRAM 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 FY08, 86 law enforcement agencies participated in seat belt and child restraint enforcement activities (includes the 12 State Police districts). These officers worked over 17,000 hours, issuing 16,849 seat belt and 1,260 child restraint citations. During these activities, law enforcement officers also made 107 felony arrests and 81 drug arrests. A total of 326 fugitives were apprehended and 758 persons were cited for driving with a revoked or suspended license. Additionally, 3,078 citations were issued to uninsured drivers, 4,765 persons were cited for speeding, and 40 were cited for reckless driving. Another 7,582 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 FY08, NM conducted pre- and post surveys on car and pick-up truck drivers. Trained observers record front shoulder belt use by drivers and front outboard passengers (sitting by the right door). The observation sites are a sample of public roadway locations that were selected by a random sampling process in 1998, and since then, the same sites have been used annually.

Results

Post-Survey Observed Seat Belt Use in New Mexico - 2008

Type of Vehicle	Number of Occupants	Seat Belt Use
All Vehicles	17,525	91.1%
Driver	13,091	92.0%
Passenger	4,434	88.1%
Pickup Trucks	4,613	87.0%
Driver	3,491	88.8%
Passenger	1,122	81.0%

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, lower 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

Forty-one agencies participated in the NMCSSDP, distributing 3,026 child safety seats, with 23 sites serving only low-income families. Site staff show child passenger safety videos, review educational brochures, and provide individual instruction on how to install the child safety seat. Program services are available to an estimated 90.2% of the State's total population.

Seven 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 five National Standardized CPS 32-hour Technical Training classes during FY08. One-hundred students participated in these classes; 50% of attendees were law enforcement personnel. Statewide, there are 328 certified CPS advocates (316 technicians, 1 instructor candidate, and 11 instructors), representing all six NMDOT districts, 26 counties, and 63 cities. In FY08, technicians worked a total of 2,665 hours at inspection events.

Child Safety Seat Fitting Stations and Clinics

Eight 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 FY08, Safer conducted 51 child safety seat clinics, reaching an estimated 84.6% of the state population. At these clinics, 1,300 child safety seats were inspected and 533 replaced at no cost to the parent or caregiver. A

total of 104 fitting station events were conducted, inspecting 802 child safety seats and replacing 261. An estimated 70% 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.

Five outreach and education events were conducted in FY08, with earned media occurring throughout the year.

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 347 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 Sixth Annual Buckle Up New Mexico Conference was held in Albuquerque in March 2008. The event was sponsored by NMDOT/ TSB and coordinated by Safer NM Now. Speakers included NHTSA Regional Program Manager Pat Tucker, Dr. Barry Ramo of the NM Heart Institute, Dr. Ben Hoffman of UNM, Joe Colella of Traffic Safety Projects, Design Engineer David Sander of Evenflo, and a number of CPS instructors.

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

Results

Almost 200 participants attended the Buckle Up Conference including: law enforcement personnel, child passenger safety technicians, and other child passenger safety advocates. The conference provided attendees with the latest information in CPS research, technical advances, and program management. Sessions included: crash dynamics, child safety seat innovations, CPS for children with special needs, airbags, LATCH, and Safe Kids technician re-certification.

Four organizations were recognized for their support of occupant protection and CPS efforts in New Mexico, including KOAT Channel 7 television, General Mills, NM State Police, and the City of Albuquerque Trumbull Family Resource Center.

Pedestrian and Bicyclist Safety Program Area

Program Administration

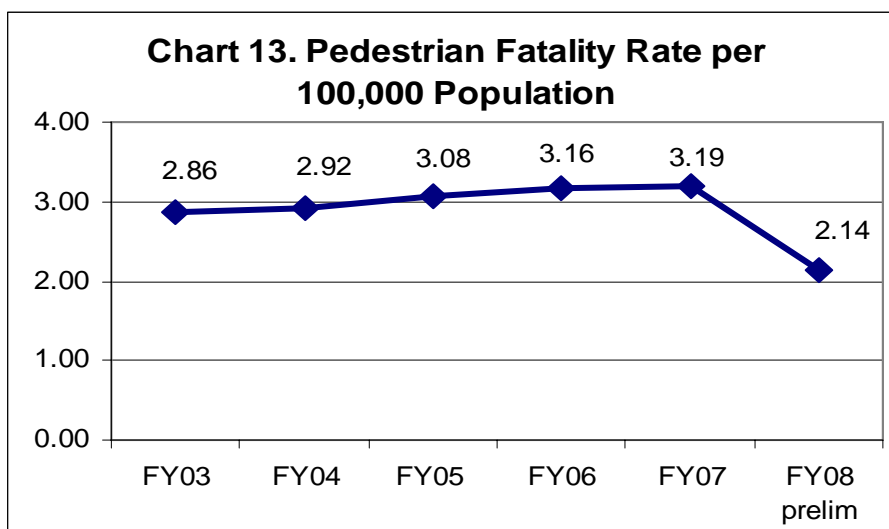
The Pedestrian and Bicyclist Safety Program is administered by TSB Staff. Individual projects are administered by UNM/ Department of Emergency Medicine – Center for Injury Prevention, Research, and Education (CIPRE).

Primary Projects – Federal Funds

Community-Based Programs, Education, and Public Awareness
Pedestrian Safety Awareness and the Walkable Communities Initiative
Public Awareness Campaigns
Education and Research

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

13) Reduce the pedestrian fatality rate of 3.19* per 100,000 population (FY06 data, most recent available) to 2.70 per 100,000 population, by the end of FY08.

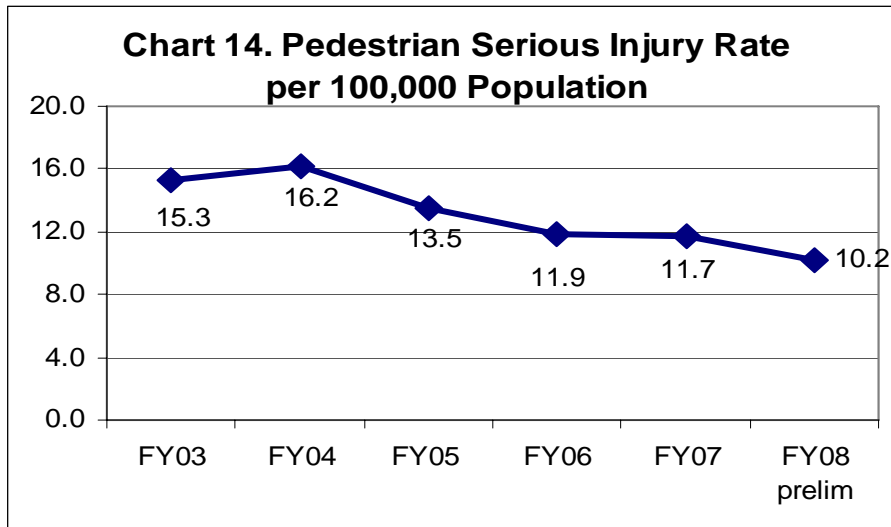


*rate was listed as 3.19 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the pedestrian fatality rate was reported at 2.14.

14) Reduce the pedestrian serious injury rate of 12.0* per 100,000 population (FY06 data, most recent available) to 10.4 per 100,000 population, by the end of FY08.



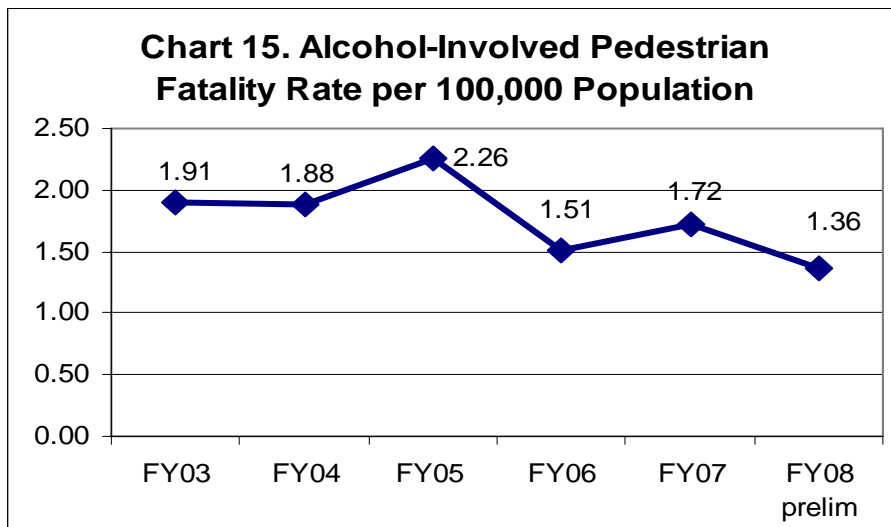
*rate was listed as 12.0 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY08 show that the pedestrian serious injury rate is reported at 10.2.**

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 10%-15%. However, the serious injury data has shown a substantial downward trend over the past four years.

15) Reduce the alcohol-involved pedestrian fatality rate of 1.17* per 100,000 population (FY06 data, most recent available) to 1.09 per 100,000 population, by the end of FY08.

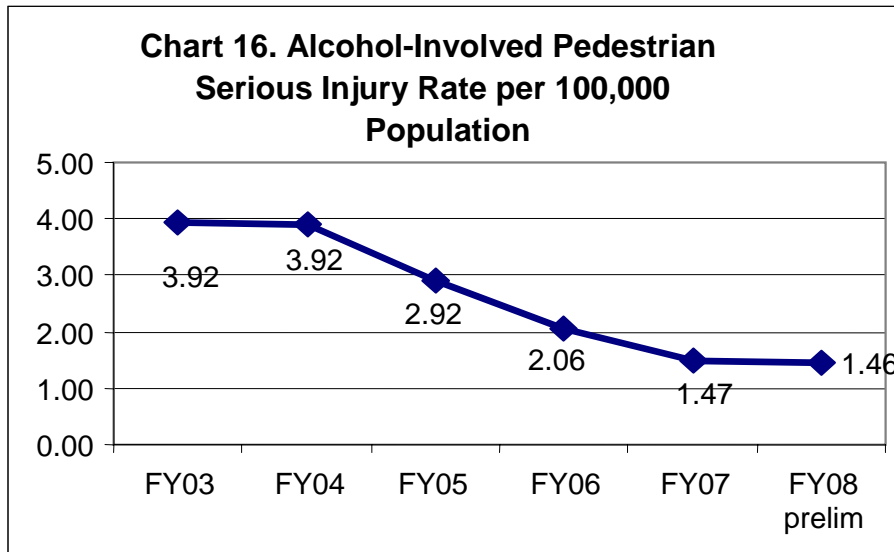


*rate was listed as 1.17 in FY08 HSPP; data files were not finalized at that time

STATUS: Not Achieved

Preliminary data for FY08 show that the alcohol-involved pedestrian fatality rate was reported at 1.36. Although this measure was not achieved, using the data available in FY06, TSB projected reducing the alcohol-involved pedestrian fatality rate by 6.8%. Using final data for FY06, this rate was actually reduced by 9.9% between FY06 and FY08.

16) Reduce the alcohol-involved pedestrian serious injury rate of 1.88* per 100,000 population (FY06 data, most recent available) to 1.74 per 100,000 population, by the end of FY08.



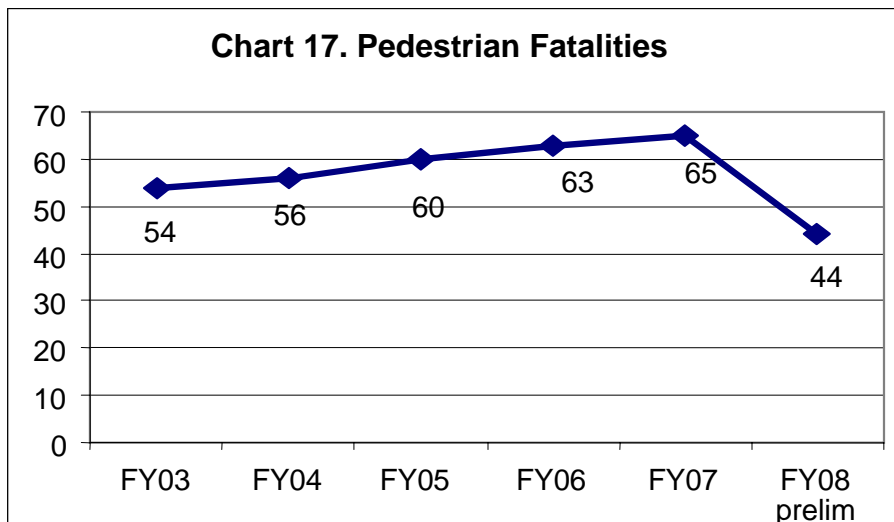
*rate was listed as 1.88 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the alcohol-involved pedestrian serious injury rate is reported at 1.46.**

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 10%-15%. However, the serious injury data has shown a substantial downward trend over the past four years.

17) Reduce the number of pedestrian fatalities from 63 (FY06 data, most recent available) to 54, by the end of FY08.



STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the number of pedestrian fatalities is reported at 44.

Progress Toward Achieving Performance Measures

New Mexico achieved four of its five Pedestrian and Bicyclist Safety performance measures in FY08. The number of pedestrian fatalities dropped dramatically in FY08, as did the pedestrian fatality rate and the alcohol-involved pedestrian fatality rate. In addition, the pedestrian serious injury rate and the alcohol-involved pedestrian serious injury rate declined for the fourth year in a row.

Sustained efforts have been made to raise awareness and to educate NM community planners and community leaders on pedestrian safety issues. In FY08, these efforts appear to have had a very positive effect in terms of both fatalities and injuries.

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

PEDESTRIAN AND BICYCLIST SAFETY PROGRAM PROJECTS

Community-Based Programs, Education, and Public Awareness

Pedestrian fatalities and injuries can be reduced by reducing the number of pedestrian crashes. TSB believes that this is accomplished through community-based intervention programs that are guided by pedestrian injury data specific to individual communities. Education and public awareness about how to make walking a comfortable, accessible, safe, and efficient mode of transportation is integral to all community-based programs. TSB works with the University of New Mexico Center for Injury Prevention, Research and Education (CIPRE) to support these programs.

Pedestrian Safety Awareness and the Walkable Communities Initiative

Pedestrian Safety Awareness Program funds were made available to five communities, through a competitive process, for specific interventions such as walkability assessments, safety fairs, and data collection. Priority was given to projects in communities with a high incidence of pedestrian crashes and where project problem identification was data driven. Technical assistance, advocacy training, and crash data were provided to these communities by CIPRE and NMDOT staff.

Results

Pedestrian Safety Outreach

In FY08, CIPRE and/or TSB staff:

- Attended the Gallup DWI City Council Meeting to present information from the NMDOT Safety Summit held in March 2008.
- Met with Jemez Pueblo regarding their plan of action to use the monies from the FY2005-2006 Pedestrian Safety Seed Grant.
- Attended the NM Injury Prevention Coalition Workshop.
- Attended the Fall Prevention, Pedestrian Safety for Seniors meeting.
- Met with the North Acres and Bear Canyon Neighborhood Associations and Business Associations.
- Provided Walkability check list to the Fall Prevention Group.
- Corrales Main Street representative sent NMDOT a report on their poly-pavement project.
- Continued meeting with Realizing Confidence and Independence (RCI, Inc.)
- Provided WAG members with their specific community data from the UNM/ Division of Government Research. WAGs were also sent the Pedestrian Safety power point presentations from the 2008 NMDOT Safety Summit.
- Met with the Zuni WAG in Zuni and in Gallup- Site visits in January 2008.

Public Awareness Campaigns

With the help of stakeholder agencies, public awareness of pedestrian safety was created via news conferences, pedestrian and driver safety tip brochures, pedestrian safety education videos, letters to the editor, public meetings, and response to media requests for information and interviews. CIPRE provided a pedestrian safety web site.

Education and Research

New Mexico Pedestrian Death Review Team

The NMDOT worked toward the implementation of the Key Recommendations contained in the FY2008 Pedestrian Death Alcohol Review Report. The report was created by a multi-disciplinary working group comprised of the NMDOT, community law enforcement, medical professionals, transportation services, and concerned citizens to address pedestrian deaths related to alcohol consumption.

Training

The pedestrian safety program provided the "Institute of Police Technology and Management Pedestrian and Bicycle Safety Investigations Course" for NM city police, sheriff's officers and deputies, Department of Public Safety officers, and the NM State Police officers. The course was held at the Bernalillo County Sheriff's Office in Albuquerque in June 2008. Media for the pedestrian and bicycle crash demonstration was arranged by with the NM Broadcasters Association. Local television stations (CBS, Fox, ABC, and NBC) aired the crash demonstrations on the evening and morning news. The crash demonstration allowed the officers to put into practice the skills they had learned. The crash demonstration event was attended by the County Fire Department, Ladder 13, Emergency Paramedics, course participants, Bernalillo County Sheriff's officers, deputies, and detectives. The detectives filmed the entire demonstration and made it available to the Pedestrian Safety Program.

The FHWA presented the workshop "How to Develop a Pedestrian Safety Action Plan." The workshop was held in Gallup at the McKinley County Fire Marshall's Office in April 2008, with approximately 25 participants from across the state.

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

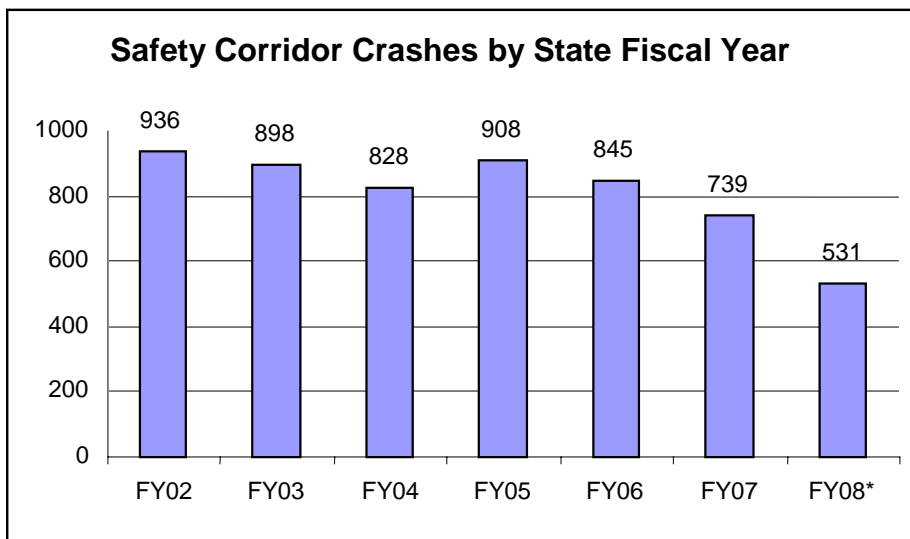
100 Days and Nights of Summer

Enforcement Coordination

Statewide PTS Training

Police Traffic Services Performance Measures based on State Fiscal Year Data State FY July 1, 2007 – June 30, 2008

18) Decrease the number of crashes in the combined safety corridor areas by 20 percent, by the end of FY08 (FY06 crashes in combined safety corridors areas, 977*).



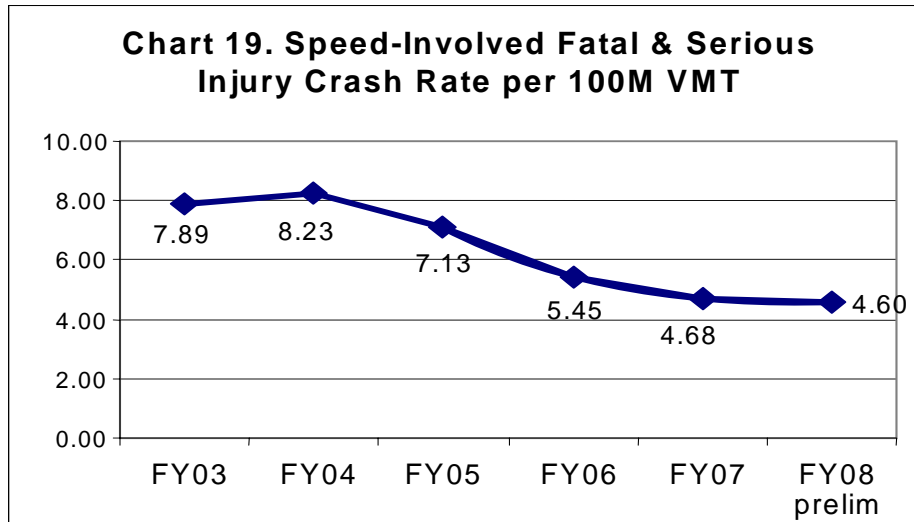
* number of crashes was listed as 977 in the FY08HSPP; data files were not finalized at that time

STATUS: Achieved

Preliminary data for FY08 show that that the number of crashes in the combined safety corridor areas is 531**, a 37% decrease.

** FY08 data for this measure is preliminary; crashes may be undercounted by as much as 15%.

19) Reduce speed involved fatal and serious injury crashes from 5.81* per 100M VMT (FY06 most recent data available) to 5.34 per 100M VMT, by the end of FY08.



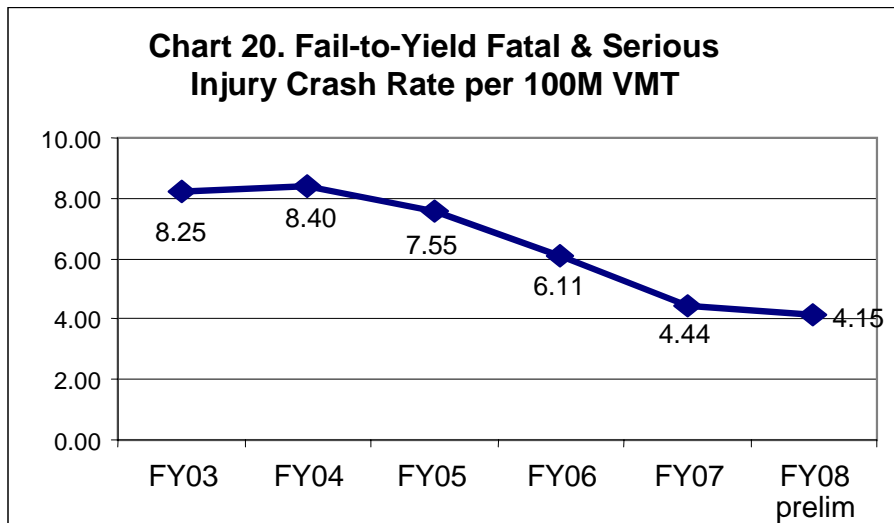
*rate was listed as 5.81 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the speed-related fatal and serious injury crash rate is reported at 4.60**.

**The serious injury numbers are very preliminary as of the date of this report. Final numbers could increase by 10%-15%. However, the serious injury data has shown a substantial downward trend over the past four years.

20) Reduce failure to yield¹ fatal and serious injury crashes from 6.21* per 100M VMT (FY06 most recent data available) to 5.48 per 100M VMT, by the end of FY08.



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

*rate was listed as 6.21 in FY08 HSPP; data files were not finalized at that time

STATUS: Achieved and Exceeded

Preliminary data for FY08 show that the failure-to-yield fatal and serious injury crash rate is reported at 4.15**.

**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 all of its FY08 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 12 Safety Corridor sites continue to have reduced crashes and increased safety for drivers. The '100 Days and Nights of Summer' campaign was highly successful, and resulted in 230 checkpoints, 850 saturation patrols, and 2,227 DWI arrests.

The following Police Traffic Services projects assisted the state in achieving its FY08 PTS performance objectives.

POLICE TRAFFIC SERVICES PROGRAM 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 25 STEP contracts were funded in FY08, totaling over 8,000 hours of law enforcement activities in saturation patrols, checkpoints, safety corridor, speed, and commercial traffic enforcement operations. These activities resulted in 9,836 speed citations, over 1,000 safety belt or child restraint citations, 177 DWI arrests, over 4,500 citations for no driver license, no insurance, or no registration, 3,328 other citations, and 203 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. Safety Corridors are put in place at various times throughout the year, so although the results are presented by state fiscal year, each corridor may not have been in place for the entire fiscal year period.

Results

Preliminary results for FY08, show a 37% decrease in crashes in safety corridor areas between FY06 and FY08. All 12 corridors have been in place since FY06, and all areas have evidenced reduced numbers of crashes.

A presentation on the NM Safety Corridor project was made at the NM Traffic Safety Summit in March 2008. A similar presentation is scheduled to be made by NMDOT/ TSB staff at the Texas Traffic Safety Summit in November 2008.

100 Days and Nights of Summer

During the summer months of 2008, 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 FY08, 47 city and county law enforcement agencies, including the 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, 2008 and concluded on September 8, 2008.

During this period, law enforcement conducted 231 checkpoints, 858 saturation patrols, and made 2,227 DWI arrests. Over 125,000 other citations or arrests were made including:

- 40,495 citations for speeding
- 11,144 citations for non-use of seat belt or not using proper child restraint
- 8,759 citations for uninsured motorist
- 802 arrests for suspended or revoked license
- 45,739 other traffic citations
- 18,593 citations for commercial vehicle violations
- 82 drug arrests
- 9 stolen vehicles recovered.

The Special Investigations Division of the New Mexico State Police issued 263 citations to liquor licensees for alcohol sales to minors, sales intoxicated persons, and administrative citations.

Paid media was intense and enforcement-focused during the campaign. The number of advertising messages included 11,289 TV spots, 39,433 radio spots, and more than 15 outdoor advertising postings statewide. At least 5 press conferences and earned media events took place garnering substantial electronic and print news coverage.

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 FY08, LELs made 107 visits to 79 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 144 law enforcement agencies in the state (approximately 99% of all agencies).

In FY08, TACT trained officers in Police Traffic Services statewide, as follows:

- Six 8-hour STEP classes (125 officers total)
- Five 8-hour Basic Crash Investigation classes (63 officers)
- One 80-hour Crash Reconstruction class (29 officers)
- One 24-hour Radar/ Lidar Train the Trainer class (13 officers)

Traffic Records Program Area

Program Administration

The Traffic Records Program is administered by Traffic Safety Bureau (TSB) staff. Individual projects were managed by TSB staff, and by Bency & Associates, an IT consulting firm.

Primary Projects – Federal and State Funds

Traffic Records Improvement and Development

Traffic and Criminal Software (TraCS) Statewide Rollout Project – Phase 1

Traffic Safety Problem Identification and Information

Traffic Records Performance Measures based on State Fiscal Year Data State FY July 1, 2007 – June 30, 2008

21) Maintain and support the Statewide Traffic Records System (STRS) Office and staff for the coordination of traffic-related records capture, processing, and dissemination, throughout FY08.

STATUS: Achieved

The STRS Office was maintained and supported throughout FY08. The Office consists of a Program Director, a TSB Administrative Support Staff, and a Program Administrator. The Office continues to manage 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). The STRS Office provides administration and oversight for the following projects: TraCS Statewide Rollout - Phase 1, STRS Data Center, Ignition Interlock Data Analysis - Phase 1, and the Crash System Improvement Project.

The TraCS Office consists of a TraCS Project Manager, TraCS Forms Developer, and a Database Administrator. In FY08, an on-line help desk was implemented to provide support to TraCS users, and can be accessed at <http://nmtrafficrecords.com/cgi/ttx.cgi>.

22) Among the six law enforcement agencies that participated in the TraCS Pilot Project, increase the use of TraCS by law enforcement officers from 60 (from the TraCS Pilot period in FY07) to at least 300 (from the TraCS Phase One Rollout in FY08), by the end of FY08.

STATUS: Partially Achieved

The TraCS Statewide Rollout – Phase I successfully rolled out TraCS to approximately 100 additional officers at Albuquerque Police Department by June 30, 2008. Due to longer than expected state and local approval processes for the agency agreements for purchasing equipment, the other agencies were still procuring, installing or configuring their TraCS equipment at the end of FY08. One agency, Doña Ana Sheriff's Office experienced several delays with their installation vendor.

23) Complete the implementation of a TraCS Tribal Pilot Project to automate their traffic records citations and reports, by the end of FY08.

STATUS: Partially Achieved

The Tesuque Tribal Police Department (TTPD) was approved by the STREOC to be part of the TraCS Statewide Rollout - Phase 1, in lieu of being an individual pilot project. The project agreement for rolling out TTPD's 12 officers was executed on May 28, 2008 and the TTPD has proceeded to procure their TraCS equipment. The training and rollout all officers is expected to be completed early in the next fiscal year.

24) Complete the STRS Architectural Plan, by the end of FY08.

STATUS: Achieved

The STRS Architectural Plan was developed and certified by the Department of Information Technology in April 2008. The Plan was presented to the STREOC in July 2008. This project will create a central location for gathering traffic records information, the STRS Data Center (DC). The implementation of the STRS DC project is scheduled for implementation in FY09 with the hiring of a STRS DC Project Manager/ Architect and the execution of a professional services contract.

25) Implement the Commercial Vehicle Crash Data Improvement Project, by the end of FY08.

STATUS: Achieved

The TSB appointed a Project Manager to develop a Crash Data Improvement Project Charter and Plan. The purpose of this plan is to identify the business and technical requirements associated with addressing the quality, accuracy, integrity, timeliness, completeness, consistency and accessibility of commercial vehicle crash information within the TSB Crash Section.

Progress Toward Achieving Performance Measures

The Traffic Records Program achieved three of five of its FY08 Traffic Records performance measures, and partially achieved the other two. The STRS Office and staff continued to support the STRS projects. The STRS Architectural Plan was completed, and the Commercial Vehicle Crash Data Improvement project was implemented. Some delays were experienced in completing TraCS Statewide Rollout-Phase 1 and TraCS Tribal Pilot Project agency agreements. This resulted in fewer officers being rolled-out with TraCS by the end of the fiscal year.

The following FY08 HSPP 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) were established to assist in the development of a Statewide Traffic Records System (STRS), and they continue to meet on a regular basis. In FY08, projects were continued or implemented to further the development of the STRS.

The NM STRS includes the electronic generation of traffic-related forms and reports (as per the TraCS Statewide Rollout Project – Phase 1, detailed below) and transmission of that data to a centralized STRS repository. Data will 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 in FY08, and the STRCC met bi-monthly, throughout the year to coordinate and oversee projects to further the development of the STRS. The following milestones were completed in FY08:

- ◆ Completed the STRS Architecture Design, approved by the STREOC CIO subcommittee and STREOC.
- ◆ The STRS Architecture was certified by the Department of Information of Information Technology in April 2008, and is scheduled for implementation as the STRS Data Center Project beginning in FY09.
- ◆ Hired a Systems Architect.
- ◆ TraCS Statewide Rollout - Phase I project was implemented.
- ◆ On-line Help Desk located at <http://nmtrafficrecords.com/cgi/ttx.cgi> was developed and implemented for the STRS.
- ◆ 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 FY09, to further the development of the STRS, the following initiatives are planned:

- ◆ The Architectural Design will be implemented.
- ◆ The TraCS Statewide Rollout – Phase I implementation will be partially completed, and is scheduled for full completion by December 2009.
- ◆ The TraCS Statewide Rollout – Phase II (additional law enforcement agency rollouts, beyond the Pilot agencies) will be developed.
- ◆ Crash data improvement initiatives will be incorporated into the STRS.

TraCS Statewide Rollout – Phase 1

The NM TraCS Statewide Rollout Project – Phase I was the first phase of rolling out TraCS to the law enforcement agencies (LEAs) in New Mexico. Phase I addressed rolling out all officers in the LEAs that participated in the Pilot Project, as well as 22 officers from the six county 403 Demo Project - Enhanced DWI Law Enforcement program. These law enforcement officers used TraCS to electronically prepare and download traffic-related citations and reports. Twelve LEAs were targeted for Phase I with a goal of completing the project in December 2009, with 455 officers rolled out with TraCS. Approximately 200 officers were rolled out by September 30, 2008.

Results

In FY08, NMDOT/ TSB continued to provide support and maintenance to the TraCS Pilot Project officers. The Phase 1 Project began rolling out TraCS with additional officers from the Pilot Project agencies and officers from the six-county 403 Demo Project - Enhanced DWI Law Enforcement program. Other accomplishments in FY08 include:

- ◆ The Tesuque Tribal Police Department was approved to become part of the TraCS Statewide Rollout – Phase 1, in lieu of being an individual pilot project. Their TraCS rollout was implemented in September 2008, and is expected to be completed by early FY09.

- ◆ Developed and implemented an automated installation script for TraCS installations.
- ◆ Developed, tested, and released an updated TraCS software version, and New Mexico traffic forms to agencies in June 2008.
- ◆ Streamlined processes for providing NM Uniform Traffic Citation and DWI Citation number ranges for agencies using TraCS.
- ◆ Facilitated a TraCS Administration workshop with Technology Enterprise Group (TEG), NM TraCS Coordinators and IT personnel.
- ◆ Conducted bi-monthly TraCS User Group Meetings.
- ◆ Developed and implemented TraCS training videos for NM's Uniform Traffic Citation, DWI Citation, and Notice of Revocation.
- ◆ Instituted Field Event as part of TraCS training for officers to issue 'live' citations immediately after the classroom training.
- ◆ Worked with the assigned Independent Validation and Verification consultant, and implemented the recommended findings.
- ◆ Developed TraCS Marketing Follow-up letter and assessment for agencies being considered for the TraCS Statewide Rollout – Phase 2.
- ◆ Began development for the electronic delivery of Albuquerque Police Department's TraCS citation data to the Bernalillo County Metropolitan Court system.
- ◆ Began development for the electronic delivery of Dona Ana Sheriff's Office TraCS traffic records data to their regional Records Management System.

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 FY08, DGR finalized and printed the 2006 rural and urban problem identification and community report publications and prepared the 2006 Crash Report. In addition, DGR produced the 2006 DWI Report and the 2006 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 2007, 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.

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, 2007 – June 30, 2008

26) Develop and submit the annual Highway Safety and Performance Plan for FY09, by September 1, 2008.

STATUS: Achieved

27) 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.

FY08 SAFETEA-LU FUNDING APPLICATIONS	
Section	Date Submitted
402	August 2008
405	February 2008
408	June 2008
410	July 2008
2010	July 2008

28) Ensure that reimbursement claims to grantees and contractors are paid within 30 days.

STATUS: Achieved

29) Submit the draw-down through the NHTSA grants tracking system by the 15th working day of each month.

STATUS: Achieved

Progress Toward Achieving Performance Measures

All FY08 Planning and Administration performance measures were achieved.

Marketing and Media Program Area - Traffic Safety Programs

Program Administration

In FY 08, the TSB Marketing and Media Program was administered by NMDOT/ TSB staff. Individual projects were managed by contractors, including Vaughn-Wedeen, NM Broadcasters Association, Marketing Solutions, and the DWI Resource Center.

MARKETING AND MEDIA PROGRAM PROJECTS

High-Visibility Media Activities

November 2007

The NMDOT worked the New Mexico State Police to kick off the 2007 Thanksgiving Superblitz at a checkpoint on Interstate – 40, in the Albuquerque area. This multi-jurisdictional checkpoint drew media coverage and reporting. Paid media included radio and television spots on targeted stations.

December 2007 Christmas Superblitz

The NMDOT held a news conference to kickoff it's Christmas Superblitz and joined the Bureau of Indian Affairs in kicking off their "Don't Shatter the Dream" Indian Highway Safety Program national mobilization. A press event was held at the Native American Cultural Center and New Mexico's NHTSA regional program manager spoke at the event. The TSB also unveiled new billboards with a DWI deterrence message designed for Native American communities. The billboards featured local Native American celebrities with the message, "I Care If You Are In A Drunk Driving Crash." Paid media included radio and television spots on targeted stations.

February 2008

A special media radio and television buy, including a spot broadcast locally during the Super Bowl, highlighted activities.

March 2008

A St. Patrick's Day Superblitz was conducted, and media messaging included promotion of the Drunk Busters #DWI hotline. Additionally, a new television, radio, and billboard campaign featured underage drinking deterrence by stressing New Mexico's felony law for providing alcohol to minors.

Governor Richardson hosted a press conference to kick off the St. Pat's Superblitz. He announced that New Mexico had gone from being sixth in the nation in 2002 to 14th in the nation in 2006 for alcohol-related fatalities per 100 million VMT, and to number 17 in DWI fatalities per 100 million VMT.

April 2008

DWI deterrence messages aired during the last two weeks of April.

In preparation for the Cinco de Mayo Miniblitz (to be conducted in May), the NMDOT held a press conference in McKinley County (Gallup) to announce the upcoming blitz and to present Drunk Busters awards to the McKinley County Sheriff's Office, the New Mexico State Police local district, and the Gallup Police Department.

May 2008

The NMDOT promoted the Cinco de Mayo Miniblitz by airing radio and television spots entitled, "Job Interview" that focused on the consequences of a DWI arrest. Another new spot entitled, "Carpool," also featured DWI consequences.

New media to support the Click It or Ticket campaign ran during the last two weeks of May.

June 2008

The second annual “100 Days and Nights of Summer” campaign kicked off with an intense DWI checkpoint on Interstate 25, just north of Albuquerque.

The 2008 Campaign featured a strong enforcement message “100 Reasons to Drive Sober, Slow Down and Buckle Up.” The new TV and radio spots that spoofed the popular “COPS” television show were very well received.

Posters, billboards and rack cards complimented the campaign. Special motorcycle safety messages ran during the summer campaign, as well.

July 2008

The “100 Days and Nights of Summer” media campaign continued throughout July.

The NMDOT and NM State Police kicked off a special 4th of July Miniblitz with a press conference that featured a new Drunk Busters program initiative whereby letters will be sent to the owners of vehicles reported to the hotline. Drunk Busters awards were given to 6 individuals whose calls to #DWI resulted in the arrest of a drunk driver.

A new drunk driving prevention message “Remorse” aired over the 4th of July holiday. The intense message portrayed a person attending a backyard picnic that makes the wrong decision to drive after drinking at a family event and ends up in jail.

Also in July, Governor Richardson hosted a press conference that featured new DWI initiatives in San Juan County. The initiatives included the debut of two new Native American DWI Prevention billboard campaign images of respected Navajo women; the addition of a full-time court monitor for San Juan County; and the inclusion of San Juan County in a pilot project using new alcohol-testing technology by TruTouch, a New Mexico company.

August 2008

Early in August, the NMDOT hosted a press conference in Farmington announcing funds for two additional full-time DWI officers for the Farmington Police Department. The NM Regulations and Licensing Department also announced the revocation of the liquor license of a bar in the area.

The NMDOT kicked off New Mexico’s participation in the National DWI Mobilization, via a press release. Enforcement coincided with the final two weeks of the “100 Days and Nights of Summer” campaign. This was paired with intense radio and TV advertising supporting the enforcement initiatives.

September 2008

Outdoor advertising during September focused on the Native American, “I Care If You Are In A Drunk Driving Crash” message and a designated driver sports-themed message.

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 and Occupant Protection programs. The Pedestrian and Police Traffic Services programs also conducted media outreach activities.

Results

Impaired Driving

In addition to the TV and radio spots, advertising, and earned media efforts noted in the above calendar of events, the NMDOT developed and posted signs promoting “Safe Ride Home” services at several downtown events and the State Fair. The service was promoted via an urban newspaper and through posters at down town bars. 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 08, NMDOT developed two new seat belt messages that ran statewide during the national Click It or Ticket mobilization: “Click It or Ticket – Wrestler” and “Click It or Ticket – Catapult.” Two radio spots were also developed and produced in English and Spanish to run concurrently with these television spots. Billboards with the “Click It or Ticket” message were posted across the state.

For New Mexico’s “100 Days and Nights of Summer Campaign” a new 30-second television spot (100 Reasons to Buckle Up) was developed, and aired in English and Spanish. Additionally, billboards with a message of “100 Reasons to Buckle Up ... 100DaysandNightsofSummer.com” were posted statewide. Posters and rack cards with a message of “100 Reasons to Drive Sober - Buckle Up and Slow Down ... 100DaysandNightsofSummer.com” were distributed throughout the State, as well.

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

Safer distributed materials promoting child passenger safety through each of the 41 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 51 child safety seat clinics and 104 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.

On December 2, 2007, KOAT Channel 7 aired a Target 7 investigative report on child safety seat expiration dates. The report included an interview with Safer President, Lisa Kelloff, who discussed the reasons child safety seats should not be used for more than six years, including the degradation of plastics and technological advances that make seats outdated. The report referred viewers to Safer for more information about fitting stations. In addition, Channel 7 included a link to Safer’s web site under their, “As seen on Seven” web site.

In February 2008, the NMDOT/ TSB and Safer were featured in the Valpak direct mail advertising, reaching approximately 60,000 homes in the Albuquerque area. The value of this unpaid media was approximately \$1,800. The two-sided color insert emphasized the high misuse rate of child safety seats, advertised inspection events, and encouraged parents to keep their children seated rear-facing, as long as possible. Numerous fitting station appointments resulted from this advertising campaign.

On May 22, 2008, KOB News aired an investigative report entitled, “4 Investigates Car-Seat Scofflaws.” Their investigative reporter recorded and questioned drivers in the Albuquerque area who did not have their children properly restrained in child safety seats. The report included an interview with Safer President, Lisa Kelloff, who encouraged parents to use available state resources to make sure their children are properly restrained.

On July 11, 2008, KOB News ran a story promoting the child safety seat clinic to be held in Albuquerque the following day. New Mexico State Police Sergeant and certified CPS technician Kevin Bruno was interviewed about the importance of proper seat installation and use. Caregivers were directed to the child safety seat clinic to receive personal instruction from certified CPS technicians. KOB aired the story again on the morning of July 12, 2008. The families of 61 children attended this clinic.

Safer secured the services of Albuquerque Media Monitoring to produce regular reports of all televised incidences of traffic safety-related news stories. During FY08, child safety seats and seat belts received approximately \$63, 457 in earned media.

Police Traffic Services

For year 2008, Police Traffic Services provided overtime enforcement funding at the city, county, and state levels. Focus areas included the NM 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, the NM Safety Corridor Program was presented at the NM Traffic Safety Summit and the 2008 Texas Statewide Traffic Safety Conference. New Mexico continues to work with the states of Wyoming, Kansas, Texas, and Nevada on starting up their own corridor programs.

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 New Mexico Broadcasters Association 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 FY08, the NMBA provided six media workshops for participants from 36 agencies throughout the state. Representatives from 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:

US Border Patrol	Sierra County Sheriff’s Office	City of Las Cruces
Children, Youth & Families Dept	Dona Ana County Sheriff’s Office	Alamogordo DPS
McKinley County Sheriff’s Dept	NM State Police	Navajo Police (Crownpoint)
Navajo Police (Ramah)	NM Army National Guard	Cibola County Sheriff’s Dept
Milan Police	Gallup Police	Albuquerque Fire Dept
Socorro Mental Health	Chaves County Sheriff Dept	Deming Fire Dept
Laguna Police	Belen Fire Dept/Emergency Mgmt	NMDOT

Traffic Safety Bureau	Carrizozo Police	Valencia County Sheriff's Dept
NM Fire Academy	Las Vegas Police	Raton Police
Taos Police	Office of the State Engineer	City of Santa Rosa
San Miguel DWI Program	NE Regional Planning Council	American Red Cross
San Miguel Health Council	RMYC-AmeriCorps	Ayudantes

The NMBA reviewed and updated the Community Media Guide in FY08 to assist police and safety organizations in their media outreach and coordination efforts. They participated in all Superblitz news conferences, Motorcycle Advisory Committee meetings, the Traffic Safety Summit in March 2008, and the Law Enforcement Coordinators Symposium in May 2008.

Broadcasts of the NMAA High School Basketball Tournament were again sponsored by the NMDOT/TSB in FY08. 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 prevention non-commercial sustaining announcements ran on all NMBA-member stations throughout the state from January through September 2008. Over \$250,000 in advertising time was donated by NMBA-member stations for the underage drinking prevention campaign, and over \$230,000 for UNM Pedestrian Safety. The NMBA participated in the NMDOT District Open House in Roswell that highlighted Pedestrian and Bicycle Safety, as well as the dangers of underage drinking.

403 Demonstration Project - Community Outreach/Marketing

NMDOT/ TSB contracted with the DWI Resource Center to promote the enhanced enforcement activities conducted as part of NM's 403 Impaired Driving 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 2008, their efforts were focused on three key areas:

- 1) developing DWI crash maps for each county 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 DWI-related media 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; and
- 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 Demo 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.

FY08, DWI outreach activities in all counties focused on four primary areas:

- promotion of the 100 Days & Nights of Summer, and holiday Superblitz campaigns,
- underage drinking prevention,

- Spanish-language outreach
- generation of earned media

In Bernalillo, Rio Arriba, and Dona Ana counties, coordinators also focused on distribution of Spanish language materials, while in McKinley and San Juan counties, outreach activities emphasized distribution of the new “I / We Care If You’re in a Drunk Driving Crash.”

100 Days & Nights of Summer, July 4th and Labor Day Superblitz Campaigns

Throughout the months of July through September, coordinators in each county continued to promote the anti-DWI aspects of 100 Days & Nights of Summer campaign, along with the July 4th and Labor Day Superblitzes at various outreach events and related activities. In Dona Ana County, the Dona Ana Action for Youth (DAAY) attended DWI checkpoints throughout the campaign to support NM State Police, while also providing food and drinks for officers. In addition, DAAY handed out materials to motorists passing through the checkpoints. 100 Days & Nights of Summer materials were also displayed and distributed during several community events. In Bernalillo County, outreach materials were also distributed and displayed at a number of community events with emphasis on the Kirtland Air Force Base Summer Bash in mid-July.

In San Juan County, 100 Days coasters and signage was delivered to alcohol retailers, nightclubs, bar and grills, and the Sun Ray horse racing track. In Rio Arriba and McKinley Counties, 100 Days materials were distributed at a variety of different community events. Earned print media from 100 Days, July 4, and Labor Day Superblitz activities included: The *Albuquerque Journal* in Bernalillo County, The *Farmington Times* in San Juan county, The *Independent Newspaper* in McKinley County, and the *Las Cruces Sun News* in Dona Ana County. Finally, interviews and PSAs in Rio Arriba were broadcast on KDCE-AM and KYBR-FM for all three campaigns.

Underage Drinking Prevention Activities

Coordinators in each county worked closely with community partners, schools, and agencies to promote several underage drinking campaigns. Coordinators in Bernalillo and Dona Ana Counties remained active in their respective Underage Drinking Prevention Coalitions, and both coordinators attended the 10th Annual Underage Drinking Enforcement Training Center’s Leadership Conference in Nashville, Tennessee in late August. In addition, the Dona Ana County Coordinator, attended and presented the DAAY’s achievements in southern New Mexico at the NM Youth Alliance Leadership Conference in Albuquerque. Coordinators in McKinley, Rio Arriba, Bernalillo, and San Juan Counties also continued to address this issue through their DWI Planning Councils and related outreach in the schools. Coordinators from several counties continued to report on the popularity of the “Urban Campaign” graphics among young people.

Spanish Language Outreach

Coordinators in several counties continued with the distribution of Spanish-language messaging and materials. In Bernalillo County, the outreach coordinator partnered with Univision Radio, the Mexican Consulate, and Telemundo New Mexico to promote law enforcement awareness at “La Fiesta De La Hispanidad” during Hispanic Heritage month. In Rio Arriba County, Spanish-language DWI earned media outreach continued with KDCE / KYBR radio. These media venues reach both the Mexican National and the bilingual population in Rio Arriba County and in northern New Mexico. In Dona Ana County, the Southern NM Promotoras continued to distribute the DWI Novellas to Spanish-speaking families throughout southern New Mexico. In San Juan County, DWI Novellas were distributed to Latin food markets and dress shops.

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

DRIVER EDUCATION AND SAFETY PROGRAM 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 152 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 347 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 347 titles, 76 were available in both English and Spanish (21.6%).

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 FY08, licensing was approved for two new Driver Education Schools and renewed for 32 existing schools. Licensing was approved for nine new instructors and renewed for 98 existing instructors.

The new Instructor training course, titled 'Classroom Curriculum,' was conducted for 29 persons and 'Behind the Wheel' training was held for 14 new driver education instructors. College credit was made available for both of these one-week courses.

A two-day 'Instructor Re-certification' training was held in June 2008 with 76 students. The first day focused on emergency responses and traffic safety, and was taught by a team of emergency services specialists. The second day was an eight-hour re-certification course. The Teaching Techniques class was held in August 2008, with 18 students in attendance.

Student evaluations for all these courses were very favorable.

A total of 413 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 FY08, licensing was approved for two new Driver Improvement Schools and renewed for 15 existing schools. Licensing was approved for five new instructors and renewed for 24 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 FY08, licensing was approved for two new DWI Schools and renewed for 30 existing DWI Schools. Licensing was approved for six new facilitators and renewed for 58 existing facilitators. A total of 20 new and returning students attended the DWI Schools facilitator instructor training classes conducted in January and June 2008.

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 FY08, the UNM Continuing Education Department provided DWI Awareness Classes to over 14,800 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 FY08, certification was approved for 15 new service center providers, 39 new installers, and 16 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.

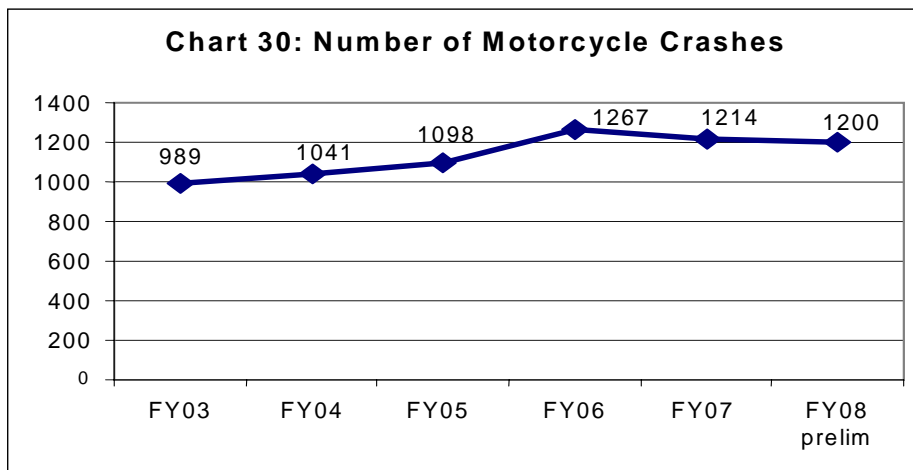
Primary Projects – Federal and State Funds

Motorcycle Safety Training

Annual Motorcycle Safety Awareness Day and Motorcycle Safety Awareness Month

Motorcycle Safety Performance Measures based on State Fiscal Year Data State FY July 1, 2007 – June 30, 2008

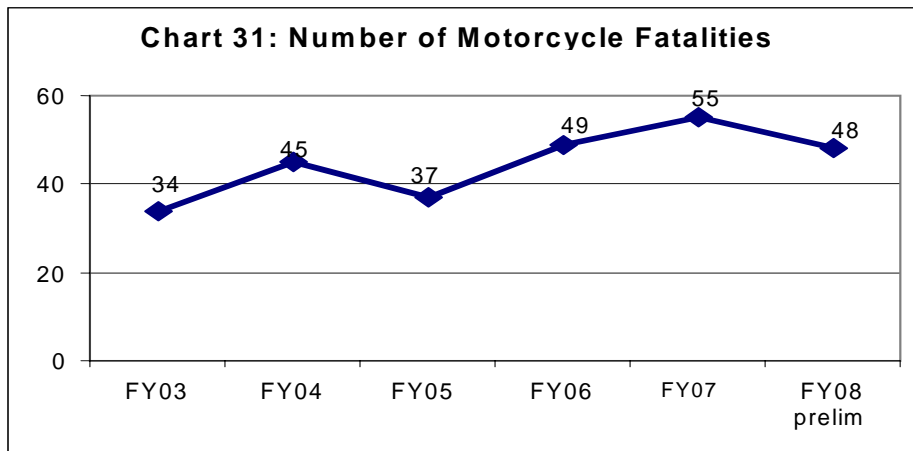
30) Reduce the number of motorcycle crashes from 1,267 (FY06 data, most recent available) to 1,125, by the end of FY08.



STATUS: Not Achieved

Although this performance measure was not achieved, motorcycle crashes were reduced by 5% between FY06 and FY08, after rising by 28% between FY03 and FY06.

31) Reduce the number of motorcycle fatalities from 49 (FY06 data, most recent available) to 44, by the end of FY08.



STATUS: Not Achieved

Progress Toward Achieving Performance Measure

Although the Motorcycle Safety performance measures were 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 FY08, the number of motorcycle crashes has decreased by 67. The number of motorcycle crashes is expected to decrease again in FY09.

MOTORCYCLE SAFETY PROGRAM 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 FY08, training was provided to 3,784 students throughout New Mexico. Under contract to the TSB, the Motorcycle Safety Foundation (MSF) offered 435 classes for basic and experienced riders at training sites in Albuquerque, Roswell, Clovis, Las Cruces, Alamogordo, Farmington, and Santa Fe. The MSF also participated in the Motorcycle Safety Awareness Days, provided technical assistance to New Mexico research, legislative, and licensing programs, and chaired two 2007 Motorcycle Advisory Council meetings for the Traffic Safety Bureau.

Annual Motorcycle Safety Awareness Days

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

Results

The annual New Mexico Motorcycle Safety Awareness Day was conducted in September 2008 in Albuquerque. A proclamation from the Governor's office declared the dates of the event as *Motorcycle Safety Awareness Days*. More than 2,600 riders, law enforcement, vendors, instructors, and other interested parties attended the event held during the Sandia Classic 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 honoring Albuquerque Police Department motorcycle patrolman, Andy Drexler. He was named 'Top Cop' on the obstacle course at the Sandia Motor Speedway.

The Motorcycle Safety Awareness Day event was promoted throughout the Albuquerque metropolitan area through billboards, newspaper ads, and radio spots. Materials packets with safety information, including special Motorcycle Awareness bumper stickers, were mailed to all MVD outlets and Tourism Welcome Centers across the state. Wristbands and a four-page color agenda with safety messages and contact information were distributed to all attendees.

The event was sponsored and assisted by local businesses and the NM Motor Vehicle Division, NM Department of Tourism, and various law enforcement agencies.

Motorcycle Safety Awareness Month

New Mexico Transportation Secretary Rhonda Faught proclaimed May 2008 as 'Motorcycle Safety Awareness Month.' All motorists were reminded to safely "Share the Road" with motorcycles and to be extra alert when driving to help keep motorcyclists safe.

Secretary Faught reminded motorists that motorcyclists are much more vulnerable than passenger vehicle drivers in the event of a crash. She quoted research that shows that approximately 80 percent of motorcycle crashes injure or kill a motorcycle rider, while only 20 percent of passenger car crashes injure or kill a driver or passenger in the vehicle. In fact, per vehicle mile traveled in 2005, motorcyclists were 37 times more likely to die in a traffic crash than occupants in passenger vehicles according to NHSTA. Motorcycle fatalities now account for 11 percent of total road fatalities and have increased each year from a low of 2,116 in 1997 to 4,810 in 2006. In New Mexico, motorcycle fatalities have increased 88 percent over the last ten years (1997-2006).

NMDOT included a motorcycle safety television message as part of the "100 Days and Nights of Summer" traffic safety campaign. The TV spot targets drivers and asks that they watch for motorcyclists at intersections.

NHTSA Grant Funds

Program Area	Obligation Limitation	Expended Funds	Carried Forward From FY08
Section 402	2,288,243.06	2,288,243.06	0.00
Section 403 AL	749,568.85	496,481.77	253,087.08
Section 403 PS	62,504.15	0	62,504.15
Section 405	402,853.02	210,853.85	90,320.68
Section 406	1,404,006.63	1,391,100.43	12,906.20
Section 408	1,000,000.00	500,000.00	500,000.00
Section 410	4,394,325.03	1,505,741.03	2,888,584.00
Section 2010	230,071.82	50,706.25	179,365.57
Section 157	0	0	0
Section 154	0	0	0
Section 164	16,389,267.99	12,336,935.78	3,972,732.19
TOTALS	\$26,920,840.55	\$18,780,062.17	\$7,959,499.87

Section 403 is not processed through the grants tracking system. Amounts are subject to change pending reconciliation with NHTSA.

163 Funds

Program Areas	Planned	Obligated*	Expended	Amount to Local
OP-163	100,000.00	98,515.86	98,515.86	13% of expended
PT-163	780,000.00	2,126,335.26	637,122.11	87% of expended
TOTALS	\$880,000.00	\$2,224,851.12	\$735,637.97	100% of expended

*163 Obligation received by NMDOT/ TSB on 9/16/2008.



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