

STATE OF NEVADA
HIGHWAY SAFETY PLAN
FISCAL YEAR 2012



Prepared by the

OFFICE OF TRAFFIC SAFETY

DEPARTMENT OF PUBLIC SAFETY

Pursuant to
Section 402, Title 23, USC
(Highway Safety Act of 1966, as Amended)

For the

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION

UNITED STATES DEPARTMENT OF TRANSPORTATION

August 30, 2011

Brian Sandoval
Governor



Chris Perry
Director

Office of Traffic Safety

555 Wright Way
Carson City, Nevada 89711-0525
Telephone (775) 684-7470 • Fax (775) 684-7482

Dear Nevada Roadway Users:

On behalf of the Nevada Office of Traffic Safety (OTS), I am pleased to present our State's Federal Fiscal Year (FFY) 2012 Highway Safety Plan. This plan is submitted in compliance with Section 402 of the Highway Safety Act of 1966, Title 23 of the United States Code.

Google recently introduced an auto pilot car, motorcycles now come with an airbag option, and green is the new market for automobile makers. As technology continues to evolve at light speed, so does our focus on safety. And whether your car is set on auto pilot...or has ABS brakes, the one thing that remains constant is you, the driver. And drivers make choices while driving.

This year's plan focuses on proven countermeasures in changing behavior, or in making the right choices. In partnership with the Nevada Departments of Transportation, Health, and Motor Vehicles, as well as local agencies and community organizations statewide, Nevada's roadway fatalities and serious injuries have experienced a significant decline since the implementation in 2006 of the State's Strategic Highway Safety Plan.

But we still have a ways to go, because our goal is 'Zero Fatalities.' The only number acceptable for fatalities in my family and circle of friends is zero. I would think it's similar for you and all other motorists, cyclists, and pedestrians.

This is Nevada's OTS Highway Safety Plan to work toward that goal in 2012, which consists of four major elements:

- The Performance Plan explains the process used to identify problems for goals and performance measures;
- The Highway Safety Plan describes specific projects selected for funding;
- The Certification Statement provides assurances that the State will comply with applicable laws and regulations;
- The Program Cost Summary reflects the State's proposed allocation of funds by program area.

The primary goal of the Office of Traffic Safety is the reduction in both number and severity of traffic crashes in Nevada to some day achieve 'Zero Fatalities' on Nevada's roadways. This plan provides the most effective blueprint toward the pursuit of that goal in FFY2012.

Sincerely,

Chris Perry
Governor's Highway Safety Representative
Director, Department of Public Safety

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
INTRODUCTION	9
HIGHWAY SAFETY PERFORMANCE PLAN	11
PERFORMANCE PLANNING.....	11
DATA ANALYSIS.....	11
PROBLEM IDENTIFICATION.....	11
PERFORMANCE GOALS & PERFORMANCE MEASURES.....	12
PROJECT SELECTION	14
MONITORING AND TECHNICAL ASSISTANCE	14
ANNUAL REPORT	14
PROBLEM IDENTIFICATION	15
DEMOGRAPHICS	15
Fatalities.....	15
Alcohol/Impaired Driving	17
Occupant Protection.....	20
Motorcycle	21
Pedestrians and Bicyclists.....	23
PERFORMANCE MEASURE CHARTS	24
Additional Performance Measures for Nevada.....	30
PROGRAMS, PROJECTS.....	33
ALCOHOL IMPAIRED DRIVING (AL).....	34
COMMUNITY PROGRAMS (CP).....	41
EMERGENCY MEDICAL SERVICES (EM).....	47
MOTORCYCLE SAFETY (MC).....	49
OCCUPANT PROTECTION (OP).....	52
PLANNING AND ADMINISTRATION (P&A).....	58
PEDESTRIAN (PS).....	60
POLICE TRAFFIC SERVICES.....	63
TRAFFIC RECORDS	68
NDOT ‘FLEX’ FUNDING (FHWA)	71
OTS FUNDED MEDIA PLAN.....	74
EQUIPMENT PURCHASES OVER \$5,000.....	77

EXECUTIVE SUMMARY

Mission Statement

The Office of Traffic Safety provides funding and expertise, creates partnerships and promotes education, programs and projects to reduce deaths and injuries on Nevada's roadways

As directed by N.R.S. 223.200, and in keeping with federal guidelines, the Department of Public Safety - Office of Traffic Safety (DPS-OTS) prepares a Highway Safety Plan (HSP) for each federal fiscal year. The plan offered on the following pages includes the details and funding levels for various projects to improve traffic safety in the State during the fiscal year beginning October 1, 2011.

Impaired driving (alcohol/drugs) is the most common cause of crashes resulting in death. While Nevada's *percent* of alcohol related fatalities is near average, the *rate* per Annual Vehicle Mile (AVM) is higher than average. Speed now accounts for a nearly equal number of fatalities as impaired driving. In addition (based on national estimates), distracted driving is easily in third place as a primary cause of traffic crashes and fatalities. (Although distracted driving is currently associated with cell phones and texting, it has always existed in behaviors like eating, drinking, or putting on make-up while driving; using hand-held electronics has just compounded the list of possible distractions).

Even with Nevada's explosive growth through 2008, both traffic crashes and fatalities declined each year from 1999 until 2002. From 2002 to 2006 the State experienced a dramatic increase in fatalities, but since 2006 (the high point) there has been a significant decrease in total fatalities in the following years. However, the decrease in fatalities is not spread equally among the four "person types" tracked, with fatal motorcycle crashes also decreasing but at a lower rate.

The following is the number of fatalities and percent change over three years from 2007 to 2010 for each person type (Motor Vehicle Occupant (MVO), Motorcycle (MC), Pedestrian, and Bicyclist).

YEAR	2007	2010	% Change
MVO	254	162	- 36 %
MC	51	45	- 16 %
Pedestrian	52	41	- 21 %
Bicycle	16	6	- 37 %
Other	0	3	
TOTAL	373	257	- 31 %

Nevada led the nation in population growth for two decades until 2009 when it actually lost population, a dramatic change from historical record. But its population holds at a high mark and the dramatic changes continue to affect Nevada. The State has had the worst unemployment rate in the nation for the past two years, and experienced the largest percentage of short fall in balancing its biennial budget during the 2011 Legislative Session. With an economy based on discretionary spending and construction growth, providing basic public services is a challenge to the State. With this in mind, it is prudent for the Office of Traffic Safety to concentrate on proven countermeasures that address the most critical problem areas and will yield the largest potential gains.

Based on crash data obtained from the Nevada Citation and Accident Tracking System (NCATS), NDOT's crash data base (Nevada Department of Transportation), University Medical Center and other trauma centers in the state, and other stakeholders, the State's Strategic Highway Safety Plan (SHSP) identifies five critical emphasis areas for Nevada Traffic Safety efforts: impaired driving, occupant protection (seat belts), pedestrian safety, lane departures (running off the road), and intersection crashes.

Nevada's Office of Traffic Safety has core programs that have proven to be effective in reducing fatalities. The "Joining Forces" program for enforcement began in 2001, and is largely responsible for the gains made in recent years. The gains include the reduction in fatalities noted above and for increasing the observed seat belt usage to its 2011 rate of 94.1%. The reduction in recidivism for impaired drivers is benefiting from the increase in DUI courts within the state, from one DUI Court in 2001 to eight in 2009. Continued interest will help these programs expand. There is also a statewide network of child passenger safety seat (CPS) installers and inspectors to provide services for everyone who needs a Child Passenger Seat. This network also provides service (installation and training) for individuals who must attend based on Nevada CPS laws. Nevada also continues to improve the quality and timeliness of crash data collection from law enforcement and integration of this information with courts and health providers is in process..

For the fiscal year beginning October 1, 2011, a total of \$2.28 million in federal traffic safety funds will be allocated to traffic safety programs. The \$2.28 million represents new Section 402 funding plus some 402 carry-forward funds allocated to FFY2012 programs. This document details those plans, as well as the plans for other traffic safety funding sources awarded to the State.

At the conclusion of this summary is an overview of traffic safety problems in Nevada. This is followed by the HSP's objectives, which outline program goals and provide the measurements used for evaluation of the plan. While the primary goal of this plan is to reduce the number of people killed or injured on Nevada's highways, measurement of objectives and performance within specific program areas will be used to assess its overall effectiveness.

Following the program objectives, details of specific projects constituting the specific traffic safety program are provided. Most projects are undertaken by community partners, which can include law enforcement, engineering, medical services, educators and nonprofit community organizations. Some of these projects are continued from the current year if they have shown proven performance, and others will be implemented for the first time this fiscal year. Projects selected are based on DPS-OTS priorities and ranking within those priorities. It is the accumulated impact of all the projects that make the difference.

The projects in this plan are listed by program area, and reference their funding sources which include Sections 402, 405, 406, 408, 410 and 2010 grant monies awarded to the State by the National Highway Traffic Safety Administration, or NHTSA. The pie chart below indicates percent (%) funding by program area, and 'share to local' grants for Section 402, with a second set of charts showing the same information for all funding sources combined.

Some projects, such as the development of a traffic records system, are implemented and managed within the Office of Traffic Safety. Other state agencies, such as the Highway Patrol and the two State Universities, also conduct traffic safety programs. The majority of the programs, however, are conducted by local organizations in local communities. It is the combined efforts of all participants that make Nevada a safer place to drive, ride, bike and walk.

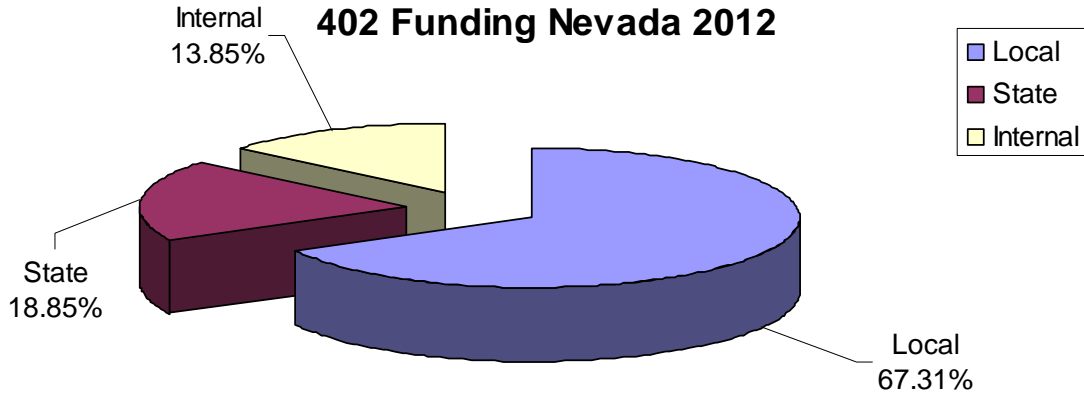
As required by Federal statutes, a detailed cost summary is included at the end of the plan. An annual report to evaluate the implementation, administration, and effectiveness of the FFY2011 Highway Safety Plan will be prepared in December 2011.

The following charts show the percent of total funding by program area and the distribution by jurisdiction for FFY2012. The first two charts are based on the projected new 402 funding amount and estimated carry-forward for 402. The second set of charts shows the same information with the total projected funding from all sources: 402, 405, 406, 408, 410 and 2010.

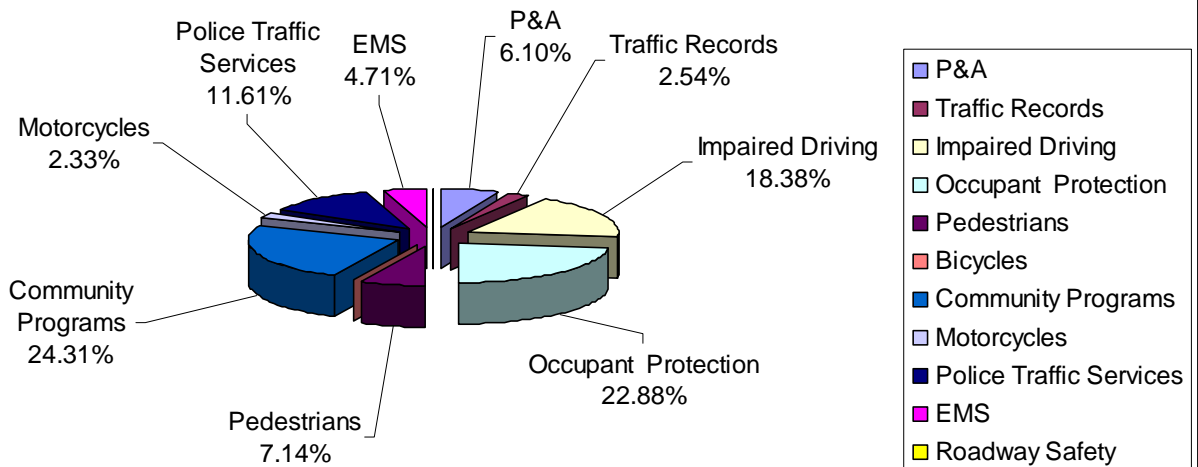
The total anticipated funding for 402 is \$ 2,279,299 (new funding + carry forward).

The total anticipated funding from all sources is \$ 8,587,112.

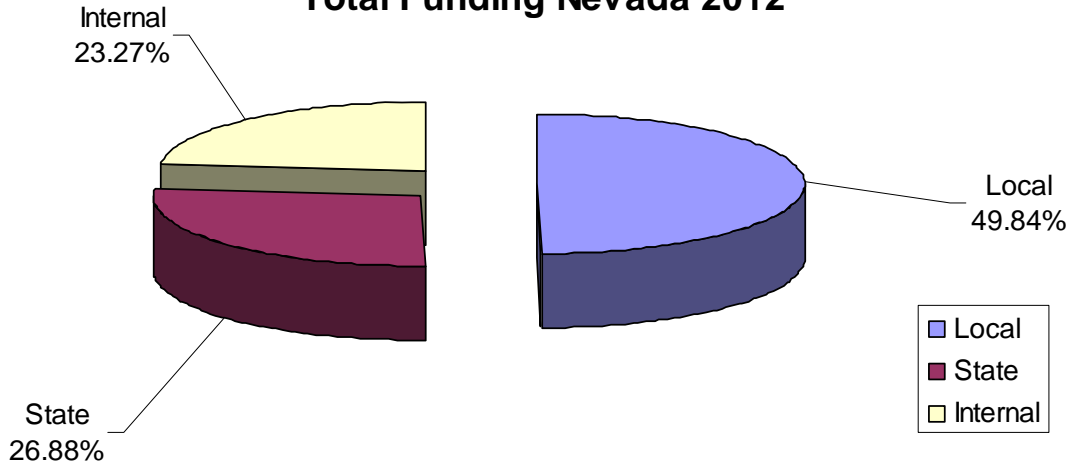
**Percent Share for Local, State, & Internal -
402 Funding Nevada 2012**



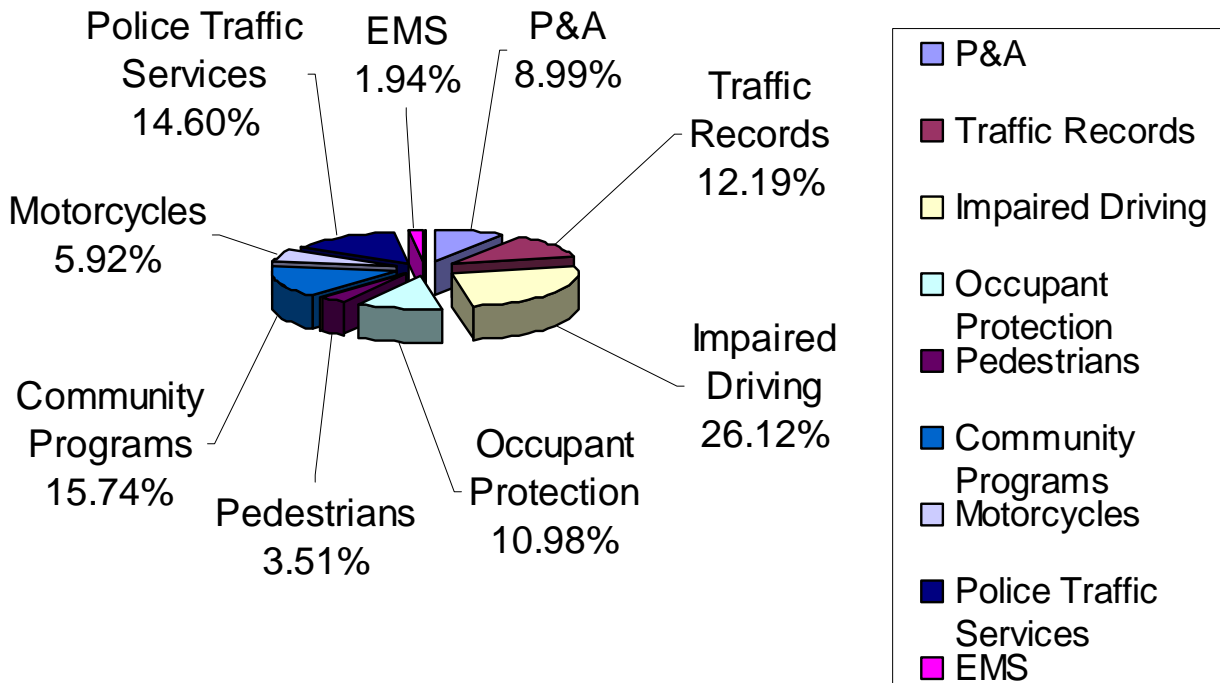
402 Funding - % by Program Nevada 2012



Percent Share for Local, State, & Internal - Total Funding Nevada 2012



All NHTSA Funding - % by Program FFY 2012



The total projected funding includes Sections 402, 405, 406, 408, 410 and 2010 funding sources.

INTRODUCTION

The Highway Safety Plan (HSP) outlines both the current traffic safety situation in Nevada and the plan for improving traffic safety during FFY 2012. A major component of the Highway Safety Plan is the projects that will be funded during the year. These projects are implemented by local agencies, community coalitions, regional and state agencies, and cooperative efforts by multiple entities throughout Nevada.

In developing the HSP, Nevada considers several things when identifying projects for the upcoming fiscal year: what are the State's critical emphasis areas (identified in the state's Strategic Highway Safety Plan, or SHSP); what are proven countermeasures to those problems, what is the data saying in relation to resource allocation, and what are partners proposing to do to positively affect traffic safety issues in Nevada.

Law Enforcement overtime enforcement efforts such as the Memorial Day "Click it or Ticket" (CIOT) campaign, or "Over the Limit, Under Arrest" (which has been revised to "Drive Sober or Get Pulled Over") DUI campaigns are key to the success of the HSP. As such, an OTS program was developed specifically for overtime enforcement of traffic safety laws. If a law enforcement agency wishes to receive overtime funding they must participate in the *Joining Forces* Program during the Memorial Day CIOT and Labor Day DUI campaigns. After agreeing to participate in these two campaigns any other special emphasis events may be selected. Even though additional events are optional, an annual Joining Forces calendar outlining each month's focus area/event type is disseminated to all NV law enforcement. In this way, all agencies with overtime activities will be working on the same program area, and campaigns' earned media and paid media statewide will have the same message.

The net effect of this program is that agencies participate in 10 to 15 overtime events throughout the year and many double this number by using other funding and their own resources. Participation in the Joining Forces program currently represents approximately 96% of the state's population.

In addition, all other eligible organizations are invited to submit an application for grant funds. A Request for Funds (RFF) is let out to all organizations that have applied within the past three years (successful and unsuccessful) and any new organization/agency that requests the RFF. It is also posted online at www.ots.state.nv.us each year from February to April 1. Applications must identify a problem that is supported by relevant data, and is beyond the current resources of the applicant. The applications must also identify how the funding by OTS will be used to address the problem and what degree of improvement is expected.

All of the proposals received are ranked by office staff and selected individuals with traffic safety expertise specific to Nevada. After this review and ranking process, the overall traffic safety goals of Nevada's Office of Traffic Safety are compared to the new proposals. These areas of concern (priority program areas) are clearly identified in the RFF. If areas of concern are not adequately addressed via applications, funding is reserved for a community partner or appropriate agency who is then solicited to implement a program in the desired area. The most recent example of a program that was solicited to fill a need was the implementation of a DUI court in Washoe County.

Other funding is also identified in the Plan such as public information and education programs/materials, training programs, and planning and administrative costs related to the operation of the OTS. State hard and soft match funds cover costs not listed in this plan.

HIGHWAY SAFETY PERFORMANCE PLAN **PERFORMANCE PLANNING**

DATA ANALYSIS

The Nevada Annual Highway Safety Performance Plan outlines the process used to identify problems in setting goals and performance measures. The Plan is driven by State and local crash data to ensure that recommended improvement strategies and projects are directly linked to the factors contributing to the high frequency of fatal and life changing injury crashes. The ability to access reliable, timely and accurate data helps increase the overall effectiveness of the plan and increases the probability of directing resources to those strategies that will prevent the most crashes and assist in identifying locations with the greatest need. Data utilized in the development of the Highway Safety Plan is obtained from, but not limited to:

- Fatality Analysis Reporting System (FARS)
- Nevada DOT Annual Crash Summary (NDOT)
- Nevada Citation and Accident Tracking System (NCATS)
- Nevada Department of Motor Vehicles
- Occupant Protection Observational Survey Reports
- Nevada Highway Patrol 'Safe Stat' Reports
- University of Nevada Las Vegas - Transportation Research Center (TRC)
- NHTSA and NCSA Traffic Safety Fact Sheets
- Emergency Medical Services NEEDS / NEMESIS
- State Demographer Reports
- University Medical Center-Trauma records for motor vehicle crash victims from all the state's trauma centers (Levels I, II, and III), with related costs

PROBLEM IDENTIFICATION

Strategies and projects included in the Highway Safety Plan are based on; 1) the analysis of Nevada highway safety information system data, 2) program assessments and management reviews conducted by NHTSA, and 3) the Nevada Strategic Highway Safety Plan (SHSP). Members of the SHSP provide policy guidance on traffic safety issues, identify and effectively allocate resources, and leverage opportunities for diverse groups to support each other in an integrated systems approach to reducing roadway deaths. The SHSP subsequently outlines critical emphasis areas, and recommended strategies to address those program areas are subsequently included in the DPS-OTS Highway Safety Plan as feasible. Statewide strategies and projects are also developed by the staff of DPS-OTS, in cooperation with other State, local and non-profit agencies. Local strategies and projects are developed by working with agencies and organizations that have expressed an interest in implementing a safety project in their community or area of responsibility. Negotiations are conducted, when needed, to develop measurable goals and objectives and to ensure that budgets are appropriate for the work to be performed. Key stakeholders include but are not limited to:

The Citizens of Nevada
Nevada Department of Transportation
Nevada Division of Health,
Office of Emergency Medical Systems
STOP DUI
Attorney General Coalition on Impaired Driving
NV Sheriffs and Chiefs Association
Regional Transportation Commissions (MPO)
Various non-profit organizations and agencies
NV DPS Office of Criminal Justice Assistance
Traffic Records Coordinating Committee
NV Administrative Office of the Courts
Southern Nevada Injury Prevention

The Motoring Public
Nevada Department of Motor Vehicles
Nevada DPS Highway Patrol
Nevada Child Death Review Board
Northern Nevada DUI Taskforce
State CPS Task Force
Safe Kids & other CPS Advocate Groups
University of Nevada (Reno & Las Vegas)
Health, Child and Family Services (EUDL)
NV Committee on Testing for Intoxication
UNLV-TRC's Safe Communities Partnership
Nevada Department of Education
Nevada Injury Prevention Task Force

PERFORMANCE GOALS & PERFORMANCE MEASURES

Performance goals identify what the Office of Traffic Safety hopes to accomplish by implementing the strategies and projects outlined in the Highway Safety Plan and are developed by:

- Reviewing goals and objectives contained in Nevada's Strategic Highway Safety Plan
- A review of the problem areas identified during the analysis process
- In consideration of Nevada laws and statutes, and
- In collaboration with other stakeholders

This will be the third year of States evaluating programs using the NHTSA- & GHSA-developed standardized Performance Outcome Measures. These fourteen performance measures are used to measure progress in reducing fatalities and serious injuries on a state's roadways. Nevada's data for these performance measures is represented in the figure on the next page.

Crash Data / Trends

Nevada

Baseline Data 2001-2005

Progress Report Data 2006-2010

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010*
Fatalities (Actual)	314	381	368	395	427	432	373	324	243	257
Fatality Rate /100 million VMT					2.1	2.0	1.7	1.6	1.2	
# of Serious Injuries				1,595	1,689	2,011	1,930	1,558	1,412	1,328
# of Fatalities Involving Driver or Motorcycle Operator w/ \geq .08 BAC					135	144	118	106	68	42
# of Unrestrained Passenger Vehicle Occupant Fatalities	148	163	145	123	140	147	124	91	74	75
# of Speeding-Related Fatalities	107	121	116	135	160	159	97	93	91	73
# of Motorcyclist Fatalities	21	35	26	52	56	50	51	59	42	45
# of Unhelmeted Motorcyclist Fatalities	0	1	1	6	8	5	7	5	2	3
# of Drivers Age 20 or Younger Involved in Fatal Crashes	40	65	64	53	65	70	66	50	36	23
# of Pedestrian Fatalities	46	56	66	62	64	53	55	58	36	41
% Observed Belt Use for Passenger Vehicles - Front Seat Outboard Occupants	75%	75%	79%	87%	95%	91%	92%	90%	90%	93%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities							1742	6,762	3,692	5,463
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities							504	494	1,014	832
# of Speeding Citations Issued During Grant-Funded Enforcement Activities							7,752	15,345	19,561	16,612

*2010 FARS file is not yet final

Nevada also uses rates, as well as numbers, for measuring progress. This has helped in the past to take into account the extreme population growth in Nevada and increased number of vehicles that come along with it. Therefore, Nevada also measures fatality and crash rates per 100,000 population. Sources are non-imputed FARS fatalities, NCATS, and demographic estimates of the population for the corresponding year. Performance rate measures for each program area are addressed within each program area section of this Plan.

PROJECT SELECTION

State, local and non-profit agencies are provided a Request for Funds (RFF) for projects that will address priority problem areas as well as DPS-OTS performance goals and strategies. Applications are selected for award based on the following:

- Was the problem adequately identified?
- Is the problem identification supported by accurate and relevant data?
- Will this project save lives and reduce serious crashes?
- Are the goals and objectives realistic and achievable?
- Is this project cost effective?
- Is the evaluation plan sound?
- Does the project address critical emphasis areas contained in Nevada's Strategic Highway Safety Plan?

MONITORING AND TECHNICAL ASSISTANCE

Two aspects of performance planning often overlooked are monitoring and technical assistance. Projects awarded to State, local and non-profit agencies are monitored to ensure work is performed in a timely fashion and in accordance with the Project Agreement, or grant contract. Monitoring is accomplished by observing work in progress, examining products and deliverables, reviewing quarterly activity reports, desk correspondence, and on-site visits.

In addition to monitoring projects and programs, DPS-OTS staff also provide technical assistance to grant project managers on an as-needed basis. Assistance includes providing and analyzing data, purchasing and fiscal management help, providing report feedback and tips for project management.

ANNUAL REPORT

After the end of the federal fiscal year, each project is required to submit a final report detailing the successes and challenges of the project during the year. This information is used to evaluate future projects and to substantiate the efforts of the DPS-OTS in reducing fatal crashes and serious injuries.

PROBLEM IDENTIFICATION

DEMOGRAPHICS

In identifying traffic safety issues, it is important to understand how the extreme demographics within Nevada contribute to the problem. There are two metropolitan areas in Nevada: Las Vegas on I-15, 40 miles from the California border; and Reno, 450 miles to the north and just 10 miles from the California border on I-80. As more and more people move to these two areas they are finding less expensive housing within 70 miles of each city. Even at 70 miles from the “city center” the commute time is usually just over an hour.

As a result, if the two areas are defined as a circle with a 70-mile radius, 96+% of Nevada’s population live in these two areas. The balance of Nevada (roughly 300 miles by 500 miles) has less than 4% of the population. For the greater Las Vegas area, fewer than 50,000 of the 1,851,000 metro population lives outside of the city’s urban area. For the greater metro area of Reno/Sparks, 194,000 of the total population of 603,000 live more than 30 and less than 70 miles from downtown.

The traffic safety problems within Nevada are the typical problems of a metropolitan area. Even without the extraordinary growth rates of the past decades, the infrastructure and growth of resources continue to lag far behind the need. The rural areas of the state present a particular problem as they encompass 73% of the geographical area with only 4% of the population.

When reviewing this data, the Office of Traffic Safety classifies Clark County as an urban county, (98% of Clark County’s population is in the greater Las Vegas Metropolitan Area). Washoe, Carson City, Lyon, and Douglas Counties are also considered as urban in character (population over 50,000). Storey and Churchill counties in the Reno area and a small corner of Nye County in the Las Vegas area are within the 70-mile zone and are also growing. This subset of rural counties are developing “bedroom” communities for the urban areas and significantly increasing the commuter traffic on the predominately two-lane roads and highways. The balance of the State is classified as rural/frontier (73% of the geographical area of the state, with only 4% of the population).

FATALITIES

An upward trend in both fatalities and population continued from 2004 to 2006. In 2007 the fatalities began decreasing while the population continued to grow. During 2000 to 2007 the population was growing by more than 5,000 people per month and over 3,000 new vehicles were added to our roadways. Starting in 2008 the growth decreased dramatically and for 2009 – 2010 is relative stable at a slightly lower population than 2008.

Fatalities dropped from a high of 432 in 2006 to 243 in 2009, a 43.7% decrease. For 2010 the number rose to 256 for an increase of 5%. The projections for 2011 indicate the number of fatalities will be very close to the 2010 level (currently below 2010 through August). The majority of the decreases have been in the Motor Vehicle Occupant with Motorcycle, Pedestrian, and Bicyclist trending down but with relatively small numbers these three categories are subject to larger percentage swings from year to year.

Nevada has made progress in reducing the number of impaired fatalities and percent of impaired fatalities. For 2009 (the most recent official year) Nevada is at the U.S. average of 42% impaired

fatalities for 0.01 or greater BAC and 33% for 0.08 or greater BAC (national average is 36%). These are for the “new definition” that excludes pedestrians and bicyclists. An example of the progress made is that in 2006 Nevada qualified as a “high rate” state and received additional 410 funding. Based on 2009 data, Nevada qualified for the base 410 funding as a low rate state.

TRAFFIC FATALITIES – NEVADA 2004 – 2010

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2004	270	48	62	14	0	395
2005	283	56	63	10	15	427
2006	312	50	51	10	8	432
2007	254	51	52	10	6	373
2008	196	59	56	7	6	324
2009	150	42	35	7	9	243
2010	163	45	41	6	4	257

When the fatality rate per AVM is looked at for Nevada it reveals a different perspective of the crash rates within the state:

TRAFFIC FATALITIES per AVMT – NEVADA 2004 – 2009

Year	Motor Vehicle	Motorcycle	Pedestrian Bicyclists	AL	Total
2004	1.38	.25	.29	.71	395
2005	1.48	.27	.30	.66	427
2006	1.49	.23	.24	.73	432
2007	1.21	.23	.24	.60	373
2008	.94	.27	.30	.63	324
2009	.74	.19	.20	.42	243

Alcohol/Impaired Driving

Impaired driving (alcohol and/or drugs) continues to be a serious problem in Nevada. Impaired driving was responsible for 33% of all Nevada roadway fatalities during 2010.

The State of Nevada has realized significant progress when working to make the issue of impaired driving a traffic safety and public health priority in the past five years. This effort was heavily influenced and supported by the Strategic Highway Safety Planning (SHSP) process. Nevada implemented its first SHSP in 2006 as a result of strong leadership and support from elected officials, state, local, and tribal governments, advocacy groups, and concerned citizens working cooperatively to make impaired driving a priority.

The State has passed some strong legislation in this area, including felony offenses for all subsequent impaired driving convictions after the first felony conviction (no look-back limitation). Although breath ignition interlock devices are required of offenders in Nevada statute, loopholes and little implementation of the law render it currently ineffective. A bill to strengthen the law did not pass the 2011 Legislative Session.

The hardcore abuser, or high Blood Alcohol Content (BAC) driver continues to be a major problem in Nevada. A BAC level that is 0.15 or above is found in 40% of drivers involved in an alcohol related fatality (chart of 2009 BAC levels follows). Although most law enforcement agencies will test the BAC of surviving drivers in a fatal crash, it is not required by law, so the available data is not a comprehensive picture of the problem. A bill to require this testing failed Nevada's 2011 Legislative Session.

As these drivers are the hardest to reach, consistent methods must be maintained to identify and remove these individuals from the roadways. In addition, these people are typically alcohol dependent and once identified, special emphasis and evaluation needs to be placed on correcting the alcohol problem or the cause of the problem, as else these individuals will continue to drive impaired. A bill was proposed during the 2011 Legislative Session to lower the state's 'high BAC' rate of .18 to .15, thus allowing for more of these drivers to be evaluated for treatment or other needs, but the bill did not survive.

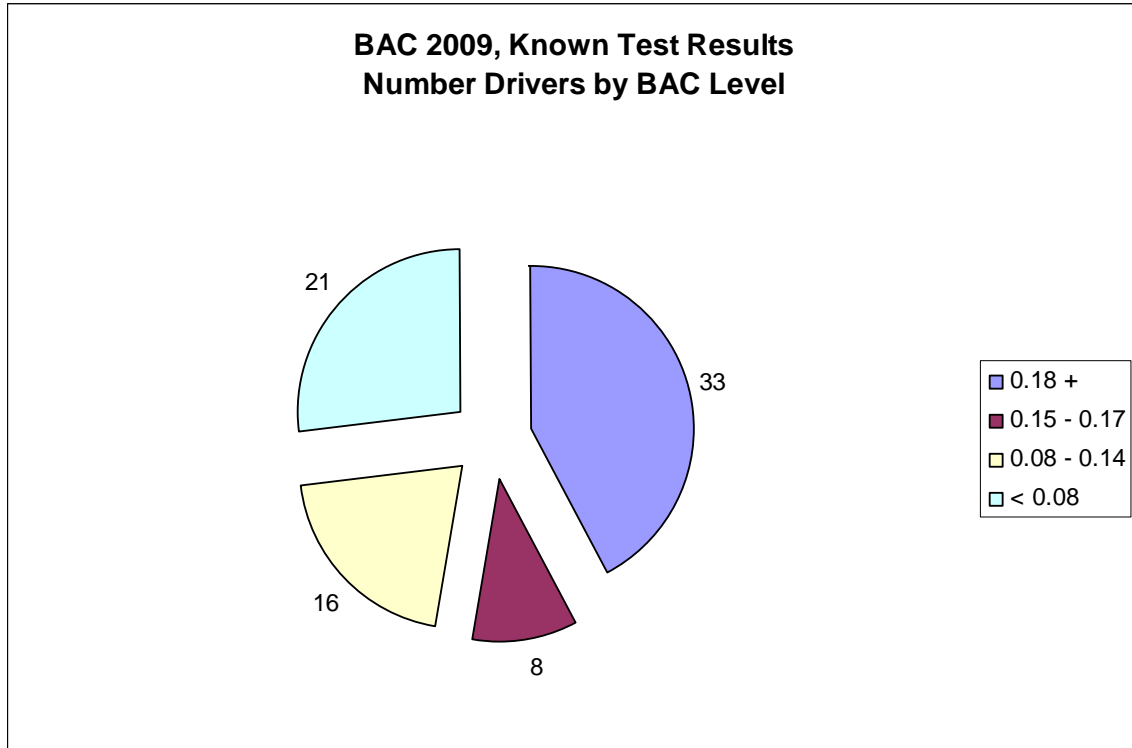
In addition to high levels of alcohol, Nevada has a significant problem with drugged driving. In 2009, 40% of the impaired drivers had drugs "on board", either with alcohol or drugs only (chart of 2009 impairment type follows). The chart shows the distinction between alcohol only, both 'alcohol + drug,' and 'drug only' fatalities in 2009.

Note: The drug-only drivers represent only those drivers with prohibited drugs in their system per the Nevada Revised Statutes. The numbers do not include other drugs (controlled, prescription, etc.).

Based on 2009 numbers, the problems with drinking and drugging drivers is concentrated in the adult age group (25 to 45). The young drivers have very small numbers involved in impaired fatalities (chart for 2009 follows).

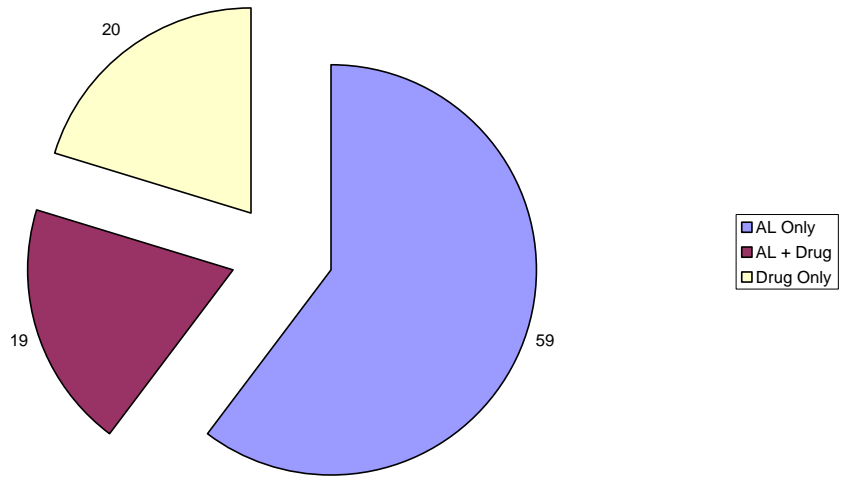
To help combat this growing problem of the drugged driver, Nevada has worked to increase the number of DRE-trained officers (drug recognition experts) and now has over 200 DREs spread throughout the state and all larger enforcement agencies have DREs available for evaluations after traffic stops.

Impaired Driving Charts

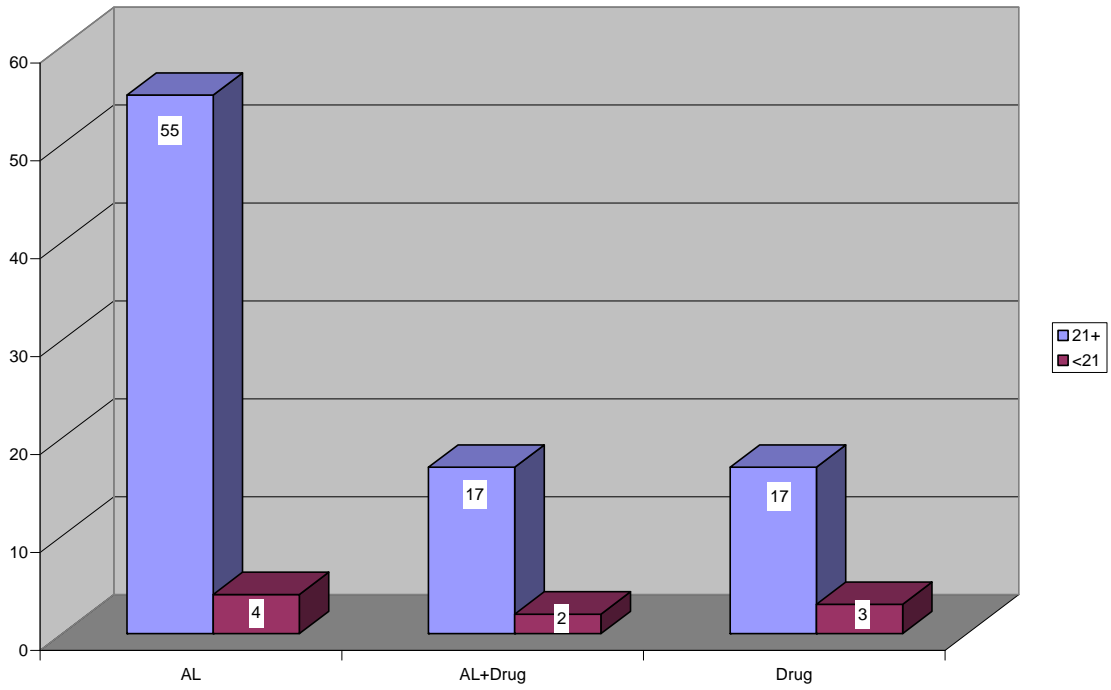


Note: The most recent FARS data available is 2009 data. The 2010 file has not yet been closed.

Impaired Drivers by Type of Impairment - Alcohol, Alcohol + Drug, Drug: Nevada, 2009



Type of Impairment by Age: Under 21/21 or Older - Nevada, 2009



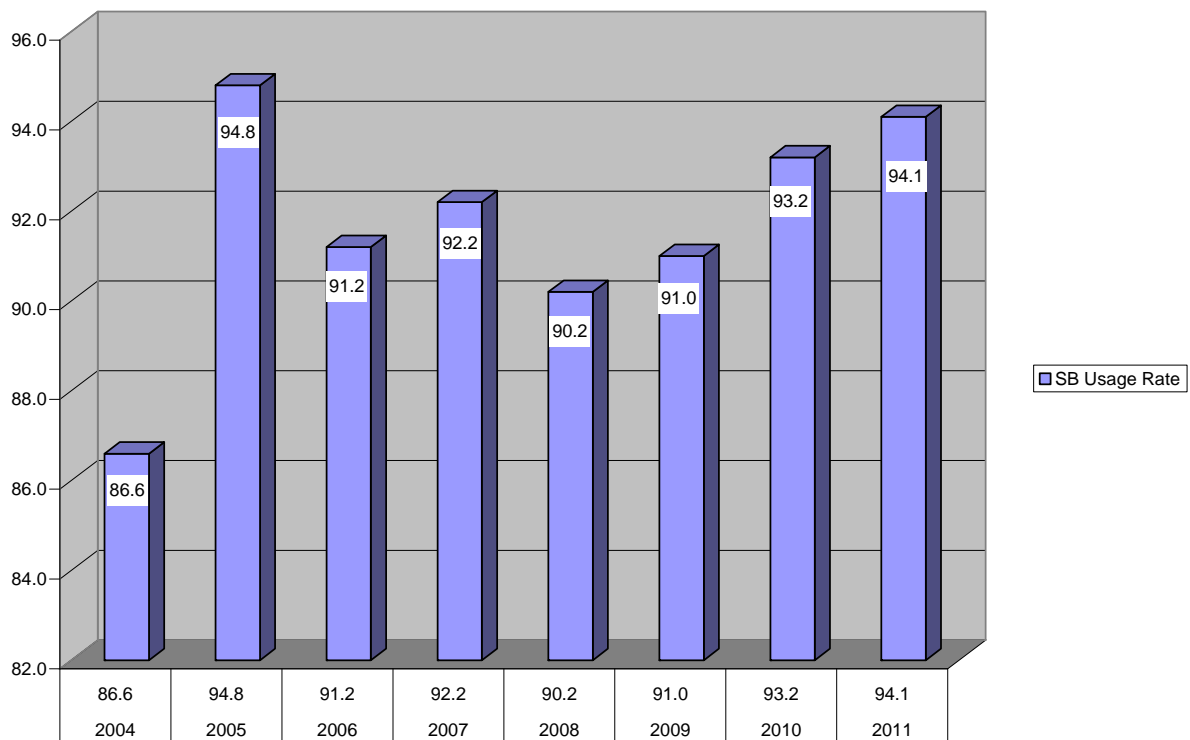
Occupant Protection

Nevada is a secondary seat belt law state. The observed belt usage rate for 2002 was 74%. The findings for the 2011 usage survey show that Nevada is now at 94% usage. This is the seventh year in a row that Nevada has exceeded a 90% usage rate. Consistent enforcement and paid media have been primary contributors to this 27% increase in usage rates since 2002.

While the overall observed usage (shoulder belt survey) is well above the national average, the rate for child seat usage is unclear. The most recent observation study of child seat usage in Nevada was in 2005 with a 57% usage rate. The fatality rate among children in motor vehicles is relatively low, but injury numbers fluctuate. Data from the Family Vehicle Safety Program, a mandatory training program for child seat violations, indicates Hispanics as overrepresented in the improper use of child safety seats. It also indicates that parents and caregivers are pretty aware of the need for infants and toddlers to be in car seats, but not necessarily that older children and booster seat use is another safety step before the graduation to a car's seat belt. Nevada does have a primary child restraint law for children under age 6 and under 60 pounds (this was increased from 5/40 in 2004).

The restraint use by fatal occupants in motor vehicle crashes is still far too low. With the exception of 2008 (a 10% decrease from 2007), the rate has been within 2% of just one half of fatalities using seat belts. This is in tandem with an observed usage rate of at or above 90%.

Seatbelt Usage Rate, Nevada 04-11 (Day Time Survey)



Motorcycle

The fatalities for motorcycle crashes are subject to large percentage swings but the trend has been upward for the past few years. Motorcycle fatalities dropped in 2009, and maintained in 2010, but in CY2011 Nevada has had 28 fatal motorcycle crashes (compared to 27 in CY2010). Nevada has experienced the same problems as many other regions of the country, where older riders returning to ‘riding’ are finding the performance of current machines far different than they were used to; and traffic is much heavier and congested than it ever was. The second group experiencing problems is the younger rider that is buying the high performance motorcycle which exceeds their riding skills.

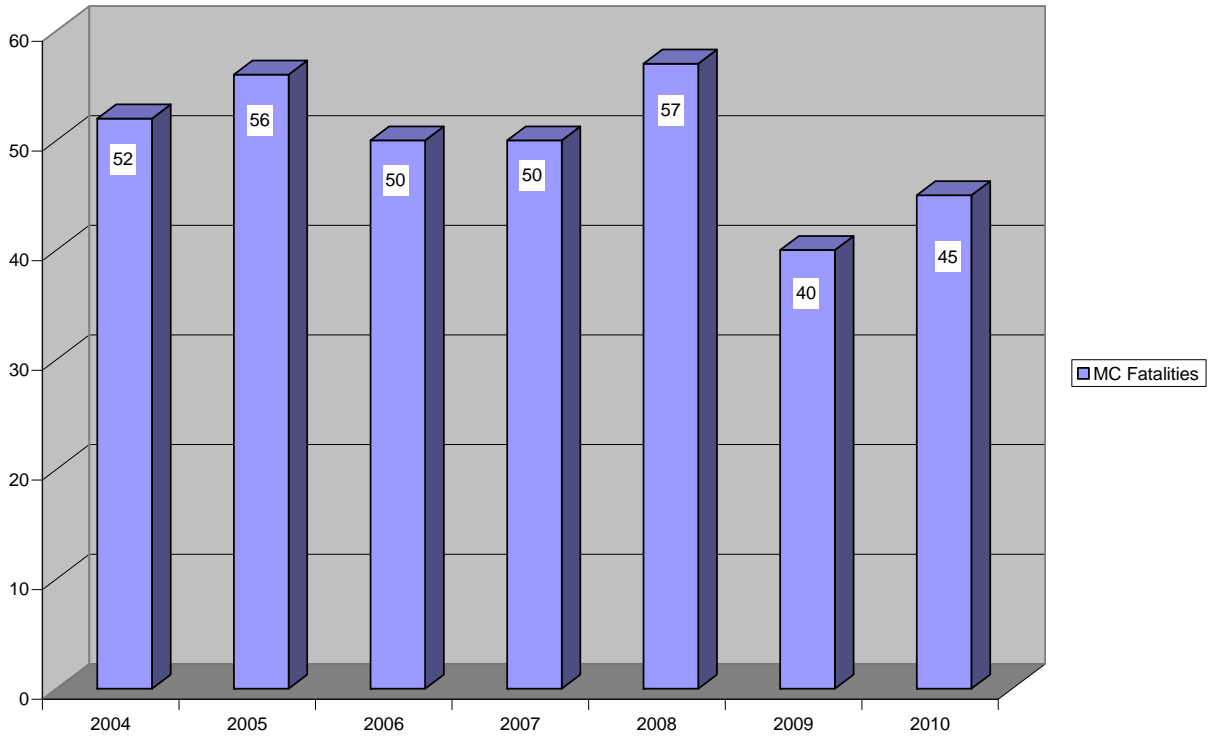
Nevada also has a universal helmet law. Helmet use in fatal crashes fluctuates:

NUMBER OF MOTORCYCLE FATALITIES C-7 NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8

Year	Total	Helmeted		Unhelmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	42	39	92.9%	2	4.80%	1	2.4%
2010	45	42	93.33%	3	6.67%		

The Nevada Rider Motorcycle Safety program has excellent new rider and experienced rider training courses. Capacity issues are the limiting factor in continuing the growth of the program in the near future (the capacity relates to the deficiency in course locations/facilities available, and not to the number of instructors).

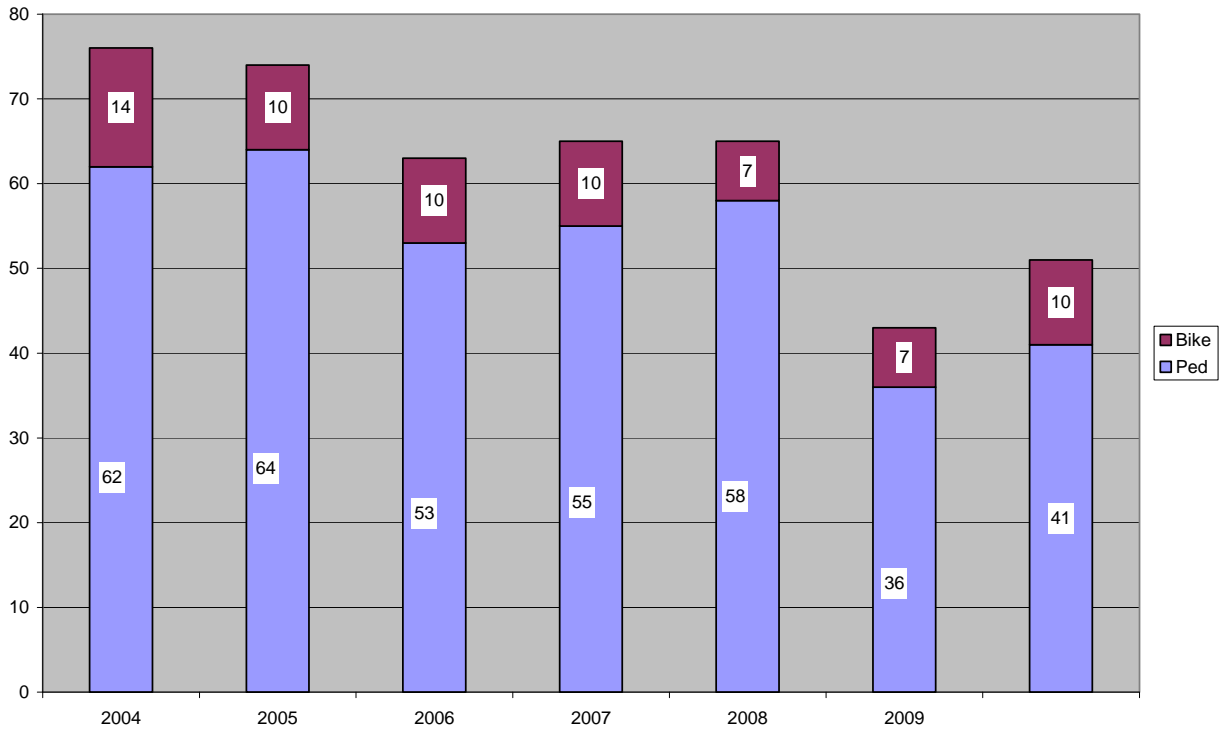
Motorcycle Fatalities, Nevada 04-10



Pedestrians and Bicyclists

The majority of Nevada’s pedestrian & bicycle fatalities occur in the Las Vegas metropolitan area, representing approximately 70% of the state’s totals each year. Even with approximately 40 million visitors per year to this area, the fatalities are not among visitors but instead the residents of Las Vegas. The 24-7 nature of the gaming & hospitality industry means individuals who work in this industry are going to or coming home from work at all hours of the day & night. An additional complication to the pedestrian fatality problem is the infrastructure. Wide, multilane streets; high speed limits; poor lighting in some areas; minimal sidewalks; long blocks; etc., are conditions that have created an “unfriendly” environment for pedestrians and bicyclists in the urban areas of Clark and Washoe Counties.

Pedestrian-Bike Fatalities, Nevada, 2004 - 2010



PERFORMANCE MEASURE CHARTS
(2010 data are unofficial numbers from Nevada FARS analyst)

- C-1 Number of Traffic Fatalities
- C-2 Number of Serious Injuries (non-fatal crashes)
- C-3 Fatality Rate/100 million VMT (total, urban, and rural)
- C-4 Number of unrestrained passenger vehicle occupant fatalities (all seat positions)
- C-5 Number of fatalities in crashes involving a driver or motorcycle operator with a BAC at .08 or above
- C-6 Number of speeding-related fatalities
- C-7 Number of motorcyclist fatalities
- C-8 Number of un-helmeted motorcyclist fatalities
- C-9 Number of drivers age 20 or younger involved in fatal crashes
- C-10 Number of pedestrian fatalities
- B-1 Observed seat belt use for passenger vehicles, front seat outboard occupants (survey)
- A-1 Number of seat belt citations issued during grant-funded enforcement activities
- A-2 Number of impaired driving arrests made during grant-funded enforcement activities
- A-3 Number of speeding citations issued during grant-funded enforcement activities

Goals are indicated in 'red'

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatalities: Year	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	243	137	56.38%	106	43.62%
2010	257*	154	60.00%	103	40.00%
2011	243				
2012	236				
2013					
2014					
2015					

*2010 goal in HSP2011 was 236

NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

C-2

Year	Injuries			Total Crashes
	Incapacitating (Serious)	Non-incapacitating	Total	
2004	1,595	6,305	7,900	6,440
2005	1,689	6,544	8,233	6,726
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008	1,558	6,886	8,444	6,863
2009	1,412	6,492	7,904	6,512
2010	1,328*	6,297	7,667	
2011	1,289	6,108	7,437	
2012	1,250			
2013				
2014				
2015				

*2010 goal in HSP2011 was 1,370

(KABCO code, **Serious Injury** equals Code A only, or 'Incapacitating' above)

TOTAL FATALITIES

C-3

Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2004	20,248	395	1.95	249	1.23	146	0.72
2005	20,776	427	2.06	259	1.25	168	0.81
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008	21,022	324	1.54*	200	0.95	123	0.59
2009	21,046	243	1.15**	137	0.65	106	0.50
2010		257	1.05				
2011		243	1.00				
2012		236	.99				
2013							
2014							
2015							

*2010 goal in HSP2011 was 1.05

NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANTS FATALITIES - ALL POSITIONS

C-4

Year	Restrained		Unrestrained		Unknown		Total
	Number	Percent	Number	Percent	Number	Percent	Number
2004	126	48.09%	123	46.95%	13	4.96%	262
2005	121	42.76%	140	49.47%	22	7.77%	283
2006	133	42.63%	147	47.12%	32	10.26%	312
2007	114	45.06%	123	48.62%	16	6.32%	253
2008	95	48.47%	91	46.43%	10	5.10%	196
2009	71	42.00%	79	52.67%	6	5.33%	156
2010	79	48.77%	75	46.30%	8	4.94%	162
2011		51.00%		45.00%		4.00%	
2012		52.00%		44.00%		4.00%	
2013							
2014							
2015							

*2010 goal in HSP2011 was 44% unrestrained

ALCOHOL RELATED FATALITIES

C-5

Number of Fatalities

Number Fatal	Total		Urban		Rural	
	Number	Percent	Number	Percent	Number	Percent

2004	112	28.35%				
2005	135	31.62%				
2006	144	33.41%				
2007	118	31.64%				
2008	107	33.02%				
2009	88	36.21%				
2010	89	33.00%				
2011		32.00%				
2012		31.00%				
2013						
2014						
2015						

*2010 goal in HSP2011 was 33% of total fatalities

NUMBER OF SPEEDING-RELATED FATALITIES

C-6

Year	Number of Fatalities		
	Total	Speed	% Speed

2004	395	135	34.18%
2005	427	160	37.47%
2006	431	159	36.89%
2007	373	97	26.01%
2008	324	93	28.70%
2009	243	91	37.45%
2010	257	73	28.00%*
2011			27.10%
2012			26.50%
2013			
2014			
2015			

*2010 goal was 35.4% FFY11

NUMBER OF MOTORCYCLE FATALITIES C-7
NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8

Year	Total		Helmeted		Unhelmeted		Unknown	
	Fatalities	Number	Percent	Number	Percent	Number	Percent	
2004	52	38	73.08%	12	23.08%	2	3.85%	
2005	56	35	62.50%	15	26.79%	6	10.71%	
2006	50	41	82.00%	9	18.00%	0	0.00%	
2007	51	44	86.27%	7	13.73%	0	0.00%	
2008	59	44	74.58%	15	25.42%	0	0.00%	
2009	42	39	92.9%	2	4.80%	1	2.4%	
2010	45	37	94.87%		5.13%			
2011	42	40	95.00%		3.00%			
2012	40	39	96.00%		2.00%			
2013								
2014								

*2010 goal in HSP2011 was 39 MC fatalities, or 15% of total fatalities; actual 2010 MC fatalities = 45, or 18%.

NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES C-9

Year	Number of Drivers			Percent of Drivers			Total Drivers
	<21	21+	Unknown	<21	21+	Unknown	
2004	55	463	11	10.40%	87.52%	2.08%	529
2005	68	504	12	11.64%	86.30%	2.05%	584
2006	71	525	22	11.49%	84.95%	3.56%	618
2007	67	433	14	13.04%	84.24%	2.72%	514
2008	50	386	8	11.26%	86.94%	1.80%	444
2009	36	330	0	9.84%	90.16%	0.00%	366
2010	23			9.00%			
2011				8.25%			
2012							
2013							
2014							
2015							

*2010 goal in HSP2011 was 9%; Nevada licensed driver #'s unknown at time of print

**NUMBER OF CITATIONS ISSUED DURING
GRANT-FUNDED ENFORCEMENT ACTIVITIES**

A-1 Seat Belt

A-2 DUI Arrests

A-3 Speed

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2004			0		
2005			0		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011			5,000	20,000	1,450
2012			6,000	20,000	1,100
2013			0		
2014			0		
2015			0		

*2010 goal for OP cites in HSP 2011 was 6,750 OP; 22,000 SP; 1,600 DUI

Additional Performance Measures for Nevada

These performance measures are based on FARS data that do not include imputation. While some of the measures used are the same as NHTSA, some are also significantly different, especially for Alcohol Related measures. Nevada does include drug-only data with its impaired driving fatality numbers as we are able to identify prohibited drugs that have a per se level per Nevada statutes.

Because of the difference in data sets used, Nevada uses these measures to identify trends in determining progress made and goal setting:

Basic Rates per Population (non-imputed data)

Year	Population	Fatalities					Rate per 100,000 Population				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2000	1,998,257	323	259	21	51	158	16.16	12.96	1.05	2.15	7.91
2001	2,106,074	314	248	21	50	135	14.91	11.78	1.00	2.14	6.41
2002	2,206,022	380	293	35	63	157	17.23	13.28	1.59	2.36	7.12
2003	2,296,563	367	306	26	76	139	15.98	13.32	1.13	1.52	6.05
2004	2,410,769	395	283	52	76	146	16.38	11.74	2.16	2.49	6.06
2005	2,518,870	427	308	56	70	138	16.95	12.23	2.22	2.50	5.48
2006	2,623,050	431	329	50	64	162	16.43	12.54	1.91	1.98	6.18
2007	2,718,336	373	269	50	65	133	13.72	9.90	1.84	1.99	4.89
2008	2,738,733	324	198	57	63	132	11.83	7.23	2.08	2.34	4.82
2009	2,711,206	243	156	40	43	88	8.96	5.75	1.48	1.59	3.25
2010	2,724,634	257	163	45	47	89	9.43	5.98	1.65	1.73	3.27
2011											
2012											

Basic Rates per Annual Vehicle Miles Traveled (AVMT)

Year	AVMT	Fatalities					Rate per 100,000,000 AVMT				
		Total	MVO	MC	B/P	AL	Total	MVO	MC	B/P	AL
2000	17,900,000,000	323	259	21	51	158	1.80	1.45	0.12	0.24	0.88
2001	18,350,000,000	314	248	21	50	135	1.71	1.35	0.11	0.25	0.74
2002	19,219,800,000	380	293	35	63	157	1.98	1.52	0.18	0.27	0.82
2003	19,477,878,222	367	306	26	76	139	1.88	1.57	0.13	0.18	0.71
2004	20,474,628,065	395	283	52	76	146	1.93	1.38	0.25	0.29	0.71
2005	20,832,891,297	427	308	56	70	138	2.05	1.48	0.27	0.30	0.66
2006	22,041,403,502	431	329	50	64	162	1.96	1.49	0.23	0.24	0.73
2007	22,199,805,751	373	269	50	65	133	1.68	1.21	0.23	0.24	0.60
2008	21,021,848,431	324	198	57	63	132	1.44	0.94	0.27	0.30	0.63
2009	21,046,860,603*	243	156	40	43	88	1.16	0.74	0.19	0.20	0.42
2010											
2011											
2012											

MVO = Motor Vehicle Occupant; MC = Motorcycle Occupant
 B/P = Bicyclists & Pedestrians; AL = Impaired (Drug or Alcohol)

*not FHWA's official AVM figure

This Page Intentionally Left Blank

**PROGRAMS, PROJECTS
and STRATEGIES**

Nevada

Highway Safety Plan

FFY2012

ALCOHOL IMPAIRED DRIVING (AL)

The Nevada Department of Public Safety - Office of Traffic Safety, in cooperation with other state and local agencies, has a comprehensive program to combat impaired driving. The key elements of the plan include prevention, deterrence, treatment and rehabilitation.

Despite the many activities and programs to reduce impaired driving, alcohol continues to be a significant problem for Nevada. The percentage of alcohol and drug related crashes and fatalities spiked significantly in 2003, dropped again in 2004, and from 2005 to 2008 remained between 31% to 33% (based on the most recent NHTSA FARS data). The State impaired fatality rate per vehicle miles traveled (alcohol related fatalities per 100 million VMT) was high and as a result for FFY 2006, 2007, and 2008 Nevada was awarded the “high rate alcohol grant”. The extra funding proved very important to increasing the enforcement effort as well as media support. The result was that for FFY 2011 (grant year), Nevada qualified as a “low rate state” for the base 410 funding.

Note: the chart uses raw fatality numbers for current fatalities and rates.

ALCOHOL RELATED FATALITIES

C-5

Number of Fatalities

Number Fatalities	Total		Urban		Rural	
	Number	Percent	Number	Percent	Number	Percent
2004	112	28.35%				
2005	135	31.62%				
2006	144	33.41%				
2007	118	31.64%				
2008	107	33.02%				
2009	88	36.21%				
2010	89	33.00%				
2011		32.00%				
2012		31.00%				
2013						
2014						
2015						

Rate per 100 Million Vehicle Miles

Year	Miles	Total	
		Number	Rate
2004	20,248	146	0.71
2005	20,776	138	0.66
2006	21,824	162	0.73
2007	22,146	133	0.60
2008	21,021	132	0.63
2009	21,046	88	0.42
2010			0.41
2011			0.405
2012			0.40

PERFORMANCE GOAL

- Decrease the percentage of Alcohol Related Fatalities from 33% in 2010 to 31% by 2012.
- Decrease the Alcohol Related Fatalities per 100m VMT from 0.63 in 2008 to 0.40 by 2012.

STRATEGY

- Emphasize driver education through well-publicized enforcement of State DUI laws supported by earned and paid media and appropriate public information and educational (PI&E) material (Nevada Strategic Highway Safety Plan strategy).
- Continue to expand support to the judicial system and encourage the development of new DUI Courts and prosecutor training.
- Continue to expand the use of technology to reduce impaired driving such as:
 - Breath Ignition Interlock Devices
 - Internet-based monitoring of DUI offenders
 - Simulators and demonstration devices (Seat Belt Convincer and Fatal Vision Goggles) for school and other young driver education programs.
- Continue to foster an effective statewide impaired driving action committee (the Nevada Attorney General Advisory Coalition on Impaired Driving).
- Continue to encourage Law Enforcement Agencies to conduct well-publicized compliance checks of alcohol retailers to reduce sales to underage drinkers (Nevada Strategic Highway Safety Plan strategy).
- Promote increase in community programs emphasizing alternatives to driving impaired such as: designated drivers, rides provided for impaired drivers (with and with/out getting vehicle home), and public transportation.

ALCOHOL IMPAIRED DRIVING: PROJECTS

Total Section 402 Funding Committed to Impaired Driving:	\$ 397,652
Total Section 406 Funding Committed to Impaired Driving:	\$ 25,910
Total Section 410 Funding Committed to Impaired Driving:	\$ 1,013,202
Total Funding Commitment to Impaired Driving:	\$ 1,436,764

402 Funding

22-AL-1 Office of Traffic Safety – Program Management

This project provides funding for the staff salary and expenses, such as travel and training, incurred by OTS that are directly related to the management and oversight of related impaired driving programs funded by Section 402 funds.

22-AL-2 Judicial Outreach

This second year of the project will fund an annual outreach effort for judges and prosecutors to present an eight hour course on issues related to the prosecution and adjudication of DUI offenders, which includes sentencing guidelines, evaluation of offenders, and treatment options. Funds are provided for meeting facilities, presentation needs, meeting materials, and travel expenses. Partners for this program include the National Judicial College and the Prosecutor’s Advisory Coalition. The Office of Traffic Safety partners with the National Judicial College for the Judges’ course and the Prosecuting Attorneys Advisory Council for the Prosecutors’ course.

22-AL-3 Do the Ride Thing – UNR Police Department

This program represents a multi-pronged approach that includes community education and outreach, transportation alternatives for impaired drivers, development of community partnerships and high visibility enforcement including referrals by the courts and university to developmentally appropriate behavior modification programs.

22-AL-4 DUI Court - Las Vegas Justice Court

Demand for the treatment option has required the addition of this second DUI court with the Las Vegas Township Justice Court. This DUI Court Program is a court-supervised, comprehensive treatment collaborative designed to deter future drinking and driving offenses by addressing core problems in treatment. It follows the nationally recognized specialty court standard and uses a team approach led by a Justice of the Peace and representatives from the District Attorney’s Office, Public Defender’s Office, Clark County House Arrest Unit, and treatment providers. Recidivism rates for graduates are +10% compared to +35% for non-graduates for the initial (1st) DUI Court located within the Las Vegas Township Justice Court.

22-AL-5 DUI Court – Carson City

This project will provide the funding necessary for a coordinator to manage the DUI Court case load for Carson City County. The Court has been running for approximately 1 ½ years and the funding will help sustain the Court until a self-sustaining level is reached. This court (First Judicial District Court) is benefiting from the Senior Judges assigned to the Court. Two Senior Judges share duties in Reno, Carson City, and Douglas Counties. Judge Blake and Judge Breen have been the Judges for the successful Reno DUI Felony Court for three years. While one works Reno for a month the other travels between Carson City and Douglas Counties.

22-AL-6 PBT Equipment – Parole and Probation (DPS)

Nevada's state DPS Parole and Probation has the responsibility of monitoring all parolees and probationers within the state. The responsibility is for all felony level convictions and with agreements between specific other jurisdictions (county and/or city) for misdemeanor violations. A significant portion of their work load is for DUI offenders. Currently the detection of alcohol typically require the officer to transport the offender to a location that has an evidentiary tester. This creates lost time, specifically for the more rural areas of the state. The proposed solution was to equip each officer with a PBT that can be checked out whenever a P&P officer is scheduled to contact a DUI offender. This effectively prorates the number of PBTs available per P&P officer to the percentage of DUI offenders in the overall case load.

22-AL-7 Impaired Awareness – Reno Police Department

With severe budget problems affecting the Reno PD, this project will enlist the support of officers normally assigned to patrol duties to help make up for the reduction in the DUI enforcement unit. The project will concentrate on training in DUI stops and arrest paperwork and to help with the effort, PBTs will be provided to the patrol officers who will be helping enforce DUI laws on an overtime basis. The training and PBT will help give these officers the ability and confidence to be effective in DUI enforcement.

22-AL-8 Driving Safely Through Education – Nye Community Coalition

This project will use a computer simulator to help provide education and increased awareness of driving and traffic safety issues for beginning drivers. Nye County is the second largest county geographically in the nation, sparsely populated in three key population centers: Pahrump, Tonopah, and Beatty Nevada. The Nye Community Coalition is uniquely qualified to reach out to young drivers age 15-20 because of existing access to the community and ongoing youth efforts. The funding will cover the coordinator's salary and travel expenses.

22-AL-9 EUDL Coordinator (Enforcement of UnderAge Drinking Laws) – Central Lyon Coalition

This program will address the underage drinking problem within rural Nevada. This is a continuation of a program that works with law enforcement, schools, and city governments in the local area. Areas addressed include: Underage Buy Stings (including third party purchasing), school programs about the dangers of drinking, and about drinking and driving, and working with city governments to strengthen local ordinances to combat underage drinking.

22-AL-10 Healthy Communities – Central Lyon Youth Connection

Healthy Communities Coalition will use multiple strategies with multiple partners to raise awareness and education among beginning drivers. Partners will be Lyon County Sheriff, Lahontan State Park, Lyon County School District, Central Lyon Youth Connections, Mason Valley Boys and Girls Club, Stand Tall Youth Leadership Teams, Nevada State Health Division Community Health Nurses, Central Lyon Fire District, Nevada State Highway Patrol, parents, and teachers. These partners have already agreed to work on awareness campaigns, health fairs, Every 15 Minutes events, party dispersal and DUI enforcement, school assemblies using the DUI simulators, peer to peer education, and social media campaigns throughout the school year.

22-AL-11 Youth Outreach – Frontier Community Coalition

This Frontier Community Coalition is headquartered in Pershing County. This county is located 100 miles east of Reno and is one of the smallest counties based on population. Because the rural counties in Nevada have extremely small populations for extremely large counties (geographically), this Coalition also works with adjacent Humboldt and Lander Counties. The program will address the problems of underage drinking and impaired driving by presenting impaired driving programs to the youth and adults within the county. Basic equipment such as impaired driving “goggles” is included as well as support for presentation costs.

22-AL-12 DUI Court – 2nd Judicial District, Reno

This is a felony level DUI court treatment program for the Washoe County District Court (2nd Judicial District Court). The program has been successful and is on track to becoming self-sustaining. The drastic down turn in the economy has significantly reduced the ability to realistically collect the court fee for the program. This additional year of funding is at a reduced rate to ensure the projected salary short fall is covered. The County (Washoe) does not have the ability to cover the shortage and may have to layoff some staff within the court. To prevent this key position from being eliminated we have provided partial funding. The funding requested ensures the Case Manager’s salary and travel requirements will be in place until the program becomes self-sustaining. A similar program in Clark County has shown that the felony level offender who graduates will have a recidivism rate of 1/3 that of the non-graduate.

22-AL-13 DUI Court – Washoe Alternative Sentencing (Justice Courts)

This is an additional year of funding (partial) for Washoe County Department of Alternative Sentencing. This project provides funding for a case manager for the supervision and management of individuals that are participating in the treatment program available to offenders convicted of either a 1st or 2nd DUI charge. Like the Second Judicial District (see above), this court (also in Reno) has had an even greater loss of fee revenue. For 2012 we are providing partial funding to ensure the County maintains this position. A unique aspect of this program is that any limited jurisdiction judge may use this service.

406 Funding

22-406AL-1 Program Management – Office of Traffic Safety

This project provides funding for the necessary Las Vegas Office staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 406 funds dedicated to the Joining Forces program, and impaired driving enforcement specifically, and includes management of the sustained enforcement and publicity efforts.

410 Funding

22-410AL-1 Program Management – Office of Traffic Safety

This project provides funding for the necessary staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 410 funds and includes management of the sustained enforcement and publicity efforts. Included in this project is funding for the printing of brochures and pamphlets and distribution of literature and media materials.

22-410AL-2 Office of Traffic Safety – Police Traffic & Joining Forces Program Management

This project provides funding for the necessary staff salary and travel expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation for the coordination of the Joining Forces Program in relation to DUI enforcement events.

**22-410AL-3 Joining Forces – Section 410 Overtime Funding
(See Joining Forces Program Overview – page 64)**

This funding provides for over time by law enforcement to conduct impaired driving enforcement events using STEP, Saturation, and/or DUI Checkpoints during FFY 2012 through the Joining Forces Program. The Joining Forces 2012 calendar requires all participating law enforcement agencies to conduct the HVE enforcement events of “Drive Sober or Get Pulled Over” for the December holiday season and for the Labor Day national blitzes.

22-410AL-4 Office of Traffic Safety – PI & E – Impaired Driving

This provides funding for public information & education items on impaired driving for distribution year-round to law enforcement, courts, DMV, and other applicable partner agencies for continued distribution to the public. A sample of this would include the fall NFL pocket football schedules that contain an impaired driving message

22-410AL-5 DUI Paid Media

The impaired driving enforcement/media campaign is conducted over the Labor Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. The annual campaign includes a hard hitting paid media message (Nevada has “tagged” the NHTSA spot, “Drive Sober or Get Pulled Over”) combined with stepped up enforcement of impaired driving laws. Smaller media efforts also support campaigns during December and July. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2012 effort. DPS-OTS will utilize television, radio, sports marketing and billboards to deliver a targeted Impaired Driving message during high visibility enforcement waves. During the weeks of the campaign, television and radio will air with heavier emphasis on the Labor Day weekend.

22-410AL-6 AGACID Meeting/Administration

Both an assessment of Nevada’s impaired driving program (2005) and a special management review (2006) recommended a cabinet level impaired driving task force. Through the efforts of the DPS-OTS, the Attorney General’s Advisory Coalition on Impaired Driving (AGACID) was established as an advisory to the Nevada Attorney General in 2006. Funding in this project provides for video conferencing, meeting rooms, travel and other expenses for the group. The Office of Traffic Safety supports this group by providing coordination of meetings, preparation of agenda (at direction of the Chair of the Coalition), meeting minutes and occasional travel requirements for members (in state).

22-410AL-7 DUI Court – East Fork Court, Douglas County

This DUI Court is located in Douglas County, 50 miles south of Reno and 15 miles south of Carson City. This mostly rural county has established a DUI Court with assistance in funding the Program Coordinator position. Like both the Reno (2nd Judicial District) and Carson City (1st Judicial District), Douglas County uses the same pair of Judges. This has enabled them to quickly initiate their program based on the experience of these Judges. The funding will ensure that the position is maintained and not subject to the budget problems of Douglas County.

COMMUNITY PROGRAMS (CP)

Community Programs are conducted by a wide variety of agencies and coalitions. By their nature, these projects often include several program areas of traffic safety which are often based on the priorities established for their respective coalition. Nevada DPS-OTS recognizes the valuable contributions made by community oriented programs to reducing traffic fatalities and serious injury. A safe community is one that promotes injury prevention activities at the local level to solve local highway, traffic safety and other injury problems using a "bottom up" approach involving its citizens.

Nevada's Safe Community Partnership (UNLV-Transportation Research Center) uses an integrated and comprehensive injury control system. They build broad coalitions, identify problems, utilize data and analysis techniques to determine economic costs associated with traffic related crashes, conduct program assessments from a "best practices" and prevention perspective, implement plans with specific strategies and conduct evaluations to determine the impact and cost benefits of programs.

It was noted in Nevada's 2011 Impaired Driving Assessment that we partner well with community coalition groups in relation to youth and young drivers, and the impaired driving problem. More of these types of groups are forming at the local level across the State.

C-1

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatals	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	243	137	56.38%	106	43.62%
2010	257				
2011	243				
2012	236				

NUMBER OF SERIOUS INJURIES IN TRAFFIC CRASHES

Year				Total
	Incapacitating (Serious)	Non-incapacitating	Total	Crashes
2004	1,595	6,305	7,900	6,440
2005	1,689	6,544	8,233	6,726
2006	2,011	8,339	10,350	8,431
2007	1,930	8,282	10,212	8,228
2008	1,558	6,886	8,444	6,863
2009	1,412	6,492	7,904	6,512
2010	1,328	6,297	7,667	
2011	1,289			
2012	1,250			
2013				

PERFORMANCE GOAL

- Decrease total roadway fatalities from 257 in 2010 to 236 by 2012.
- Decrease total roadway **serious** injuries from 1,412 in 2009 to 1,250 by 2012.

*Note: Nevada achieved its downward CY2011 goal of 1,329 serious injuries in CY2010

STRATEGY

- Assist community based organizations by providing workshops, educational opportunities, mentoring, and resources for traffic safety projects.
- Continue to partner with the Nevada Department of Transportation and the Nevada Executive Committee on Traffic Safety (NECTS) to implement the education and enforcement strategies outlined in Nevada's Strategic Highway Safety Plan.
- Research and develop public education programs that will effectively 'reach' the intended target audience.
- Continue to partner with the University of Nevada and the University Medical Center to determine societal costs of motor vehicle crashes in Nevada: congestion, first responder efforts, medical costs, and the like.
- Continue promotion and support of the development of a community based pedestrian-focused public education campaign (Nevada Strategic Highway Safety Plan strategy). Both the northern and southern urban areas have established Pedestrian Safety Action Teams that interact closely with the SHSP's Pedestrian CEA Team.

COMMUNITY PROGRAM: PROJECTS

Total Section 402 Funding Committed to Community Programs:	\$ 525,800
Total Section 406 Funding Committed to Community Programs:	\$ 221,933
Total Funding Committed to Community Programs	\$ 747,733

402 Funding

22-CP-1 Office of Traffic Safety – Program Management

This project provides funding for necessary staff salary and expenses such as travel/training incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, and/or as obtained from other sources.

22-CP-2 Fixed Deliverables Projects

This project enables the Office of Traffic Safety to provide effective and timely education to the public via traffic safety community coalitions and partners throughout the grant year. Upon application, DPS-OTS reviews and awards fixed deliverable grants to qualified organizations to conduct (usually) one-time traffic safety educational projects or events. Maximum awards are limited to \$5,000 per agency per year and are awarded on a first come-first serve basis.

22-CP-3 STARS* Supporting Teens and Roadway Safety – Southern Region University of Nevada-Las Vegas-Transportation Research Center

The objective of STARS (formerly known as PACE) is to encourage safe-driving habits among young drivers and increase awareness of seat-belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group. This fiscal year will entail the fifth annual STARS program as originally introduced by the Safe Community Partnership of Clark County. The program runs several months during the school year and solicits teams of teens from local area high schools to compete with each other on actual driving skills, as well as a media campaign theme and ad material for teens talking to teens. The winning entries are produced by OTS for public broadcasting. Specific, targeted earned media campaigns will be developed to match critical emphasis areas for young adult drivers in regard to occupant protection, impaired driving, and distracted driving. Funds will support the UNLV-TRC operating costs, PI&E, earned & paid media needs, minimal travel, contractor fees, and student work directly related to the STARS project. Project Directors will serve as regional coordinators for the program in 2012.

22-CP-4 UNR/CRDA – Attitudinal & Awareness Survey

The University of Nevada-Reno's Center for Research Design and Analysis (CRDA) will conduct a telephone survey to collect information regarding the public's attitudes toward key traffic safety issues. The Office of Traffic Safety will utilize these data for internal evaluation efforts, traffic safety improvements, media releases, and other community education programs. This project funds the personnel time devoted to the project, long distance and telephone equipment needs, operating costs and some tuition expenses associated with conducting the survey.

22-CP-6 UNLV-TRC – Safe Communities Partnership

DPS-OTS will provide funding to the Center for Safety Research/Safe Communities Partnership at UNLV's Transportation Research Center for implementation of program projects in areas of the State's Strategic Highway Safety Plan which are located in Clark County and which involve an educational component. Specific, targeted earned media campaigns will be developed to match emphasis areas including teen drivers, alternative road users, older drivers and pedestrian safety. Funds will support the Director's salary as well as some of Safe Communities' operating costs, PI&E, earned & paid media, minimal travel, contractor fees, and student workers. This project's director will also serve as the regional coordinator for the southern urban region's STARS program in 2012.

22-CP-7 Payne Foundation – Driver's Edge

This project aids in off-setting costs associated with this non-profit organization that provides (at no cost to participants) a hands-on experience and training of desired driving skills to novice teen drivers. The 4-hour program includes in-car skid control, panic braking, and avoidance procedures and is taught by nationally certified driving instructors (who also happen to be race car drivers). Other modules focus on impaired driving, seat belt use, and motor vehicle maintenance. Pre-testing of participants' knowledge of driving skills shows a significant increase in the post-tests after the program. Funding provides for travel, instructor fees, lodging, car rental, gas, and insurance for events held in Nevada only, as this program is offered in various parts of the country.

22-CP-8 Clark County Courts/ Coroner's Office -- Teen Education

The Coroner's Visitation Pilot Program is a highly motivational information driven program designed to show teens the often deadly outcomes of reckless driving behaviors, including but not limited to speeding, distracted driving, impaired driving, and the use of seatbelts. It utilizes real life case studies combined with a life-changing visit of the Clark County Coroner/Medical Examiner's Office through a powerful PowerPoint presentation. The intent is to challenge and implore youth into making positive changes and to deter future unsafe risk taking behaviors while driving. This is the second year we are funding this outstanding program. It is very well received by students and drivers education teachers.

406 Funding

22-406CP-1 Office of Traffic Safety – Program Management

Funding from this project provides for salary/benefits, travel, and miscellaneous operating costs for necessary staff expenses incurred by DPS-OTS directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within the Las Vegas OTS Office and funded by Section 406 funding. With the increasing complexity of the programs and new partnerships developed by the Office of Traffic Safety, an additional Grants Analyst position was gained in FFY2009 to help coordinate Nevada's Highway Safety programs, whether funded by OTS or other SHSP safety partners.

22-406CP-2 OTS – Statewide Traffic Safety Summit 2012/SHSP Awards

DPS-OTS hosted its first annual Traffic Safety Summit in October, 2010, where the focus of the 2010 summit was two-fold: to highlight recent updates to the state’s Strategic Highway Safety Plan (SHSP), and how those strategies can be implemented locally; and to provide data resources to SHSP partners on where to find it, who to ask, what to do with it, and why is it needed? The summit is a joint venture with the Nevada Department of Transportation and other SHSP partners throughout the State. The summit brings together all Strategic Highway Safety Plan partners to discuss and determine implementation techniques for the current plan’s Critical Emphasis Area strategies. This project will fund all summit costs, including meeting room facilities, office supplies, signage, and other ancillary needs directly related to providing the summit.

22-406CP-3 University Medical School – Injury Prevention Research

This project utilizes the technical expertise of the University of Nevada School of Medicine to provide OTS and other traffic safety partners with an analysis of traffic crashes, serious injuries, and fatalities from 2006 – 2011. The University Staff utilizes the latest state crash data contained in the NDOT crash files and data obtained through the University Medical Center Trauma Center and the Nevada Trauma Data Registry. Staff will focus on data pertaining to NHTSA 14 performance measures, as well as “serious injuries”, and priority legislative data needs for the 2013 legislative session.

22-406CP-4 Office of Traffic Safety – Professional Development

This project provides DPS-OTS with a funding source for applicable training courses, conferences, and seminars. The project serves to enhance the professional development of internal staff as well as other safety partners within the traffic safety community. Funds will be primarily used for travel and conference fees.

22-406CP-5 Office of Traffic Safety – Grant Support

Throughout the grant year, DPS-OTS follows a tight schedule of grant administration and its cyclical nature of working with up to three federal fiscal years at one time. Because the State’s budget is not strong, additional staff positions are not feasible to request for the next several years, although OTS now administers six times the grant funds it did in 2004. OTS has to occasionally hire temporary workers to assist with the paper workload and other administrative services necessary to efficiently administer its grant programs. This project provides for that extra help, as well as general administrative expenses for postage and other operating costs directly related to the programs. OTS Personnel costs are not included in this project.

22-406CP-6 Office of Traffic Safety – CIOT Paid Media

This grant provides funding for paid media for Seatbelt and Occupant Protection campaigns. The Click it or Ticket safety belt enforcement campaign is conducted over the Memorial Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard-hitting paid media message combined with stepped up enforcement of safety belt laws. Nevada also has a CIOT campaign during November of each year and supports this effort with paid media. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2012 effort. DPS-OTS will utilize a media mix to cover the primary target audience of men age 18-34. By using radio and television, there will be the opportunity to maximize both the reach and frequency to the available target. The primary markets will be the Las Vegas metro area including Pahrump, the Reno/Sparks metro area and Elko. Cable television will be used to reach viewers in the Nellis Air Force Base and Laughlin areas, Carson/Douglas, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe. Hispanic males will be reached through both the general market schedule and Spanish language television. Both reach and frequency may be higher than previous years due to the increased paid media funding from NDOT's Flex funds to support this campaign.

22-406CP-7 Office of Traffic Safety – PI & E for Media and Marketing Outreach

This provides funding for PI&E items for distribution year-round and is available to law enforcement, courts, DMV, and other applicable agencies as well as all safety partners conducting public enforcement and/or education events and outreach in relation to traffic safety.

EMERGENCY MEDICAL SYSTEMS (EMS)

Support for emergency medical services is primarily provided to rural community fire and volunteer departments to help reduce delays in providing medical services to victims of motor vehicle crashes. Primary emphasis is placed on distributing extrication equipment throughout the State and on promoting extrication, first responder, EMT, and paramedic training programs to lengthen the ‘golden hour’ for crash victims. Some of these crash localities can’t be reached for an hour or more from outside agencies.

TOTAL FATALITIES C-1

Number of Fatalities

Number Fatal	Total	Urban		Rural	
		Number	Percent	Number	Percent
2004	395	249	63.04%	146	36.96%
2005	427	259	60.66%	168	39.34%
2006	431	274	63.57%	157	36.43%
2007	373	248	66.49%	122	32.71%
2008	324	200	61.73%	123	37.96%
2009	243	137	56.38%	106	43.62%
2010	257				
2011	243				
2012	236				
2013					
2014					
2015					

PERFORMANCE GOAL

Reduce the number of total fatalities from 257 in 2010 to 236 for 2012.

STRATEGY

- Provide extrication equipment to rural Nevada fire districts.
- Sponsor EMS Technicians, highway maintenance staff, and state patrol agencies for medical responder training (Nevada Strategic Highway Safety Plan strategy).

EMERGENCY MEDICAL SERVICES: PROJECTS

Total Section 402 Funding:	\$ 101,900.00
Total Funding for Emergency Medical Service Projects:	\$ 101,900.00

402 Funding

22-EM-1 Office of Traffic Safety-Program Management

This project provides funding for necessary staff salary and travel expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and for the distribution of literature and media materials developed through successful projects, or obtained from other sources.

22-EM-2 Extrication Equipment, Nye County

This project will equip the most rural location within Nye County (the largest county in Nevada) with extrication equipment. The city of Tonopah, population 2,500, is the only location within 100 miles in any direction with extrication equipment. U.S. 95 and U.S. 6 are heavily traveled and intersect in Tonopah. The priority is to replace the current equipment (manufactured in 1988) and provide training in the use of the new equipment.

22-EM-3 First Responder Training, Signage, Pyramid Lake Paiute Tribe

This project will help the Pyramid Lake members of the volunteer fire department meet minimum standards of EMT-B. This will allow for additional training in the future to higher levels of EMT training. The area of Pyramid Lake is currently serviced from Reno, a 45 minute to 1 hour trip. The signage will help keep the crash location accessible to the responders and alert the motoring public traveling the few primary roads in the area.

22-EM-4 Hungry Valley Extrication Equipment and training -- Reno Sparks Indian Colony

This project will provide extrication equipment and related training to this remote location within the jurisdiction of the Reno Sparks Indian Colony. The volunteer fire department of RSIC are first on the scene in over 95% of crashes in this valley. This is a mixed jurisdiction area with RSIC responsible for maintenance of the roadways and Washoe County responsible for traffic enforcement. The project will shorten the time required to respond with appropriate equipment to traffic crashes.

MOTORCYCLE SAFETY (MC)

The State experienced a significant increase in motorcycle fatalities in 2004. Since then, fatalities remained relatively the same in 2005, 2006, and 2007 with a slight increase in 2008. With the increasing population growth and renewed popularity of motorcycles, the enforcement and education of both motor vehicle operators and motorcycle riders has become more critical. This is particularly true in southern Nevada where the weather is conducive to year round riding.

A key element in reducing motorcycle crashes is a sound rider education program for motorcyclists. The Nevada Rider Training Program, which resides in the Nevada Department of Public Safety's-- Office of Traffic Safety, has been rated as one of the top four in the nation. The Rider Program continues to increase student enrollment and is only constrained by a lack of suitable locations/facilities to hold classes.

NUMBER OF MOTORCYCLE FATALITIES C-7 **NUMBER OF UNHELMETED MOTORCYCLE FATALITIES C-8**

Year	Total Fatalities	Helmeted		Unhelmeted		Unknown	
		Number	Percent	Number	Percent	Number	Percent
2004	52	38	73.08%	12	23.08%	2	3.85%
2005	56	35	62.50%	15	26.79%	6	10.71%
2006	50	41	82.00%	9	18.00%	0	0.00%
2007	51	44	86.27%	7	13.73%	0	0.00%
2008	59	44	74.58%	15	25.42%	0	0.00%
2009	42	39	92.86%	2	4.76%	1	2.38%
2010	45	37	94.87%		5.13%		
2011	42	40	97.00%		3.00%		
2012	40	39	98.00%		2.00%		
2013							
2014							
2015							

PERFORMANCE GOAL

- Decrease the number of motorcycle fatalities from 45 in 2010 to 40 by 2012.
- Decrease the percentage of un-helmeted fatalities from 5.13% in 2010 to 2% by calendar year end 2012.

STRATEGY

- Provide public education on the importance of heightened awareness of motorcycles on our highways by other motorists
- Develop a coalition of motorcycle safety advocates to review and identify new strategies to educate the driving public (motor vehicle and motorcyclists) on how to share the road.

- Increase the number of Basic Rider (beginning) and Experienced Rider motorcycle training courses being offered in Nevada.

MOTORCYCLE SAFETY: PROJECTS

Total Section 402 Commitment to Motorcycle Programs:	\$ 50,450
Total Section 406 Commitment to Motorcycle Programs:	\$ 8,358
<u>Total Section 2010 Commitment to Motorcycle Programs:</u>	<u>\$ 260,500</u>
Total Funding Commitment to Motorcycle Programs:	\$ 319,308

402 Funding

22-MC-1 Office of Traffic Safety – Program Management

Provides funding for necessary staff salary and travel expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded through Section 402 funds.

22-MC-2 Office of Traffic Safety – Motorcycle Safety Program Assessment

Nevada’s highway safety office will host its first formal NHTSA assessment of its State motorcycle safety program in FFY2012. As motorcycle crashes are a priority area for DPS-OTS, and where about half of motorcycle fatalities are alcohol-related, Nevada looks forward to the results of this assessment to aid in the safety program’s mission, and to help focus its limited resources. Funding for this project will cover meeting room facilities, stipends for the expert panel members, travel for participants, and other direct costs related to conducting the assessment in November, 2011.

406 Funding

22-406MC-1 Program Management – Office of Traffic Safety

This project provides funding for the necessary Las Vegas Office staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 406 funds dedicated to the Joining Forces program and includes management of the sustained enforcement and publicity efforts.

2010 Funding

21-2010MC-1 Office of Traffic Safety – Motorcycle Safety Program & Awareness

The Nevada Rider (state's motorcycle safety program) has qualified for Section 2010 funding each year since FFY2007. This project will utilize those funds for training material needs, including any scheduled motorcycle equipment replacement in FFY2012. It will also fund a media project to increase motorcycle safety awareness through various media outlets provided in the spring when ridership increases, and during local motorcycle rally events in Las Vegas, Laughlin, Reno, Winnemucca, and Elko. Messages will be targeted to riders, as well as to other motorists to look out for them.

**NUMBER OF UNRESTRAINED PASSENGER VEHICLE OCCUPANTS
FATALITIES - ALL POSITIONS C-4**

Year	Restrained		Unrestrained		Unknown		Total
	Number	Percent	Number	Percent	Number	Percent	Number
2004	126	48.09%	123	46.95%	13	4.96%	262
2005	121	42.76%	140	49.47%	22	7.77%	283
2006	133	42.63%	147	47.12%	32	10.26%	312
2007	114	45.06%	123	48.62%	16	6.32%	253
2008	95	48.47%	91	46.43%	10	5.10%	196
2009	71	42.00%	79	52.67%	6	5.33%	156
2010	79	48.77%	75	46.30%	8	4.94%	162
2011		51.00%		45.00%		4.00%	
2012		52.00%		44.00%		4.00%	
2013							
2014							
2015							

PERFORMANCE GOAL

- Maintain an annual day time observed seat belt usage rate of at least 90%.
- Decrease the percentage of unrestrained fatalities from 51% in 2010 to 48% in CY2012.

STRATEGY

- Continue to emphasize public education of Nevada’s Safety Belt Laws through enforcement and paid and earned media venues (Nevada Strategic Highway Safety Plan strategy)
 - Provide paid media to support the “Click It or Ticket” enforcement campaigns
 - Provide paid overtime for law enforcement to enforce seat belt laws
 - Continue night time enforcement of seat belt laws
 - Combine DUI and Seat Belt enforcement events throughout the year
 - Provide training to law enforcement officers, firefighters, EMS staff statewide, on Nevada’s seat belt and child restraint laws, proper car seat use and availability of local resources for assistance
- Continue to provide public education programs and partner with other traffic safety advocates on safety belts, child passenger safety, proper seating and the use of child restraints (State Strategic Highway Safety Plan strategy).
- Conduct and disseminate statistical, public opinion and awareness surveys to determine:
 - Front seat day and night time observed seat belt use
 - Public opinion and attitude regarding occupant protection laws and seat belt usage
 - Public awareness of media & enforcement campaigns

- Continue data collection, analysis and integration to (1) identify the discrepancies between restraint use rates observed in observational surveys and crash data; and (2) understand the characteristics of restraint non-wearing or part-time wearing individuals that increase their risk of involvement in crashes, the severity of which may be increased due to their lack of restraint use.

OCCUPANT PROTECTION PROJECTS

Total Section 402 Commitment to Occupant Protection:	\$ 494,847
Total Section 406 Commitment to Occupant Protection:	\$ 17,553
Total Section 405 Commitment to Occupant Protection:	\$ 81,300
Total Funding Commitment to Occupant Protection:	\$ 593,700

402 Funding

22-OP-1 OTS - Program Management

This project provides funding for necessary staff time and expenses incurred by DPS-OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded by Section 402 funding. Included in this project is funding for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

22-OP-2 Office of Traffic Safety -- CPS Training for Law Enforcement, EMS and Firefighters

To prevent child passenger injuries and deaths, parents and caregivers must be educated and informed how to make sure their car seats and booster seats are properly installed in their vehicles. To ensure child passenger safety (CPS), it is essential that public safety personnel and other appropriate persons receive necessary CPS training. Based on legislative concerns (Assembly Bill 2 in 2009 Legislative Session), Nevada Highway Patrol and Nevada's Child Passenger Safety (CPS) Task Force agreed to provide CPS training for Highway Patrol troopers. Additionally, other Nevada Law Enforcement agencies, EMS and Fire Departments throughout the state are being informed and trained in Child Passenger Safety. This information and training will enable them to educate and inform parents and caregivers throughout Nevada to enhance public access to child passenger safety information and education.

22-OP-3 PI & E Occupant Protection

This provides funding for PI&E items for distribution year-round and is available to law enforcement, courts, DMV, and other applicable agencies as well as all safety partners conducting public events in relation to traffic safety.

22-OP-4 University of Nevada Las Vegas/Transportation Research Center – Day Time Seat Belt Observational Survey

These funds will support wages, travel and operating costs for the UNLV-Transportation Research Center to conduct Nevada’s official annual day time safety belt usage observational survey based on prescribed NHTSA survey methodology. The survey results become the official NOPUS observed seat belt usage rate for Nevada, and aid the State in qualifying for additional Occupant Protection funds, as well as to evaluate the state’s Occupant Protection program efforts.

22-OP-5 University of Nevada Las Vegas/Transportation Research Center – Night Time Survey

High-risk drivers are more prevalent at night making occupant protection issues of serious concern. The project goal is to determine the observed nighttime seat belt usage rate in Nevada in accordance with the most recent guidelines by NHTSA. The obtained data will be used to evaluate the effectiveness of the education and enforcement campaigns, and to identify the characteristics of non-users at night. Once these data are available respective traffic safety countermeasures can be developed to increase night time seatbelt usage in Nevada and reduce serious injuries and deaths on Nevada’s roads.

22-OP-6 University of Nevada Las Vegas/Transportation Research Center – Child Safety Seat Survey

According to the UMC Trauma Center in Clark County, 400 children were brought as motor vehicle crash victims during 2003 -2008. Among those 400 children, over 25% were toddlers and almost 50% were older children between the ages 6-12. It is known that among the crash victims, severe injuries increased dramatically (up to 23.4%) when no child restraints were used.

The project aims to help reduce the child fatalities and serious injuries in Nevada arising due to low use or non-use of child safety seats. TRC will conduct self-reported behavioral surveys to identify how parents and caregivers perceive usage of safety seats for children. This data will help to improve Child Passenger Safety program efforts within different organizations in Nevada.

22-OP-7 Office of Traffic Safety – OP/OPC State Programs

At the recommendation of a NHTSA occupant protection assessment conducted in 2004 and a recommendation made by Western Region NHTSA, DPS-OTS assisted in the creation of a statewide CPS Task Force. The Task Force was established in 2003 and this project provides support (travel, video teleconference fees, meeting rooms) for the Task Force for up to 6 meetings per year. Additionally, these funds will be used for purchasing child car seats, CPS related promotional items, CPS related public education, assistance for CPS training, and other CPS program related operating needs.

22-OP-8 Ron Wood Family Resource Center – Special Needs Kids & Child Passenger Safety

Ron Wood Family Resource Center (RWFRC) is the only Child Seat Safety Fitting Station in the Carson City area serving approximately 6,500 individuals per month. RWFRC Special Needs Car Seats Program will address the needs of the children in the Carson City, Lyon, Storey and Douglas County areas. RWFRC will offer families dual services: the program will educate families and caregivers of children with permanent health care needs that require special transportation options; and the program will provide child restraints on a “loaner” basis to families whose children are experiencing a temporary health care need which will also include the educational component.

22-OP-9 Clark County Safe Kids – Boost'Em, Buckle'Em and Back Seat'Em

While booster seats have proven to be an effective injury prevention strategy, 86 percent of children ages 6-8 are still inappropriately restrained in adult seatbelts. Project goals are to conduct seat belt, booster seat and back seat observational studies for children ages 4-12 in a three phase program. Phase One will include a pre-intervention blind study of seat belt usage, booster seat usage and back seat compliance conducted at elementary schools only. Phase Two will include an interventional educational occupant protection program for both parents and children of this age group. This phase will include the distribution of booster seats to children in need. Phase Three will include a post intervention follow up observational study and compare pre- and post-data. The project will also conduct highly visible community booster seat clinics to educate the community on the importance of booster seat usage for children up to age 8, 80 pounds and 4'9. Additionally, public officials will be educated regarding importance of booster seat laws.

22-OP-10 Central Lyon Co Fire District- Child Safety Seat Program

The goal for Central Lyon Co. Child Safety Seat Program is to aid in decreasing death and injury to children in motor vehicle crashes by increasing awareness and public education towards the use of child restraints. In conjunction with Law Enforcement, Human Services and Community Chest partners the agency will conduct awareness campaigns during community events, scheduled car seat check events, seat installations and inspections by appointment.

22-OP-11 Clark County Safe Kids – Special Need Kids

This project provides a resource and advocate for the safe transportation of special needs children. Methods used are education on the subject and a program that identifies the proper seat to use with attempts to fill that need by purchase or loaner program seats. Funding is for a program coordinator's salary, special needs child safety seats, and some PI&E and earned media functions. This year the agency will be working with two more of the major hospitals in the Las Vegas area, in relation to their pediatric departments, and discharge needs.

22-OP-13 “Click Or Ticket” Paid Media

This grant provides funding for paid media for Seatbelt and Occupant Protection campaigns. The Click it or Ticket safety belt enforcement campaign is conducted over the Memorial Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard-hitting paid media message combined with stepped up enforcement of safety belt laws. Nevada also has a CIOT campaign during November of each year and supports this effort with paid media. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2012 effort. DPS-OTS will utilize a media mix to cover the primary target audience of men age 18-34. By using radio and television, there will be the opportunity to maximize both the reach and frequency to the available target. The primary markets will be the Las Vegas metro area including Pahrump, the Reno/Sparks metro area and Elko. Cable television will be used to reach viewers in the Nellis Air Force Base and Laughlin areas, Carson/Douglas, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe. Hispanic males will be reached through both the general market schedule and Spanish language television. Both reach and frequency may be higher than previous years due to the increased paid media funding from NDOT’s Flex funds to support this campaign.

405 Funds

22-405OP-2 Joining Forces Enforcement (May CIOT)

This funding is for overtime events for seat belt enforcement during the May Click It Or Ticket campaign in the Joining Forces calendar.

406 Funds

22-406OP-1 Program Management – Office of Traffic Safety

This project provides funding for the necessary Las Vegas Office staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 406 funds dedicated to the Joining Forces program and includes management of the sustained enforcement and publicity efforts.

PLANNING AND ADMINISTRATION (P&A)

A maximum of ten percent of 402 funding received annually is allowed for overall planning and administration of the DPS-Office of Traffic Safety. These funds cover expenses not directly related to specific programs or projects listed in this plan (operating).

TOTAL FATALITIES C-3

Rate per 100 Million Vehicle Miles

Year	Miles	Total		Urban		Rural	
		Number	Rate	Number	Rate	Number	Rate
2004	20,248	395	1.95	249	1.23	146	0.72
2005	20,776	427	2.06	259	1.25	168	0.81
2006	21,824	431	1.97	274	1.26	157	0.72
2007	22,146	373	1.68	248	1.12	122	0.55
2008	21,022	324	1.54	200	0.95	123	0.59
2009	21,046	243	1.15	137	0.65	106	0.50
2010		257	1.05				
2011		243	1.00				
2012		236	.99				

PERFORMANCE GOAL

- Decrease the total fatalities per 100m VMT from 1.15 in 2009 to .99 by 2012.

PLANNING AND ADMINISTRATION PROJECTS

Total Section 402 Funding Committed to Planning and Administration:	\$ 132,000
Total Section 406 Funding Committed to Planning and Administration:	\$ 300,000
Total Section 410 Funding Committed to Planning and Administration:	\$ 40,000
Total Funding Committed to Planning and Administration	\$ 472,000

P & A : These projects provide funding for necessary staff time and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within all program areas and for the development of the Annual Highway Safety Plan and Annual Report. Planning and administration costs include those services provided by the Highway Safety Coordinator of the DPS-OTS, Management Analyst II, Administrative Assistant IV, and the Administrative Assistant III.

402 Funding

22-PA-1 Office of Traffic Safety – Planning and Administration

This project will cover a portion of the operating expenses for the Office of Traffic Safety to function, like rent, utilities, and phone bills, as well as staff salary matches for the Highway Safety Coordinator, Management Analyst, and two Administrative Assistant positions within OTS.

410 Funding

22-410PA-1 Office of Traffic Safety – Planning and Administration

This project will cover a portion of the operating expenses for the Office of Traffic Safety's Impaired Driving program to function, like rent, utilities, and phone bills, as well as personnel administrative assistant costs directly related to the program (like NHTSA Assessments, AGACID meeting scheduling, etc.).

406 Funding

22-406PA-1 Office of Traffic Safety – Grants Management System

DPS-OTS quadrupled the amount of federal highway safety funds that it awards and manages in the past six years; however, staffing resources have remained the same, stretching the abilities of staff to maintain the high level of service traditionally provided to the State of Nevada. In light of recent economic crises and state-mandated furlough requirements, it is stretched even finer. The possibilities of gaining additional positions in the office are minimal until at least CY2014. *An automated grants management system (GMS)* would enable DPS-OTS to continue to provide the same or higher levels of service, transparency, and accountability to Nevada's public at a relatively low cost, improving the efficiency and efficacy of DPS-OTS administration of federal grant funds. The vendor contract was negotiated in FFY2010, where the GMS system will be implemented in FFY2012.

PEDESTRIAN SAFETY (PS)

With the number of pedestrian and bicycle deaths varying from 49 to 75 per year for the last 10 years, it is difficult to establish clear trends with respect to these types of fatalities. Regardless, Nevada has one of the highest pedestrian fatality rates, at 2.9 fatalities per 100,000 population, compared to the national rate of 1.6.

The extreme growth in population in our large metropolitan areas has resulted in an increase in both pedestrian and vehicle traffic bringing increased risk to pedestrians and bicyclists. A large majority of Nevada’s pedestrian fatalities occur in the populous Clark County (89% in 2010).

Most crashes occurred on minor arterials and at non-intersection locations and adults between the ages of 25 – 64 were involved in 62% of all pedestrian crashes (the average pedestrian fatality demographic in Nevada is males age 45-55). Approximately 74% of the fatal crashes occur at non-intersection locations. This may be due in part to Nevada law which indicates that a pedestrian can cross at any crosswalk, including ‘implied’ crosswalks (not necessarily painted) between intersections, where both ends of the intersection do not have a traffic control device.

NUMBER OF PEDESTRIAN FATALITIES

Year	Total Fatalities	Pedestrian	
		Number	% Ped.

C-10

2004	395	60	15.19%
2005	427	63	14.75%
2006	431	51	11.83%
2007	373	52	13.94%
2008	324	56	17.28%
2009	243	36	14.81%
2010	257	41	15.95%
2011		38	15.50%
2012		35	15.00%
2013			14.50%

PERFORMANCE GOAL

- Decrease the number of pedestrian fatalities from 41 in 2010 to 33 by 2012.

Strategies

- Continue to develop community-based programs for educating the public on pedestrian safety, and laws pertaining to same (Nevada Strategic Highway Safety Plan strategy).
- Continue to collaborate with local planning commissions and the Nevada Department of Transportation on pedestrian safety action plans toward ‘livable communities.’

- Conduct highly visible enforcement campaigns at high crash locations (Nevada Strategic Highway Safety Plan strategy).
- Conduct at least one statewide public awareness campaign (“Everyone’s a Pedestrian Some Time,” “Share the Road,” etc) on pedestrian safety (Nevada Strategic Highway Safety Plan strategy). Messaging will be prepared for both the motorist (to watch out for them), as well as the pedestrian (to stay alert and stay alive).

PEDESTRIAN SAFETY: PROJECTS

Total Section 402 Funding Commitment to Pedestrian Safety:	\$ 154,330
Total Section 406 Funding Commitment to Pedestrian Safety:	\$ 40,030
Total Funding Commitment to Pedestrian and Bicycle Safety Programs:	\$ 194,360

402 Funding

22-PS-1 Office of Traffic Safety – Program Management

Program Management provides funding for necessary expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area and funded through Section 402. Funding is also provided in this task for the printing of brochures and pamphlets and the distribution of literature and media materials developed through successful projects, or obtained from other sources.

22-PS-2 North Las Vegas Police Dept – Pedestrians Can Walk Safely

Pedestrian safety continues to be one of Nevada’s critical emphasis areas in its Strategic Highway Safety Plan (SHSP). In 2010, 89% of Nevada’s pedestrian fatalities occurred in Clark County. The number and frequency of injuries and fatalities stemming from pedestrian related traffic crashes in North Las Vegas demanded an aggressive enforcement approach. This grant will fund 6-8 overtime enforcement efforts, with equal focus on the pedestrian and the driver, in addition to those events in the Joining Forces 2012 calendar.

22-PS-3 Reno Police Department –Pedestrian Safety Program

The Reno Police Dept. has recognized the need to increase the enforcement of pedestrian laws, where Washoe County is only second to Clark County in number of pedestrian fatalities. This project will focus its efforts by funding increased enforcement opportunities that target pedestrians and motorists in an effort to expand obedience to traffic laws while promoting a safer traffic environment. These enforcement opportunities are separate and in addition to the Joining Forces 2012 calendar.

22-PS-4 RTC – Washoe County – Walk Safely Washoe

RTC is the Regional Transportation Commission (MPO). “Walk Safely Washoe” will focus on increasing pedestrian safety practices in Washoe County (including the Reno area) while expanding awareness of pedestrian issues by both motorists and pedestrians in an effort to increase the number of pedestrian trips (alternative modes). Year one focused on program building, collaboration, and mass media communication. Funding provided this year will provide for development and printing of pedestrian safety information as well as implementation of pedestrian safety information on the RTC’s web site.

406 Funding

22-406PS-1 Program Management – Office of Traffic Safety

This project provides funding for the necessary Las Vegas Office staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 406 funds dedicated to the Joining Forces program and includes management of the sustained enforcement and publicity efforts.

22-406PS-2 Pedestrian Safety Awareness -- Media

This project provides funding for Public Service Announcements and media relating to pedestrian safety. The Office of Traffic Safety will focus awareness efforts on pedestrians as well as motorists in Federal Fiscal year 2011. DPS-OTS will utilize radio & television Public Service Announcements (PSA’s) to urge drivers to share the road, as well as promote enforcement campaigns. Buses will be used as a venue to reach pedestrians with messages about walking and crossing roads safely. Bus stop shelter posters and bus posters will be used in the Clark County metro area, where the highest rate of pedestrian crashes occur in Nevada.

POLICE TRAFFIC SERVICES (PT)

Nevada Department of Public Safety - Office of Traffic Safety (DPS-OTS) cooperates with State and local law enforcement agencies to provide an efficient and effective Police Traffic Services program. The objective of the program is to assist Nevada law enforcement agencies in enforcing traffic laws, preventing crashes and deaths, assisting the injured, documenting crash and citation data, supervising road clean-up, and restoring safe and orderly movement of traffic in a timely fashion.

The DPS-OTS relationship with law enforcement is critical to the success of many traffic safety counter-measures as well as for the prevention of traffic related injuries and deaths. State traffic enforcement resources (equipment and human resources) did not keep pace with the population explosion in Nevada during the past decade, making this funding essential to pro-active traffic program implementation.

The Police Traffic Services projects in this plan may also address other programs areas, such as speed, alcohol, occupant protection and enforcement equipment needs. Funding for enforcement events are combined with the DPS-OTS Joining Forces sustained, multi-jurisdictional enforcement program.

NUMBER OF CITATIONS ISSUED DURING GRANT-FUNDED ENFORCEMENT ACTIVITIES

A-1 Seat Belt

A-2 DUI Arrests

A-3 Speed

Year	Occupant Protection			Speed Citations	DUI Arrests
	Seat Belt	CPS	Total		
2004			0		
2005			0		
2006	2,119	291	2,410	2,098	315
2007	1,619	123	1,742	7,752	504
2008	5,594	580	6,174	14,052	507
2009	3,612	431	4,043	20,883	1,167
2010	5,130	333	5,463	16,612	832
2011			5,000	20,000	1,450
2012			6,000	20,000	1,100
2013			0		
2014			0		
2015			0		

PERFORMANCE GOALS

- To increase the number of seat belt and child seat citations issued during highly visible enforcement events from 5,463 in 2010 to 6,000 in 2012.
- To increase the number of speed citations issued during highly visible enforcement events from 16,612 in 2010 to 20,000 in 2012.

- To increase the number of DUI arrests made during highly visible enforcement events from 832 in 2010 to 1,100 by 2012.

STRATEGY:

- Conduct a statewide, sustained, multi-jurisdictional law enforcement program that includes highly visible enforcement events on Safety Belts, Alcohol, Speed, and Pedestrian Safety (Nevada Strategic Highway Safety Plan strategy).
- Enhance the ability of law enforcement to conduct public education through localized programs that provide equipment, training and/or overtime.
- Provide or sponsor specialized traffic enforcement training to traffic officers and instructors as needed, and that support the DPS-OTS priority problem areas.
- Provide specialized traffic enforcement equipment to traffic officers and instructors as needed, and that support the DPS-OTS priority problem areas.
- Provide incentives and awards to honor top law enforcement agencies, officers and community members within the State.
- Fund public information, and paid & earned media endeavors to support safety belt, alcohol, speed and pedestrian enforcement events.

Total Section 402 Funding Commitment to Police Traffic Service Programs:	\$ 251,018
Total Section 406 Funding Commitment to Police Traffic Service Programs:	\$ 531,716
Total Funding Committed to Police Traffic Services	\$ 782,734*

*405 and 410 JF/PT funding commitments are under the OP and AL sections of this document. See pages 40 and 57. Total Joining Forces program funding for FFY2012 equals \$1,231,330 + \$100,000 of NDOT Flex funds

-Joining Forces Program Overview-

22-JF-M ‘Joining Forces’ Funding Master: Sections 402, 405, 406, 410

Joining Forces is a program that funds over-time payroll expenses for law enforcement agencies to conduct special traffic enforcement events. Multiple funding sources are used to maximize the benefits of the program and to cover critical program areas such as Impaired Driving, Occupant Protection, Speed, Pedestrian Safety, and Motorcycle Safety*.

This is the master grant for the program, funded as shown below. Twenty-nine of Nevada’s law enforcement agencies are slated to participate in the FY2012 efforts.

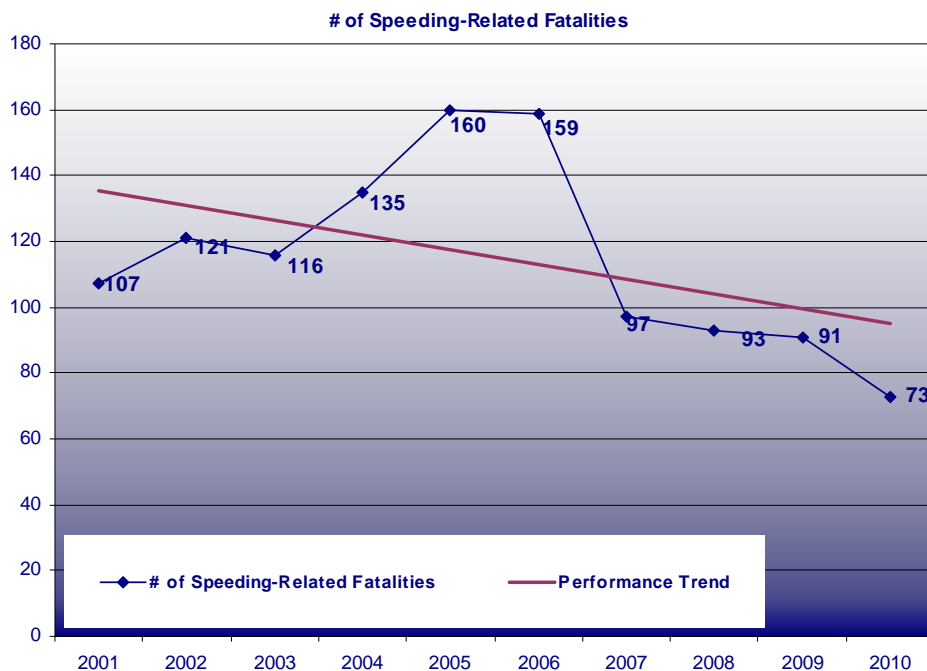
*about half of Nevada’s motorcycle fatalities are alcohol-related

22-PT-4 Nevada Highway Patrol-North – Accident Reconstruction Training

NHP investigates traffic crashes statewide, for all types of roads including the Interstate, State Highway, urban and rural connector roadways. Through this project NHP will strengthen their existing Major Accident Investigation Team (MAIT) troopers by providing them the training offered in this project at their three command centers, as well as the state’s rural areas: Traffic Collision Reconstruction, Motorcycle Traffic Collision, Heavy Vehicle Traffic Collision, Pedestrian Vehicle Traffic Collision, and Crash Data Retrieval training courses. The funding is for curricula and for some travel. Courses offered earlier have been successful, but budget cuts to NHP and other law enforcement agency travel funds have forced students to cancel their participation in classes. The statewide demand for the prerequisite courses that qualify a student to attend reconstruction level courses has far exceeded the levels funded under previous projects. NHP will reserve at least five spots per course for other law enforcement agencies in the State.

22-PT-5 Eureka County Sheriff’s Office – Radar Equipment

Eureka County is one of the smallest of the smallest counties in Nevada, and isolated. Speed is one of the largest traffic violations in the county. The purchase of new radar units will enhance enforcement of posted speed limits within the County, making it safer for drivers and pedestrians in the community.



406 Funding

22-406PT-1 Joining Forces Recognition Conference & Incentives

This provides funding for an annual recognition event for agencies participating in the Joining Forces program. Costs include facilities, working meals, training sessions, business needs, lodging, travel, audio/visual services, and the like. Promotional, Incentive and Educational material will also be purchased & provided to participating agencies.

With a year-long calendar of enforcement events, it is important to show the appreciation for their efforts. Three agencies receive an award of equipment not to exceed \$10,000. The equipment is chosen by the winning agency and must be related to traffic enforcement. Agencies earn points by meeting administrative requirements during the grant period, such as reports on time, claims accurate and on time, etc. Points are exchanged for drawing tickets, and the drawings take place during the conference. In this way each agency, no matter the size, has an equal chance to win one of the awards. The following restrictions apply to this award:

- Must purchase equipment that will improve their traffic safety efforts, and
- Must be approved, prior to purchase, by the Office of Traffic Safety, and
- Must follow OTS procurement and regulatory guidelines for equipment grants
-

Any equipment funding awarded for an individual value of \$5,000 or more will first seek approval from NHTSA before finalizing the award. [The time of the recognition conference is late September, thereby not meeting the Sept 1 deadline for the upcoming year's HSP].

22-406PT-3 Program Management – Office of Traffic Safety

This project provides funding for the necessary Las Vegas Office staff salary and travel expenses incurred by OTS that are directly related to the coordination, monitoring, auditing, and evaluation of the Section 406 funds dedicated to the Joining Forces program and includes management of the sustained enforcement and publicity efforts.

TRAFFIC RECORDS (TR)

A complete and comprehensive traffic records program is essential for the development and operation of a viable safety management system and effective traffic related control process. To meet this need, and in cooperation with the Departments of Transportation, Motor Vehicles, and Health Division, Administrative Office of the Courts, and law enforcement agencies, Nevada has established and implemented a complete and comprehensive traffic records program (Highway Safety Information System, or HSIP). The Statewide program includes and provides for highway safety information for the entire State and is operated under the direction of the State Traffic Records Coordinating Committee (TRCC).

A major continuing effort for this year is to further finalize the implementation of the NCATS Modernization project begun in FFY2010. Over the last few years, the Traffic Records Coordinating Committee (TRCC) has been successful in implementing a standardized Police Accident Report (PAR) statewide which addresses 86% of the data elements contained in the Model Minimum Uniform Crash Criteria (MMUCC). The entire program is better known as the NCATS Project (Nevada Citation & Accident Tracking System). State Emergency Medical systems providers are utilizing and reporting data into the National Emergency Medical Services Information System (NEMESIS) and most law enforcement agencies are transmitting PAR reports into the NCATS Crash file (covering 95% of the state's population). Several courts are now channeling citation information and data into the NCATS repository, and the Department of Motor Vehicles is back to working with the TRCC on plugging in to the NCATS network and crash/citation data.

PERFORMANCE GOALS

The Nevada Traffic Records program will continue to collect, analyze and use crash data to determine appropriate countermeasure activities and to plan resource allocation. Currently about 98% of current crash reports are accepted into the NCATS system (2011). The performance measures are to increase report acceptance (approval) by a minimum of 1% per year in 2010 and 2011; decrease the number of days between NCATS refreshes from 120 to three days or less with electronic download of crash reports, by the end of CY 2010 (this was accomplished); and increase the percentage of law enforcement agencies reporting traffic *citations* to NCATS from 0 % in FFY 2008 to 10% in 2011, 50% in 2012 and 75% in 2013.

STRATEGIES

- Continue NCATS Modernization Project with RFP released February 10, 2010. The vendor awarded is Brazos Technology from College Station, Texas. There are currently 9 agencies running the citations segment of the project and 5 pilot agencies prepared to deploy the crash records portion. The User Acceptance Testing is currently being conducted (July/August 2011) with deployment planned in late August 2011.
- Identify and seek permanent funding sources to support hardware and software needs of participating agencies, such as fine enhancements, penalty assessments, or other fees attached to traffic convictions to support the system.

- Develop a legislative agenda for the next legislative session (2013). This item is agendized for the October, 2011 TRCC meeting to be held in Reno, Nevada.
- Develop new relationships with additional State agencies. Continue to incorporate the needs of Emergency Response Systems, Department of Motor Vehicles and local, municipal, and State courts.
- Coordinate with the SHSP partners, with critical emphasis on data quality.
- Develop automated agency report feedback. This will be developed with the NCATS Modernization Project. The backend user should be able to utilize the data gathered in the State repository. TRCC will prioritize the integration of data to state agencies in 2012.
- Develop more accessibility to the NCATS and CARE databases.
- Better the electronic communication for TRCC membership rather than the intranet portal.
- Update the State crash repository to become more compliant once MMUCC revises requirements in 2012/2013.

Total Section 402 Funding Commitment to Traffic Records Programs:	\$ 55,000
Total Section 408 Funding Commitment to Traffic Records Programs:	\$ 584,800
Total Funding Committed to Traffic Records Programs	\$ 639,800

402 Funding

22-TR-2 Office of Traffic Safety – TRCC Meetings

The TRCC (Traffic Records Coordinating Committee) is a users group, with representation of all the states NCATS users, traffic engineers, traffic records units, IT professionals, and anyone with a professional relationship with NCATS. The TRCC receives direction from the Traffic Records Executive Committee (TREC), researches and implements projects directed or approved by the TREC, and is a roundtable for discussion of mutual problems, training and dissemination of information about Nevada traffic records. The TRCC determines the strategic plan for the OTS Traffic Records Program.

22-TR-3 Office of Traffic Safety – NCATS Master Services Agreement

Throughout the grant year the Traffic Records Coordinating Committee (TRCC) and the state's Traffic Records Coordinator may identify technical or programming needs for services that are solicited to existing state contractors for timeliness. This project provides a funding source for any needed traffic records operational or programmatic project solicited by DPS-OTS throughout the year.

408 Funding

22-408TR-1 Office of Traffic Safety – Program Management

Provides funding for necessary staff and expenses incurred by OTS that are directly related to the planning, development, coordination, monitoring, auditing, and evaluation of projects within this program area that are funded by Section 408. Funding is also provided in this task for the travel and training needs of the OTS Coordinator, as well as for the productions & distribution of literature and training materials relative to the NCATS project.

22-408TR-2 Churchill County Sheriff's Office – TR Equipment

The Churchill County Sheriff's Office plans to utilize grant funding to purchase 20 Janam handheld devices. These devices are compatible with the Brazos system and will be identical to devices obtained by the Fallon Police Department, which is also within their jurisdiction. The Janam devices and Zebra printers will be purchased and placed into service as soon as they can be configured, and Brazos is able to bring the CCSO up to speed. The goal of this project is to maintain 100% participation in the electronic collection of traffic crash data for local use, and for use by the State of Nevada NCATS project. And to have no or little interruption in the electronic collection of traffic data experienced with earlier models, and the previous software vendor.

22-408TR-3 Office of Traffic Safety – NCATS Project (IT) Management

This project addresses the preparation and management of projects in the State Highway Safety Information System Plan. It includes the salary and benefits of the full-time IT Project Manager, who is responsible for the data operations of the TRCC, NCATS agencies and participants, NCATS training development, contracting for NCATS services, vendor performance and planning. This position is housed at the DPS Records & Technology Division where the NCATS servers are physically located.

22-408TR-4 Office of Traffic Safety – NCATS Modernization

In July of 2010 Brazos Technology was awarded the contract for software for the state's NCATS project. This project funds a portion of those contract services. Brazos and the TRCC are currently implementing the project and bringing law enforcement agencies onto the system in a meticulous and organized manner. User Access Testing (UAT) should be completed in August 2011, with full implementation to all participating agencies anticipated in CY2012.

NDOT 'FLEX' FUNDING (FHWA)

Starting in FY 2006, States with Strategic Highway Safety Plans (SHSP) that meet the requirements of 23 USC 148 may obligate Highway Safety Improvement Plan (HSIP) funds for projects on any public road or publicly owned pedestrian pathway or trail. Each State must have an SHSP to be eligible to use up to 10 percent of its HSIP funds for other safety projects under 23 USC (including education, enforcement and emergency medical services). It must also certify that it has met its railway-highway crossing and infrastructure safety needs (SAFETEA-LU Section(s): 1101(a)(6), 1401).

Nevada's Department of Transportation met these required needs, and this is the second year that they have let out an application process to SHSP partners for 'flex' funded-projects related to behavioral change: increase seat belt use, reduce incidence of impaired driving, pedestrian safety awareness, lane departures and intersection crashes (5 critical emphasis areas). DPS-OTS applied for and received a flex fund award for FFY2012 in the amount of \$900,000 to conduct four projects related to SHSP traffic safety issues, as follows. These projects will be scheduled and in line with the *Joining Forces* enforcement calendar and focus program areas throughout the year, as applicable.

PERFORMANCE GOAL

- Effectively reach and educate at-risk drivers and pedestrians through various mediums with the needed frequency that will influence and change their behavior on Nevada roads.
- Performance measures include increased seat belt usage in the 2012 observational survey (or maintain at least 90% usage); a reduction in impaired driving crashes and fatalities in CY2012; and a reduction in pedestrian fatalities in CY2012. In addition a statewide awareness survey is conducted in July of each year to evaluate the public's awareness of the paid and earned media messages and campaigns associated with same.

STRATEGY:

- Conduct highly visible enforcement and paid media campaigns during the annual "Click it or Ticket" campaigns via *Joining Forces* enforcement events.
- Conduct highly visible enforcement and paid media campaigns during the annual "Drive Sober or Get Pulled Over" campaign via *Joining Forces* enforcement events, as well as additional holiday periods that involve a higher rate of impaired driving in Nevada, such as Superbowl and Halloween.
- Conduct the fifth annual STARS (formerly PACE) Program in Nevada during FFY2012, expanding it statewide to more schools and community programs.
- Increase intersection awareness among motorists and the public via high visibility enforcement efforts at locally identified speeding and red-light-running problem intersections

FLEX-FUNDED PROJECTS

TOTAL FLEX FUNDING COMMITMENT:
(NOT PART OF HS-217 COST SUMMARY)

\$ 900,000

22-DOT-1 Paid Media/Marketing

The ‘Click it or Ticket’ safety belt enforcement campaign is conducted over the Memorial Day holiday period in May and the Thanksgiving holiday period in November in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard hitting paid media message combined with stepped up enforcement of safety belt laws through the OTS *Joining Forces* program. This project will provide additional paid media spots for the Federal Fiscal Year 2012 efforts.

Reducing the incidence of impaired driving is also a critical emphasis area in Nevada’s Strategic Highway Safety Plan. Nevada has traditionally conducted two “Over the Limit. Under Arrest” enforcement and paid media campaigns every year, during the September Labor Day holiday and December/New Year holiday seasons. This project will provide additional paid media for the FFY2012 Labor Day and December/New Year Holiday efforts, as well as providing for 4 additional campaigns to cover high-risk impaired driving holidays in Nevada: Super Bowl in February, St Patrick’s Day in March, Independence Day in July, and Halloween in October.

Increasingly, outreach programs across the state are working to meet the needs and interests of Latino Americans. The rapid growth of the Latino population in Nevada since 1990 has caused many counties that previously had little or no Latino representation to become home to significant numbers of Latino residents. Often Latinos represent a new audience for outreach programs and one that is not readily integrated into existing programs.

The objective of the Latino Outreach efforts will be structured around community events to increase awareness of priority traffic safety issues—seat belts, impaired driving, and pedestrian concerns—through education and media campaigns that are culturally and linguistically appropriate.

[Please go to page 75 to view the remainder of Nevada’s Media Plan for FFY2012]

22-DOT-2 STARS “Supporting Teens And Roadway Safety”

The objective of STARS (formerly known as PACE) is to encourage safe-driving habits among young drivers and increase awareness of seat-belt usage and the dangers of impaired and distracted driving, critical safety issues for this age group. This fiscal year will entail the fifth annual STARS program as originally introduced by the Safe Community Partnership of Clark County. The program runs several months during the school year and solicits teams of teens from local area high schools to compete with each other on actual driving skills, as well as a media campaign theme and ad material for teens talking to teens. The winning entries are produced by OTS for public broadcasting. Specific, targeted earned media campaigns will be developed to match critical emphasis areas for young adult drivers in regard to occupant protection, impaired driving, and distracted driving. Funds will support the UNLV-TRC operating costs, PI&E, earned & paid media needs, minimal travel, contractor fees, and student work directly related to the STARS project. Project Directors will serve as regional coordinators for the program in 2012.

22-DOT-3 Pedestrian Safety Information & Education

Provide Pedestrian safety education for pedestrians and for motorists. Coordinate and support pedestrian safety awareness campaigns. Create educational materials for buses and bus shelters. Develop criteria to identify high crash locations and placement, design, and implementation guidelines for pedestrian amenities. Implement pedestrian friendly countermeasures in alignment with FHWA and NCHRP proven/tested strategies. Recognizing that both pedestrians and motorists play a role in pedestrian safety, this project will educate all road users, by speaking to them as motorists behind the wheel and as pedestrians while on the bus or walking down the street. Drivers will see educational messages on bus shelters, in buses and through employer-based publications. They will also hear radio advertising while driving. Materials will be shared with the Strategic Communications Alliance (SCA) for potential tie-ins with other campaigns as well as with high-visibility enforcement waves.

22-DOT-4 Office of Traffic Safety-High Visibility Intersection Enforcement

This project will create a new emphasis area within Joining Forces, providing funding for law enforcement agencies for traffic enforcement that will meet a critical emphasis area of the SHSP. This funding is for overtime for high visibility enforcement in intersections as scheduled in the Joining Forces calendar.

OTS FUNDED MEDIA PLAN

Total Section 402 Funding Commitment to the Media Plan	\$ 112,500
Total Section 406 Funding Commitment to the Media Plan:	\$ 85,000
Total Section 410 Funding Commitment to the Media Plan:	\$ 235,000
Total Section 2010 Funding Commitment to the Media Plan:	\$ 90,000
<hr/>	
Total Funding Committed to the Media Plan	\$ 522,500

402 Funding

22-OP-3 PI & E Occupant Protection

This provides funding for PI&E items for distribution year-round and is available to law enforcement, courts, DMV, and other applicable agencies as well as all safety partners conducting public events or outreach in relation to traffic safety.

22-OP-13 CIOT Marketing & Media

This grant provides funding for paid media for Seatbelt and Occupant Protection campaigns. The Click it or Ticket safety belt enforcement campaign is conducted over the Memorial Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. This annual campaign includes a hard-hitting paid media message combined with stepped up enforcement of safety belt laws. Nevada also has a CIOT campaign during November of each year and supports this effort with paid media. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2012 effort. DPS-OTS will utilize a media mix to cover the primary target audience of men age 18-34. By using radio and television, there will be the opportunity to maximize both the reach and frequency to the available target. The primary markets will be the Las Vegas metro area including Pahrump, the Reno/Sparks metro area and Elko. Cable television will be used to reach viewers in the Nellis Air Force Base and Laughlin areas, Carson/Douglas, Winnemucca, Fallon, Fernley, Yerington, and North Lake Tahoe. Hispanic males will be reached through both the general market schedule and Spanish language television. Both reach and frequency may be higher than previous years due to the increased paid media funding from NDOT's Flex funds to support this campaign.

22-CP-5 Thursday Night Lights

This is a multi-platform advertising campaign (television, website, and in program elements) with Channel CW-TV in Las Vegas that targets beginning drivers and their parents. Thirteen local high school football games will broadcast live in the Fall 2011. In addition to the 13 live broadcasts the games will run an encore presentation each Saturday. A minimum of 4 PSAs per game will be aired plus signage at the playing fields.

406 Funding

22-406CP-6 CIOT Media

This grant provides funding for paid media for Seatbelt and Occupant Protection campaigns, including high visibility enforcement campaigns conducted per the Joining Forces calendar.

22-406CP-7 PI & E Speed/Pedestrians/Distracted Driving

This provides funding for PI&E items with priority traffic safety messaging for distribution year-round and is available to law enforcement, courts, DMV, and other applicable agencies as well as all safety partners conducting public events and outreach in relation to traffic safety.

22-406PS-2 Pedestrian Safety Awareness

This provides funding for Public Service Announcements and media relating to pedestrian safety. DPS Office of Traffic Safety will focus awareness efforts on pedestrians as well as motorists in Federal Fiscal year 2012. DPS-OTS will utilize radio & television Public Service Announcements (PSA's) to urge drivers to share the road, as well as promote enforcement campaigns. Buses will be used as a venue to reach pedestrians with messages about walking and crossing roads safely. Bus stop shelter posters and bus posters will be used in the Clark County metro area.

410 Funding

22-410AL-4 DUI PI & E

This provides funding for public information & education items on impaired driving for distribution year-round and is available to law enforcement, courts, DMV, and other applicable partner agencies. These items assist in outreach and public education.

22-410AL-5 DUI Paid Media

The "Over the Limit. Under Arrest" and/or "Drive Sober or Get Pulled Over" impaired driving enforcement/media campaigns are conducted several times throughout the year and over the Labor Day holiday in cooperation with the National Highway Traffic Safety Administration and law enforcement agencies nationwide. The annual campaigns include hard hitting paid media messages combined with stepped up enforcement of impaired driving laws. Smaller media efforts also support impaired driving campaigns during December and July. These projects will provide Nevada-specific paid media for the Federal Fiscal Year 2012 effort. DPS-OTS will utilize television and radio to deliver a targeted DUI message in the time periods surrounding the Labor Day weekend, which are typically heavy party and drinking times for young men. During the weeks of the campaign, television and radio will air with heavier emphasis on the Labor Day weekend. This year's campaign will launch with radio rather than a combination of TV and radio due to the large number of summer travelers who will be on the road.

2010 Funding

22-2010MC-1 Motorcycle Safety Awareness

This project partially funds the media and marketing portion of the Motorcycle Safety Awareness Program. Although motorcycle safety is an issue any time of the year, it is particularly essential during the motorcycle festivals that are held in Las Vegas, Laughlin and Reno annually. At these festivals, there is a large influx of motorcycles on both the major freeways and the surface streets. With limited funding, DPS-OTS will reach the target audience of male adults age 25-54 as well as increase passenger vehicle driver awareness of motorcycles on Nevada roadways. Based on the fact that we need to reach riders, the best market is while they are on their motorcycles. Outdoor advertising is selected as it provides the optimum reach and frequency of message necessary to provide education on motorcycle safety with minimal verbiage to get the message across (and avoid distractions). Based on crash data, outdoor advertising will be located at high crash locations in the local communities 30 days prior to each festival. Funds will be utilized for the billboard campaigns and marketing information booths for the Laughlin "River Run," Elko "Rumble in the Rubies," Reno "Street Vibrations" and the Las Vegas "Bike Fest" rallies held throughout the year.

PLEASE NOTE: Some of the above media projects may be duplicated in this plan under other program sections (i.e., Community Programs, Pedestrian Safety, etc).

EQUIPMENT PURCHASES OVER \$5,000

In pursuing the DPS-OTS traffic safety goals and objectives, several agencies will receive awards that allow for the purchase of equipment. In compliance with federal requirements, equipment to be purchased, of over \$5,000 in individual value, is listed below to formally request approval from NHTSA of this portion of Nevada's Highway Safety Plan for FFY2012.

402 Funding

22-EM-2 Nye County Emergency Services – Extrication Equipment

This project will equip the most rural location within Nye County (the largest county in Nevada) with extrication equipment. The city of Tonopah, population 2,500, is the only location within 100 miles in any direction that currently has extrication equipment. U.S. 95 and U.S. 6 are heavily traveled and intersect in Tonopah. The priority is to replace the current equipment (manufactured in 1988) and provide training in the use of the new equipment.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
ML4 GSI LP Mini Mate Simo power unit w/streamline	(2) @ \$6,895
ML 28 Defender 28" LP spreader w/streamline CPLG	(2) @ \$6,895

22-EM-3 Pyramid Lake Paiute Tribe – Extrication Equipment

This project will help the Pyramid Lake members of the volunteer fire department meet minimum standards of EMT-B. This will allow for additional training in the future to higher levels of EMT training. The area of Pyramid Lake is currently serviced from Reno, a 45 minute to 1 hour trip. The mobile signage will help keep the crash location accessible to the responders as well as alert the motoring public traveling the few primary roads in the area.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
Single side Fold-n-Go solar LED trailer-mounted programmable message board signs	(2) @ \$17,000

406 Funding

21-406PT-1 (see Joining Forces Program, page 64)

Joining Forces Incentive – End of Project Year Award for Outstanding Agencies

Joining Forces is an over-time funding program for all law enforcement agencies within the state. With a year-long calendar of events to coordinate the enforcement effort it is important to show the appreciation of OTS for their effort. *Three agencies will receive an award of equipment not to exceed \$ 10,000.* The equipment is chosen by the winning agencies and must be related to traffic enforcement. Awards are announced at the annual recognition event in September, with Project Agreements drafted and approved in December. Prior NHTSA approval for any project awards for individual equipment value exceeding \$5,000 will be obtained Fall 2010 prior to award.

<u>EQUIPMENT ITEM</u>	<u>ESTIMATED COST</u>
Traffic Safety Enforcement Equipment Awards @ \$10,000 each / \$ 30,000 Total	Not available at time of print