

**State of Nevada
Department of Public Safety**

Office of Traffic Safety



PROMOTING AWARENESS

SAVING LIVES

**ANNUAL PERFORMANCE REPORT
2007**



Jim Gibbons
Governor

Phil Galeoto
Director

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A Message from the Director

Dear Fellow Nevadans,

The Department of Public Safety, Office of Traffic Safety, was established by public law and has operated continuously since 1966. Our goal is simple; to reduce the number of fatalities and serious injuries from traffic related crashes.

This year, we made our roads safer for all Nevadans by implementing programs that combined education, prevention, technology, and enforcement to reduce traffic related injuries and fatalities. Through the joint efforts of the staff of the Office of Traffic Safety and our many traffic safety partners, 2007 will, in all probability, be considered the safest driving year since 2003.

Unfortunately, and despite our best efforts, over 380 people died on our highways this last year. Thousands more were injured in collisions. Most of these injuries and deaths could have been prevented if drivers had obeyed traffic laws, used safety belts, driven within the speed limit, and not driven under the influence of alcohol or drugs. Obviously, there is much more work to be done if we are to stop this needless loss of life.

During 2007, we focused our efforts on impaired driving and occupant protection. Next year, we will continue to use innovative approaches to address these and other priority areas, such as speeding, which is a factor in over 37% of fatalities on Nevada's roads. We will also be heavily involved in motorcycle and pedestrian safety, and programs to address the safety of our young drivers.

As the Director of the Nevada Department of Public Safety, I commend the collaborative endeavors of the Office of Traffic Safety and I am committed to supporting their efforts in 2008 to save lives and prevent injuries on our roadways.

Sincerely,


Phil Galeoto
Director, Nevada Department of Public Safety
Governors Highway Safety Representative

ANNUAL PERFORMANCE REPORT

FEDERAL FISCAL YEAR 2007

PREPARED BY

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2006 NEVADA TRAFFIC SAFETY FACTS

- 431 Number of people who died on Nevada's highways in 2006
- 152 Number of fatalities in crashes that involved alcohol
- 35.3 Percentage of fatalities that involved a person who tested positive for alcohol
- 233 Number of single vehicle crashes that resulted in a fatality
- 104 Number of fatalities that occurred at an intersection
- 214 Number of roadway departure crashes that resulted in fatality
- 171 Number of passenger car occupants killed in crashes
- 141 Number of light truck / van occupants killed in crashes
- 51 Number of large trucks involved in fatal crashes
- 13.2 Percentage of fatal crashes that involved a large truck
- 49 Number of motorcycle riders killed on Nevada's highways
- 11.6 Percentage of all fatalities who were riding a motorcycle
- 89.8 Percentage of motorcyclist wearing helmets at the time of crash
- 91.2 Percentage of motor vehicle occupants observed using safety belts in Nevada
- 47 Percentage of motorists killed who were not wearing safety belts
- 10 Number of bicyclists killed
- 2.3 Percentage of all fatalities who were riding a bicycle
- 53 Number of pedestrian fatalities in 2006
- 12 Percentage of all fatalities who were pedestrians
- 159 Number of speeding related fatal crashes
- 36.9 Percentage of fatal crashes where speeding was considered a factor
- 43 Number of 16 to 20 year old persons killed in crashes
- 28.8 Percentage of 16 to 20 year olds killed per 100,000 of 16-20 year old population
- 16.4 Number of fatalities per 100,000 population in Nevada, all ages
- 1.9 Number of fatalities per 100 million miles driven in Nevada

THE OFFICE OF TRAFFIC SAFETY VISION

A statewide network of roads and highways safe to drive, bike, walk and ride.

OUR MISSION

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

OUR PHILOSOPHY

The Office of Traffic Safety is a team of professionals committed to saving lives on Nevada's roadways through innovative, proactive highway safety programs. We will promote safe roadways by using creative ideas from both the public and private sectors; adhere to the highest standards for program implementation; provide assistance to communities; and perform our services in the most efficient and effective manner possible.

OUR GOALS

1. To reduce the number of motor vehicle, pedestrian, bicycle, and motorcycle fatalities, as well as the number of serious injuries on Nevada's roadways.
2. To develop new ways of changing driving behaviors.
3. To improve the image, effectiveness and efficiency of the Department of Public Safety - Office of Traffic Safety

Performance Objective: Reduce the Fatality Rate per 100,000 population from 16.77 recorded in 2003 to 15.27 fatalities / 100,000 population by September 2007.

Actual Performance: The fatality rate per 100,000 population in 2006 was 16.4 / 100,000 population. The final fatal rate for 2007 will not be available until February 2008 however, it is estimated it will be less than 14.80 fatalities / 100,000 population.

PROGRAM FUNDING

Designated by the Governor, the Nevada Department of Public Safety - Office of Traffic Safety (DPS-OTS) is responsible for receiving federal safety funds and coordinating highway safety programs. To accomplish this task, the Nevada DPS-OTS develops an annual Highway Safety Plan (HSP) that identifies key highway safety issues and problems in our state. DPS-OTS then solicits proposals statewide to address the identified problems. Available funds are then allocated to state and local governmental and non-profit agencies to implement traffic safety programs and projects.

Funding from the federal government is provided by the National Highway Traffic Safety Administration (NHTSA) in accordance with the Highway Safety Act of 1966. The funding for programs conducted in 2007 resulted from the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU). This five year federal authorization bill was passed in 2005 and includes several funding programs that specifically address behavioral highway safety issues.

SAFETEA-LU provides Nevada with a basic traffic safety award (Section 402) and several incentive grants, each designed to target specific traffic safety problems. In 2007, Nevada qualified for grants to address Impaired Driving (Section 410), Traffic Record and Data (Section 408), Motorcycle Safety (Section 2010) and Occupant Protection (Section 405). Near the end of the fiscal year, Nevada was awarded a special demonstration grant (Section 403) that addresses teen safety belt use.

In addition to grants from NHTSA, federal funding was also provided for in-state programs by the Federal Highway Administration (FHWA) in the form of incentive grants (Sections 163 and 157) and a special Accelerating Safety Activities Program (ASAP).

A limited amount of our agency operating funds for 2007 consisted of awards carried forward from prior grant years and matching State Highway Fund appropriations.

Grants awarded to state, local and non-profit agencies are used to initiate planning to identify highway safety problems, provide start up “seed” money for new programs, and continue on-going projects. Federal funds are intended to create and help sustain innovative programs at state and local levels, and to leverage the commitments of state, local and private resources.

AREAS OF CONCENTRATION

Rules established by the National Highway Traffic Safety Administration (NHTSA) allow states to identify funding needs in each of the nationally designated program priority areas. State Highway Safety Offices, however, have the flexibility to determine additional program areas and the amount of funding allocated to each. The areas chosen for funding in Federal Fiscal Year 2007 include the following:

ALCOHOL AND IMPAIRED DRIVING

The goal of this program is to educate and prevent people from driving while under the influence (DUI) of alcohol or other drugs, reduce recidivism, and remove DUI drivers from the road. Nevada's programs used a comprehensive approach by funding education, prevention, and enforcement programs.

Impaired driving (alcohol/drugs) is the most common cause of crashes resulting in injuries and death. Nevada's percent of impaired driving fatalities remained stable from 1999 to 2002. In 1999, the percent of impaired fatalities was 44%. For the next three years (2000 – 2002) the percentage remained at 42% - 43%. A significant increase occurred in 2003 when slightly more than 50% of the fatalities were related to impaired drivers. In 2004 a small decrease in alcohol related fatalities left us at 47%. After pursuing this matter through aggressive enforcement and education, Nevada's impaired related fatality rate dropped to 35.3% in 2006 based on known test results. Preliminary information suggests an even further drop in alcohol related fatalities for 2007 when fatal crash data is complete and analyzed in February 2008.

Even with the decrease in alcohol related fatalities in 2005 and 2006, Nevada continues to rank among the top 10 in the nation for the number of alcohol related fatalities per vehicle miles driven. Factors compounding this problem include our explosive growth rate (concentrated in the two metropolitan areas of Las Vegas and Reno) and the availability of alcohol 24 hours a day, 7 days per week.

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

During 2007, our efforts to reduce the incidence of impaired driving on Nevada roadways focused on specific areas that we know to be effective.

Our Accomplishments

Fatality Rates: In 2005 and continuing into 2006, significant progress was made in reducing the percent of fatalities related to alcohol (FRA). The statewide FRA percent was reduced from a high of almost 50% in 2003 to 35% in 2006. While the FRA percent has dropped below the national average, Nevada's impaired fatality rate per vehicle miles driven still remains above the mark set by the other states.

DUI Courts: DPS-OTS recognizes that a big part of the impaired driving problem is dealing with alcohol and drug addiction issues. The prevalence of repeat DUI offenders is a serious problem not only in Nevada, but throughout the United States. Through a program designed to fund start up expenses for courts that specialize in impaired and drugged driving, the problem driver receives supervised treatment as an element of their conviction. The DPS-OTS has provided grant funds to establish three DUI courts in Nevada. There appears to be enough interest to start as many as four new courts by the end of 2008. Efforts to promote the DUI Court as a proven way to reduce recidivism during 2007 lead to three applications for new Courts in Federal Fiscal Year 2008.

Partnerships: The DUI problem is a small part of an important social issue that impacts our community and population. Addressing the DUI driver involves the community and many different agencies and branches of government. At the recommendation of a board of experts, the DPS-OTS established a statewide impaired driving coalition. In 2006 the Coalition became affiliated with the Nevada Attorney General and was renamed the Attorney General's Advisory Coalition on Impaired Driving (AGACID). This Coalition was instrumental in passing important alcohol related legislation during the 2007 Legislative Session.

Enforcement: Enforcing traffic laws is a major element in educating the public. In 2007, our efforts included stepped up enforcement during December, February (Superbowl), April, July (Independence Day) and August (Labor Day). Each enforcement period was conducted by law enforcement agencies that have jurisdiction over 90% of the state population. These agencies produced numerous media releases, engaged in over 1,330 hours of overtime enforcement, made 115 DUI arrests and issued 900 other citations and arrests.

Drug Recognition Expert (DRE) Training: Educating our law enforcement officers to recognize an impaired driver is an important element in enforcing our laws. Our efforts to increase the number of DRE trained officers continued in 2007 with three DRE classes and 65 graduates. An additional training class qualified six new instructors.

New Grant Funding: Through several new programs established by Congress in the Transportation Equity Act, Nevada qualified for new funding to address important impaired driving issues. With this new funding, the DPS-OTS will continue to provide stepped up enforcement and a new hard hitting paid media message of *Over the Limit, Under Arrest*.

Our Challenges

Drug Related Fatalities: Unfortunately, the increase in drug impaired driving fatalities appears to offset many of the gains made by reducing alcohol related fatalities. Removing the driver who is under the influence of drugs from our highways is an even bigger challenge due to the complexities of the law and the ability of law enforcement to identify an impaired driver before a crash has occurred.

Lack of Treatment Providers: There is a general lack of intervention and treatment programs for the impaired driver outside of the Las Vegas and Reno/Sparks metropolitan areas. Experience has shown that the untreated alcohol or drug abuser is likely to be a repeat offender.

Legislation: To qualify for future funding for alcohol programs, it will be necessary for the Nevada State Legislature to pass new legislation on impaired driving. Some, but not all, of these key bills will be scheduled to be heard during the 2009 session that convenes in February. Failure to pass the required bills will significantly reduce the amount of funding that can be committed to aggressive enforcement, education, and paid media.

Performance Objective: *Reduce the percentage of persons killed in alcohol/drug-involved collisions from 38% recorded in 2005 to no more than 37% in 2007.*

Actual Performance: *The measured alcohol fatality rate for 2006 was 35%, which is 2% lower than the established goal. Projections for 2007 will not be available until February 2008; however preliminary data indicates the (known test result) alcohol related fatal rate will be less than the projected 37%.*

OCCUPANT PROTECTION

The DPS-OTS Occupant Protection program promotes the importance of proper usage of safety belts and child restraints in vehicles, and their interaction in relation to supplemental airbag restraints. It also promotes public education and awareness of Nevada’s current occupant protection laws.

The observed safety belt use rate for Nevada in 2006 (91.2%) was one of the highest in the nation for states without a standard safety belt law. Of the twenty-five states with standard belt laws, twenty-one of these had seat belt usage rates less than Nevada’s last year. Despite this success, 47% of all Nevada motor vehicle occupant fatalities were not wearing restraints in 2006. With Nevada’s exponential population growth, continued effort is needed to both increase safety belt use for the habitual non-user, and to educate our new residents about how occupant restraints save lives.

Young males, night-time drivers, and impaired drivers are disproportionately representative of the non-users of belts in Nevada. Safety campaigns, particularly those that encourage safety belt use, must be constantly reinforced to reach our new residents as well as those visiting Nevada for recreation or business. During the past six years (2002 to 2007), Nevada has conducted annual *Click It or Ticket* campaigns that include paid media and enhanced enforcement activities during the month of May. Secondary campaigns were also conducted in the fall of 2003 and 2006. The results are encouraging. In 2002, our base year, the State belt use rate was 74.5%. Following the diligent efforts of law enforcement and the paid media campaigns, the official usage rate in June, 2007 was 91.2%. However, this does reflect a small decrease from the rate of 94.8% recorded in 2005 (with 91.2% usage in 2006, as well).

Our Successes

Unrestrained Fatality Rates: 47% percent of Nevada’s motor vehicle fatalities last year were unbuckled. Comparison to 2002 rates reveals a significant improvement:

Nevada	2002	2003	2004	2005	2006
% fatals not restrained	61%	59%	47%	49%	47%

This decrease in unrestrained fatalities is a trend that correlates as well with the State's rising observed belt usage rates:

Nevada	2002	2003	2004	2005	2006
Safety Belt usage rates	74.9%	78.7%	88.6%	94.8%	91.2%

Enforcement: Traffic law enforcement is a major tool in educating the public and affecting driver behavior. In FY07, our occupant protection efforts included aggressive enforcement during May (Memorial Day, Click it or Ticket), and November (Thanksgiving, Click it or Ticket). Again, the enforcement waves were conducted by the State's Joining Forces program, which includes key law enforcement agencies that cover over 95% of the State's population. Of the twelve Joining Forces traffic enforcement events conducted in FFY07, three were dedicated solely to seat belt enforcement. Seat belt citations were written and reported during all of the events.

Training: The State continued to sponsor Child Passenger Safety Technician courses, as well as the State's standardized 12-hour CPS Assistant course. In addition, the State provides targeted CPS training for law enforcement, emergency personnel, day-care providers, and other community support organizations.

Partnerships: DPS-OTS serves as the staff for the State's CPS Task Force. This committee is responsible for administering the Family Vehicle Safety Program (FVSP) two-hour training program for child seat violators (NRS 484.474).

In addition, the State partners with multiple local and non-profit community service agencies in providing occupant protection safety education to their clientele and the general public. Safe Kids Washoe County, Safe Kids Clark County, Child and Protective Services, and the network of Family to Family Connections located throughout the State, are just a few of Nevada's partners in this program area.

Legislation: There is massive evidence to support that states which enact primary safety belt laws not only increase their safety belt usage rate, but experience a decrease in traffic related injuries and fatalities as well. A primary seat belt law has been introduced in the past seven of Nevada's biennial legislative sessions but without success. There was much visible debate about a primary belt law bill presented by Nevada's Sheriffs & Chiefs Association in the State's 2007 Legislative Session and, despite passage of the bill in the Senate, it was eventually defeated in the Assembly Transportation Committee. It is the intent of the Chairman of the Senate Transportation Committee to aggressively pursue it again in the 2009 Session.

Also during the 2007 legislative session, the State's CPS Task Force pursued revisions to the State's child restraint law to require restraints for all children under age 8 (unless 4' 9" tall). Current Nevada law requires appropriate child restraints for children under age 6 and weighing less than 60 pounds. This was also defeated.

New grant funding: Through several new programs established by Congress in SAFETEA-LU, Nevada has applied for new funding to address safety belt issues. Nevada will be eligible for a large one-shot grant in FY2008 with their 2006 and 2007 safety belt usage rates exceeding 85% (Section 406). With this new funding, DPS-OTS will continue to provide stepped up enforcement and a hard hitting paid media message to motorists to “Click it or Ticket,” as well as additional training in the occupant protection area for targeted audiences.

In addition, Nevada has been selected as a pilot state (with Colorado) to conduct a Section 403 Demonstration Project in FFY08 to get teens age 16-20 to buckle up, utilizing the *Click it or Ticket* campaign methodology with more specific media, and multiple enforcement waves within the year.

Ron Wood Family Resource Center: Located in the State capitol of Carson City, this agency partnered with various social service organizations, local business owners, area schools, and other family resource centers of outlying rural areas, to provide CPS education and equipment to low-income Hispanic families in their communities. Through the Corazon de mi Vida car seat program Ron Wood educates Latino families, child care providers and the Spanish-speaking community about child passenger safety and safety belts.

Douglas County Sheriff's Office: Located in beautiful Lake Tahoe and Gardnerville, this agency has the most certified CPS Technicians, per capita, for law enforcement in Nevada. Due to their efforts in CPS education and enforcement, Douglas County has experienced zero child deaths from motor vehicle crashes over the past three years. In its first year of a 3-year grant project, it established three permanent car seat fitting stations in Douglas County at minimal cost.

Northern Nevada Fitting Station-Reno Emergency Medical Services Administration (REMSA), Washoe Medical, St. Mary's Foundation: In its final year the Northern Nevada Fitting station continued to provide a much needed service to the community and relocated from the DMV to its' permanent location at the Saint Mary's Daycare Center location. As Nevada's first permanent, full-time child seat fitting station, it continues to provide child safety seats to parents and caregivers requesting a child seat. The fitting station is a true testament to various organizations partnering to meet a need in a local community.

SAFEKIDS Clark County Tweens Program: The Southern SAFE KIDS Coalition continues to promote innovative programs educating families about the prevention of unintentional childhood injury and death in Clark County. One such program is the “Tweens” Program which seeks to educate children ages 8-15 on proper seat belt usage. In its first year the program partnered with the Clark County School District Police targeting 5 elementary schools and 3 middle schools in the Las Vegas area; and, has been invited to highlight this pioneering safety program at a National Safety Conference in the spring of 2008.

Occupant Protection for Children (OPC) Mini-Grant Program: The State continued to provide mini-grants (up to \$2,000) to agencies for one-time special events or training on seat belt or CPS issues in their communities. Only agencies with a currently certified CPS Technician, or those wanting to provide CPS Technician training to their staff, are eligible for the CPS mini-grant funds.

Click it or Ticket PSA: This year's May campaign again referenced Nevada's famous 'Area 51,' aliens, and how safety belts keep you **in the car** (to avoid alien abduction). It was received well by the general public, and aired on those TV and radio stations that cater to 18-34 year old male audiences (including Spanish language productions for TV and radio). In addition, for a third year a statewide Latino outreach campaign was conducted to increase traffic safety awareness among Hispanic communities. Through media campaigns, educational seminars, partnering with the state school districts, and targeting innumerable Hispanic businesses and organizations, Nevada's Latino seat belt usage rate has risen from 70% in 2004 to over 86% in 2006.

Our Challenges

Primary Safety Belt Law: Nevada's safety belt law is secondary, in that an officer cannot pull over a vehicle simply because of an observed safety belt violation. There are volumes of evidence to support that states with primary safety belt laws exhibit higher safety belt usage rates, and fewer deaths and injuries from motor vehicle crashes involving unrestrained occupants.

Nevada is in a precarious spot, as it has a high safety belt usage rate of over 90%. It will be difficult for supporters to convince legislators to pass a primary law, when the usage is already high, and theoretically can't go much higher (studies show that states that go from secondary to primary laws increase their usage rates by up to 12% in the first year after passage). The focus in Nevada's 2009 Legislative Session for a primary belt law will be the populations disproportionately not buckling up in their cars: young male, night-time, and impaired drivers.

Child Restraint Law: Nevada's child restraint law was improved in the 2003 Legislative Session to include booster-seat size children (upped from age 5 and 40 lbs to age 6 and 60 lbs). Until this year, it also required a mandatory training program for violators of the law (NRS 484.474). This was revised in the 2007 Session by the Nevada Judges Association to make the training class optional per the judge's discretion; however, taking the course can also reduce the violator's increased fine amounts (\$100-\$1,000) by half, or by 100% (depending on the number of offenses). The law itself continues to be confusing, and thus less enforceable, for the State's law enforcement agencies in reference to the age 'and' weight qualifiers to be applied. Wallet cards were produced in FY07 for law enforcement officers to reference the difference between a seat belt ticket or a car seat ticket? In 2007, the State's CPS Task Force pursued simplifying the law to children under age 8, with an exemption for those children who have reached 4'9" in height to coincide with national recommendations, but it failed.

Family Vehicle Safety Program: This is a training program for child restraint law violators. The curriculum, instructor approval, and program policies are administered by the State's CPS Task Force. The course is a standardized two hours, part classroom and part car seat installation education for the parent/caregiver. The 2005 Legislative Session approved a revision that allows the provider to charge a \$30 fee to the violator, as well as the cost of a new seat, if one is needed. DPS-OTS 'approves providers' per statute and provides a list of such to all Nevada courts. Provider qualifications are determined by the State's CPS Task Force.

Performance Objective: *Maintain a statewide observed safety belt use rate of 90% or higher in 2007.*

Actual Performance: The observed safety belt use rate in 2007 was 91.2%, the third consecutive year it has been documented over 90%.

Performance Objective: Reduce the number of unrestrained fatalities by 5% from 46.9% recorded in 2004.

Actual Performance: The rate and number of unrestrained fatalities rose in 2005 and 2006 to 49% and 47% respectively. However, Nevada's population also grew by 8% from 2004 to 2006, exhibiting that the state held constant its unrestrained fatalities number per 100,000 population:

<u>Year</u>	<u>Number Unrestrained Fatalities (UR)</u>	<u>Number UR per 100,000 population</u>
2004	123	5.21
2005	139	5.52
2006	148	5.64

MOTORCYCLE SAFETY

Over the years, the number of fatalities resulting from crashes involving motorcycles has been subject to large percentage swings. However, as in many other regions of the country, the general trend has been upward for the past few years. There appears to be several reasons for this increase, one being an increase in fatalities and crashes involving the older, returning rider. The older rider often finds the performance of newer model motorcycles exceeds his or her ability to ride safely. A second group experiencing problems is the younger rider on the high performance motorcycle.

The National Highway Traffic Safety Administration motorcycle safety program guidelines state that "safe motorcycle operation requires specialized training by qualified instructors." Riders should be alert and aware of the risks they face while riding; in particular, they should not be impaired by alcohol. Motorcycle operator education and training is considered the center piece of any comprehensive motorcycle safety program.

Our Successes

The Nevada Rider Motorcycle Training Safety Program was established in 1991 and initiated training in 1993. Course curriculum and training programs are accredited by the Motorcycle Safety Foundation (MSF) and the National Association of State Motorcycle Administrators (SMSA). The Nevada program offers two courses: the Basic Rider Course which is a two and one half day program focused on the new or returning rider and leads to State certification (motorcycles and helmets are provided for the students). In 2006, there were 471 Beginning Rider classes conducted through the program graduating 5,157 students.

The program also teaches the Experienced Rider Course which is a one day course designed to update the skills for current riders who currently own a motorcycle. Fifty-three (53) Experienced Rider classes were conducted graduating 506 students in 2006.

In a 2005 NHTSA publication titled *Promising Practices in Motorcycle Rider Education and Licensing*, Nevada's Rider Program was identified as one of the top 4 in the Nation, based on a comprehensive review of program administration, rider education and licensing.

Another important best practice for improving motorcycle safety is to increase motor vehicle drivers' awareness of motorcyclists, and by educating drivers on the importance of sharing the road with motorcycles. Due to the small profile of a motorcycle in traffic, it is common for drivers to not be aware of approaching two wheel vehicles. Raising awareness levels during peak riding periods, such as motorcycle rallies and sporting events, reminds motorists to take that second look when entering an intersection.

Through a special grant, provided by NHTSA (Section 2010), DPS-OTS provided public education through paid media to increase the awareness of the motor-vehicle driver of motorcycles. The campaign consisted of radio spots, posters, and billboards to remind motorists to 'watch out for motorcycles'.

Our Challenges

Educating the beginning and returning riders is considered one of the best practices for reducing motorcycle fatalities. Despite the record number of students being trained annually, the Nevada Rider Training Program is limited by the number of accessible training sites throughout the State. To partially address this problem, a special 37 foot fifth-wheel trailer is used to provide training in rural Nevada. This trailer carries 13 motorcycles and can be used as a classroom, complete with furniture and audio-visual support. Fixed site training is conducted at three state community colleges and at training ranges located in Carson City and Fallon.

***Performance Objective:** Reverse the upward trend established in 2004 and 2005 for motorcycle fatalities (52 and 56 respectively).*

***Actual Performance:** The number of motorcycle fatalities in Nevada dropped to 49 in 2006. Although crash data is incomplete as of this report, preliminary FARS data indicates 48 motorcycle fatalities in 2007 as of December 17.*

PEDESTRIAN AND BICYCLE SAFETY

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

Our Successes

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

Kiwanis Club: The Kiwanis Club is responsible for the majority of the Bicycle and Pedestrian Safety Education of K-12 students in Northern Nevada. This is accomplished through participation in various special community events - Earth Day, Total K Day, Meridian's Run for the Gold, Tune-In to Kids, etc.- in addition to the monthly bicycle rodeos and bike repair clinics.

Bicycle/Pedestrian Protection Mini-Grant Program: The State continued to provide mini-grants (up to \$2,000) to agencies for bicycle and pedestrian focused educational programs in their communities. Only agencies with an instructor who has completed the State of Nevada Bicycle and Pedestrian Course may apply for these mini-grant programs.

Our Challenges

Nevada has been the fastest growing state in the Nation for 19 of the last 20 consecutive years. Exponential growth of this magnitude has created an unfriendly pedestrian and bicycle rider infrastructure, particularly in our largest city, Las Vegas. In addition, bicycle and pedestrian education programs face serious challenges; they must compete for funds, and for public interest and participation with school, work, family and all the usual daily distractions.

Performance Objective: Reduce the total number of pedestrians and bicyclists killed annually by 5% from the calendar year 2004 total of 74 pedestrian and bicycle fatalities.

Actual Performance: In 2006, a total of 63 pedestrian and bicyclists were killed on Nevada's highways. Although crash data is incomplete as of this report, preliminary FARS data indicates 65 bicyclist and pedestrians have lost their lives on our highways in 2007.

POLICE TRAFFIC SERVICES/ENFORCEMENT

Speeding is considered a crash severity multiplier. Simple driving errors that would normally result in property damage only, often result in serious injury or fatal crashes when excess speed is introduced into the equation. A driver who is; speeding, driving aggressively, unbelted or under the influence, greatly increases his or her chances of becoming involved in a serious injury or fatal crash.

The Office of Traffic Safety recognizes that aggressive enforcement of safety belt use, impaired driving, and speed-laws are an effective ways to reduce motor vehicle crashes and the resulting injuries and fatalities. Sustaining traffic enforcement, however, has become very difficult for law enforcement agencies due to shrinking budgets and changing priorities. At DPS-OTS, we are committed to finding resources to assist law enforcement in their endeavor to change driver behavior.

Joining Forces has been a successful, on-going, multi-jurisdictional law enforcement program in Nevada since 2001. It addresses DUI, safety belts, and this year, speed enforcement. *Joining Forces* events usually coincide with national campaigns and provide stepped up enforcement through the Selective Traffic Enforcement Program (STEP), saturation patrols, and DUI checkpoints. Through this program, DPS-OTS provides funding for overtime for these activities. In addition to providing large agencies with the tools to conduct enforcement, it allows smaller, rural agencies to provide enforcement that would otherwise not be possible.

Our Successes

Robust law enforcement, combined with highly visible and aggressive media, has a definite impact on the public driving behavior. During 2007, the DPS-OTS and law enforcement conducted specialized enforcements throughout the year, specifically during the *Click it or Ticket* campaign, the *Over the Limit, Under Arrest* enforcement, and Nevada's "Pace Yourself" speed reduction program.

Our Challenges

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

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

Actual Performance: In 2006 FARS data, speeding was determined to be a contributing factor in 159 fatal crashes or 36.9% of the total.

COMMUNITY PROGRAMS

Community Programs promote injury prevention at the local level, solving local traffic safety problems using a "bottom up" approach to involve citizens. Comprehensive community-based coalitions of citizens, law enforcement, public health organizations and professionals, educators, business groups, and traffic safety advocates provide program input, direction and community involvement.

Our Successes

University of Nevada Las Vegas Center for Safety Research: In 1996, the Office of Traffic Safety launched the Safe Community Coalition of Southern Nevada. Since then, this program has become the heart of traffic safety in Clark County (Las Vegas). The partnership has focused on community education, receiving invaluable support from the media. In the past year, the Coalition has partnered exclusively with the three "E's" of traffic safety; Education, Engineering and Enforcement. The Coalition is actively involved on the: State's Injury Prevention Task Force, Child Passenger Safety Task Force, Attorney General's Advisory Coalition on Impaired Driving, Trauma Outreach Program and the Department of Transportation State Strategic Plan Technical Working Group.

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

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

Performance Objective: Effectively utilize the University of Nevada Las Vegas Center for Safety Research and Safe Community Coalition to reduce the fatality rate in Clark County by 1% from 14.98 fatalities / 100,000 population in 2004 to 13.82 fatalities / 100,000 population in 2007.

Actual Performance: The 2006 fatality rate for Clark County was 15.92 fatalities per 100,000 population. Although crash data is incomplete as of this report, preliminary FARS data indicates a significant reduction in fatalities in Clark County during 2007 that will result in a fatality rate of 13.65.

TRAFFIC RECORDS

The Nevada Highway Safety Information System (HSIS) is envisioned as a source of comprehensive data on all aspects of traffic safety. It provides information critical to the development of policies and programs that maintain the safe operation of State roadways and transportation networks. The Nevada Citation and Accident Reporting System (NCATS) was developed by the State, with federal assistance, to meet this need. The NCATS database now contains over 200,000 crash report records dating from 2004 to the present. This on-going effort involves many departments and agencies throughout the State. All of these agencies also work within their own fiscal and logistical constraints and to meet their own mission and goals, as well as to support NCATS.

Comprehensive traffic record data also provides an understanding of the medical and financial consequences of motor vehicle crashes. It enables state law enforcement and transportation communities to evaluate and compare the effectiveness of motor vehicle, highway safety and injury prevention programs in medical and financial terms. At build-out, the HSIS will relate motor vehicle and crash characteristics to injury propensity and the resulting severity of motor vehicle crashes. One grant project funded for 2008 aimed directly at this goal will allow Nye County, Nevada's largest land area county, to procure and use wireless computer technology for real-time reporting of ambulance run and patient data reports to the State's NEMSIS database and its national counterpart. The ultimate goal is to match that data with NCATS crash data for an unambiguous look at the true costs of accidents and to facilitate more effective emergency response and treatment.

Policies and procedures for implementing changes to the HSIS are done through a cooperative effort of all parties involved in the collection and dissemination of data. In 2000, the DPS-OTS initiated the Traffic Records Coordinating Committee (TRCC). The TRCC is governed by charter and is comprised of all law enforcement, traffic engineering and educational professionals in the State. In 2002, the Traffic Records Committee initiated a project resulting in the implementation of NCATS for the electronic capture of crash and citation data. The TRCC also initiated and implemented a new state-wide crash report form, called the Form 5. In 2007, the TRCC finished and approved a new Property Damage Only (PDO) reporting form. The TRCC is tasked with a complete NCATS Strategic Plan update in 2008.

There are currently 17 law enforcement agencies issuing citations, reporting crashes and transferring data to their own databases electronically. This accomplishment is ahead of the 2006 Strategic Plan goal of 14 agencies by 2008. The principal vendor of choice has been Crossroads Software, Inc. The City of Henderson has implemented their traffic records with another vendor, and three of the larger agencies use different citation data vendors. This has had an effect on the ability to interface with the State's central NCATS traffic records database, a problem that is being addressed in 2007 and 2008.

Our Successes

Traffic Records Coordinator Position. After several years without financial resources, DPS-OTS received funding through Section 408 to fill the critical Traffic Records Coordinator position. This position is essential to ensuring that all highway safety information systems are coordinated between the many state, federal and local agencies.

Transmission of Crash Reports to the State Database: Further development of the automated processes allowed agencies to submit electronic reports to the NCATS central repository. Sixteen of Nevada's largest law enforcement agencies continue to submit electronic crash reports to NCATS. A 2007 grant funded interface allowing Henderson, Nevada's second largest city, to participate in NCATS, will add about 5% to the total crashes reported to the NCATS database in 2008. NCATS now has well over 210,000 crash records residing in the database, from 2004 and the refresh rate is now 60 days.

Development of Property Damage Only (PDO) Report Form: Developed by the TRCC, the purpose of the PDO form is to make a shorter crash report form for traffic crashes where only property damage occurs, saving officers considerable report writing time. It is endorsed by the Nevada Department of Transportation and Sheriff and Chiefs Association.

Our Challenges

Data timeliness and quality is always a concern for those who utilize traffic crash data. We are continuing to add user agencies and improve quality and frequency of crash reports submitted to NCATS.

Performance Objective: *Transfer 85% of Police Accident Reports (PAR) captured electronically into the State Repository (NCATS) every 60 days.*

Actual Performance: *95% of PAR captured electronically pass business rules and are transferred into NCATS every 60 days.*

PAID MEDIA AND PUBLIC RELATIONS

Public media is an effective tool in changing driving behavior. Studies conducted by the National Highway Traffic Safety Administration show that when an effective message is presented to the public in combination with aggressive enforcement of traffic laws, driving behavior does change.

As with most states, Nevada’s media market is very unique. Media availability varies between three markets. The Las Vegas market, which is highly sophisticated, tends to be very expensive and coverage can not always be guaranteed. Media in the Northwestern portion of the State (Reno, Carson City and Gardnerville) tends to be more reasonable with excellent opportunities to get the message out. In Northeastern Nevada (Elko, Winnemucca, and Ely), there are very few resources and very limited coverage.

In Federal Fiscal Year 2007, the DPS-OTS conducted four paid media campaigns. In November 2006 and May 2007 we conducted high visibility enforcement combined with stepped-up enforcement emphasizing *Click it or Ticket* seat belt enforcement using Section 402 and Section 405 funding. In late fall, DPS-OTS ran a DUI radio campaign and in September we sponsored an outdoor motorcycle awareness campaign.

Click it or Ticket Media – November 2006 and May 2007

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

The primary target audience was males ages 18-34, which are not heavy television viewers. For this reason, paid media focused on network prime, sports and select cable networks. Latino males were reached through both general market scheduling and Spanish language television and radio. Seventy percent (70%) of the target audience (males 18-34) received the media message approximately 5 times during the campaign.

Utilizing Section 405 (occupant protection) funds for this campaign, the media budget for the May *Click it or Ticket* campaign included:

<u>Media Type</u>	<u>Spots</u>	<u>Media Costs</u>
Broadcast & Cable TV Las Vegas, Reno, Pahrump & Elko	1,437	\$127,540
General Market Radio Las Vegas, Reno, Pahrump & Elko	515	\$ 37,715
Hispanic Radio LV & RNO	363	\$ 14,745
Media TOTAL	2,315	\$180,000

The November 2006 campaign paid media was also funded by Section 405, but for budgetary reasons, included television media only. Seventy-nine percent (79%) of the target audience (males 18-34) in Las Vegas received the message 3.1 times and sixty-nine percent (69%) of Reno target audience received the message 3.7 times.

<u>Media Type</u>	<u>Spots</u>	<u>Media Cost</u>
Broadcast & Cable TV Las Vegas, Reno, & Pahrump	567	\$78,500
Media TOTAL	567	\$78,500

Impaired Driving Enforcement / Media - August and September 2007

Designed to coincide with the enforcement efforts of Nevada's *Joining Forces*, this DUI message aired during the Labor Day Holiday, August through September 2007. Labor Day is typically a heavy party and drinking time for the target audience. The message was delivered to men ages 18-44 in both the general and Latino markets. Media reach for the Las Vegas market was 70.9% of men ages 18-44 who heard the spot an average of 8.7 times. For the Reno/Sparks/Carson City area, 80.2% of men in the same age group heard the message 11.5 times. Section 410 (alcohol) funding was used as follows:

<u>Media Type</u>	<u>Spots</u>	<u>Media Cost</u>
Broadcast & Cable TV Las Vegas, Reno, Pahrump & Elko	1,996	\$151,249
General Market Radio Las Vegas, Reno, Pahrump & Elko	1,021	\$ 64,700
Media TOTAL	3,017	\$215,949

Motorcycle Safety Awareness Media - September 2006

Although motorcycle safety is an issue at any time of the year, it is particularly vital when the motorcycle festivals are held in Laughlin, Las Vegas and Reno. There is a great influx of motorcycles on both the major freeways and the surface streets during this time. This year's motorcycle awareness campaign was timed to correspond with the Laughlin River Run in May, the Las Vegas Motorcycle Festival in September, and the Reno Street Vibrations also in September.

Our media contractor, Rose Glenn Group, explored several options for media to reach the target audience, specifically, drivers age 25-64 whose driving experience is altered by the high number of motorcycles sharing their road. Because of the modest budget available to reach both markets, broadcast proved to be too costly to achieve enough reach and frequency. Print was considered, but was not only costly, but provides very low message frequency. Based on the fact that we need to reach "drivers", outdoor advertising was recommended. Our media contractor estimated our advertising reached 93.1% of the population.

Our message was posted in May and in September in both major markets utilizing Section 402 and Section 2010 funding. The cost for this campaign, which included 30-sheet posters, was as follows:

<u>Location</u>	<u>Media</u>	<u>Postings</u>	<u>Media Costs</u>
Laughlin River Run	Mobile Bill Board	2 for 30 days	\$25,000
Las Vegas	Outdoor	54 Billboards	\$20,690
Reno	Outdoor	22 Billboards	\$20,000
Media TOTAL			\$65,690

PERFORMANCE SUMMARY

	2001	2002	2003	2004	2005	2006
Population	2,106,074	2,206,022	2,281,669	2,410,768	2,528,869	2,631,057
100 Million Vehicle						
Miles Traveled	18.3	18.0	19.3	19.4	20.8	22.04
Traffic Fatalities	314	381	368	395	428	431
Per VMT	1.7	2.1	1.9	2.0	2.0	1.9
Per 100,000 Population	14.9	17.3	16.1	16.9	16.9	16.4
Impaired Fatalities	133	165	180	154	131	152
% of Total	42.5	43.0	50.0	39.0	37.0	34.3
Per VMT	0.726	0.918	0.933	0.786	0.629	0.690
Population (100,000)	6.31	7.47	7.88	6.38	5.18	5.77
Occupant Protection						
Safety Belt Rate	74.5%	74.9%	78.7%	88.6%	94.8%	91.2
Child Seat Rate	44.3%	49.8%	37.2%	62.6%	55.6%	*
Unrestrained Fatalities	67%	61%	59%	47%	47%	49%
Pedestrian / Bicycle						
Pedestrian	45	52	65	60	63	53
Bicycle	4	6	10	14	10	10
Motorcycle						
Fatalities	21	35	26	52	56	49
% Helmeted	71.4%	90.5%	74.3%	88.0%	70.0%	89.8%
Speeding Involved Crashes						
Total Crashes	121	148	125	135	160	159
% of All Crashes	38.5%	38.8%	34.0%	34.2%	37.4%	36.9%
* 2006 Data is not available						

FEDERAL FUNDING SUMMARY FFY 2007

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 173,497	\$ 222,138	\$ 121,510	\$ 100,627
Alcohol	\$ 182,650	\$ 196,210	\$ 141,280	\$ 54,930
Emergency Medical Services	\$ 10,000	\$ 10,000	\$ -0-	\$ 10,000
Motorcycle Safety	\$ 65,000	\$ 35,000	\$ 33,000	\$ 2,000
Occupant Protection	\$ 448,500	\$ 534,193	\$ 432,917	\$ 101,276
Pedestrian & Bicycle	\$ 40,000	\$ 40,000	\$ 21,317	\$ 18,683
Police Traffic Services	\$ 45,350	\$ 35,000	\$ 30,529	\$ 4,470
Traffic Records	\$ 270,000	\$ 278,000	\$ 109,390	\$ 168,610
Community Safety	\$ 499,973	\$ 546,791	\$ 434,678	\$ 112,113
402 Total	\$ 1,734,970	\$ 1,897,331	\$ 1,324,621	\$ 572,710
NHTSA 405 Occupant Protection	\$ 100,942	\$ 119,971	\$ 119,970	\$ 1
NHTSA 405 Paid Media	\$ 259,000	\$ 237,219	\$ 189,908	\$ 47,311
NHTSA 408 Traffic Records	\$ 300,000	\$ 800,000	\$ 248,711	\$ 551,289
NHTSA 410 New	\$ 10,000	\$ 10,109	\$ 10,109	\$ -0-
NHTSA 410 Alcohol SAFETEA LU	\$ 1,444,298	\$ 1,412,323	\$ 335,523	\$ 1,076,800
NHTSA 410 Planning and Admin	\$ -0-	\$ 120,000	\$ 19,222	\$ 100,778
NHTSA 410 Alcohol Paid Media	\$ 435,000	\$ -0-	\$ -0-	\$ -0-
NHTSA 410 High Fatality Rate	\$ -0-	\$ 1,218,012	\$ 575,623	\$ 642,389
NHTSA 410 High Visibility	\$ -0-	\$ 1,218,012	\$ 575,623	\$ 642,389
NHTSA 2010 Motorcycle Safety	\$ 100,000	\$ 200,000	\$ 80,906	\$ 119,094
157 Incentive	\$ -0-	\$ 2,106	\$ 2,106	\$ -0-
TOTAL NHTSA Funds	\$ 4,384,210	\$ 7,235,083	\$ 3,482,322	\$ 3,752,761
FHWA				
163 Alcohol	\$ 16,287	\$ 16,287	\$ 16,287	\$ -0-
163 Community Programs	\$ 27,731	\$ 27,731	\$ 26,814	\$ 917
163 Occupant Protection	\$ 10,900	\$ 10,900	\$ 9,919	\$ 981
163 Pedestrian & Bicycle	\$ 21,500	\$ 21,500	\$ 20,642	\$ 858
163 Police Traffic Services	\$ 28,250	\$ 28,250	\$ 6,042	\$ 22,209
Accelerating Safety Activity (ASAP)	\$ 10,000	\$ 3,590	\$ 3,590	\$ -0-
TOTAL FHWA Funds	\$ 114,668	\$ 108,258	\$ 83,294	\$ 24,964
TOTAL FUNDING ALL SOURCES	\$ 4,498,878	\$ 7,343,341	\$ 3,565,616	\$ 3,777,725