

Traffic Safety Division Annual Report 2019





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Acknowledgments

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Table of Contents

Overview and Mission	4
Traffic Safety Planning Participants/ Partners	4
Assessment of State's Progress	5

FFY19 NMDOT/TSD PROGRAMS	. 6
Alcohol-Impaired Driving Program	. 6
Occupant Protection Program	19
Police Traffic Services Program	23
Motorcycle Safety Program	26
Pedestrian and Bicyclist Safety Program	28
Driver Education and Safety Program	32
Media and Marketing Campaigns	36
Traffic Records Program	47
State's Evidence-Based TS Enforcement Program	49
Planning and Administration	50

NMDOT Traffic Safety Division Staff 51
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2018 Project	Expenditure	Close-out Report		52
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Overview and Mission

The Traffic Safety Division (TSD) of the New Mexico Department of Transportation (NMDOT) has primary responsibility for managing safety programs designed to prevent and reduce traffic-related crashes, deaths and injuries. The NMDOT partners with the National Highway Traffic Safety Administration, the Federal Highway Safety Administration, the Federal Motor Carrier Safety Administration and other National and State safety partners to develop and fund statewide and community-level strategies and projects that will have the greatest traffic safety impact.

The TSD utilizes a data-driven approach to identify high crash, fatality and injury areas and develop strategies and projects most likely to improve safety and reducing harmful outcomes. These strategies and projects are detailed in the annual NMDOT/TSD Highway Safety Plan (HSP). The TSD provides Federal and State project funds to a variety of organizations including State and local agencies, nonprofit corporations, private contractors and other experts in traffic records, statistics, public information, health and the judicial system.

In 2019, Michael Sandoval, former Traffic Safety Division Director and most recently Executive Manager of NMDOT Modal Divisions, was appointed to serve as the Cabinet Secretary of the NMDOT. TSD Division Director Franklin Garcia was appointed Executive Manager of Modal Divisions. Jeff Barela assumed the TSD Director position in July 2019. Jeff most recently was the Executive Director of the Northern Area Local Workforce Development Board and had previously worked for the TSD as a program manager overseeing the driver training programs.

Traffic Safety Planning Participants/ Partners

TSD's traffic safety partners include representatives from government agencies, law enforcement, and community and constituent stakeholders involved in safety issues, education and training, research and analysis, and media and marketing. In FFY19, these partners participated in the development of the NMDOT/TSD Highway Safety Plan by providing information regarding traffic safety issues and needs, providing input on strategies, projects and performance targets, and by serving on various TS committees. New Mexico's FFY19 HSP planning efforts, and data collection and information systems, are coordinated with the State Strategic Highway Safety Plan and the Highway Safety Improvement Plan.

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

Toward Achieving 2019 HSP Performance Targets

Common Core and Behavioral Measures

All core measure data except C5 are based on 5-year rolling averages; Alcohol-impaired fatalities (C5) and the Behavioral measure are based on annual data

	Performance Measure	2016 Baseline	2019 HSP Target	2019 Projected Data	Status
C1	Limit the Increase - Total Fatalities	352.6	375.0	373.9	In Progress
C2	Reduce Serious Injuries	1,333.8	1,100.0	1125.8	In Progress
C3	Reduce Fatality Rate	1.343	1.318	1.339	In Progress
C4	Limit the Increase - Unrestrained OP Fatalities	105	116	111	In Progress
C5	Limit the Increase – Alcohol-impaired Fatalities	118	125	116	In Progress
C6	Limit the Increase - Speeding-related Fatalities	130	143	139	In Progress
C7	Reduce Motorcyclist Fatalities	47	45	45	In Progress
C8	Maintain Unhelmeted MC Fatalities	27	27	23	In Progress
C9	Reduce Under-21 Drivers in Fatal Crashes	42	48	46	In Progress
C10	Limit the Increase – Pedestrian Fatalities	62	75	74	In Progress
C11	Reduce Bicyclist Fatalities	5	4	6	In Progress
B1	Increase Seatbelt Use Percent	91.5	92	Final = 91.8	2%

State Measures

	Performance Measure	2019 HSP Target	2019 State Data	2019 Target vs. 2019 Data	Status
S1	Maintain A&A Survey Respondents Reporting Hearing/ Seeing TS Safety Messaging	80% or above	Final = 81%	+1%	Achieved
S2	Reduce Fatalities in Distracted Driving Crashes	154	148	- 6	In Progress

	Performance Measure 4/1/2017-3/31/2018 to 4/1/2018-3/31/2019	2019 HSP Target	2019 State Data	2019 Target vs. 2019 Data	Status
S3	Increase the number of VIN-based, batch corrections to vehicle manufacturer initially in the crash database with missing or invalid vehicle manufacturer from 0 vehicle record corrections to 1,000 vehicle record corrections	1,000 record corrections	1,535	+535	Achieved & Exceeded

Activity Measures

A1: Number of seatbelt citations issued during grant-funded enforcement activities: 9,473

A2: Number of impaired driving arrests made during grant-funded enforcement activities: 2,513

A3: Number of speeding citations issued during grant-funded enforcement activities: 49,520

FFY19 NMDOT/TSD PROGRAMS

In FFY19, the NMDOT/TSD applied for and received funding under the NHTSA State Highway Safety Grant Programs for Section 402 – Highway Safety Plan and Section 405 – Impaired Driving, Occupant Protection, State Traffic Safety Information System Improvement, Motorcyclist Safety, Non-motorized Safety and Ignition Interlock. In addition to Federal funds, State funds were used for projects in all program areas. Federal fund expenditures are detailed by project number in the Project Expenditure Close-out Report.

Alcohol-Impaired Driving Program

Program Overview

The Alcohol-Impaired Driving Program continues to be a primary component of New Mexico's Highway Safety Plan and the State's efforts to reduce impaired driving traffic crashes, fatalities and injuries. To accomplish these objectives in FFY2019, the Traffic Safety Division (TSD) managed and ensured funding for numerous programs and projects focused on individual and multi-agency law enforcement DWI enforcement and intervention efforts, and on comprehensive awareness and prevention activities.

High-visibility enforcement such as statewide and local community-based ENDWI, Superblitz and the National Crackdown were coordinated with high-visibility media and public awareness activities. Sustained enforcement activities and checkpoints were conducted periodically throughout the year, as were underage drinking enforcement, alcohol compliance checks and DWI warrant roundups. To ensure that these law enforcement activities are most effective, the TSD provides funding for specialized training on standard field sobriety testing (SFST), drug recognition expert (DRE) and advanced roadside driving impairment enforcement (ARIDE), blood/breath alcohol content (BAC) testing, and crash reporting. Other projects focus on judicial adjudication/compliance and supervised probation, and on prevention issues.

New Mexico's DWI Workgroup is co-chaired by New Mexico Department of Transportation and the Department of Public Safety. The Workgroup is comprised of multiple agencies and advocates of management level or above staff interested in working together to fight DWI. Workgroup members represent law enforcement, criminal justice, prosecution, adjudication, probation, driver licensing, treatment and rehabilitation, ignition interlock programs, data and traffic records, public health and communication. These stakeholder agencies contribute greatly to NMDOT's efforts to continually reduce impaired driving fatalities.

NHTSA Funded Projects and 2019 Accomplishments

Alcohol/ Impaired Driving Enforcement

164AL-2019-AL-01-00 (19-AL-64-P01)

M5X-2019-ID-01-00 (19-ID-05d-P01)

The primary objective of this enforcement project is to cite and arrest those who fail to comply with New Mexico's DWI laws. The project funded overtime enforcement for DWI checkpoints and directed patrols. Funds are used to maintain the program, and as funds allow, expand enforcement in areas of the State with identified high rates of DWI. Annually, these activities encompass at least 50 agencies statewide and coverage of at least 85% of the State's population.

In FFY19, 58 law enforcement agencies participated in ENDWI Superblitz and Minibilitz operations, the NHTSA National Crackdown, and directed DWI patrol enforcement activities. The 12 State Police districts are counted as one of the 58 participating agencies. Law enforcement agencies conducted the following major operations in FFY19:

	Winter Superblitz	November 9, 2018 – January 5, 2019
۶	St. Patrick's Day Miniblitz	March 15 – March 23, 2019
	Cinco de Mayo Miniblitz	May 1 – May 7, 2019
۶	Fourth of July Miniblitz	July 1 – July 8, 2019
\triangleright	National Crackdown	August 16 – September 2, 2019

During these enforcement operations, officers conducted 412 checkpoints and worked 30,553 directed patrol hours that resulted in 1,908 DWI arrests. While the focus during these activities is on DWI, law enforcement officers are able to cite for other violations or apprehend individuals involved in other criminal activities. Along with the 1,908 DWI arrests, these enforcement operations resulted in the following:

- 10,952 speeding citations
- 5,273 uninsured citations
- 1,492 seatbelt or child restraint citations
- 1,645 suspended or revoked license citations
- 90 reckless driving citations
- 254 cell phone use citations
- 45 texting citations
- 215 felony arrests
- 818 misdemeanor arrests
- ♦ 315 drug arrests
- 202 fugitives apprehended
- 24 stolen vehicles recovered
- 19,098 citations for violations other than these listed

DWI Enforcement Task Force - McKinley County 164AL-2019-AL-02-00 (19-AL-64-P02)

This project provided funds for a DWI Enforcement Task Force in McKinley County. Utilizing a crosscommissioning agreement, the Task Force law enforcement agencies conduct checkpoints, participate in statewide Superblitz operations, and conduct directed DWI patrols in McKinley County, including in portions of the Navajo Nation and Zuni Pueblo. Task Force members include McKinley County Sheriff's Department, Navajo Nation Police Department, Gallup Police Department, Zuni Police Department and Ramah Navajo Police Department. McKinley County is the lead agency for the Task Force.

Funds were provided for a full-time Task Force Coordinator who develops and manages the operational plan for the project; a full-time prosecuting attorney who handles DWI cases in State and Tribal courts and coordinates cases between jurisdictions; a full-time officer dedicated to enforcement of DWI laws; and a full-time paralegal in the District Attorney's Office whose time is dedicated exclusively to assisting and supporting the Task Force prosecutor with case management and all other tasks necessary to prosecute DWI cases. In FFY19, the Task Force attorney prosecuted 159 DWI cases. The paralegal scheduled and attended 80 police officer DWI-related interviews, and drafted 225 DWI pleadings and continuances.

In FFY19, joint checkpoint operations were conducted with Task Force agencies including the Ramah PD, Zuni PD, Gallup PD, New Mexico State Police and the McKinley County Sheriff's Office. In addition, the McKinley County Task Force officers worked 279 directed patrol hours and conducted 36 checkpoints. These operations resulted in the following:

- 227 DWI arrests
- 1,461 speeding citations
- 597 uninsured citations
- 252 suspended or revoked license citations
- 243 seatbelt or child restraints citations

- 7 reckless driving citations
- 62 misdemeanor arrests
- 13 felony arrests
- ♦ 26 drug arrests
- ♦ 38 fugitives apprehended
- 1 stolen vehicle recovered
- 1,945 citations for violations other than these listed

In addition to enforcement operations, Task Force members worked closely with the local DWI Program and made alcohol/DWI prevention presentations to youths at schools, the Junior Public Safety Academy, the annual county Preparedness Day and at youth Halloween events.

Alcohol Sales Compliance/ DWI Warrant Enforcement 164AL-2019-AL-03-00 (19-AL-64-P03)

This project provided overtime funds to the NM Department of Public Safety Special Investigations Unit (SIU) to conduct compliance checks at establishments serving or selling alcohol and to conduct underage enforcement sting operations. The SIU focused on enforcing New Mexico's fourth-degree felony law against providing or purchasing alcohol for minors. In New Mexico, on a third offense for sale of liquor to a minor, the liquor establishment is fined \$10,000, and the liquor license is revoked. The SIU conducted enforcement operations statewide including sales to intoxicated persons, underage sales enforcement and minor compliance/ shoulder taps. The project also provided overtime funds to the SIU to conduct warrant roundups for offenders who have an outstanding DWI arrest warrant and who are in violation of their court order.

In FFY19, the SIU conducted 243 enforcement operations including underage enforcement, shoulder taps and sales to intoxicated persons resulting in the following:

- 1,807 establishments checked and 177 written premise inspections conducted
- 158 administrative citations issued for Liquor Control Act violations
- 38 adult misdemeanor arrests
- 62 other citations issued
- 3 DWI warrant roundups conducted with 27 attempts to resolve 4 arrests
- 6 shoulder-tap operations at 20 locations; of the 82 persons approached to purchase alcohol for a minor, 6 adults did purchase alcohol for the minor

Supervised Probation – Metro Court

164AL-2019-AL-04-00 (19-AL-64-P04)

The goal of the Bernalillo County Metropolitan Court DWI First Offender Enhanced Supervision Program is to enhance the supervision of true first-time DWI offenders and thereby reduce recidivism among this population. A risk and needs assessment tool is administered at the initial intake, along with the mandatory ADE, Inc. substance abuse assessment tool. These tools allow the probation officers to better determine which offenders are high risk and in need of a more structured supervision plan.

All offenders meeting eligibility for supervision are required to participate in four face-to-face meetings within a two-month period with their probation officer to determine their supervision level. During this period, offenders are assessed for compliance with court directives, treatment level need, bio-psychosocial indicators and the need for other services that will support their success while on supervision and provide them with needed resources upon completion of their probation.

This project funded three full-time individuals (monitors) in the probation office whose time is dedicated to identifying and providing enhanced supervision of eligible convicted high-risk first-time DWI offenders. One monitor also conducts home visits to ensure compliance with the ignition interlock program; to verify that those who do not have a vehicle are not driving illegally; and to ensure drugs and alcohol are not being used by the offender. When feasible, they assist with monitoring the compliance of other DWI offenders with orders for an ignition interlock.

As of September 30, 2019, enrollments in the program were as follows:

- 601 Supervised did meet high-risk criteria
- 293 Unsupervised did not meet high-risk criteria
- 196 Ignition interlock only defendants pending trial on their DWI and not yet convicted
- 571 Ignition interlocks installed
 - 1 In custody defendant ordered to install ignition interlock, but who is still in custody

Supervised Probation – Santa Fe County

164AL-2019-AL-05-00 (19-AL-64-P05)

This project is focused on providing enhanced supervision of identified high-risk first-time DWI offenders in Santa Fe County. The project funded one full-time employee in the Santa Fe County DWI Compliance Monitoring/Tracking Program whose time is dedicated to supervising and monitoring eligible DWI offenders who are subject to ignition interlock restrictions. The program works closely with the Santa Fe Magistrate Court and the First Judicial District Court, with the primary source of client referrals coming from the Magistrate Court. Sentencing of these offenders can include one or more of the following: DWI School; Treatment Program; Victim Impact Panel; Ignition Interlock; Electronic Monitoring; or Community Service.

In FFY19, program staff screened 267 DWI offenders: 240 for the Magistrate Court and 27 for the District Court. Of these, 190 (71%) were referred for an ignition interlock. A total of 353 offenders were actively under supervision at the end of FFY19.

Statewide DWI Enforcement Training

164AL-2019-AL-08-00 (19-AL-64-P08)

This project funded a contract with Southwest Training Consultants, LLC (SWTC) to provide DWI/Standard Field Sobriety Testing (SFST) training to officers and others involved in DWI-related police traffic services. Training included New Mexico Law Enforcement Academy accredited DWI/SFST Instructor Certification (Train the Trainer) courses, SFST Instructor Refresher courses and Traffic Crash Report classes. SWTC provides statewide coordination and oversight of the SFST training program to ensure compliance with existing training standards and procedures, and they facilitate SFST Oversight Committee meetings.

In FFY19, SWTC conducted three 40-hour DWI/SFST Instructor Certification (Train the Trainer) courses with 38 students. SWTC gives all students a binder with paper copies of the training materials and provides them with a USB flash drive uploaded with the NHTSA training materials and the PowerPoint presentation and with accreditation information for the MVD administrative license revocation (ALR) hearings training. Upon successful completion of the course, SWTC reviewed the training module with students, and officers are asked to teach the 4-hour DWI/SFST class to officers in their agencies.

Four 8-hour SFST Instructor Refresher courses were conducted with 84 students. The focus of the training was on legal updates and instructor proficiency. All instructors are required to demonstrate SFST proficiency at the beginning of the course to continue in the class. All instructor manuals were updated with the current training materials.

Seven 4-hour Traffic Crash Report courses that emphasized the changes to the State's new uniform crash report (UCR) were conducted with 75 students. The new UCR includes additional MMUCC elements and attributes, and additional fields for collecting data on driver roadway environment, roadway clearance time, incident clearance time, vehicle factors, school bus involved crashes, pedestrian crashes, crash contributing factors, and secondary crash factors. Many of these changes were designed to assist the Every Day Counts initiative to improve incident management.

Additionally, SWTC assisted the New Mexico Attorney General with SFST training for 13 prosecuting attorneys and staff with the goal of increasing their understanding of DWI apprehensions. Utilizing a wet lab training exercise, attendees were able to see what impairment looks like when SFSTs are conducted in the field. SWTC also taught a DWI/SFST course to 23 Navajo Nation Department of Public Safety police cadets in Farmington, NM.

Four SFST Oversight Committee meetings were held during the fiscal year with Committee members from around the State. Committee members approved the annual audit, the latest update to the SFST Standards Manual and forms, the latest curriculum updates including training on administrative license revocation issues, and all applications for certification and re-certification.

Traffic Safety Clearinghouse

164AL-2019-AL-09-00 (19-AL-64-P09)

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

In FFY19, Safer distributed over 49,800 pieces of DWI prevention material, available in both English and Spanish. They produced the quarterly Traffic Safety News that includes information on DWI-related prevention issues, enforcement campaigns and training opportunities, and distributed it electronically to more than 565 recipients including the NMDOT TSD, State officials and other traffic safety advocates.

A ZeroProof newsletter focused on alcohol prevention is distributed twice a year electronically to more than 600 recipients including schools and traffic safety advocates. The current ZeroProof newsletter can be accessed via: <u>https://www.safernm.org/resources/news/</u> and the NMDOT ZeroProof website can be accessed via: <u>https://www.safernm.org/resources/prevention/</u> in the Underage Drinking Prevention section.

ALR Hearing Prosecution Attorney

164AL-2019-AL-10-00 (19-AL-64-P10)

This project funded a contract for an administrative license revocation (ALR) prosecution attorney to assist law enforcement in representing the State's interests at these hearings. An ALR prosecution attorney can limit defense attorneys from using ALR hearings as an opportunity for discovery, thereby exceeding the statutorily defined scope of the hearing.

In FFY19, the ALR attorney attended MVD administrative license revocation hearings and conducted direct and arguments at the hearings; assessed problems in various jurisdictions; and provided training and materials to individual officers and agencies. The ALR attorney provided NMDOT State law enforcement liaisons with MVD ALR checklists to distribute to their law enforcement agencies.

Alcohol-ID Program Management – FTEs

164AL-2019-AL-11-00 (19-AL-64-P11)

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

Traffic Safety Law Enforcement Liaisons

164AL-2019-AL-12-00 (19-AL-64-P12)

This project funded three full-time position law enforcement liaisons (LELs) through a contract with Safer NM Now to provide statewide coordination of TSD and national initiatives between State, county, municipal and tribal law enforcement agencies and the TSD. LELs provide technical assistance to LE agencies on standard operating procedures and enforcement plans, and on public information and education via on-site meetings, telephone contacts, and email correspondence. LELs work with agencies to determine the number of high-visibility law enforcement operations to be conducted during the year based on available funding and on monitoring progress toward achievement of performance goals. To facilitate these

processes, the LELs use the NMDOT E-Grant System to solicit, review and monitor law enforcement agency applications, operational plans, reimbursement requests, and available reports. The LELs also use the system to maintain documentation of correspondence with each funded agency. In FFY19, Safer law enforcement liaisons maintained oversight of 94 individual law enforcement agencies.

LELs assisted with development and coordination of the annual statewide Law Enforcement Coordinator's Symposium (LECS). The LECS was held in May 2019 in Albuquerque with more than 162 law enforcement personnel from 79 agencies statewide, and numerous speakers, sponsors and exhibitors. The LECS provides law enforcement personnel with current program information, education, work sessions and a legal update. Local and national speaker presentations included: How the Legalization of Marijuana in Neighboring States Affects Traffic Safety; Influencing Traffic Safety through Criminal Highway Enforcement; Drugged Driving Challenges and Solutions; Strategic Verbal De-escalation Skills for Traffic Officers; and How Law Enforcement Agencies Can Recruit and Retain the Resources to Adequately Staff Their Departments.

E-Grants-Phase Two

164PA-2019-PA-13-00 (19-PA-64-P13)

This project provided funds for an ongoing contract to continue development and implementation of further enhancements to the NMDOT/TSD E-Grants system. Funds were used for the annual maintenance fee and for technical support. Both Federal and State funds were used for this project; however the 164 funds were used only to fund the E-Grants system directly related to alcohol-impaired driving.

E-Grants-Phase Two – Web Hosting

164PA-2019-PA-14-00 (19-PA-64-P14)

This project provided funds for web hosting of the E-Grants system. Both Federal and State funds were used for this project; however the 164 funds were used only to fund the E-Grants system directly related to alcohol-impaired driving.

DWI Media Creative Design and Production

164AL-2019-AL-15-00 (19-AL-64-P15)

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

DWI Media Placement

164PM-2019-PM-16-00 (19-AL-PM-P16)

This project provided funds for television, radio and outdoor (billboard) media placement during the DWI Superblitz Mobilizations conducted throughout the year, the NHTSA National Crackdown and ENDWI messaging during non-Superblitz Mobilization periods. Media includes strong enforcement and deterrence messaging targeted at high-risk populations. Details on this project are in the Media and Marketing Campaigns section of this report.

Court Monitoring – MADD

164AL-2019-AL-17-00 (19-AL-64-P17)

This project provided funds for a court monitoring program in high-risk counties to monitor and gather information, and report back to the NMDOT on a minimum of 250 DWI court cases per year utilizing a court monitoring tool. Funds are provided for training of staff, and monitoring and reporting on DWI court cases to assist the NMDOT in identifying strengths and weaknesses in the court processes. Project staff will recommend systematic improvements to more efficiently and effectively adjudicate DWI cases.

In year three of the project, court monitoring of misdemeanor DWI cases was again conducted in magistrate courts in Bernalillo, Doña Ana, McKinley, Rio Arriba, San Juan and Santa Fe counties. Project staff monitored 2,967 cases, and of these cases, 2,240 were adjudicated (75.5% compared to 71.2% in 2018).

Recommendations from the year three report include the following:

- Maintain or increase the number of attorneys in the District Attorney offices to decrease the number of cases per attorney and to allow for greater oversight
- Maintain or increase support staff and paralegals in the District Attorney offices to oversee successful collection of all discovery and to facilitate pre-trial interviews
- Develop system-wide processes/procedures for scheduling pre-trial interviews to ensure that cases are not dismissed prematurely during pre-trial stages

Zero-Proof Campaign

164AL-2019-AL-19-00 (19-AL-64-P19)

This project funded a contract with RK Venture to continue maintenance and support of a ZeroProof website that focuses on information and outreach to youths and parents on the importance of delaying the onset of alcohol use and reducing binge drinking. The contractor and TSD staff conducted general strategic planning related to on-going UAD awareness efforts and on methods to expand ZeroProof. Website page examples are in the Media and Marketing Campaigns section of this report.

Department of Public Safety – Batmobiles

164AL-2019-AL-20-00 (19-AL-64-P20)

This project provided funds to purchase two 'Batmobile' mobile command posts to be used by State Police for DWI enforcement activities in counties identified with high numbers of DWI crashes and fatalities The Batmobiles provide officers with the equipment necessary to conduct more efficient and effective DWI checkpoint operations. The State Police received their two Batmobiles in mid-FFY19, and activities to outfit them with all necessary equipment were completed in late September 2019. The Batmobiles will be deployed in FFY20.

2nd Judicial District DWI Prosecution Support

164AL-2019-AL-22-00 (19-AL-64-P22)

This project provided funds to the Óffice of the 2nd Judicial District Attorney for five FTE paralegals whose time is dedicated exclusively to supporting tasks necessary to prosecute DWI cases. The paralegals coordinate and schedule pre-trial interviews; attend the interviews, as needed; check and draft necessary pleadings and continuances; and perform other duties related to prosecuting DWI cases. The 2nd Judicial District Court encompasses Bernalillo County and receives cases primarily from Albuquerque Police Department, Bernalillo County Sheriff's Office and New Mexico State Police. Almost 50 percent of the cases sent to the DA's office were from the Albuquerque Police Department.

The project period in FFY19 was from May through September 2019. During this time, the funded paralegals handled over 850 DWI cases, and tracked the different law enforcement agencies involved and how many of the DWI cases involved a crash. During the contract period, approximately 20 percent of the tracked DWI cases were crash cases, with half the cases being multi-vehicle crashes.

A primary focus of the paralegals is to make initial contact with victims involved in DWI crashes within 72 hours of receiving the full police and crash reports. One purpose of this is to determine if the case should be classified as a misdemeanor or a felony DWI. Paralegals also serve as a resource for victim assistance, such as providing a copy of the police report for insurance or other purposes, letting them know where to find their towed vehicle, and providing contact information for victims' assistance agencies, such as legal aid and MADD.

Paralegals also work to ensure that pre-trial interviews between the defense counsel and police officers involved with the DWI case are scheduled and conducted in a timely manner in order to provide defense counsel with all relevant case discovery within 30 days of the DWI arrest, and thus reduce the possibility of dismissal of the case. Also, by reducing the number of officers failing to appear for pre-trial interviews, costs associated with issuing subpoenas to officers to reschedule these interviews is reduced. In the FFY19 contract period, subpoenas for pre-trial interviews issued to Albuquerque Police Department officers

were reduced by 76.8%. Paralegals are able to track how many pre-trial interviews each officer has missed, the reason for missing each of the interviews, and can facilitate rescheduling the interview between the officer and the defense counsel, thus reducing the chance for automatic dismissal of the case.

DWI/ Drug Courts - AOC

M5CS-2019-ID-02-00 (19-ID-05d-P02)

This project provided funds to the Administrative Office of the Courts (AOC) to expand the DWI/Drug Court program to the Municipal Court in Farmington. This expansion was accomplished in FFY19. There are now ten DWI/Drug Courts in the State. These courts operate in 27 of New Mexico's 33 counties at district, metropolitan, magistrate and municipal court levels. Through a contract with the Administrative Office of the Courts, the TSD provided funding to support eight of the ten DWI/ Drug Courts operating in magistrate and municipal courts. The Bernalillo County Metropolitan Court also has a DWI/ Drug Court, and the Second Judicial District has a Felony DWI/ Drug Court Program. Initial work began in 2019 to coordinate plans to establish a DWI/Drug Court in the McKinley County Magistrate Court in the next fiscal year.

In FFY19, the AOC reported that the New Mexico DWI Court graduate recidivism rate was 7.5 percent, and the average Drug Court graduate recidivism rate was 12.03 percent (three years post program exit) while the average New Mexico Corrections Department re-incarceration rate was 50 percent. The average New Mexico DWI Court Intent-to-Treat (all persons admitted to the program – graduates and non-graduates) recidivism rate was 9.1 percent, and the average Intent-to-Treat Drug Court recidivism rate was 20.7 percent (three years post program exit).

	# of Program	%	Recidivism %		%	% Employed	
Magistrate Courts	Graduates	Graduated	All Admits	Grads	Retention	Upon Graduation	
Dona Ana County	23	92	24	12	83	100	
Eddy County	7	78	4	6	92	71	
San Juan County	6	40	0	0	65	100	
San Miguel County	9	82	10	14	84	89	
Santa Fe County	5	50	18	4	74	100	
Torrance County	3	75	0	0	67	100	
Valencia County	13	65	10	9	82	100	
Farmington Municipal*	2	40	N/A*	N/A*	73	100	

FFY19 NM Magistrate DWI/ Drug Court Results

*Program began in FFY18 and has not been in operation long enough to have three-year recidivism data.

In FFY19, all magistrate court operations were consolidated under their respective district courts, resulting in authority of the magistrate courts being transitioned to the various district courts in the State. This transition affected all seven of magistrate DWI/Drug Courts listed in the above table. The AOC continues to meet with the program coordinators and provide the technical support needed to continue managing the programs in accordance with best practices.

The New Mexico Association of Drug Court Professionals (NMADCP) statewide conference was held in Albuquerque in November 2018. Internationally known speakers conducted plenary sessions focused on identifying appropriate candidates for the program, providing appropriate services, and the use of sanctions, incentives, and therapeutic adjustments to encourage behavioral change. Local and national updates of interest were also provided.

In July 2019, all statewide DWI/Drug Court program coordinators, AOC program staff and four judges attended the National Association of Drug Court Professionals (NADCP) training in Maryland. Also in FFY19, DWI/ Drug Court Coordinators attended motivational interviewing training.

BAC Testing Training – SLD

M5BAC-2019-ID-03-00 (19-ID-05d-P03)

This project provided funding for a full-time person from the New Mexico Department of Health - Scientific Labs Division (SLD) to provide IR 8000 intoximeter (alcohol detection) training to law enforcement. The SLD provides a cooperative, comprehensive, multi-strategy educational program on the enforcement and successful prosecution of alcohol-impaired driving for State, district and local prosecutors, law enforcement and community advocates. They produce State alcohol and drug-impaired driving prevalence and trend data and data on surviving drivers in alcohol-impaired driving crashes, along with bi-weekly BAC reports on all fatal crashes.

In FFY19, the SLD conducted the following trainings:

- 77 Intoxilyzer 8000 (breath tester) Breath Operator Full Certification* classes and 30 Intoxilyzer 8000 Breath Operator Recertification* classes with 1,510 officers trained; recertification classes are offered on-site in various cities or online through an IT platform developed by the SLD
- > 7 Intoxilyzer 8000 Key Operator classes with 81 officers trained

*Full Certification requires 8 hours of training; Recertification requires 4 hours of training and is used when an operator is already certified on one instrument and is seeking an additional certification.

SLD staff attended a number of trainings/conferences including the New Mexico Drug Recognition Expert (DRE) Workshop, two NM DRE Recertification Trainings sponsored by the NM Office of the Attorney General, the 2019 International Association of Chiefs of Police Alcohol & Impaired Driving Conference, the SEAK Expert Witness Testimony Workshop and the Borkenstein Alcohol Course on Alcohol and Highway Safety: Testing, Research and Litigation.

DRE and ARIDE Training

M5TR-2019-ID-04-00 (19-ID-05d-P04)

This project funded a contract with B.R.V. Consulting to identify areas of the State with limited or no Drug Recognition Expert (DRE) resources and to provide DRE training, DRE recertification training, and Advanced Roadside Driving Impairment Enforcement (ARIDE) classes to increase the number of DRE and ARIDE experts statewide, particularly in areas where the trainings had not been previously conducted. Trainers utilize the NHTSA approved curriculum, and training is conducted per International Association of Chiefs of Police Standards for certification.

In an effort to promote the NM DRE Program to law enforcement officers and administrators, and to prosecutors across the State, NM DRE Program staff provided presentations to the NM Scientific Laboratory Division, and to attendees at the NM Magistrate Judges Annual Training Conference, the NM Municipal Judges Annual Training Conference, the 2019 Law Enforcement Coordinators Symposium, and the Administrative Office of District Attorneys' DWI Conference, and they participated in an Albuquerque radio broadcast interview. Given the complexity of prosecuting drug-impaired driving cases, the B.R.V. also worked with the Administrative Office of District Attorneys to increase the number of prosecutors receiving the training.

In FFY19:

- One DRE school was conducted with 15 new DREs certified representing the NM State Police, five municipal law enforcement agencies, two county sheriff's offices, and one military base security forces squadron
- Seventeen ARIDE classes were conducted in communities across the State, including areas identified as having limited or no DRE resources; 226 officers and prosecutors completed the training
- Three DRE recertification classes were conducted with 23 DREs recertified; DRE recertification courses receive accreditation from the NM Department of Public Safety
- Two State Police officers received 'DRE of the Year' awards for conducting the most drug enforcement evaluations in the State; together their DRE evaluations accounted for 21 percent of all evaluations conducted in the State in 2018

In January 2019, a DRE Committee was inaugurated by the NM DRE Program with the goal of 'streamlining communications between impaired driving enforcement stakeholders to ensure utmost efficiency in keeping our roadways safe.' Committee members include DRE instructors and DREs from around the State, a magistrate judge, a defense attorney, an assistant district attorney, the State's traffic safety resource prosecutor, the SFST statewide coordinator and project director, and the NMDOT DRE program manager. The Committee plans to meet twice annually, and conducted two meetings in FFY19.

Traffic Safety Resource Prosecutor

M5CS-2019-ID-05-00 (19-ID-05d-P05)

This project provided funds for a full-time traffic safety resource prosecutor (TSRP) and administrative assistant to conduct statewide training for other prosecutors and for law enforcement officers, probation officers/DWI compliance officers and county DWI program managers with the aim of improving the prosecution of DWI cases. Training was on DWI-related case law, and included updates or changes to local, State or Federal laws. The positions are housed under the New Mexico Attorney General's office.

The TSRP also provides NMDOT/ TSD staff and traffic safety partners with technical assistance and education on policy issues regarding alcohol and drug impaired driving.

In FFY19, the TSRP provided education and training through 30 seminars/presentations/training sessions to over 450 police officers, prosecutors and other law enforcement personnel. In addition, the TSRP:

- > Provided prosecutors with jury instructions for DWI offenses and a reference guide for DWI priors
- > Made presentations to DWI councils and task forces on DWI prosecution processes and pitfalls
- > Attended and conducted MVD direct and argument on license revocation cases
- > Served as a 'special prosecutor' on a number of specialized DWI cases
- Provided an MVD checklist on license revocation to the LELs for dissemination to various law enforcement agencies
- Attended SW Law Enforcement Training Consultants meetings, DRE meetings and a DRE School, and the 2019 CDL Violations Conference: Enforcement, Prosecution & Reporting
- > Worked on increasing the number of Courts to School Programs

Department of Public Safety – Special Projects

M5OT-2019-ID-06-00 (19-ID-05d-P06)

This project provided overtime funds for officers to conduct enforcement operations, receive advanced law enforcement training, attend court and hearings related to DWI cases, speak at schools and universities about the impact of DWI, and to publicize enforcement operations. In FFY19, DPS officers conducted eight checkpoints and worked 12,055 directed patrol hours, resulting in 293 DWI arrests and over 12,000 other citations, including the following:

- ♦ 10,952 speeding citations
- 5,273 uninsured citations
- 1,492 seatbelt or child restraint citations
- 1,645 suspended or revoked license citations
- 90 reckless driving citations
- 254 cell phone use citations; 45 texting citations
- 215 felony arrests
- 818 misdemeanor arrests
- ♦ 315 drug arrests
- 202 fugitives apprehended
- 24 stolen vehicles recovered
- 19,098 citations for violations other than these listed

Officers also testified at a number of administrative license revocation hearings and DWI prosecution cases, and assisted in the development of DWI media productions.

Impaired Driving Media Creative Design

M5PEM-2019-ID-07-00 (19-ID-05d-P07)

This project funded a public relations agency to develop and produce creative television, radio and print messaging related to ID enforcement, deterrence and prevention. Messaging targets the general public and populations at high-risk for impaired driving. Media examples are in the Media and Marketing Campaigns section of this report.

Impaired Driving Media Placement

M5PEM-2019-ID-08-00 (19-ID-05d-P08)

This project provided funds for paid media placement during NMDOT's Superblitz enforcement mobilizations and the NHTSA Impaired Driving National Crackdown. Individual television and radio stations also aired strategically placed ID messaging statewide during non-Superblitz periods. Other advertising methods, including outdoor (billboard) ads, were used to market the ID traffic safety messaging. Media examples are in the Media and Marketing Campaigns section of this report.

The following Alcohol-Impaired Driving projects were listed in the 2019 HSP, but the projects were not implemented and no NHTSA funds were expended in FFY19:

Vehicle Forfeiture Conference

164AL-2019-AL-06-00 (19-AL-64-P06)

The City of Santa Fe did not proceed with the conference as a federal judge ruled that vehicle forfeiture in a DWI case is unconstitutional.

 DWI Workgroup Meeting Facilitation
 164AL-2019-AL-07-00 (19-AI-64-P07)

 State funds were used for expenditures for the DWI Workgroup meeting.
 164AL-2019-AL-07-00 (19-AI-64-P07)

UAD Prevention Creative Design & Production164AL-2019-AL-18-00 (19-AL-64-P18)Project 164AL-2019-AL-19-00 (19-AL-64-P19) ZeroProof Campaign supported UAD prevention outreach
activities.

State Funds-Only Projects and 2019 Accomplishments

Underage Drinking Prevention Projects

In SFY19, the NMDOT/TSD again funded a variety of projects aimed at reducing underage drinking, and underage drinking and driving behaviors. These projects provided program services to school-age youths and their families, including educational presentations on underage drinking awareness, underage drinking laws and media literacy, and classroom discussions on increasing self-esteem skills and positive family communication. Middle and high school youths also receive education on preventing and/or reducing alcohol use, on the dangers of binge-drinking, and on how to conduct shoulder taps and provide merchant education about liquor control act violations.

Data from New Mexico's 2017 Youth Risk and Resiliency Survey found some positive trends regarding alcohol use by teens in grades 9-12. New Mexico teens reported current alcohol use and binge drinking below the national average. In the decade from 2007-2017, the number of NM students reporting having their first drink before the age of 13 fell from 30.7 percent in 2007 to 20.7 percent in 2017 and was 5.2 percent below the national average. Reported binge drinking fell from 27.4% in 2007 to 10.9% in 2017 and was 2.6 percent below the national average.

Life of an Athlete

This project funded the New Mexico Activities Association (NMAA) to implement Life of an Athlete (LoA), a prevention-intervention course focused on alcohol education for student athletes, their parents, coaches and athletic directors statewide. The NMAA maintains the LoA website: <u>lifeofanathlete.com</u>.

LoA courses were conducted from October 2018-September 2019. During this time period, 3,241 students completed the high school course and 332 students completed the middle school course. Presentations were made at 25 middle and high schools to an estimated 2,700 students. During the year, television, web and print campaigns were used to outreach to students and their families.

Boys and Girls Clubs

In SFY19, staff from 13 Boys and Girls Clubs from around the State conducted SMART Choices substance use prevention programs for 230 youths. Of the 230 youths participating in the programs, 61 were aged 6-9, 160 were 10-12 and 9 were aged 13-15; 105 were males and 125 were females.

SMART Choices curriculum is designed to provide youths with knowledge, peer-group support and selfesteem skills to help them make healthy choices and practice responsible behavior. The programs consisted of an orientation session, and age-appropriate activity and reflection sessions. Programs partnered with local counseling services and DWI prevention programs, including Students Against Drunk Driving, and they provided alcohol use-related prevention training for parents of the participating youths.

Results from pre/post tests administered to participating youths included:

- 93% of youths attended all SMART Moves sessions; 98% attended the Club at least twice a week
- 97% reported gaining more understanding about the dangers of alcohol use and binge drinking
- 90% reported abstaining from alcohol use in the past 30 days; 92% abstained from binge drinking
- 91% report abstaining from marijuana use in the past 30 days; 93% abstained from cigarette use
- 79% report knowledge or use of conflict resolution skills (dealing with anger; problem solving)

Sandoval County

In SFY19, Sandoval County again collaborated with students to create PSAs and billboards regarding youth access to alcohol and related State laws. The County collaborated with a Sandoval County Tribal liaison and community stakeholders to support for the yearly Save a Life Sobriety Youth Powwow focused on preventing underage drinking. Presentations were given to the youths and parents during the powwow attended by approximately 1,500 people each year. Liquor retail merchant education and training, and minor-age compliance checks and shoulder tap operations were conducted in SFY19 in partnership with the local DWI Task Force.

Community Driving While Impaired (CDWI)

This project provides funds to cities or counties for alcohol-related prevention, enforcement, public information/ education and DWI offender projects. State funds come from a \$75.00 fee imposed on convicted drunk drivers, as allowed by Section 31-12-7(B) and Regulation 18.20.6 NMAC (2004). Funding amounts vary by fiscal year based on fees collected in the previous State fiscal year. All of New Mexico's 33 counties are eligible to receive a portion of the funds, but not all cities/ counties apply for the funds every year. In SFY19, \$276,021 of CDWI funds was distributed to 25 local governmental agencies and the State Police.

Ignition Interlock Administration

The NMDOT/TSD is responsible for the licensing, certification and monitoring of ignition interlock providers. Once approved, provider information is available on the UNM Traffic Safety Center (TSC) website for use by agencies and the public: <u>http://transportation.unm.edu/</u>.

In SFY19, TSC staff processed original or renewal licensing applications for eight ignition interlock manufacturers, 87 service centers, 163 installers, 48 service technicians and 56 mobile units. New and renewal certifications were approved for 68 service centers, 125 installers and 44 service technicians. Ignition interlock services are available in 33 cities statewide. TSC staff conducted monitoring visits with 119 ignition interlock service centers/installers to ensure compliance with New Mexico Administrative Code (NMAC) Regulations. During some visits, ignition interlock calibrations, installations and removals were also monitored.

The Ignition Interlock Program Manager (IIPM) monitors, investigates and resolves complaints, and responds to calls for information about ignition interlock requirements from the public, service providers, the courts and other government agencies statewide, nationally and internationally. The IIPM also meets with and assists the NM Motor Vehicle Division, the courts, compliance personnel and law enforcement with ignition interlock issues. In SFY19, 11,330 individuals had interlock devices in their vehicles, and 10,145 ignition interlock licenses were issued by the Motor Vehicle Division.

Ignition Interlock Indigent Fund

The NMDOT/TSD is legislatively mandated to administer New Mexico's Ignition Interlock (II) Indigent Fund. No more than ten percent of the money in the Indigent Fund can be used for administrative purposes in any State fiscal year. Annually, \$300,000 is appropriated to the fund from the State's liquor excise tax. Additional funds come from a \$50 'indigent device fund' fee for every year a non-indigent individual obtains an ignition interlock license. Indigent device fund fees are waived for approved indigent drivers during their indigent eligibility period.

The TSD processes applications for individuals seeking a subsidy from the II Indigent Fund. The subsidy covers one vehicle per offender, up to \$50.00 for the cost of the interlock installation, \$30.00 monthly for verified active use of the interlock device and \$50.00 for the cost of removal of the device during the indigent individual's eligibility dates. In SFY19, the TSD processed 1,728 applications for indigent status. Of those processed, 1,309 were approved, 412 were denied, and 7 were pending approval. At the end of SFY19, there were 1,267 active approved indigent clients eligible for indigent benefits.

Projects' Contribution toward Achieving Performance Targets

Projected 2019 data indicate the State is on track to meet its 2019 alcohol-impaired fatalities performance target and has met its 2019 public information State performance target of maintaining the percentage of Attitude & Awareness Survey respondents that report they have heard or seen traffic safety messaging in the past year.

The State continues to support projects designed to reduce alcohol-impaired driving crashes, fatalities and injuries statewide. In FFY19, 58 law enforcement agencies, including the New Mexico State Police, participated in high-visibility enforcement activities focused on identified alcohol-involved high crash, high fatality areas. TSD program management and traffic safety law enforcement liaisons provided necessary oversight, technical assistance and training to improve the outcomes of the funded projects. The NMDOT again provided the New Mexico State Police with funds to increase high visibility sobriety checkpoints, alcohol-impaired driving directed patrols, alcohol-impaired driving warrant roundups, minor alcohol compliance operations, and compliance checks of merchant alcohol sales, and to receive advanced law enforcement training.

DRE/ARIDE and other law enforcement training was provided to officers statewide to assist them in identifying impaired drivers so they could be stopped before causing an impaired driving crash. High levels of BAC testing help ensure that law enforcement and prosecutors have the evidence needed for DWI cases, and monitoring of impaired driving court cases helps inform the State of any potential legal issues affecting the adjudication and prosecution of these cases. In addition, DWI/ drug courts, ignition interlocks, the traffic safety resource prosecutor, ALR hearing prosecution attorney, DWI prosecution support, and supervised probation of DWI offenders assisted the State in its efforts to reduce the number of repeat DWI offenders.

NMDOT's cutting-edge high-visibility media and marketing, and traffic safety public information and education materials continue to raise awareness about the legal, emotional and physical consequences of DWI, and to support statewide enforcement and deterrence efforts. The NMDOT uses State funds to support underage drinking prevention projects to educate youths and parents about the consequences of alcohol use and abuse, and the tragedy that DWI can cause.

Program Plan Overview

New Mexico's primary seatbelt and child safety/ booster seat laws, child safety seat distribution program, and fitting stations and clinics have been instrumental in achieving high use of occupant protection and in reducing the number of unrestrained occupant deaths and serious injuries. Child passenger safety seat technician and instructor training are critical components to the State's program, and have been successful in maintaining high standards of safety seat distribution and installation. Daytime and nighttime seatbelt surveys are conducted annually to monitor the need for additional focus in particular populations and/or areas of the State.

NHTSA Funded Projects and 2019 Accomplishments

Child Restraint Program

OP-2019-OP-01-00 (19-OP-02-P01)

The TSD contracts with Safer New Mexico Now (Safer) to provide technical and administrative oversight and maintenance of the Child Restraint Program. The project provides funds to maintain, and as feasible, expand the child safety seat/ booster seat distribution system; maintain or increase availability of child safety seat /booster seat equipment for low-income families; maintain high levels of child safety seat/ booster seat clinics and fitting stations throughout the State; and provide training to child safety seat/ booster seat technicians. The four activities detailed below encompass the Child Restraint Program, and both Federal and State funds were used for this project.

New Mexico Child Safety Seat Distribution Program (NMCSSDP)

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

In FFY19, 43 agencies participated in the New Mexico Child Safety Seat Distribution Program (NMCSSDP) distributing 1,654 child safety seats to low-income families and making the program services available to an estimated 91 percent of the State's population. A \$20 fee is requested when providing a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. In FFY19, the fees generated \$23,444.90, with all fees going back into the program to assist other families. Site coordinators monitored the number of personnel volunteer hours dedicated to their distribution site, and personnel from all sites worked over 3,040 hours during the year.

All agency personnel who distribute child safety seats are required to complete an advocacy-training session conducted by a certified Child Passenger Safety instructor. The six-hour training includes lectures, hands-on activities and a written test that educates health care personnel on proper seat selection and administrative aspects of the New Mexico Child Safety Seat Distribution Program. In FFY19, Safer conducted seven NMCSSDP 6-hour trainings and one 2-hour refresher training.

The Annual NMCSSDP meeting was held in December 2018 in Albuquerque with 34 site coordinators and agency personnel. The meeting included an overview of administrative requirements to participate in the NMCSSDP, a review of program guidelines and reporting forms, and a hands-on work session on proper CSS selection and use. A NMCSSDP Reference Manual and DVD with updated documents and reporting forms for FFY19 were distributed to each site coordinator.

Child Safety Seat Clinics and Fitting Stations

New Mexico has ten permanent child safety seat fitting stations statewide, and child safety seat clinics are conducted throughout the year. Child safety technicians and volunteers, including law enforcement, assist with local child safety seat clinics and fitting stations. Events are advertised via local and/or statewide radio and/or television stations, local newspapers, flyers, law enforcement training events and on the Safer website. A \$20 fee is requested at fitting station and clinic events when providing a child safety seat, but all families are able to receive a child safety seat regardless of their ability to pay. Child safety seat clinics and fitting/inspection station services are accessible to an estimated 81 percent of the State's population.

In FFY19, Safer conducted 49 TSD-sponsored child safety seat clinics. At these clinics, 548 child safety seats were inspected and 125 (22.8%) replaced. Safer found that 69 percent of child safety seats inspected at the clinics were being misused. A total of 385 child passenger safety technicians and volunteers donated over 889 hours at the clinics. Just over \$1,100 in fees was collected, with fees applied to occupant protection programs to assist other families.

At 69 fitting station events, 523 child safety seats were inspected, and 114 (21.7%) replaced. Safer found that 62 percent of child safety seats inspected were being misused. A total of 290 child passenger safety technicians and volunteers donated 724 hours at the events. Just over \$1,500 in fees was collected, with fees applied to occupant protection programs to assist other families. In an effort to combat the high misuse rate found at clinics and fitting stations, Safer seeks to conduct inspection events in new locations, especially in remote areas of the State and in areas without reasonable access to an established fitting station.

Child Passenger Safety (CPS) Technician Certification Training

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

Safer conducted four National Standardized CPS 32-hour Technician Training classes during FFY19, with 79 individuals becoming newly certified. In addition, 87 of 219 eligible technicians completed recertification through the Safe Kids Worldwide recertification process, resulting in a 39.7 percent State recertification rate. Statewide, there are 424 certified CPS technicians (414 technicians and 10 instructors), representing all six NMDOT districts and 28 of 33 counties.

In August 2019, the Annual CPS Senior Technician/Instructor meeting was held in Albuquerque with 12 CPS technician instructors and 14 senior technicians in attendance. The agenda included an administrative update, an event documentation review, a hands-on training session and a technical update.

Buckle-Up New Mexico Recertification Training

The Buckle-Up New Mexico Recertification Training conference was held in Albuquerque in March 2019. The event was sponsored by NMDOT/TSD and coordinated by Safer New Mexico Now. This annual twoday training provided 131 child passenger safety technicians from across the State with education and activities facilitated by experts in the field of child passenger safety and by national child passenger safety manufacturers. Other attendees included the NHTSA Regional Administrator for New Mexico, and NMDOT leadership and staff. The accredited training courses provided technicians with continuing education credits to maintain or renew their recertification.

The Recertification Training workshops provided attendees with programming updates, child passenger safety current best practices, information on the latest advances in child safety seat and vehicle manufacturing, new car seats/features updates, proper use of tethers and lower anchors, transporting pediatric patients, and with hands-on activities to allow technicians to practice their skills. Technicians also participated in a child safety seat clinic inspecting 52 child safety seats, determining 27 percent of seats were being misused, and replacing six unsafe seats.

OP Program Management-FTEs

OP-2019-OP-02-00 (19-OP-02-P02)

This project provided program management of TSD's Occupant Protection Program, including coordination of statewide law enforcement occupant protection operations for BKLUP and the CIOT National Mobilization. Program personnel oversee funding to local law enforcement agencies for overtime enforcement and assist in developing strategies for inter-jurisdictional enforcement efforts. They provide program management for the annual New Mexico Seatbelt Survey and for projects related to child occupant protection, including safety seat/ booster seat distribution, clinics and fitting stations.

Seatbelt Observation Surveys

M1OP-2019-05-01-00 (19-OP-05b-P01)

This project funded a contract with Preusser Research Group, Inc. to conduct New Mexico's annual statewide pre and post daytime seatbelt observation survey and its nighttime observation survey. The daytime surveys are conducted prior to and following the Click It or Ticket (CIOT) National Seatbelt Mobilization to determine the annual seatbelt use percentage; the nighttime observations were conducted in July 2019, 6-weeks post-CIOT. NHTSA-approved survey methods and processes were used for all surveys. The findings of the surveys demonstrate the impact of New Mexico's primary seatbelt law (a citation can be issued for non-belt use even if no other violation occurs).

In FFY19, New Mexico again conducted its seatbelt observation surveys on cars and pickup trucks. Trained observers recorded front shoulder belt use by drivers and outboard passengers (sitting by the front right-side door). Re-sampling of road segments was conducted in 2018, and the 2019 survey sites were the same as those used in 2018.

<u>Results</u>

Utilizing weighted data, the 2019 daytime observed seatbelt use was documented at 91.8 percent, up from 90.2 percent in 2018. The following table displays un-weighted data:

Daytime Survey - 2019	% Pre-survey Belt Use		% Post-survey Belt U	
Car/Van/SUVs (driver and outboard)	90.9			92.6
Pickup Truck (driver and outboard)	89.0	90.7		90.7
All Vehicles (driver and outboard)	90.4			92.0
Nighttime Observations	All Vehicles	Car/Van/SUV		Pickup Truck
Driver/ Front Seat Passenger	87.5	88.7	7	81.9
Driver	87.2	88.6		80.8
Passenger	88.4	88.8	3	85.7

Based on 2019 post-survey results, increases in observed seatbelt use were seen across the board, but of particular note, among pickup truck drivers and passengers. While still having the lowest use percentages, the increases in seatbelt use among pickup truck occupants supports New Mexico's ongoing focus on high-profile enforcement and media efforts, including the use of pickup trucks in creative media design. Nighttime use remains lower among all occupants, and continues to be addressed via nighttime enforcement efforts. The 2019 New Mexico Seatbelt Observation Study is available at: https://www.safernm.org/safe-driving/seat-belt-safety/

Child Safety Seats/ Booster Seats

M7*CR-2019-OP-01-00 (19-OP-05dll-P01)

This project provided funds to purchase and distribute child safety seats and booster seats to enhance child passenger use efforts. Utilizing these funds, a total of 1,593 car seats were ordered in FFY19 and distributed, as needed, to agencies statewide.

The following Occupant Protection project was listed in the 2019 HSP, but the project was not implemented, and no NHTSA funds were expended in FFY19:

Click It or Ticket Paid Media PlacementM1*PM-2019-PM-01-00 (19-OP-PM-P02)State funds were used for Click It or Ticket Paid Media in FFY19.

State Funds-Only Project and 2019 Accomplishments

Occupant Protection Enforcement

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

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

BKLUP and Click It or Ticket Enforcement/(May 20 – June 2, 2019)

In FFY19, 58 law enforcement agencies, including the State Police, participated in BKLUP, the National Click It or Ticket Campaign and in directed patrol operations. Officers worked 6,100 enforcement hours that resulted in 5,652 seatbelt and 306 child restraint citations.

While the focus during these activities is on the proper use of seatbelts and child restraints, law enforcement officers are able to cite for other violations or apprehend individuals involved in other criminal activities. In addition to the seatbelt and child restraint citations, the OP enforcement operations resulted in the following:

- 2,121 speeding citations
- 1,777 uninsured citations
- 468 cell phone use citations
- 67 texting citations
- 390 revoked or suspended license citations
- 10 reckless driving citations
- 165 misdemeanor arrests
- 13 felony arrests
- 21 drug arrests
- 12 DWI arrests
- 69 fugitives apprehended
- 2 stolen vehicles recovered
- 4,251 citations for violations other than these listed

Projects' Contribution toward Achieving Performance Targets

Projected 2019 data indicate the State is on track to meet its 2019 occupant protection performance target for limiting the increase in unrestrained occupant fatalities and has statistically met its seatbelt use percentage target. The Child Restraint Program activities continue to provide the public with occupant protection access through its statewide fitting stations and clinics.

Continued high participation in the State's BKLUP enforcement operations and the NHTSA CIOT campaign have been successful in reminding drivers of the importance of occupant protection for all passengers, as evidenced by the increases in observed daytime and nighttime seatbelt use. The NMDOT remains committed to increasing awareness and enforcement of drivers and passengers on local roads and in rural areas of the State despite continued law enforcement capacity challenges.

The State has met its 2019 State performance measure of maintaining the percentage of Attitude & Awareness Survey respondents that report having heard or seen traffic safety messaging in the past year. NMDOT's cutting-edge high-visibility media and marketing, and traffic safety public information and educational materials continue to raise awareness about buckling up - day or night - and of the importance of always using appropriate child restraints.

Program Overview

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

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

NHTSA Funded Projects and 2019 Accomplishments

Traffic Safety Law Enforcement Liaisons PT-2019-PT-01-00 (19-PT-02-P01)

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

LELs work with agencies to determine the number of high-visibility law enforcement operations to be conducted during the year based on available funding and on monitoring progress toward achievement of performance goals. To facilitate these processes, the LELs use the NMDOT E-Grant System to solicit, review and monitor law enforcement agency applications, operational plans, reimbursement requests, and available reports. The LELs also use the system to maintain documentation of correspondence with each funded agency. In FFY19, Safer law enforcement liaisons maintained oversight of 94 individual law enforcement agencies.

LELs assisted with development and coordination of the annual statewide Law Enforcement Coordinator's Symposium (LECS). The LECS was held in May 2019 in Albuquerque with more than 162 law enforcement personnel from 79 agencies statewide, and numerous speakers, sponsors and exhibitors. The LECS provides law enforcement personnel with current program information, education, work sessions and a legal update. Local and national speaker presentations included: How the Legalization of Marijuana in Neighboring States Affects Traffic Safety; Influencing Traffic Safety through Criminal Highway Enforcement; Drugged Driving Challenges and Solutions; Strategic Verbal De-escalation Skills for Traffic Officers; and How Law Enforcement Agencies Can Recruit and Retain the Resources to Adequately Staff Their Departments.

Police Traffic Services Program Management-FTEs PT-2019-PT-02-00 (19-PT-02-P02)

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

Traffic Safety Resource Prosecutor

PT-2019-PT-04-00 (19-PT-02-P04)

This project provided funds for a full-time Traffic Safety Resource Prosecutor (TSRP) and administrative assistant to conduct training statewide for other prosecutors and for law enforcement officers, probation officers/DWI compliance officers and County DWI program managers regarding DWI-related case law, including updates or changes to local, State or Federal laws, with the aim of improving the prosecution of DWI cases. The positions are housed under the New Mexico Attorney General's office.

The TSRP also provides NMDOT/ TSD and traffic safety partners with technical assistance and education on policy issues regarding alcohol and drug impaired driving, speeding, distracted driving and other risky driving behaviors.

In FFY19, the TSRP provided education and training through 30 seminars/presentations/training sessions to over 450 police officers, prosecutors and other law enforcement personnel. In addition, the TSRP:

- Provided prosecutors with jury instructions for DWI offenses and a reference guide for DWI priors
- Made presentations on DWI prosecution processes and pitfalls to DWI councils and task forces
- Attended and conducted MVD direct and argument on license revocation cases
- Served as a 'special prosecutor' on a number of specialized DWI cases
- Provided an MVD checklist on license revocation to the LELs for dissemination to various law enforcement agencies
- Attended SW Law Enforcement Training Consultants meetings, DRE meetings and a DRE School, and the 2019 CDL Violations Conference: Enforcement, Prosecution & Reporting
- Worked on increasing the number of Courts to School Programs

Selective Traffic Enforcement Program (STEP)

PT-2019-PT-05-00 (19-PT-02-P05)

STEPs are used in areas that have been identified through local analyses as needing targeted enforcement due to high rates of traffic crashes, fatalities and injuries. A total of 84 State, county, municipal and tribal law enforcement agencies received STEP funding in FFY19, working 21,206 hours conducting directed patrols, safety corridor, speed and commercial traffic enforcement operations. Both Federal and State funds were used for this project.

As part of the STEP project, the 100 Days & Nights of Summer Campaign was conducted between June 23 and September 30, 2019. The Campaign objectives are to decrease the number of high summer season roadway crashes and to increase the public's awareness about safe and responsible driving. Statewide, officers are on the look-out for speeders, alcohol-impaired and distracted or aggressive drivers, drivers not wearing seatbelts or buckling-up their children, and other traffic safety violators.

In FFY19, STEP activities, including the 100 Days and Nights Campaign, resulted in the following:

- ♦ 24,034 speeding citations
- 6,526 uninsured motorist citations
- 2,694 seatbelt or child restraint citations
- 1,082 suspended or revoked driver license citations
- 1,186 cell phone citations; 237 texting citations
- 40 reckless driving citations
- 69 DWI arrests; 65 drug arrests
- 467 misdemeanor arrests
- 88 felony arrests
- 105 fugitives apprehended
- 13 stolen vehicles
- 17,457 citations for violations other than these listed

General Law Enforcement Training

PT-2019-PT-06-00 19-PT-02-P06

This project provided for a training program designed to educate law enforcement in the development, implementation and management of traffic safety initiatives. All certified New Mexico law enforcement personnel are eligible to receive the training courses at no cost.

During the contract year, Safer New Mexico Now (Safer) conducted 14 training sessions including six STEP, three DWI Checkpoint Operations, one Traffic Crash Investigation, one Radar and Lidar Instructor, one Advanced Traffic Crash Investigation, one Traffic Crash Reconstruction and one Managing Police Traffic Services. Training was provided to 361 students representing State, county, municipal and tribal law enforcement agencies. Safer distributes an annual calendar to regional law enforcement agencies listing all upcoming training courses; course and registration information is made available on the Safer website at https://www.safernm.org/law-enforcement.aspx.

All students are required to submit a course evaluation at the completion of each training course. On a 1-5 scale, with 5 being the highest overall score, the averaged course evaluation rating in 2019 was 4.87.

The following PTS project was listed in the 2019 HSP; however the project and project funds were combined under PTS project: Selective Traffic Enforcement (STEP) PT-2019-PT-05-00 (19-PT-02-P05)

100 Days and Nights of Summer

PT-2019-PT-03-00 (19-PT-02-P03)

State Funds-Only Project and 2019 Accomplishments

Education and Enforcement Funds to LEAs

Education and Enforcement funds are State funds authorized by State Statute 66-7-512 and by Regulation Part 2, 18.20.2.1 to institute and promote statewide traffic safety programs. Funds are used for law enforcement overtime, commodities, education, training and program administration. In SFY19, 13 law enforcement agencies received \$40,790 in distributions to support local traffic law enforcement activities.

Projects' Contribution toward Achieving Performance Targets

Based on projected 2019 data, the State is on track to meet its Police Traffic Services performance target for limiting the increase in speeding-related fatalities, as well as its State target for reducing fatalities in distracted driving crashes.

The NMDOT's continued support for STEP overtime enforcement activities and law enforcement training opportunities have contributed to the State's ability to limit the increase in speeding fatalities and to reduce fatalities in distracted driving crashes. Law enforcement liaisons coordinate efforts between the NMDOT/TSD and agencies statewide, and provide technical assistance and monitoring of progress toward enforcement goals. The TSRP and PTS training provides for officer education and improves the skills of officers and other law enforcement personnel to ensure the successful prosecution of cases.

Motorcycle Safety Program

Program Overview

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

To increase motorcyclist safety awareness, the NMDOT uses traffic safety radio messaging starting in April to alert drivers to be aware of the increased number of motorcyclists on the highways during the spring and summer months. During Motorcycle Safety Awareness month in May, the NMDOT worked with their District offices to post 'Share the Road' safety messages on the roadway message boards. New Mexico's high-visibility LOOK FOR ME – We're All Going Somewhere campaign includes a focus on motorcyclist awareness and safety. Both Federal and State funds were used for this project.

NHTSA Funded Project and 2019 Accomplishments

Motorcycle Safety Training

M9MT-2019-MC-01-00 (19-MC-05f-P01)

This project provided funds for a contract with the Motorcycle Safety Foundation to administer the New Mexico Motorcycle Safety Program (NMMSP), a quality statewide motorcycle safety rider training program designed to provide an introduction to skilled, responsible motorcycling. The project is partially funded by a \$2/motorcycle registration fee on all registered motorcycles. Student training fees provide additional funding for the training program. Both Federal and State funds were used for this project.

Training and Quality Assurance

In FFY19, 140 basic and experienced rider classes were conducted at NMMSP training sites in Albuquerque, Alamogordo, Farmington, Roswell, Santa Fe and Las Cruces making the classes available to at least 59 percent of the State's registered motorcyclists. A total of 922 students completed training through the NMMSP in FFY19. Of these, 867 completed the Basic Rider Course (BRC), six completed the BRC2 and 49 completed the Three Wheel Basic Rider Course (3WBRC). The NM Harley Davidson Rider Academies trained an additional 819 students utilizing MSF curriculum. A total of 1,741 students received motorcycle safety training through these combined efforts.



During the year, the NMMSP inventoried all their training sites for effectiveness and efficiency, and determined to open a new range and classroom in both Las Cruces and Portales, and to close their training site in Clovis. The NMMSP also partnered with Santa Fe Harley Davidson and the Santa Fe Place Mall to open a training facility in the parking lot between the dealership and the mall. That venture will begin in early 2020, and will be a very visible venue for individuals to receive motorcyclist training.

A top priority for the Program in 2019 was to ensure that all NMMSP instructors were qualified on the updated Motorcycle Safety Foundation (MSF) Basic Rider Course (BRC) curriculum. This goal was achieved in the first quarter of the year and ensured that riders received training on the most current curriculum which is focused on student participation and self assessment. The curriculum was very well received by both instructors and students. The NMMSP also conducted a RiderCoach Preparation Course, certifying seven new instructors for the Albuquerque, Farmington, Alamogordo and Roswell training sites.

A 3-Wheel Basic Rider Certification Course was conducted, certifying seven new 3WBRC instructors. These instructors are the first newly qualified in the State in over ten years, and they will provide training to the increasing number of three-wheel vehicle riders in New Mexico. The NMMSP was able to partner with Bombardier Recreational Products (BRP), the maker of Can-Am ATVs to increase training for three-wheel riders. BRP provided six three-wheel vehicles to the Albuquerque training site, and reimbursed the NMMSP for costs over \$99 per student, thus enabling students to take the 3WBRC for only \$99.

In FFY19, the NMMSP conducted instructor professional development self-assessment activities across the State. The focus of the self-assessment activities was to improve instructor presentation of the curriculum to students, both in the classroom and on the riding range.

MC Safety Advisory Council - MC Safety Outreach

The NMMSP chaired the NM Motorcycle Safety Advisory Council meetings with individuals and organizations involved with motorcycle safety issues including various motorcycle dealerships and manufacturers, the NM Motorcycle Rights Organization, motorcycle riding groups, legal experts, law enforcement, MSF-USA, the NMDOT and the State Motor Vehicle Division. The Motorcycle Safety Advisory Council members discuss a wide variety of motorcycle safety topics including the latest motorcyclist crash and fatality statistics; ways to expand membership, especially among the greater Albuquerque Metro District; plans to train MVD motorcycle endorsement testers throughout the State using the MSF certified curriculum; and continuing collaboration with motorcycle dealerships to host Motorcyclist Safety Days.

In April 2019, Governor Michelle Lujan Grisham signed a proclamation recognizing May as Motorcyclist Safety Awareness Month. The NMMSP participated in the Gallup Safety Fair and the Intel Safety Fairs by providing motorcycle safety and training information. In September 2019, NMDOT/TSD, NMMSP, and the Motorcycle Rights Organization manned booths at the New Mexico State Fair to provide traffic safety, and motorcycle safety and training information to fairgoers. NMDOT/TSD provided support to the 15th Annual Toys for Tots Motorcycle Run in October 2019, providing motorcycle safety and ENDWI education information to over 1,500 attendees.

Project's Contribution toward Achieving Performance Targets

Based on projected data, the State anticipates meeting its FFY19 HSP Motorcyclist Safety performance targets. The NMDOT/ TSD has worked in conjunction with the NM Motorcycle Safety Program (NMMSP) for more than eleven years to provide motorcyclist basic and advanced training statewide. The NMMSP training, education and awareness efforts continue to assist the State in reducing motorcyclist fatalities and injuries. Motorcyclist safety media messaging and rider safety events have helped the State achieve reductions in overall motorcyclist fatalities and in unhelmeted fatalities.

Pedestrian and Bicyclist Safety Program

Program Overview

The NMDOT seeks to reduce the number of pedestrian and bicyclist crashes in New Mexico, and to encourage walking and biking as comfortable, accessible, safe and efficient modes of transportation. To successfully reduce New Mexico's pedestrian and bicyclist injury and fatality rates, at-risk populations need to be identified and their safety needs addressed. NMDOT provides support for community–based public awareness, information and education, primarily in high pedestrian crash areas of the State. Both Federal and State funds were used for this project.

NHTSA Funded Project and 2019 Accomplishments

Pedestrian and Bicyclist Safety

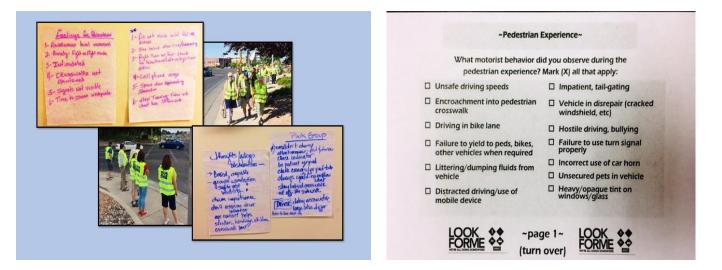
FHPE-2019-PS-01-00 (19-PS-05h-P01)

This project funded a contract with the University of New Mexico Center for Injury Prevention, Research and Education (CIPRE) to provide public education and awareness regarding pedestrian and bicyclist safety laws by conducting education and training with a focus on drivers, pedestrians and bicyclists. Support was provided to law enforcement agencies to enhance awareness of pedestrian safety laws among high-risk populations.

Public Education and Awareness – Pedestrian and Bicyclist Safety State Laws

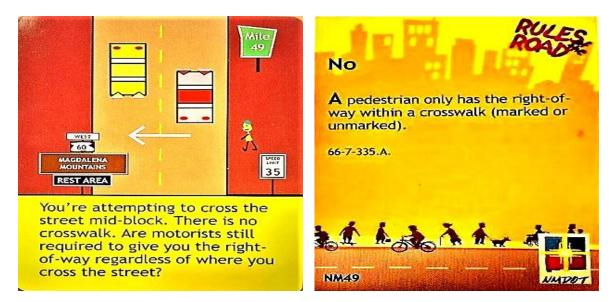
Driver Education Instructors

In FFY19, CIPRE staff made presentations at two trainings for new instructors and at one recertification training with over 130 NMDOT-approved driver education school instructors. The purpose of the presentations was to provide instructors with information on pedestrian/bicyclist traffic laws and on pedestrian/bicyclist safety tips/strategies to disseminate this information to new drivers and help them understand how to safely and legally manage their vehicle when sharing the road with pedestrians and cyclists. The presentation included a 'pedestrian experience' where driver instructors and the CIPRE facilitator took a short walk outdoors, followed by a small group breakout session to share their experiences as a pedestrian. The instructors were asked to report on what motorist behaviors, including illegal actions, they observed that might endanger pedestrians/ bicyclists. Instructors were also asked what three things they will immediately change or emphasize in their driver instruction to increase awareness of State pedestrian and bicyclist traffic laws. The presentation and 'pedestrian experience' were well received by instructors with a large number of them indicating an intention to replicate the 'pedestrian experience' with their students.



BKLUP NM Child Passenger Safety Technician Recertification Training – March 2019 Law Enforcement Coordinators (LECS) Symposium – May 2019

In 2019, CIPRE staff attended the BKLUP Child Passenger Technician Training and the LECS Symposium. At their 'LOOK FOR ME' table, staff made available NMDOT Road Rules flash cards that show a traffic scenario and poses a question about if the action (involving a motorist and a pedestrian or bicyclist) is legal or illegal. The back of the card indicates whether the action was legal or illegal and provides the relevant State statute. The cards are an effective educational tool that provide specific examples of vehicle/ pedestrian/ bicyclist interaction and highlight current pedestrian/bicyclist safety laws.



Participating attendees were asked to complete a short multi-choice survey that asked what types of pedestrian/bike safety education, resources or community events would help them have the biggest impact on their community. TSD and CIPRE staff will use responses to the surveys for planning processes in 2020.

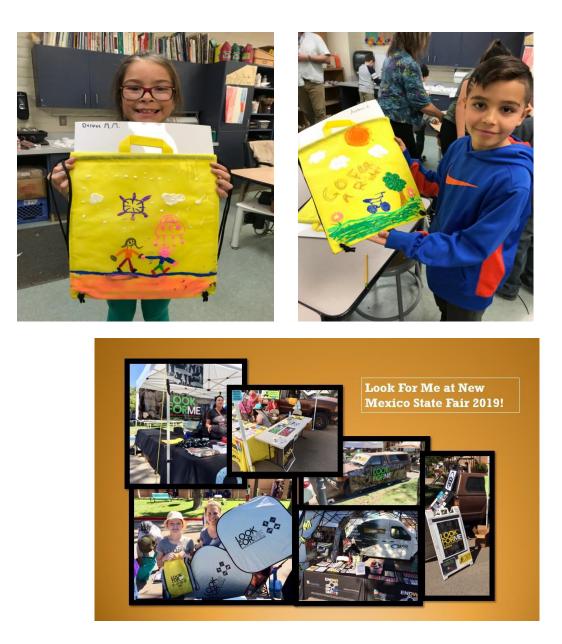
NMDOT Road Rules cards were also made available at the New Mexico State Fair, DWI Awareness Day in Gallup, Albuquerque City Safety Day and the San Felipe Pueblo Community Health Day.

Community Outreach and Awareness

In conjunction with TSD staff, CIPRE staff worked with community-based pedestrian safety advocates and municipal representatives to design and implement pedestrian safety education campaigns in communities at higher risk of pedestrian injuries and fatalities.

CIPRE staff worked with the NMDOT, local communities, schools and media outlets throughout the year on pedestrian and bicyclist safety/ education efforts. LOOK FOR ME education/safety information and highvisibility reflective safety items were made available to the Las Cruces and Santa Fe Public Schools, the University of New Mexico Wellness/ Health Fair and Lobo Triathlon, Santa Ana Pueblo Wellness and Education, Pueblo of Laguna through NM Complete Streets, San Felipe Pueblo Community Health Event, Grant County Healthy Kids-Healthy Communities, Albuquerque Food Pantry/Shelter, City of Albuquerque Bike to Work Day, PNM Safety Day, CiQlovia ABQ Walking/Biking Event, the Bike Skills Camp in Grants, Day of the Tread Expo, Tour of Optimism in Las Cruces, and during Law Enforcement Day, Pathway to College & Careers Day and Environment Appreciation Day at the New Mexico State Fair.

CIPRE also worked with the University of New Mexico Department of Emergency Medicine to create a care-package for vulnerable patients being discharged from their ER. The LOOK FOR ME *CommUNITY* safety tote has a LFM t-shirt, leg bands and sandals. Donated items include hygiene necessities, a UNM cap and socks. The City of Albuquerque donated free transit passes to assist with transportation needs.



CIPRE staff participated in transportation safety planning meetings with the MId-Region Council of Governments, the Santa Fe Metropolitan Planning Organization, the Gallup Area Transportation Safety Plan and Vision Zero ABQ.

On-line Safety Information

The CIPRE website and Facebook page were maintained and updated, providing information on pedestrian and bicycle safety events, resources in English and Spanish, and other relevant pedestrian and bicyclist safety information. The website and Facebook page contain information from a variety of sources, including FHWA, CDC, AASTO, Safe Kids Worldwide, and Alliance for Biking and Walking.

http://emed.unm.edu/cipre/programs/nm-pedestrian-safety/index.html

https://www.facebook.com/pages/UNM-Statewide-Pedestrian-Bicycle-Safety-Program/237037049837947?ref=hl

State Funds-Only Project and 2019 Accomplishments

Gallup Area Transportation Safety Plan

In FFY19, the NMDOT funded the development of the Gallup Area Transportation Safety Plan. The Plan's purpose was to improve transportation safety in Gallup for vehicles, pedestrians and bicyclists. The Plan was developed by a planning consultant and stakeholder committee members from the City of Gallup, the NMDOT, NMDOH, State Police (Gallup-Grants), the McKinley County Sherriff's Department, the Gallup-McKinley County Chamber of Commerce, the City of Gallup Fire Department, Gallup PD and the Northwest New Mexico Council of Governments.

One of the primary goals of the Plan is to 'Reduce the potential for fatal and serious injury crashes within the Gallup area (vehicle/vehicle, vehicle/pedestrian, and vehicle/bicycle crashes).' In addition to infrastructure countermeasures, the Plan's pedestrian and bicyclist awareness implementation actions included:

- Educate drivers on their roles and responsibilities in bicyclist safety. Potential campaign topics could include: bicyclists are legal users of the road; drivers must share the road; and the danger of speeding vehicles to bicyclists.
- Encourage bicyclists to wear reflectors and bright clothing, and to use front and rear lights at night.
- Educate drivers on their roles and responsibilities in pedestrian safety. Potential campaign topics could include: drivers must yield to pedestrians; dangers of speeding vehicles to pedestrians; pedestrian zones awareness.
- Enhance visibility of pedestrians at night by providing reflectors/lights or brightly colored wearable items (e.g., vests, backpacks).

The Gallup Area Transportation Safety Plan is available via this URL under Section D Discussion/Action Topics: <u>https://www.gallupnm.gov/AgendaCenter/ViewFile/Agenda/_08132019-568?html=true</u>

Projects' Contribution toward Achieving Performance Targets

Based on projected data, the State is on track to meet its pedestrian fatalities performance target. NMDOT/ TSD, its contractor - the University of New Mexico Center for Injury Prevention, Research and Education and stakeholder agencies worked in FFY19 to increase pedestrian and bicyclist safety throughout the year via traffic safety laws training and education projects, safety information dissemination and the highvisibility 'Look for Me' campaign.

Program Overview

The Driver Education and Safety Program funds projects to increase the distribution and dissemination of traffic safety information across a wide variety of traffic safety initiatives including impaired driving, occupant protection, pedestrian, motorcyclist, bicyclist, distracted driving, and underage drinking enforcement, prevention and education.

In addition, the DE Program provides State funds for State-mandated driver education and training. Driver education, driver improvement and DWI schools are evaluated and monitored for compliance with State regulations.

NHTSA Funded Projects and 2019 Accomplishments

Traffic Safety Information Clearinghouse

DE-2019-02-01-00 (19-DE-02-P01)

The NMDOT/TSD contracts with the Safer New Mexico Now (Safer) Injury Prevention Resource Center (IPRC) to maintain and distribute traffic safety materials to the public and to support NMDOT/TSD programs statewide. During FFY19, IPRC staff distributed traffic safety-related educational and promotional materials at 20 unique community events and conferences throughout the State. Both Federal and State funds were used for this project.

The IPRC maintains a bi-lingual staff and provides a 1-800 toll-free telephone number to enable individuals and agencies to request traffic safety and injury prevention information and educational tools. To facilitate efficient material ordering and tracking, an electronic shopping cart is available on the Safer website at: http://shop.safernm.org/. The IPRC shopping cart contains the complete inventory of materials by category. Safer makes available more than 271 traffic safety and injury prevention-related brochures, rack cards, posters, flyers, activity books, CDs and videos on DWI prevention, child safety seat selection and use, driver education, and on motorcyclist, bicyclist, pedestrian, and school bus safety issues. Of all items, 29 percent are available in Spanish as well as English.

In FFY19, the IPRC filled 571 orders and distributed over 269,940 pieces of material. Of these, 55 percent were driver education-related, 23 percent were child safety seat or seatbelt use-related, 19 percent were DWI prevention-related and three percent were pedestrian, bicyclist, or motorcyclist safety-related. Approximately nine percent of materials distributed were in Spanish.

A mass mailing of graduated driver licensing brochures, DWI laws and posters, and driver safety pocket cards was made to 42 driver education schools. In addition, the IPRC distributed over 11,400 pieces of material to NMDOT offices. The 33 State Motor Vehicle Division offices were supplied with 4,987 traffic safety brochures and other materials for their information display racks.

Safer's website is where the public can access information about car seat safety, law enforcement and child passenger safety technician trainings, the IPRC shopping cart, ENDWI, BKLUP, CIOT and STEP enforcement summary reports, NM occupant protection, DWI and distracted driving laws, and prevention resources. In FFY19, the Safer website received over 118,518 page views and 27,970 sessions.

Safer maintains a social media presence through Facebook and Twitter pages located at <u>www.facebook.com/saferNM</u> and <u>www.twitter.com/SAFERNM</u>. Information regarding child passenger safety activities, ENDWI, BKLUP and DNTXT campaigns and current events are posted on the pages. Demographic analysis indicates that viewers are primarily females, aged 25-44.

NCSAs/ Media Training DE-2019-02-02-00 (19-DE-02-P02) M1TR-2019-DE-01-00 (19-DE-05b-P01)

This project funded a contract with the New Mexico Broadcasters Association (NMBA) to provide media training to law enforcement, community coordinators and local government officials involved with traffic safety. The 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. Both Federal and State funds were used for this project.

In FFY19, the NMBA provided five regular 2-day trainings and one 1-day advanced training for participants from 26 New Mexico law enforcement agencies and 17 other State, county and city agencies. The Community Media Guide was reviewed and updated, and printed bound copies were provided to participants to assist with media outreach and coordination efforts. Representatives from television, radio and print media firms, along with communications specialists from State and local agencies facilitated the media training panels. Over 315 distracted driver, motorcycle safety, pedestrian safety and underage drinking prevention spots, along with 10-second live liners, ran on stations throughout the State during the week-long State Basketball Tournament in March for an estimated value of \$9,500.

The NMBA worked with agencies within State government and the Office of the Governor to disseminate public safety and other messages through public education programs (PEPs). PEPs provide additional airtime for every dollar spent, and returns on investment from September 2018-August 2019 included: Distracted Driving: \$170,048; Motorcycle Safety: \$186,063; Pedestrian Safety: \$177,560; and Underage Drinking Prevention: \$199,286, resulting in over 44,720 spots run for these four campaigns.

Traffic Safety Awareness Survey

DE-2019-02-03-00 (19-DE-02-P03)

This project funded an Attitude and Awareness Survey on highway safety issues and media awareness. In FFY19, the survey was conducted in 12 State Motor Vehicle Division offices with 1,191 New Mexico licensed drivers responding to the survey. Survey respondents were fairly representative to New Mexico's population with regard to gender, age and ethnicity. Surveys were provided in English and Spanish.

Safety Slogans Most Often Seen or Heard

Alcohol-impaired Driving

NM ENDWI: 73% up from 67% in 2018; *Don't Drink & Drive*: 68% down from 74% in 2018

Occupant Protection

NM BKLUP: 41% up from 38% in 2018; *CIOT*: 81% same in 2018

Distracted Driving

NM DNTXT: 42% up from 39% in 2018; *Stay Alive, Don't Text and Drive*: 44% up from 41% in 2018

Below are additional respondent highlights from the 2019 survey. The TSD will use the entire survey results to inform its project and funding planning processes in 2020.

- > 81% use a seatbelt every time they drive; up from 77% in 2018
- 49% perceived chances of being ticketed every/ most of the time for not using a seatbelt; up from 46% in 2018
- 80% have not driven in the past 30 days when they thought they were over the alcohol legal limit; down from 85% in 2018
- > 63% have never/seldom driven 15-20 miles over the speed limit; down from 72% in 2018
- > 43% perceived the chances of getting a speeding ticket every/most of time; up from 40% in 2018
- > 42% never talk, text or read texts while driving; down from 48% in 2018
- > 60% wear a helmet on every/ most trips when riding a motorcycle; up from 58% in 2018

Distracted Driving Awareness Media Placement FES*PM-2019-DE-01-00 (19-DE-05e-P01)

This project provided funds for paid media placement for distracted driving awareness messaging in selected markets. In FFY19, 'Distracted Driving This and That' spots ran on television in English and Spanish during the summer months.

State Funds-Only Projects and 2019 Accomplishments

State Mandated Programs

The University of New Mexico Transportation Safety Center (TSC) provides training for the NMDOT/TSD for driver education, driver safety and DWI school instructors and a basic course on 'training in the classroom.' The TSC also processes original and renewal school and instructor license applications, and provides monitoring and compliance of driver education and driver safety schools.

The TSC provides an updated training calendar to all driver education and driver safety instructors and DWI School facilitators announcing the dates of upcoming classes and registration information. The calendar is provided via email and is posted on the TSC website: <u>http://transportation.unm.edu/</u>. The website also provides information for the public on finding an approved driver education, DWI or driving safety school; a graduated licensing guide; underage drinking and distracted driving prevention information; and links to other resources. TSC legal staff provided legal consultation on program concerns and ongoing rule revision or litigation, as needed.

In SFY19, the TSC conducted the following training events:

- one 40-hour Driver Education New Instructor training for 19 attendees
- one 8-hour Driver Education Teaching Techniques training for 20 attendees
- one 8 hour DWI New Facilitator training for 23 attendees
- two 2-hour Ignition Interlock trainings for 33 attendees

The Annual Traffic Safety Training Recertification Conference was held in June 2019 at the UNM Continuing Education Conference facility. Conference topics/issues included Look for Me Pedestrian Safety, Distracted Driving, Train Tracks Safety, Semi-Truck Safety, Traffic Laws, and Engaging the iGen. There were 101 driver education, driving safety school and DWI school operators/instructors in attendance along with TSC and TSD staff members.

In SFY19, TSC staff conducted monitoring (record review) visits with 34 driver education schools and two driver safety schools to ensure compliance with New Mexico Administrative Code (NMAC) Regulations. During some visits, 'behind-the- wheel' monitoring was also conducted. A total of 42 driver education school websites were reviewed for valid content, and 38 customer quality assurance calls were made.

Driver Education Schools

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

In SFY19, 12,529 individuals attended driver education schools. An additional 971 students were enrolled into a correspondence driver education course. This correspondence course 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 education school and public school instructors providing driver education must be licensed by the TSD. In SFY19, original or renewal licenses were processed for 57 driver education schools and 187 instructors.

Driving Safety Schools

The TSD is responsible for certifying and approving driving safety schools. The curriculum is geared toward changing behaviors among problem drivers. In SFY19, 3,240 individuals attended driving safety schools. Original or renewal licenses were processed for 32 schools and 51 instructors.

DWI Schools

By statute, first time convicted DWI offenders must attend a TSD-approved DWI school. The goal of the school is to lay the foundation for positive changes in each person's drinking and driving behavior. The NMDOT/TSD provides funds for a standardized curriculum for the State-mandated DWI schools. In SFY19, a total of 3,842 individuals attended DWI schools. Original or renewal licenses were processed for 26 DWI schools and 48 facilitators.

DWI Awareness Classes

The TSD is responsible for ensuring that adult learning techniques are incorporated into a curriculum designed to raise awareness about the dangers of drinking and driving. All first-time licensees in New Mexico between the ages of 18 and 24 are required to take a DWI awareness class. In SFY19, 13,383 individuals completed the *None for the Road* DWI awareness class.

Projects' Contribution toward Achieving Performance Targets

Projected 2019 data indicate the State is on track to meet its State Driver Education performance measure for reducing the number of drivers under 21 in fatal crashes.

New Mexico's Driver Education and Safety Program projects strive to increase the quality and availability of driver safety training and education for both new and experienced drivers. The State's graduated licensing program provides new driver education and supervised driver training to help young drivers become safe and responsible drivers. The State's Driver Safety and DWI schools provide drivers with the education and tools to reduce or eliminate behaviors that can lead to tragic outcomes.

To expand the reach of traffic safety schools, a variety of traffic safety materials are made available to MVD offices and community organizations statewide, and traffic safety messaging is aired via radio and television throughout the year.

Media and Marketing Campaigns In Support of the Alcohol-ID, Occupant Protection, Police Traffic Services, and Driver Education and Safety Programs

Program Overview

NMDOT/TSD's media and marketing messaging and public information are designed to highlight program area traffic safety initiatives. Media campaigns are a critical component that enhance and support NMDOT/TSD's enforcement operations and prevention efforts. High-visibility media is coordinated with New Mexico's Superblitz and national enforcement campaigns to ensure that the public knows that law enforcement officers are on the streets and roadways enforcing DWI, occupant protection, speeding, distracted driving and other traffic safety laws.

Highly impactive billboards, television and radio ads raise awareness among drivers about the consequences of drinking and driving, using cell phones or being otherwise distracted while driving, not buckling up, or of speeding. They remind the motoring public about the importance of looking out for motorcyclists, bicyclists and pedestrians. Both Federal and State funds are used for these projects.

Media Creative Design

The NMDOT/ TSD continued its contract with the RK Venture creative design agency to develop traffic safety messaging strategies for its enforcement and prevention programs. The NMDOT has partnered with RK Venture (formerly VWK) for the past 14 years, and during this time the NMDOT and RK Venture have won numerous awards for their traffic safety campaigns, including a highly prestigious Communication Arts award for the ENDWI 'Over the Limit: Reality' series showing the entire process of DWI arrest and incarceration. ENDWI, ZeroProof, BKLUP and DNTXT campaigns are focused on facilitating positive behavior change and social norms.

During FFY19, RK Venture worked with NMDOT to develop a cutting-edge virtual reality (VR) DWI experience, 'ENDWIVR: Lives Changed Forever' that allows the VR participant to experience an actual DWI crash. The participant experiences the consequences of the crash event from the perspective of the drunk driver, the police officer responding to the crash, and the innocent victim of the drunk-driving crash. Virtual reality has been found to increase engagement and influence behavior change in participants, particularly among younger, tech-savvy individuals. In FFY19, the ENDWIVR experience was made available to the public at the New Mexico State Fair, the NM Museum of Natural History, and at a number of schools and NMDOT events.



ENDWI

The NMDOT kicked off the FFY19 holiday season with 'The Void' campaign which highlights the traumatic impact DWI has on individuals and families. 'The Void' graphically illustrates the absence of the person killed in the crash and the 'hole' or void it creates for individuals and families.

'The Void' campaign was launched via broadcast television and radio prior to Thanksgiving and aired during the Winter Superblitz period and the 2019 SuperBowl. During this period, the campaign was promoted across Facebook, YouTube, Twitter, Instagram and affiliated partners via a range of short videos with messaging targeted to drivers about the dangers and tragic consequences of drinking and driving.



Additional social media tactics were devised and pushed out during these events to help maintain engagement with the public throughout January and February. Social media reach was over 770,000.

In addition to 'The Void', the YOU'RE NOT "FINE" billboard and digital banner ad campaign ran statewide during the FFY19 Fall/Winter season.



The St. Patrick's Day Spring Mini-Blitz was promoted with a 'Consequences' campaign implemented across broadcast television and radio, and on social media platforms. 'Consequences' features the target demographic and shows several individuals enjoying themselves a bit too much, then deciding they were just fine to drive. The ads illustrate the law enforcement, physical and emotional consequences of that bad decision.



The Cinco de Mayo Mini-Blitz was supported by the 'Consequences' campaign and was aired on television and radio with some social media push to help generate and maintain ongoing awareness and engagement with the target demographic. Social media reach was over 270,000.

BKLUP/ CIOT

In FFY19, a BKLUP version of last year's successful 'Excuses' campaign was produced for television, radio and social media to raise awareness about the BKLUP/ Click It or Ticket enforcement campaigns, and the importance of always buckling up.



The latest BKLUP Awareness campaigns and information on occupant protection laws and penalties, statistics and child safety seat use are available on the NMDOT BKLUP site: <u>https://www.bklup.com/</u>.

100 DAYS AND NIGHTS – NMDOT Labor Day Superblitz NHTSA Drive Sober or Get Pulled Over National Crackdown

The ENDWI: Like Father, Like Son and You're Not 'All Good' campaigns were utilized during the FFY19 NMDOT 100 Days and Nights of Summer, Labor Day Superblitz, and NHTSA's Drive Sober or Get Pulled Over enforcement periods. The Like Father, Like Son ad graphically shows the influence parents have with regard to drinking and driving, and how important it is to set good examples and to role model positive life behaviors. The television, radio and social media content all featured a father driving drunk with his son in the car and showed how that behavior and lifestyle can be passed down generation to generation. The consequences, in this case, being arrested and separated from family.





ENDWI awareness campaigns can be viewed at: https://www.endwi.com/awareness-campaigns

RK Venture worked with NMDOT to develop a new campaign in FFY19. 'This and That' addresses important traffic safety issues, including seatbelt use, speeding and distracted driving. Television and radio spots ran statewide during the 100 Days and Nights of Summer campaign.

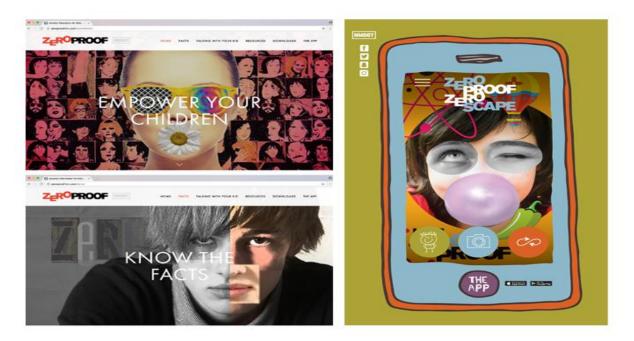


Throughout the year, NMDOT promoted its ENDWI and traffic safety awareness messages at various events and sport venues. RK Venture helped develop sponsorship ads and promotions for university and school campuses, and for education or sports-oriented events/organizations.



Underage Drinking Prevention - ZeroProof

In FFY19, the NMDOT continued to support the web-based ZeroProof underage drinking prevention website and to provide program materials for use by schools throughout the State and via the NM Public Education Department. On-going communication via social media platforms has continued to make the website and outreach available. <u>https://www.zeroproofnm.com/</u>



Social Media Impact

The NMDOT campaigns website ENDWI.com had over 36,000 followers in FFY19, an 11 percent increase from FFY18. The ENDWI.com website includes links to DNTXT and BKLUP web pages. Social media metrics are provided below for all ENDWI Superblitzes and Mini-Blitzes, 100 Days & Nights, BKLUP/CIOT and ZeroProof campaigns:

	Total	Platform
Impressions	13,016,937	FB,IN,TW,YT
Reach	3,577,769	FB,IN,YT
Engagements	39,322	FB,IN,TW,YT
Reactions	12,621	FB,TW,YT,IN
Shares	4,402	FB,IN,TW,YT
Comments	1,036	FB,IN,TW,YT
Link Clicks	21,253	FB,IN,TW,YT
Video Views	4,557,033	FB,IN,YT,IN
Tweet Impressions	3,011,425	TW

Media Placement

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

Radio, television and billboard advertising across the State have proven to be effective ways of reaching the public with traffic safety messaging. Earned media is a large component of the media mix, and intense efforts are made to obtain news coverage of the various campaigns to increase exposure and maximize the State's media budget. Additionally, the NMDOT works with county DWI prevention and safety coalitions to distribute collateral materials to supplement paid media messaging. Media impressions in FFY19 were calculated at over 82,000,000.

Winter Superblitz: November 2018 - January 2019

The annual Winter Superblitz was advertised on statewide broadcast and cable television, radio and

outdoor. The campaign ran November 12, 2018 through January 6, 2019. Radio creative was '*The Void Holiday*' in both English and Spanish, and '*The Void Dinner*' ran on television in both English and Spanish. Billboard creative utilizing the '*You're Not Fine*' concept ran from mid-November through the end of May 2019.



The media campaign generated: Cash Spots: 18,270 Budget: \$550,000 inclusive

Bonus Spots: 13,037 Actual: \$532,967.47 GRPs: 7,375.6

SuperBowl: February 2019

SuperBowl weekend is one of the highest weekends for DWI, and the NMDOT continued as a sponsor of game and pre-game coverage. The SuperBowl generates high ratings and is one of the market's highest ranked programs of the year. *'The Void'* spot aired during the game.

Marketing Solutions coordinated interview segments on Fox TV's New Mexico Living program which featured a spokesperson from NMDOT talking about responsible hosting and designating drivers in advance of SuperBowl weekend.

The combined media campaign generated:

Cash Spots: 1 Budget: \$31,000 inclusive Bonus Spots: 3 Actual: \$30,744.38 GRPs: 78.2

St. Patrick's Day Superblitz: March 2019

NMDOT began its springtime statewide Superblitz efforts with '*Consequences*' produced and run in English and Spanish on radio and television. Television purchased for this campaign ran per a March Madness basketball schedule and during UNM Lobo and NMSU Aggie basketball postseason games.

The media campaign generated:

Cash Spots: 3,074 Budget: \$105,000 inclusive Bonus Spots: 2,447 Actual: \$101,521.41 GRPs: 3,897.0

Cinco de Mayo Superblitz: May 2019

NMDOT's Superblitz media focused on the days surrounding the popular Cinco de Mayo celebrations in select markets around the State. This campaign was aimed at the predominately Hispanic population during a time period when there are a large number of parties. The campaign continued with the

Consequences' theme and ran spots on English and Spanish language radio, and *Consequences Cinco de Mayo'* aired on English and Spanish language television.

The media campaign generated: Cash Spots: 5,566 Budget: \$190,000 inclusive

Bonus Spots: 4,610 Actual: \$186,494.15 GRPs: 2,148.8

Click It or Ticket National Mobilization: May/June 2019

NMDOT kicked off the Click It or Ticket National Mobilization with the TV spot '*BKLUP Excuses*' and the radio spot '*Seatbelt Excuses*' in Spanish and English.

The media campaign generated: Cash Spots: 3,339

Budget: \$100,000 inclusive

Bonus Spots: 2,264 Actual: \$99,293.14 GRPs: 1,646.2

100 Days of Summer Mobilization: June/July/August/September 2019

State officials kicked off the annual 100 Days & Nights of Summer Mobilization, the intensive summer-long effort to keep New Mexico's roads safe by cracking down on drunk and unsafe drivers, with paid media including television, radio and outdoor advertising.

The outdoor Traffic Safety message focused on planning ahead with the 'You're Not All Good' message. Newly designed creative, 'Like Father Like Son' accurately demonstrating the origins of generational problem drinking and driving behaviors ran on television and radio in English and Spanish. New 'This and That' creative highlighting the dangers of distracted driving ran on television only.



The media campaigns generated:

DWI:	Cash Spots: 11,143 Budget: \$315,000 inclusive	Bonus Spots: 9,255 Actual: \$314,834.28	GRPs: 8,122.3
DNTXT	Cash Spots: 484 Budget: \$90,000 inclusive	Bonus Spots: 444 Actual: \$88,371.63	GRPs: 861.0

Labor Day Superblitz: August/September 2019

The Labor Day Superblitz media campaign focused on the days leading up to and through the end of the summer holiday period. This campaign used the '*Like Father Like Son*' creative on radio and television in both English and Spanish.

The media campaign generated:

Cash Spots: 5,613 Budget: \$125,000 inclusive Bonus Spots: 4,576 Actual: \$123,916.02 GRPs: 3,746.2

Media Campaign Summaries – FFY19:

MEDIA CAMPAIGN	GRPs	IMPRESSIONS	CASH SPOTS	BONUS SPOTS	TOTAL SPEND
Winter Superblitz	7,375.6	30,935,000	18,270	13,037	\$ 532,967.47
Super Bowl	78.2	685,000	1	3	\$ 30,744.38
St. Patrick's Day Superblitz	3 <i>,</i> 897.0	3,372,000	3,074	2,447	\$ 101,521.41
Cinco de Mayo Superblitz	3,067.3	2,977,000	2,922	2,376	\$ 103,703.24
Click It Or Ticket	2,148.8	10,099,000	5,566	4,610	\$186,494.15
100 Days of Summer – DWI	8,122.3	20,029,000	11,143	9,255	\$ 314,834.28
100 Days of Summer – DNTXT	484.0	4,096,000	484	444	\$88,371.63
Labor Day Superblitz	3,746.2	9,909,000	5,613	4,576	\$ 123,916.02

Southeastern New Mexico Outdoor Advertising: October 2018 – September 2019

Southeastern New Mexico Traffic Safety outdoor advertising continued during the entire fiscal year in the Roswell, Clovis, Portales, Artesia, Carlsbad, Hobbs and Lovington markets. NMDOT roadway message boards displayed: *'Phone Down, Slow Down, and Arrive Alive'* to remind drivers to stay alert and drive responsibly.

Dust Storm Campaign Outdoor Advertising: October 2018 – September 2019

The Dust Storm Campaign ran the entire fiscal year in the Carlsbad, Deming, Farmington, Hobbs, Las Cruces, Lordsburg, Lovington, and Silver City markets. The goal of the campaign was to educate drivers on the hazards associated with driving during dust storms and the proper precautions they should take if they encounter a significant dust storm on New Mexico roadways.

Park & Ride Advertising: October 2018 – September 2019

NMDOT renewed its advertising on the Park & Ride shuttles that operate between Santa Fe, Los Alamos and Española for ENDWI messaging. This advertising option is ideal for accessing the Santa Fe/ Española area where billboards are either not available or have limited availability.

Community Engagement: October 2018 - September 2019

Park & Ride

UNM, NMSU, ENMU Sponsorships

NMDOT sponsored the University of New Mexico, New Mexico State and Eastern New Mexico University football and basketball programs. These three public universities represent the largest student populations in the State.

Each of the sponsorship included these fullpage color ads in the game programs for the football and basketball seasons, and for invenue signage.



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NMDOT TRAFFIC SAFETY DIVISION

Marketing Solutions again negotiated with UNM and NMSU to use cocktail napkins with the 'HELP ENDWI' graphic in the suites and boxes where alcohol was being served.

The UNM, NMSU and New Mexico Bowl sponsorships included banners with the ENDWI messaging displayed in key areas of the football stadiums and basketball arenas, and utilized audio and video messaging before and during the games.

NM High School Sports Ticket Backs Sponsorship

NMDOT sponsored the ticket backs for all New Mexico high school sports tickets for the 2018/2019 school year. NMDOT ENDWI messaging was printed on more than 1.5 million tickets used at high school athletic events around the State.

NM Amateur Softball Sponsorship

T. WMEXICOLORI

In New Mexico, softball is a favorite past-time among young adults. There are dozens of amateur softball leagues around the State. Marketing Solutions contracted with Huddle Inc. to negotiate softball sponsorships with the leagues to increase visibility in the target demographic of young males. As part of the sponsorship, each team received ENDWI signage, lineup cards, score sheets and banners.

Take A Ride On Us / Uber Sponsorship

We continued to encourage Albuquergue area residents to use ride sharing options as part of their planning ahead strategy to not drink and drive. The sponsorship was with Cumulus Radio Group and Uber to promote safe rides home. We selected specific concerts, community events and holidays, and offered discounted safe rides. In 2019, we provided more than 10.000 safe rides home - double what was provided in 2018.

Albuquerque Isotopes

NMDOT continued its sponsorship of the Albuquerque Isotopes baseball team in 2019. This large, significant sponsorship included floor graphics on the concourse, signage on the field, street-side and inside the concession booths and on cocktail napkins in the club level suites. In 2019, the Isotopes averaged more than 8,000 fans per game and had a total home attendance of more than 50,000 people.

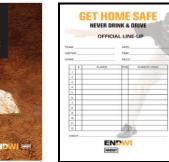
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NM United Soccer

NMDOT sponsored a new professional soccer team - the New Mexico United. Without a stadium of their own, NM United played their home games in Albuquerque's Isotopes Park. Since signage was already in place due to our existing Isotopes sponsorship, the NM United sponsorship included only a full-page digital program advertisement.



Alliance Sport Marketing

In ongoing efforts to reach out to southeastern New Mexico, Marketing Solutions contracted with Alliance Sport Marketing to provide an interactive safe driving experience at selected county fairs during the summer months at the Eddy County Fair, Lea County Fair, Lincoln County Fair and the Southern New Mexico Fair & Rodeo.

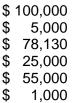




Community Engagement Summary

Per year sponsorship costs shown below include only the sponsorship cost, and do not include the management/placement fee, gross receipts tax or production costs:

UNM Sponsorship	
ENMU Sponsorship	
Albuquerque Isotopes	
Take A Ride On Us/ Uber	
N.M. High School Ticket Backs	
Sports Primo	



IM Bowl Game	\$ 15,000
	φ 15,000
IM United	\$ 5,000
IM Amateur Softball	\$ 63,000
Iliance Sport	\$ 32,000
IM United IM Amateur Softball	\$ 5,00 \$ 63,00

Projects' Contribution toward Achieving Performance Target

The State achieved its 2019 Public Information performance target of maintaining the percentage of Attitude and Awareness Survey respondents that report having heard or seen traffic safety public information campaign messages/ slogans at or above 80 percent. In 2019; 81 percent of survey respondents reported having seen at least one of the messages/slogans, and Marketing Solutions reports that media impressions reached with all TS messaging were 81.6 million. The media creative design, production and placement projects that support enforcement and educational activities in the NMDOT/TSD's programs reach targeted audiences, generate widespread message exposure, and maximize the effect on the public, whether to change behavior or to increase awareness.

Program Overview

The NMDOT/TSD Traffic Records Program works to achieve the objectives outlined in the State Traffic Records Strategic Plan. The Program provided support to the members of New Mexico's Traffic Records Coordinating Committee (TRCC) to continue development of the statewide traffic records data system, and improve traffic safety-related data collection and analytical systems. The Traffic Records Program performance-based measures and targets are included in the annual Highway Safety Plan and are coordinated with the State Strategic Highway Safety Plan and the Highway Safety Improvement Plan.

NHTSA Funded Projects and 2019 Accomplishments

Crash Data Statistical and Analytical Reporting

M3DA-2019-TR-01-00 (19-TR-05c-P01)

The University of New Mexico Traffic Research Unit (TRU) maintains a comprehensive traffic crash database for the State of New Mexico. Along with crash data, TRU utilizes driver, driver history, DWI arrest, roadway and population data for analyses of traffic safety issues and development of reports for NMDOT/TSD.

In FFY19, TRU finalized and made available the 2017 New Mexico Traffic Crash Annual Report, the 2017 New Mexico DWI Report, 2017 Community Reports (statewide, cities and counties), 2017 Motorcycle Presentation, 2017 Crash Maps (statewide, county and major cities), and monthly 2018-2019 crash fatality reports via the TRU New Mexico Crash Data website: https://gps.unm.edu/tru. TRU provided data and analyses for New Mexico's Highway Safety Plan, the Annual Report to NHTSA, the Traffic Records Strategic Plan and other topic-specific traffic crash and fatality reports. TRU continued to maintain their geographical information system (GIS) capabilities and to provide geographic analyses. TRU completed updates to the crash-level, vehicle-level and occupant-level data dictionaries and user guides.

Traffic Records Statistician

TR-2019-TR-01-00 (19-TR-02-P01)

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

In FFY19, the statistician produced templates for pedestrian, pedalcyclist, motorcyclist, wildlife-related, and commercial motor vehicles crash data reports for counties and cities with the highest frequency of incidents. The templates were developed with extensive input from stakeholders, planners and advisory groups. Reports developed and published in FFY20 will provide topic-specific, in-depth analyses on crash fatalities, injuries and contributing factors.

State Funds-Only Project and 2019 Accomplishments

Crash Records Data Entry/ Database Maintenance

This project provided funds for data entry of uniform crash reports (UCRs) sent via hard copy, via TraCS data transfer or via other electronic transfer methods, and provided funds for crash database maintenance. In FFY19, the following objectives were achieved:

- > Maintained a 30-day turn-around time period for data entry of crash reports
- Nine additional law enforcement agencies began submitting electronic data via TraCS to the central crash database in FFY2019. Electronic transfer of crash data is in process at various stages with

additional law enforcement agencies with the goal of a 10% increase in receipt of electronic data by September 2020

Upgrades to databases and repositories are ongoing in preparation for release of the State's revised uniform crash report in 2019/2020

Projects' Contribution toward Achieving Performance Targets

The State achieved and exceeded its Traffic Records Program performance target of increasing the number of VIN-based batch corrections to vehicle manufacturer initially in the crash database with missing or invalid vehicle manufacturer. This was accomplished through TRU's increased use of NHTSA's VPIC batch VIN decoder tool during the crash database cleaning process to populate any of the missing or invalid vehicle manufacturer data. Corrections made during crash report data entry, and use of refined data merging techniques, data quality analyses and geo-coding have increased the State's crash data accuracy and timeliness.

The FFY19 Traffic Records projects increased the ability of the Traffic Records Program to provide more accurate, timely and accessible traffic safety data for use in planning, and for assessment and evaluation of NMDOT's traffic safety programs aimed at reducing traffic crashes, fatalities and injuries.

State's Evidence-Based TS Enforcement Program

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

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

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

Deployment of Resources Based on Crash Data Analyses

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

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

Details on the NMDOT/ TSD enforcement activities are provided in each of the relevant program areas:

Alcohol-Impaired Driving: page 6 Alcohol-ID Enforcement – ENDWI & NHTSA National Crackdowns	164AL-2019-AL-01-00 (19-AL-64-P01) M5X-2019-ID-01-00 (19-ID-05d-P01)
DWI Enforcement Task Force - McKinley County	164AL-2019-AL-02-00 (19-AL-64-P02)
Alcohol Sales Compliance/DWI Warrant Enforcement	164AL-2019-AL-03-00 (19-AL-64-P03)
Department of Public Safety – Special Projects	M5OT-2019-ID-06-00 (19-ID-05d-P06)
Occupant Protection Program: page 19 BKLUP and Click It or Ticket Enforcement	State Funded
Police Traffic Services Program: page 23	

Selective Traffic Enforcement (Includes 100 Days & Nights of Summer Campaign)

PT-2019-PT-05-00 (19-PT-02-P05)

<u>Overview</u>

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

NHTSA Funded Projects

Financial Systems Management – FTEs

PA-2019-PA-01-00 (19-PA-02-P01)

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

HSP, Grant and Technical Writing Services

PA-2019-PA-02-00 (19-PA-02-P02)

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

E-Grants-Phase Two

PA-2019-PA-03-00 (19-PA-02-P03)

This project provided funds for an ongoing contract to maintain and expand enhancements to the current NMDOT/TSD E-Grants system, to include Community DWI and Education & Enforcement projects. Funds were used for the annual maintenance fee and for technical support. Both Federal and State funds were used for this project.

The following Planning and Administration project was listed in the 2019 HSP, but NHTSA 402 funds were not expended for the project in FFY19:

E-Grants-Phase Two – Web HostingPA-2019-PA-04-00 (19-PA-02-P04)164AL and State funds were used for E-Grants web hosting in FFY19; 402 Federal funds were not used.

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TraCS Project Manager Vacant

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Tommy Campos Finance tommy.campos1@state.nm.us 505 795 2321

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Stephanie Lopez-Porras Admin Assistant stephanie.lopezpor3@state.nm.us 505-570-7305

2019 Project Expenditure Close-out Report 12/26/19

NHTSA 164 Transfer Funds 164 Planning and Administration 164PA-2019-PA-13-00 E-Grants - Phase Two - Agate \$29,195.99 \$20,195.99 \$29,195.99 \$.00 \$29,195.99 \$.00 \$20,195.99 \$.00
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164AL-2019-AL-01-01 Alamogordo DPS-ENDWI \$4,991.22 \$4,991.22 \$.00 \$.00 4 VOU-13 Dec-26
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164AL-2019-AL-01-02 Albuquerque PD-ENDWI \$315,492.41 \$315,492.41 \$.00 \$.00 ⁶ VOU-13 Dec-26
164AL-2019-AL-01-02 \$315,492.41 \$315,492.41 \$.00 \$.00 ⁶ VOU-13 Dec-26
164AL-2019-AL-01-04 Artesia PD-ENDWI \$3,126.11 \$3,126.11 \$.00 \$.00 4 VOU-13 Dec-26
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164AL-2019-AL-01-05 Aztec PD-ENDWI \$4,588.26 \$4,588.26 \$.00 \$.00 ⁵ VOU-10 Oct-31
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164AL-2019-AL-01-07 Belen PD-ENDWI \$1,593.24 \$1,593.24 \$.00 \$.00 ² VOU-7 Jul-26-2
164AL-2019-AL-01-07 \$1,593.24 \$1,593.24 \$.00 \$.00 ² VOU-7 Jul-26-2
164AL-2019-AL-01-08 Bernalillo County SO-ENDWI \$149,500.65 \$149,500.65 \$.00 \$.00 7 VOU-13 Dec-26
164AL-2019-AL-01-08 \$149,500.65 \$149,500.65 \$.00 \$.00 7 VOU-13 Dec-26
164AL-2019-AL-01-09 Bernalillo PD-ENDWI \$.00 \$.00 \$.00 \$.00 0
164AL-2019-AL-01-09 \$.00 \$.00 \$.00 \$.00 0
164AL-2019-AL-01-10 Bloomfield PD-ENDWI \$996.13 \$996.13 \$.00 \$.00 3 VOU-13 Dec-26
164AL-2019-AL-01-10 \$996.13 \$996.13 \$.00 \$.00 ³ VOU-13 Dec-26

164AL-2019-AL-01-13	Carlsbad PD-ENDWI	\$19,516.42	\$19,516.42	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-13		\$19,516.42	\$19,516.42	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-18	Chaves County SO-ENDWI	\$18,922.36	\$18,922.36	\$.00	\$.00	8	VOU-13	Dec-26-2019
164AL-2019-AL-01-18		\$18,922.36	\$18,922.36	\$.00	\$.00	8	VOU-13	Dec-26-2019
164AL-2019-AL-01-19	Cibola County SO-ENDWI	\$2,370.99	\$2,370.99	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-19		\$2,370.99	\$2,370.99	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-22	Cloudcroft PD-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-22		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-23	Clovis PD-ENDWI	\$23,749.32	\$23,749.32	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-23		\$23,749.32	\$23,749.32	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-31	Dona Ana County SO-ENDWI	\$19,569.03	\$19,569.03	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-31		\$19,569.03	\$19,569.03	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-32	Eddy County SO -ENDWI	\$20,276.32	\$20,276.32	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-32		\$20,276.32	\$20,276.32	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-33	Espanola PD-ENDWI	\$7,063.33	\$7,063.33	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-33		\$7,063.33	\$7,063.33	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-35	Farmington PD-ENDWI	\$59,837.66	\$59,837.66	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-35		\$59,837.66	\$59,837.66	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-37	Gallup PD-ENDWI	\$38,255.70	\$38,255.70	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-37		\$38,255.70	\$38,255.70	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-39	Grants PD-ENDWI	\$10,230.00	\$10,230.00	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-39		\$10,230.00	\$10,230.00	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-40	Guadalupe County SO-ENDWI	\$1,469.04	\$1,469.04	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-40		\$1,469.04	\$1,469.04	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-45	Hobbs PD-ENDWI	\$1,751.91	\$1,751.91	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-45		\$1,751.91	\$1,751.91	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-49	Las Cruces PD-ENDWI	\$102,745.41	\$102,745.41	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-49		\$102,745.41	\$102,745.41	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-50	Las Vegas PD-ENDWI	\$6,204.26	\$6,204.26	\$.00	\$.00	5	VOU-9	Sep-24-2019
164AL-2019-AL-01-50		\$6,204.26	\$6,204.26	\$.00	\$.00	5	VOU-9	Sep-24-2019
164AL-2019-AL-01-51	Lea County-ENDWI	\$3,234.42	\$3,234.42	\$.00	\$.00	4	VOU-9	Sep-24-2019
164AL-2019-AL-01-51		\$3,234.42	\$3,234.42	\$.00	\$.00	4	VOU-9	Sep-24-2019

164AL-2019-AL-01-52	Lincoln County SO-ENDWI	\$323.62	\$323.62	\$.00	\$.00	1	VOU-4	May-01-2019
164AL-2019-AL-01-52		\$323.62	\$323.62	\$.00	\$.00	1	VOU-4	May-01-2019
164AL-2019-AL-01-57	Los Lunas PD-ENDWI	\$11,900.00	\$11,900.00	\$.00	\$.00	4	VOU-8	Aug-20-2019
164AL-2019-AL-01-57		\$11,900.00	\$11,900.00	\$.00	\$.00	4	VOU-8	Aug-20-2019
164AL-2019-AL-01-58	Loving PD-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-58		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-59	Lovington PD-ENDWI	\$4,787.46	\$4,787.46	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-59		\$4,787.46	\$4,787.46	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-60	Luna County SO-ENDWI	\$6,439.11	\$6,439.11	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-60		\$6,439.11	\$6,439.11	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-62	McKinley County SO-ENDWI	\$11,861.48	\$11,861.48	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-62		\$11,861.48	\$11,861.48	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-66	Mora County SO-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-66		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-67	Moriarty PD-ENDWI	\$5,576.33	\$5,576.33	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-67		\$5,576.33	\$5,576.33	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-71	New Mexico State Police-(MCTF)	\$122,769.06	\$122,769.06	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-71		\$122,769.06	\$122,769.06	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-73	Otero County SO-ENDWI	\$7,661.32	\$7,661.32	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-73		\$7,661.32	\$7,661.32	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-75	Portales PD-ENDWI	\$6,464.16	\$6,464.16	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-75		\$6,464.16	\$6,464.16	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-78	Raton PD-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-78		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-80	Rio Arriba County SO-ENDWI	\$10,050.95	\$10,050.95	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-80		\$10,050.95	\$10,050.95	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-81	Rio Rancho DPS-ENDWI	\$90,101.07	\$90,101.07	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-81		\$90,101.07	\$90,101.07	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-82	Roosevelt County SO-ENDWI	\$4,064.67	\$4,064.67	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-82		\$4,064.67	\$4,064.67	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-84	Ruidoso PD-ENDWI	\$8,332.72	\$8,332.72	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-84		\$8,332.72	\$8,332.72	\$.00	\$.00	5	VOU-13	Dec-26-2019

164AL-2019-AL-01-86	San Juan County SO-ENDWI	\$25,979.31	\$25,979.31	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-86		\$25,979.31	\$25,979.31	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-87	San Miguel County SO-ENDWI	\$647.50	\$647.50	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-87		\$647.50	\$647.50	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-88	Sandoval County SO-ENDWI	\$26,647.00	\$26,647.00	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-88		\$26,647.00	\$26,647.00	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-90	Santa Fe PD-ENDWI	\$43,543.22	\$43,543.22	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-90		\$43,543.22	\$43,543.22	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-91	Santa Fe County SO-ENDWI	\$14,248.95	\$14,248.95	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-91		\$14,248.95	\$14,248.95	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-92	Santa Rosa PD-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-92		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-94	Silver City PD-ENDWI	\$14,795.92	\$14,795.92	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-94		\$14,795.92	\$14,795.92	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-95	Socorro county-ENDWI	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-95		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-98	Sunland Park PD-ENDWI	\$18,403.92	\$18,403.92	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-98		\$18,403.92	\$18,403.92	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-01-AN	Anthony PD -ENDWI(AC 158)	\$2,992.38	\$2,992.38	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-AN		\$2,992.38	\$2,992.38	\$.00	\$.00	3	VOU-13	Dec-26-2019
164AL-2019-AL-01-JM	Jemez Pueblo-ENDWI (AC 144)	\$2,157.78	\$2,157.78	\$.00	\$.00	1	VOU-5	May-30-2019
164AL-2019-AL-01-JM		\$2,157.78	\$2,157.78	\$.00	\$.00	1	VOU-5	May-30-2019
164AL-2019-AL-01-SA	Santa Ana Pueblo PD-ENDWI(AC 1	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-SA		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-01-SJ	San Juan Pueblo PD (Ohkay Owin	\$7,788.00	\$7,788.00	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-SJ		\$7,788.00	\$7,788.00	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-SP	Sandia Pueblo PD-ENDWI (AC 116	\$10,159.50	\$10,159.50	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-SP		\$10,159.50	\$10,159.50	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-TC	T or C PD-ENDWI (AC 104)	\$2,977.96	\$2,977.96	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-TC		\$2,977.96	\$2,977.96	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-01-TQ	Tesuque Pueblo PD-ENDWI (AC 13	\$652.50	\$652.50	\$.00	\$.00	2	VOU-10	Oct-31-2019
164AL-2019-AL-01-TQ		\$652.50	\$652.50	\$.00	\$.00	2	VOU-10	Oct-31-2019

164AL-2019-AL-01-TR	Torrance County SO-ENDWI (AC 1	\$2,160.00	\$2,160.00	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-TR		\$2,160.00	\$2,160.00	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-01-TS	Taos County SO-ENDWI (AC 100)	\$9,797.25	\$9,797.25	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-TS		\$9,797.25	\$9,797.25	\$.00	\$.00	6	VOU-13	Dec-26-2019
164AL-2019-AL-01-VL	Valencia County SO-ENDWI (AC 1	\$2,000.00	\$2,000.00	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-01-VL		\$2,000.00	\$2,000.00	\$.00	\$.00	2	VOU-13	Dec-26-2019
164AL-2019-AL-02-00	DWI Task Force - McKinley County	\$227,572.11	\$227,572.11	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-02-00		\$227,572.11	\$227,572.11	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-03-00	Alc Sales Compliance Enforcement	\$150,000.00	\$150,000.00	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-03-00		\$150,000.00	\$150,000.00	\$.00	\$.00	4	VOU-13	Dec-26-2019
164AL-2019-AL-04-00	Supervised Probation Expansion	\$123,534.23	\$123,534.23	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-04-00		\$123,534.23	\$123,534.23	\$.00	\$.00	5	VOU-13	Dec-26-2019
164AL-2019-AL-05-00	Supervised Probation Expansion	\$55,350.39	\$55,350.39	\$.00	\$3.34	3	VOU-13	Dec-26-2019
164AL-2019-AL-05-00		\$55,350.39	\$55,350.39	\$.00	\$3.34	3	VOU-13	Dec-26-2019
164AL-2019-AL-07-00	DWI Workgroup Meeting Facilitation	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-07-00		\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-08-00	Statewide DWI Enforcement Training	\$173,325.00	\$173,325.00	\$.00	\$.00	6	VOU-10	Oct-31-2019
164AL-2019-AL-08-00		\$173,325.00	\$173,325.00	\$.00	\$.00	6	VOU-10	Oct-31-2019
164AL-2019-AL-09-00	Traffic Safety Clearinghouse	\$198,263.40	\$198,263.40	\$.00	\$10,045.04	8	VOU-13	Dec-26-2019
164AL-2019-AL-09-00		\$198,263.40	\$198,263.40	\$.00	\$10,045.04	8	VOU-13	Dec-26-2019
164AL-2019-AL-10-00	ALR Hearing Prosecution Attorney	\$44,237.44	\$44,237.44	\$.00	\$.00	3	VOU-7	Jul-26-2019
164AL-2019-AL-10-00		\$44,237.44	\$44,237.44	\$.00	\$.00	3	VOU-7	Jul-26-2019
164AL-2019-AL-11-00	Alcohol/ID Program Management	\$165,819.38	\$165,819.38	\$.00	\$.00	10	VOU-13	Dec-26-2019
164AL-2019-AL-11-00		\$165,819.38	\$165,819.38	\$.00	\$.00	10	VOU-13	Dec-26-2019
164AL-2019-AL-12-00	TS Law Enforcement Liaisons	\$302,000.00	\$302,000.00	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-12-00		\$302,000.00	\$302,000.00	\$.00	\$.00	7	VOU-13	Dec-26-2019
164AL-2019-AL-15-00	DWI Media Creative Design and Prod	\$911,821.25	\$911,821.25	\$.00	\$.00	4	VOU-7	Jul-26-2019
164AL-2019-AL-15-00		\$911,821.25	\$911,821.25	\$.00	\$.00	4	VOU-7	Jul-26-2019
164AL-2019-AL-17-00	Court Monitoring - MADD	\$205,252.69	\$205,252.69	\$.00	\$.00	3	VOU-8	Aug-20-2019
164AL-2019-AL-17-00		\$205,252.69	\$205,252.69	\$.00	\$.00	3	VOU-8	Aug-20-2019
164AL-2019-AL-18-00	UAD Prevention Creative Design	\$.00	\$.00	\$.00	\$.00	0		
164AL-2019-AL-18-00		\$.00	\$.00	\$.00	\$.00	0		

NMDOT TRAFF	IC SAFETY DIVISION	2019 ANNUAL	REPORT		Page 57				
	PA-2019-PA-03-00		\$16,726.01	\$16,726.01	\$.00	\$5,773.99	3	VOU-10	Oct-31-2019
	PA-2019-PA-03-00	E-Grants - Phase Two - Agate	\$16,726.01	\$16,726.01	\$.00	\$5,773.99	3	VOU-10	Oct-31-2019
	PA-2019-PA-02-00		\$69,612.88	\$69,612.88	\$.00	\$387.12	7	VOU-13	Dec-26-2019
	PA-2019-PA-02-00	HSP, Grant and Technical Writing	\$69,612.88	\$69,612.88	\$.00	\$387.12	7	VOU-13	Dec-26-2019
	PA-2019-PA-01-00		\$128,834.99	\$128,834.99	\$.00	\$1,164.85	10	VOU-13	Dec-26-2019
	PA-2019-PA-01-00	Financial Systems Management	\$128,834.99	\$128,834.99	\$.00	\$1,164.85	10	VOU-13	Dec-26-2019
FAST Act NHTSA	402								
MAP 21 405d I	mpaired Driving Mid Total		\$1,489,381.74	\$1,489,381.74	\$.00	\$.00	8	VOU-13	Dec-26-201
405d I	mpaired Driving Mid Total		\$424,414.99	\$424,414.99	\$.00	\$.00	3	VOU-10	Oct-31-2019
	M5X-2019-ID-01-00		\$424,414.99	\$424,414.99	\$.00	\$.00	3	VOU-10	Oct-31-2019
	M5X-2019-ID-01-00	Alcohol/ID Enforcement (AL164-P01)	\$424,414.99	\$424,414.99	\$.00	\$.00	3	VOU-10	Oct-31-2019
405d Impaired D	riving Mid								
405d Mid Oth	er Based on Prob ID Total		\$510,276.29	\$510,276.29	\$.00	\$.00	5	VOU-13	Dec-26-2019
	M5OT-2019-ID-06-00		\$510,276.29	\$510,276.29	\$.00	\$.00	5	VOU-13	Dec-26-2019
	M50T-2019-ID-06-00	DPS - Special Projects	\$510,276.29	\$510,276.29	\$.00	\$.00	5	VOU-13	Dec-26-2019
405d Mid Other	Based on Problem ID								
405d Mic	Paid/Earned Media Total		\$554,690.46	\$554,690.46	\$.00	\$.00	3	VOU-7	Jul-26-2019
	M5PEM-2019-ID-08-00		\$182,806.21	\$182,806.21	\$.00	\$.00	2	VOU-7	Jul-26-2019
	M5PEM-2019-ID-08-00	ID Media Placement	\$182,806.21	\$182,806.21	\$.00	\$.00	2	VOU-7	Jul-26-2019
	M5PEM-2019-ID-07-00		\$371,884.25	\$371,884.25	\$.00	\$.00	3	VOU-7	Jul-26-2019
	M5PEM-2019-ID-07-00	ID Media Creative Design and Prod	\$371,884.25	\$371,884.25	\$.00	\$.00	3	VOU-7	Jul-26-2019
MAP 21 405d Im	paired Driving Mid		+-, <i>3,, 0</i>	, _,, ,	<i></i>	+==,2 .0.00			
	164 Transfer Funds Total		\$5,875,791.12	\$5,875,791.12	\$.00	\$10,048.38	11	VOU-13	Dec-26-201
	164 Paid Media Total		\$1,172,628.09	\$1,172,628.09	\$.00	\$.00	3	VOU-6	Jul-01-2019
	164PM-2019-PM-16-00		\$1,172,628.09	\$1,172,628.09	\$.00	\$.00 \$.00	3	VOU-6	Jul-01-2019
	164PM-2019-PM-16-00	DWI Media Placement	\$1,172,628.09	\$1,172,628.09	\$.00	\$.00	3	VOU-6	Jul-01-2019
164 Paid Media	104 AICOHOLLOLAL		ş 4 ,000,233.04	J4,000,233.04	Ş.UU	¥10,040.30		VOO-13	Dec-20-201
	164 Alcohol Total		\$144,925.55	\$144,925.53 \$4,660,299.04	\$.00 \$.00	\$.00 \$10,048.38	11	VOU-13 VOU-13	Dec-26-201
	164AL-2019-AL-22-00	2nd Judicial District DWI Prosecution	\$144,925.53	\$144,925.53	\$.00 \$.00	\$.00 \$.00	3	VOU-13 VOU-13	Dec-26-201
	164AL-2019-AL-20-00 164AL-2019-AL-22-00	2nd Judicial District DWI Prosecution	\$666,900.18 \$144,925.53	\$666,900.18	\$.00 \$.00	\$.00 \$.00	3	VOU-13 VOU-13	Dec-26-201 Dec-26-201
	164AL-2019-AL-20-00	DPS - 2 Batmobiles	\$666,900.18	\$666,900.18	\$.00	\$.00 \$.00	2 2	VOU-13 VOU-13	Dec-26-201
	164AL-2019-AL-19-00		\$530.11	\$530.11	\$.00	\$.00	2	VOU-10	Oct-31-201
	164AL-2019-AL-19-00	ZeroProof Campaign	\$530.11	\$530.11	\$.00	\$.00	2	VOU-10	Oct-31-201

MDOT TRAFFIC SAFETY DIVISION	2019 ANNUAL F	REPORT		Page 58				
PT-2019-PT-05-08		\$50,579.00	\$50,579.00	\$.00	\$.00	7	VOU-13	Dec-26-201
PT-2019-PT-05-08	Bernalillo County SO	\$50,579.00	\$50,579.00	\$.00	\$.00	7	VOU-13	Dec-26-201
PT-2019-PT-05-02		\$55,008.00	\$55,008.00	\$.00	\$.00	5	VOU-13	Dec-26-201
PT-2019-PT-05-02	Albuquerque PD	\$55,008.00	\$55,008.00	\$.00	\$.00	5	VOU-13	Dec-26-201
PT-2019-PT-05-00		\$.00	\$.00	\$.00	\$48,071.60	0		
PT-2019-PT-05-00	Selective Traffic Enforcement	\$.00	\$.00	\$.00	\$48,071.60	0		
PT-2019-PT-04-00		\$56,462.26	\$56,462.26	\$.00	\$28,537.74	7	VOU-13	Dec-26-201
PT-2019-PT-04-00	Traffic Safety Resource Prosecution	\$56,462.26	\$56,462.26	\$.00	\$28,537.74	7	VOU-13	Dec-26-202
PT-2019-PT-03-00		\$.00	\$.00	\$.00	\$9,824.18	0		
PT-2019-PT-03-00	100 Days and Nights of Summer	\$.00	\$.00	\$.00	\$9,824.18	0		
PT-2019-PT-02-00		\$130,767.14	\$130,767.14	\$.00	\$31,223.14	11	VOU-13	Dec-26-202
PT-2019-PT-02-00	PTS Program Management - FTEs	\$130,767.14	\$130,767.14	\$.00	\$31,223.14	11	VOU-13	Dec-26-20
PT-2019-PT-01-00		\$180,000.00	\$180,000.00	\$.00	\$.00	9	VOU-13	Dec-26-201
PT-2019-PT-01-00	TS Law Enforcement Liaisons	\$180,000.00	\$180,000.00	\$.00	\$.00	9	VOU-13	Dec-26-20
PT-2019-PT-00-00		\$.00	\$.00	\$.00	\$.00	0		
PT-2019-PT-00-00	Police Traffic Services Effort	\$.00	\$.00	\$.00	\$.00	0		
olice Traffic Services			,					
Pedestrian/Bicycle Safety Tot	al	\$265,928.40	\$265,928.40	\$.00	\$.00	1	VOU-13	Dec-26-20
PS-2019-PS-01-00		\$265,928.40	\$265,928.40	\$.00 \$.00	\$.00 \$.00	1	VOU-13	Dec-26-20
PS-2019-PS-01-00	UNM - Pedestrian and Bicycle Safety	\$265,928.40	\$265,928.40	\$.00	\$.00	1	VOU-13	Dec-26-20
edestrian/Bicycle Safety		9300,330.21	,550,550.21	9.00	עריע, ע		100-12	DCC-20-20
Occupant Protection Tot	al	\$586,598.21	\$586,598.21	\$.00 \$.00	\$79,401.79 \$79,401.79	11	VOU-10 VOU-13	Dec-26-20
OP-2019-OP-02-00	OF FIOGRAM Management - FILS	\$85,598.21	\$85,598.21	\$.00 \$.00	\$79,401.79 \$79,401.79	10	VOU-10 VOU-10	Oct-31-20
OP-2019-OP-01-00 OP-2019-OP-02-00	OP Program Management - FTEs	\$85,598.21	\$85,598.21	\$.00 \$.00	ş.00 \$79,401.79	10	VOU-13 VOU-10	Oct-31-20
OP-2019-OP-01-00	Child Restraint Program	\$501,000.00 \$501,000.00	\$501,000.00	\$.00 \$.00	\$.00 \$.00	8	VOU-13 VOU-13	Dec-26-20 Dec-26-20
Occupant Protection OP-2019-OP-01-00	Child Destraint Drogram	\$501,000.00	\$501,000.00	\$.00	\$.00	8	VOU-13	Dec-26-20
Motorcycle Safety Tot	a	\$30,027.62	\$30,027.62	\$.00	\$.00	T	VOU-9	Sep-24-20:
MC-2019-MC-01-00		\$30,027.62	\$30,027.62	\$.00	\$.00	1 1	VOU-9	Sep-24-20
MC-2019-MC-01-00	Motorcycle Safety Training	\$30,027.62	\$30,027.62	\$.00	\$.00	1	VOU-9	Sep-24-20
Notorcycle Safety				4.00	† 00	1		
Planning and Admin Tot	al	\$215,173.88	\$215,173.88	\$.00	\$13,825.96	11	VOU-13	Dec-26-20
PA-2019-PA-04-00		\$.00	\$.00	\$.00	\$6,500.00	0		
	E-Grants - Phase Two - DOIT	\$.00	\$.00	\$.00	\$6,500.00			

	PT-2019-PT-05-31	Dona Ana County SO	\$16,433.14	\$16,433.14	\$.00	\$30,582.86	1	VOU-13	Dec-26-2019
	PT-2019-PT-05-31		\$16,433.14	\$16,433.14	\$.00	\$30,582.86	1	VOU-13	Dec-26-2019
	PT-2019-PT-05-35	Farmington PD	\$29,877.68	\$29,877.68	\$.00	\$1,122.32	6	VOU-13	Dec-26-2019
	PT-2019-PT-05-35		\$29,877.68	\$29,877.68	\$.00	\$1,122.32	6	VOU-13	Dec-26-2019
	PT-2019-PT-05-71	Department of Public Safety	\$161,570.89	\$161,570.89	\$.00	\$11,901.19	4	VOU-13	Dec-26-2019
	PT-2019-PT-05-71		\$161,570.89	\$161,570.89	\$.00	\$11,901.19	4	VOU-13	Dec-26-2019
	PT-2019-PT-05-81	Rio Rancho DPS (STEP)	\$42,335.98	\$42,335.98	\$.00	\$864.10	7	VOU-13	Dec-26-2019
	PT-2019-PT-05-81		\$42,335.98	\$42,335.98	\$.00	\$864.10	7	VOU-13	Dec-26-2019
	PT-2019-PT-06-00	General LE Training - Safer	\$122,000.00	\$122,000.00	\$.00	\$.00	8	VOU-13	Dec-26-2019
	PT-2019-PT-06-00		\$122,000.00	\$122,000.00	\$.00	\$.00	8	VOU-13	Dec-26-2019
	Police Traffic Services Total		\$845,034.09	\$845,034.09	\$.00	\$162,127.13	11	VOU-13	Dec-26-2019
Traffic Record	S								
	TR-2019-TR-01-00	TR Statistician	\$40,726.24	\$40,726.24	\$.00	\$5,940.43	6	VOU-13	Dec-26-2019
	TR-2019-TR-01-00		\$40,726.24	\$40,726.24	\$.00	\$5,940.43	6	VOU-13	Dec-26-2019
	Traffic Records Total		\$40,726.24	\$40,726.24	\$.00	\$5,940.43	6	VOU-13	Dec-26-2019
Driver Educati	on								
	DE-2019-02-01-00	Traffic Safety Clearinghouse	\$177,236.60	\$177,236.60	\$.00	\$763.40	8	VOU-13	Dec-26-2019
	DE-2019-02-01-00		\$177,236.60	\$177,236.60	\$.00	\$763.40	8	VOU-13	Dec-26-2019
	DE-2019-02-02-00	NCSAs - Media Training	\$173,333.33	\$173,333.33	\$.00	\$.00	8	VOU-13	Dec-26-2019
	DE-2019-02-02-00		\$173,333.33	\$173,333.33	\$.00	\$.00	8	VOU-13	Dec-26-2019
	DE-2019-02-03-00	Traffic Safety Awareness Survey	\$68,009.72	\$68,009.72	\$.00	\$.00	3	VOU-13	Dec-26-2019
	DE-2019-02-03-00		\$68,009.72	\$68,009.72	\$.00	\$.00	3	VOU-13	Dec-26-2019
	Driver Education Total		\$418,579.65	\$418,579.65	\$.00	\$763.40	10	VOU-13	Dec-26-2019
Traffic Courts									
	TC-2019-TC-01-00	MADD - Court Monitoring	\$207,207.48	\$207,207.48	\$.00	\$.00	1	VOU-13	Dec-26-2019
	TC-2019-TC-01-00		\$207,207.48	\$207,207.48	\$.00	\$.00	1	VOU-13	Dec-26-2019
	Traffic Courts Total		\$207,207.48	\$207,207.48	\$.00	\$.00	1	VOU-13	Dec-26-2019
Paid Advertisir	ng								
	PM-2019-PM-01-00	Media Placement	\$713.55	\$713.55	\$.00	\$.00	1	VOU-3	Mar-29-2019
	PM-2019-PM-01-00		\$713.55	\$713.55	\$.00	\$.00	1	VOU-3	Mar-29-2019
	Paid Advertising Total		\$713.55	\$713.55	\$.00	\$.00	1	VOU-3	Mar-29-2019
	FAST Act NHTSA 402Total		\$2,609,989.12	\$2,609,989.12	\$.00	\$262,058.71	11	VOU-13	Dec-26-2019

NMDOT TRAFFIC SAFETY DIVISION

2019 ANNUAL REPORT

MOOT TRAFFIC	SAFETY DIVISION	2019 ANNUAL REPORT		Page 60					
	405d Mid Court Support Total		\$323,328.16	\$323,328.16	\$.00	\$20,176.84	8	VOU-13	Dec-26-201
	M5CS-2019-ID-05-00		\$123,948.21	\$123,948.21	\$.00	\$.00	7	VOU-13	Dec-26-201
	M5CS-2019-ID-05-00	Traffic Safety Resource Prosecution	\$123,948.21	\$123,948.21	\$.00	\$.00	7	VOU-13	Dec-26-201
	M5CS-2019-ID-02-00		\$199,379.95	\$199,379.95	\$.00	\$20,176.84	4	VOU-13	Dec-26-201
	M5CS-2019-ID-02-00	DWI/ Drug Courts - AOC	\$199,379.95	\$199,379.95	\$.00	\$20,176.84	4	VOU-13	Dec-26-201
105d Mid Court Su	pport								
	405d Mid HVE Total		\$282,361.52	\$282,361.52	\$.00	\$.00	1	VOU-13	Dec-26-201
	M5HVE-2019-ID-01-00		\$282,361.52	\$282,361.52	\$.00	\$.00	1	VOU-13	Dec-26-201
	M5HVE-2019-ID-01-00	Alcohol/ID Enforcement	\$282,361.52	\$282,361.52	\$.00	\$.00	1	VOU-13	Dec-26-201
AST Act 405d Imp	-		+/00	, ,	7.22	<i>+,</i>			
	FAST Act 405c Data Program Total		\$506,326.50	\$506,326.50	\$.00	\$25,405.52	7	VOU-11	Nov-27-201
	405c Data Program Total		\$506,326.50	\$506,326.50	\$.00	\$25,405.52	7	VOU-11 VOU-11	Nov-27-20:
	M3DA-2019-TR-01-00	Si dan Buta Statistical and Analysis	\$506,326.50	\$506,326.50	\$.00 \$.00	\$.00 \$.00	7	VOU-11 VOU-11	Nov-27-201
	M3DA-2019-05-00-00 M3DA-2019-TR-01-00	Crash Data Statistical and Analysis	\$506,326.50	\$506,326.50	\$.00 \$.00	\$2 <i>3,</i> 403.32 \$.00	7	VOU-11	Nov-27-20:
	M3DA-2019-05-00-00		\$.00 \$.00	\$.00	\$.00 \$.00	\$25,405.52 \$25,405.52	0		
	M3DA-2019-05-00-00	Data Program Efforts	\$.00	\$.00	\$.00	\$25,405.52	0		
AST Act 405c Data	-		\$279,929.11	ŞZ79,929.11	Ş.00	Ş202,554.74	Ū	VOU-15	Dec-20-20.
	FAST Act 405b OP High Total		\$.00 \$279,929.11	\$.00 \$279,929.11	\$.00 \$.00	\$100,000.00	6	VOU-13	Dec-26-20
	M1*PM-2019-PM-01-00 405b High Paid Advertising Total		\$.00 \$.00	\$.00 \$.00	\$.00 \$.00	\$100,000.00 \$100,000.00	0		
		Click It or Ticket Paid Media	\$.00 \$.00	\$.00 \$.00	\$.00 \$.00	\$100,000.00 \$100,000,00	0		
05b High Paid Ad	M1*PM-2019-PM-01-00	Click It or Ticket Daid Media	ć oo	ć 00	¢ 00	\$100 000 00	0		
	405b OP High Total		\$.00	\$.00	\$.00	\$146,701.36	0		
	M1X-2019-OP-00-00		\$.00	\$.00	\$.00	\$146,701.36	0 0		
	M1X-2019-OP-00-00	Occupant Protection Efforts	\$.00	\$.00	\$.00	\$146,701.36	0		
05b OP High						4	0		
	5b High OP Information System Total		\$220,762.49	\$220,762.49	\$.00	\$.00	5	VOU-13	Dec-26-201
	M10P-2019-05-01-00		\$220,762.49	\$220,762.49	\$.00	\$.00	5	VOU-13	Dec-26-20
	M10P-2019-05-01-00	Seatbelt Observation Survey/Night	\$220,762.49	\$220,762.49	\$.00	\$.00	5	VOU-13	Dec-26-20
05b High OP Info	rmation System								
	405b High Training Total		\$59,166.62	\$59,166.62	\$.00	\$15,833.38	4	VOU-13	Dec-26-20
	M1TR-2019-DE-01-00		\$59,166.62	\$59,166.62	\$.00	\$15,833.38	4	VOU-13	Dec-26-20
	M1TR-2019-DE-01-00	NCSAs - Media Training	\$59,166.62	\$59,166.62	\$.00	\$15,833.38	4	VOU-13	Dec-26-20

405d Mid BAC Testing/Reporting								
M5BAC-2019-ID-03-00	BAC Testing Training - SLD	\$75,000.00	\$75,000.00	\$.00	\$.00	6	VOU-13	Dec-26-2019
M5BAC-2019-ID-03-00		\$75,000.00	\$75,000.00	\$.00	\$.00	6	VOU-13	Dec-26-2019
405d Mid BAC Testing/Reporting Total		\$75,000.00	\$75,000.00	\$.00	\$.00	6	VOU-13	Dec-26-2019
405d Mid Paid/Earned Media								
M5PEM-2019-ID-07-00	Media Creative Design and Prod	\$512,001.34	\$512,001.34	\$.00	\$.00	4	VOU-13	Dec-26-2019
M5PEM-2019-ID-07-00		\$512,001.34	\$512,001.34	\$.00	\$.00	4	VOU-13	Dec-26-2019
M5PEM-2019-ID-08-00	Media Placement	\$812,422.66	\$812,422.66	\$.00	\$.00	3	VOU-13	Dec-26-2019
M5PEM-2019-ID-08-00		\$812,422.66	\$812,422.66	\$.00	\$.00	3	VOU-13	Dec-26-2019
405d Mid Paid/Earned Media Total		\$1,324,424.00	\$1,324,424.00	\$.00	\$.00	4	VOU-13	Dec-26-2019
405d Mid Training								
M5TR-2019-ID-04-00	DRE and ARIDE Training	\$190,027.75	\$190,027.75	\$.00	\$3,472.25	10	VOU-11	Nov-27-2019
M5TR-2019-ID-04-00		\$190,027.75	\$190,027.75	\$.00	\$3,472.25	10	VOU-11	Nov-27-2019
405d Mid Training Total		\$190,027.75	\$190,027.75	\$.00	\$3,472.25	10	VOU-11	Nov-27-2019
405d Mid Other Based on Problem ID								
M50T-2019-ID-06-00	DPS - Special Projects	\$117,265.24	\$117,265.24	\$.00	\$.00	1	VOU-13	Dec-26-2019
M50T-2019-ID-06-00		\$117,265.24	\$117,265.24	\$.00	\$.00	1	VOU-13	Dec-26-2019
405d Mid Other Based on Problem ID Total		\$117,265.24	\$117,265.24	\$.00	\$.00	1	VOU-13	Dec-26-2019
405d Impaired Driving Mid								
M5X-2019-ID-00-00	Impaired Driving Mid Efforts	\$.00	\$.00	\$.00	\$21,465.47	0		
M5X-2019-ID-00-00		\$.00	\$.00	\$.00	\$21,465.47	0		
405d Impaired Driving Mid Total		\$.00	\$.00	\$.00	\$21,465.47	0		
FAST Act 405d Impaired Driving Mid Total		\$2,312,406.67	\$2,312,406.67	\$.00	\$45,114.56	12	VOU-13	Dec-26-2019
FAST Act 405d Impaired Driving Interlock								
M7X-2019-II-00-00	Interlock Program Efforts	\$.00	\$.00	\$.00	\$91,497.17	0		
M7X-2019-II-00-00		\$.00	\$.00	\$.00	\$91,497.17	0		
405d Impaired Driving Int Total		\$.00	\$.00	\$.00	\$91,497.17	0		
405d Int Child Restraint								
M7*CR-2019-OP-01-00	Child Safety Seats/ Booster Seats	\$112,018.42	\$112,018.42	\$.00	\$.00	10	VOU-13	Dec-26-2019
M7*CR-2019-OP-01-00		\$112,018.42	\$112,018.42	\$.00	\$.00	10	VOU-13	Dec-26-2019
405d Int Child Restraint Total		\$112,018.42	\$112,018.42	\$.00	\$.00	10	VOU-13	Dec-26-2019
FAST Act 405d ID Interlock Total		\$112,018.42	\$112,018.42	\$.00	\$91,497.17	10	VOU-13	Dec-26-2019

FAST Act 405e Special Distracted Driving								
FESPE-2019-PE-01-00	Distracted Driving Media Placement	\$26,896.43	\$26,896.43	\$.00	\$.00	1	VOU-13	Dec-26-2019
FESPE-2019-PE-01-00		\$26,896.43	\$26 <i>,</i> 896.43	\$.00	\$.00	1	VOU-13	Dec-26-2019
405e Public Education Total		\$26,896.43	\$26,896.43	\$.00	\$.00	1	VOU-13	Dec-26-2019
405e Distracted Driving								
FESX-2019-DD-00-00	Distracted Driving Efforts	\$.00	\$.00	\$.00	\$50,038.11	0		
FESX-2019-DD-00-00		\$.00	\$.00	\$.00	\$50,038.11	0		
405e Distracted Driving Total		\$.00	\$.00	\$.00	\$50,038.11	0		
FAST Act 405e Special Distracted Driving Total		\$26,896.43	\$26,896.43	\$.00	\$50,038.11	1	VOU-13	Dec-26-2019
FAST Act 405f Motorcycle Programs								
M9MT-2019-MC-00-00	Motorcycle Training Efforts	\$.00	\$.00	\$.00	\$.00	0		
M9MT-2019-MC-00-00		\$.00	\$.00	\$.00	\$.00	0		
M9MT-2019-MC-01-00	Motorcycle Safety Training	\$40,327.59	\$40,327.59	\$.00	\$.00	2	VOU-8	Aug-20-2019
M9MT-2019-MC-01-00		\$40,327.59	\$40,327.59	\$.00	\$.00	2	VOU-8	Aug-20-2019
405f Motorcyclist Training Total		\$40,327.59	\$40,327.59	\$.00	\$.00	2	VOU-8	Aug-20-2019
FAST Act 405f Motorcycle Programs Total		\$40,327.59	\$40,327.59	\$.00	\$.00	2	VOU-8	Aug-20-2019
FAST Act 405h Non-motorized Safety								
FHPE-2019-PS-01-00	Pedestrian and Bicyclist Safety	\$.00	\$.00	\$.00	\$240,000.00	7	VOU-13	Dec-26-2019
FHPE-2019-PS-01-00		\$.00	\$.00	\$.00	\$240,000.00	7	VOU-13	Dec-26-2019
405h Public Education Total		\$.00	\$.00	\$.00	\$240,000.00	7	VOU-13	Dec-26-2019
405h Non-motorized Safety								
FHX-2019-PS-00-00	Fast Act Pedestrian Safety Efforts	\$.00	\$.00	\$.00	\$73,353.18	0		
FHX-2019-PS-00-00		\$.00	\$.00	\$.00	\$73,353.18	0		
405h Non-motorized Safety Total		\$.00	\$.00	\$.00	\$73,353.18	0		
FAST Act 405h Non-motorized Safety Total		\$.00	\$.00	\$.00	\$313,353.18	7	VOU-13	Dec-26-2019
NHTSA Total		\$13,253,066.70	\$13,253,066.70	\$.00	\$1,060,050.37	13	VOU-13	Dec-26-2019
Total		\$13,253,066.70	\$13,253,066.70	\$.00	\$1,060,050.37	13	VOU-13	Dec-26-2019