

FFY 2014

ANNUAL PERFORMANCE REPORT



zero[®]
Fatalities
Drive Safe Nevada

October 1, 2013 - September 30, 2014

ANNUAL PERFORMANCE REPORT FEDERAL FISCAL YEAR 2014

PREPARED BY NEVADA DEPARTMENT OF PUBLIC SAFETY OFFICE OF TRAFFIC SAFETY (DPS-OTS)

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Prepared in accordance with the Moving Ahead for Progress in the 21st Century (MAP-21) Transportation Act, U.S. Department of Transportation, National Highway Traffic Safety Administration (NHTSA)

JAMES M. WRIGHT, GOVERNOR'S REPRESENTATIVE

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2013 NEVADA TRAFFIC SAFETY FACTS

THE OFFICE OF TRAFFIC SAFETY

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013
Fatalities (Actual)	395	427	432	373	324	243	257	246	262	266
Fatality Rate/100 million VMT	1.95	2.06	1.97	1.68	1.56	1.19	1.16	1.02	1.05	1.18
# of Serious Injuries	1,595	1,689	2,011	1,930	1,558	1,412	1,328	1,219	1,099	1,189
# of Fatalities Involving Driver or Motorcycle Operator w/> .08 BAC	112	135	144	118	106	69	69	70	82	79
# of Unrestrained Passenger Vehicle Occupant Fatalities	123	140	147	124	100	82	82	83	72	62
# of Speeding-Related Fatalities	135	160	159	97	93	94	77	68	100	87
# of Motorcyclist Fatalities	52	56	50	51	59	42	48	41	43	57
# of Un-helmeted Motorcyclist Fatalities	6	8	9	7	15	3	10	5	9	7
# of Drivers Age 20 or Younger Involved in Fatal Crashes	53	65	70	66	50	37	23	26	35	30
# of Pedestrian Fatalities	62	64	51	52	56	35	36	47	59	69
% Observed Seat Belt Use for Passenger Vehicles—Front Seat Outboard Occupants	87%	95%	91%	92%	91%	91%	93%	94%	91%	94%
# of Seat Belt Citations Issued During Grant-Funded Enforcement Activities				1,742	6,762	3,692	5,463	5,757	4,413	2,795
# of Impaired Driving Arrests Made During Grant-Funded Enforcement Activities				504	494	1,014	832	554	1,226	996
# of Speeding Citations Issued During Grant-Funded Enforcement Activities				7,752	5,345	19,561	16,612	14,863	14,422	12,124

SAFETY (OTS)

Mission

The Nevada Office of Traffic Safety provides funding and expertise, creates partnerships, promotes education, and develops programs and projects to eliminate deaths and injuries on Nevada roadways.

Performance Goals

Provide efficient and effective management and programming of highway safety resources through planning, coordination, collaboration, communication, implementation, monitoring and evaluation.

Performance Measure

An annual decline in motor vehicle fatalities and serious injuries on Nevada roadways, both in number and rates, and in line with SHSP goals.

Performance Objective

Reduce annual fatality and serious injury numbers by 3.1 percent each year.

- Decrease traffic fatalities by seven percent, from the 2009-2011 average of 275, to 254 by December 31, 2014
- Decrease serious injuries by a conservative nine percent from the 2012 actual number of 1,099 to the 2008 to 2011 trend line estimate of 998 by December 31, 2014

Actual Performance

- Fatalities totaled 266 people on Nevada roadways in 2013, which is a 2 percent increase from the 258 in 2012 (the annual goal is to decrease fatalities each year by at least 3 percent)
- Serious injuries were numbered at 1,189 in Calendar Year (CY) 2013, up 8 percent from the 1,099 in 2012 (the annual goal is to decrease serious injuries each year by at least 3 percent)

Nevada Traffic Fatalities

Year	Motor Vehicle	Motorcycle	Pedestrian	Bicyclists	Other	Total
2005	283	56	63	10	15	427
2006	312	50	51	10	9	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	259
2011	151	40	47	4	4	246
2012	155	43	59	3	2	262
2013	132	57	71	7	4	266

Nevada serious injuries 2008-2013

Year	Incapacitating	Goal	Change
2008	1,558		
2009	1,412	1,512	-9%
2010	1,328	1,370	-6%
2011	1,219	1,287	-9%
2012	1,162	1,182	-4%
2013	1,189	998	+8%

Total fatalities per 100,000 population

Year	Population	Total Fatalities					Rate per 100,000 Population				
		Total	Motor Vehicle	Motor-cycle	Pedestrian/Bicycle	Impaired	Total	MVO	MC	B/P	ID
2007	2,718,336	373	257	51	62	118	13.72	9.9	1.84	1.99	4.34
2008	2,738,733	324	199	59	63	106	11.83	7.23	2.08	2.34	3.91
2009	2,711,206	243	159	42	41	69	8.96	5.86	1.55	1.51	2.55
2010	2,724,636	257	162	48	42	69	9.43	5.94	1.76	1.54	2.53
2011	2,723,322	246	152	40	47	70	9.03	5.58	1.47	1.87	2.57
2012	2,750,217	262	155	43	59	82	9.38	5.64	1.35	2.33	2.18
2013	2,800,967	265	132	53	77	63	9.53	4.71	1.89	2.75	2.25

Program Funding

Designated by the Governor, the Nevada Department of Public Safety (DPS) is responsible for applying for and administering federal highway safety funds awarded to the State to conduct traffic safety programs that positively affect driving behavior. The Director of the Department serves as the Governor's Representative for Highway Safety. To accomplish this task, the DPS-OTS develops an annual Highway Safety Plan (HSP) that identifies key highway safety issues and problem areas in the state. DPS-OTS then solicits proposals statewide to address the identified problems. Available funds are awarded to state and local government and non-profit agencies to implement evidence-based traffic safety programs and projects.

This report outlines the results of the FFY2014 Highway Safety Plan.

The Nevada Department of Public Safety – Office of Traffic Safety (DPS-OTS) annually awards federal funds to state, local, and non-profit organizations desiring to partner in solving identified traffic safety problems. Funds awarded are strictly for use in reducing deaths and serious injuries caused by motor vehicle crashes through the implementation of programs or strategies that address driver behavior in the priority problem areas. These program areas, in alignment with the Strategic Highway Safety Plan (SHSP), are:

- Impaired Driving
- Occupant Protection (seat belts and child safety seats)
- Pedestrian Safety

Federal grant funds are also awarded in six other program areas:

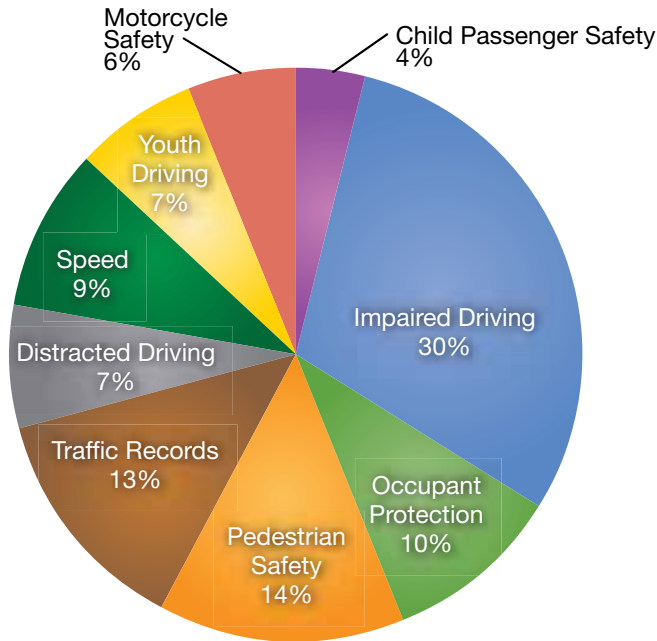
- Traffic Records
- Distracted Driving
- Youth Driving
- Speed
- Motorcycle Safety
- Child Passenger Safety

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 FFY2014 were appropriated from the “Moving Ahead for Progress in the 21st Century” or MAP-21 Transportation Act. MAP-21 includes several funding programs that specifically address behavioral highway safety problem areas. DPS-OTS is currently operating on continuing resolutions of MAP-21 funding in FFY 2015.

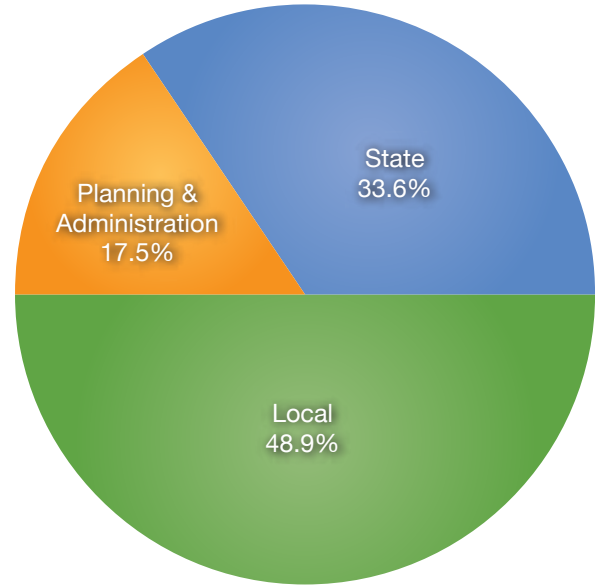
In 2014, Nevada qualified for MAP-21 grants to address Impaired Driving (Section 405(d)), Traffic Records and Data (Section 405(c)), Motorcycle Safety (Section 405(f)) and Occupant Protection (Section 405(b)). Funds for 2014 also consisted of SAFETEA-LU awards carried forward from prior grant years, matching State Highway Funds, and new MAP-21 awards. DPS-OTS was also the recipient of an award from the Nevada Department of Transportation toward media and high visibility enforcement strategies identified in the state’s Strategic Highway Safety Plan (SHSP). NDOT’s two-year monetary award to OTS (2014/2015) from their Highway Safety Improvement Plan (HSIP) funds supported and enhanced SHSP strategies in FFY2014, and will do so again in FFY2015.

Sub-grant awards made by DPS-OTS provide start up “seed” money for projects that conduct proven countermeasures for evidence-based traffic safety problems. Federal funds are intended to create and help sustain successful programs at state and local levels, and to leverage the commitments of state, local and private resources.

Total Funding by Program Area



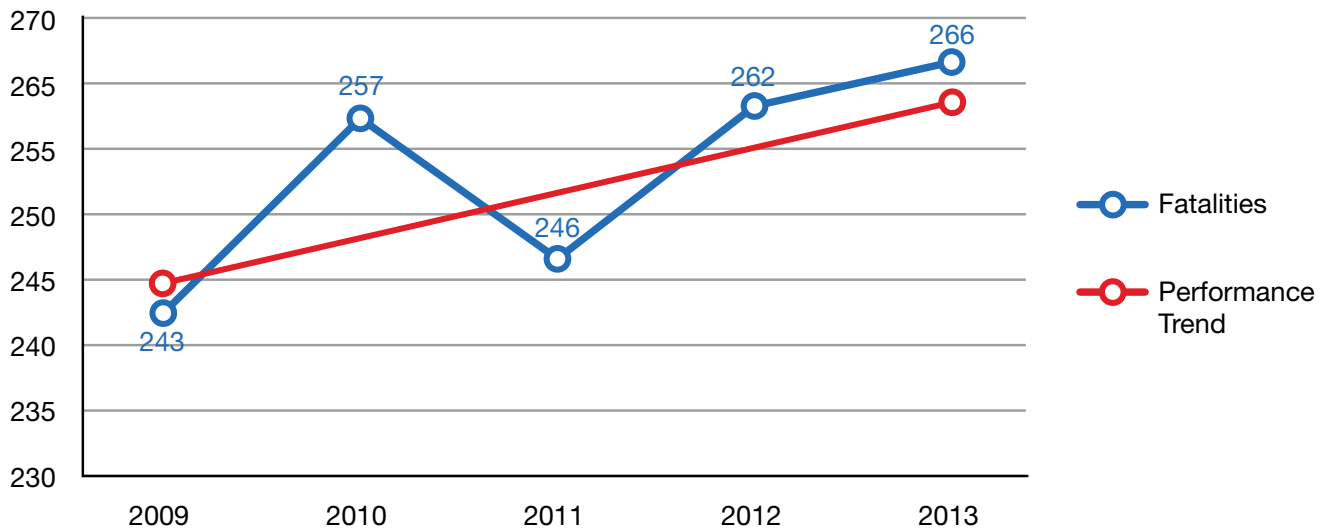
Local, State and Internal Funding



Performance Measures

Rules established by NHTSA allow states to identify problems and funding needs in each of the nationally designated priority program areas. State Highway Safety Offices (SHSOs) have the flexibility to identify additional program areas from their data, along with the amount of funding allocated to each. Nevada utilizes this flexibility in working with its SHSP partners toward achieving its goal of 'Zero Fatalities.' The projects chosen for funding in FFY 2014 included strategies from the SHSP's five critical emphasis areas and their results are detailed on the following pages. (For more on the SHSP, please log on to www.zerofatalitiesnv.com).

PERFORMANCE MEASURE 1: TRAFFIC FATALITIES



The goal for this area is to reduce traffic fatalities on Nevada roadways. Through combined efforts, including a multi-jurisdictional traffic enforcement program, public awareness campaigns and education, OTS is addressing the factors contributing to fatal crashes in Nevada: failure to keep in a proper lane, failure to yield, driving too fast for conditions, drinking, falling asleep/fatigued, drugs, and other unsafe driving behaviors, like distracted driving.

FY 2014 Performance Target

Decrease traffic fatalities by seven percent, from the 2009 to 2011 average of 275, to 254 by December 31, 2014.

Actual Performance

The three year average number for Nevada fatalities in years 2011 to 2013 was 258.

*2014 data is not yet available

Funding Levels:

FUNDING SOURCE	GRANT AWARD	OBLIGATION EXPENDED
402	\$1,678,296	\$1,104,709
405 (SAFETEA-LU)	\$84,834	\$84,834
406	\$329,464	\$329,464
408	\$144,304	\$114,206
410	\$1,025,034	\$1,025,034
2010	\$132,097	\$38,731

154	\$596,844	\$496,702
405(b)	\$932,132	\$290,308
405(d)	\$1,691,403	\$634,822
405(f)	\$69,405	\$2,005
NDOT 21 (HSIP)	\$1,127,629	\$915,201
TOTALS	\$7,811,442	\$5,036,016

Related Projects

TS-2014-NVOTS 658-00082 – Nevada Office of Traffic Safety – NV Joining Forces- High Visibility Enforcement Events

Funding Sources: 402, 406, 405, 405(b), 154, 405(d), NDOT 21

Obligation Percentage Spent: \$1,591,242.62, (93%)

Budget: \$1,715,935

Nevada Department of Public Safety, Office of Traffic Safety (DPS-OTS) developed “Joining Forces” 13 years ago. Joining Forces is a multi-jurisdictional, high-visibility enforcement program for overtime enforcement of traffic safety laws. During FFY14, twenty-four law enforcement agencies participated in the program, covering 99 percent of Nevada’s population. Each agency must participate in two ‘Click It Or Ticket events’: one in November over the Thanksgiving holiday, and another over the Memorial Day holiday; and one DUI campaign over the Labor Day holiday. After agreeing to participate in these three campaigns, other emphasis area events may be selected. This year’s calendar of events included the (2) Click It Or Ticket, (6) Impaired Drivers/Riders, (2) Distracted Driving, (4) Speed, and (2) Pedestrian Safety enforcement events for agencies to participate in. Participating agencies worked scheduled focus area events in tandem with media campaigns’ promoting the same message. Participation in the Joining Forces program currently covers over 95 percent of the state’s population.

During FY14, the JF program experienced law enforcement agencies having staffing shortages (turnover, retirement, attrition, etc., the length of time to train new officers, or the positions weren’t approved to fill); and there were several changes in Joining Forces agency coordinators. The program still had a very successful year enforcing traffic messages, and citations issued increased in all categories. Below is a comparison of citations issued during the 15 scheduled events in FFY13 and FY14:

Category	FY2013	FY2014
DUI	543	720
Seat belt	2,510	3,210
Child Seat	285	438
Speed	12,124	23,964
Pedestrian at fault	184	416
Driver at fault	217	1,299
Cell phone use	3,694	5,238
Drug arrest	155	212
Other dist. driving	106	128

Felony arrest	84	121
Recovered stolen vehicle	9	15
Fugitive	228	299
Suspended/revoked DL	725	1,080
Driver's License/other	1,992	3,630
Registration violation	2,542	4,141
Equipment violation	1,131	1,733
No insurance	3,759	6,338
Reckless driving	107	124
Red light running	3,038	1,614
Failure to yield	715	1,261
All other citations	3,471	4,615
Warnings	9,223	13,361
# of stops	37,367	60,562

This year's Joining Forces program included up to 15 separate high-visibility enforcement events, as follows:

1	Impaired Drivers/Riders	Oct 21-Nov 16, 2013	(154)
2*	CIOT NE & NW	Nov 17-Dec 10, 2013	(405)
	CIOT South	Nov 17-Dec 10, 2013	(21)
3	Impaired Driving	Dec 13-Jan 6, 2014	(154)
4	Impaired Driving	Jan 27-Feb 9, 2014	(154)
5	Distracted Driving	Feb 10-28, 2014	(M402)
6	Speed S & NW	March 1-10, 2014	(M402)
7	Impaired Drivers/Riders	March 10-23, 2014	(154)
8	Distracted Driving	Mar 31-Apr 20, 2014	(21)
9	Speed NE	Apr 27-May 10, 2014	(M402)
	Pedestrian Safety S & NW	Apr 23-May 13, 2014	(M402)
10*	CIOT	May 15-Jun 1, 2014	(21)
11	Speed	Jun 2-15, 2014	(M402)
12	Impaired Drivers/Riders	Jun 12-Jul 6, 2014	(405d)
13	Speed	July 10-28, 2014	(M402)
14	Speed Pedestrian Safety	Aug 4-24, 2014	(M402)
15*	Impaired Drivers/Riders	Aug 22-Sept 7, 2014	(154)

2014 was a banner year for the Joining Forces program. All tracked data items increased significantly from 2013 to 2014:

Event Totals:	FY2013	FY2014
# of co-op events:	744	800
# regular time staff:	986	1,179
# overtime officers:	2,723	3,472
# overtime civilians	73	106
# regular hours worked:	7,521	9,644
# overtime hrs worked:	21,032	28,099
TOTAL # of hrs worked:	28,553	37,744

TS-2014-NVOTS 00080 – Nevada Office of Traffic Safety – Public Communication and Media Plan

Funding Source: 402, 410, 405(b), 405(d), NDOT 21

Obligation Percentage Spent: \$2,692,818, (88%)

Budget: \$3,065,347

Reach and frequency increased for OTS paid messaging this year in most of the critical emphasis areas: Impaired Driving, Distracted Driving, and Pedestrian Safety. However, the 2014 annual Attitudinal and Awareness Survey conducted by University Nevada-Reno showed a slight decline in awareness of “Click it or Ticket” seat belt messages.

New creative was better than ever before. Uniformity of all messaging was achieved via the partnership with Nevada’s Department of Transportation (NDOT) SHSP project and joined funding under the ‘Zero Fatalities’ campaign umbrella, which served well in extending the reach of traffic safety messages. Another program area with an increase in frequency and paid and earned media included the motorcycle safety program. Motorcycle fatalities and crash numbers have gone up significantly in the past couple of years, so additional emphasis was placed on messaging to both the rider (wear a helmet, don’t ride impaired), and the motorist (watch out for motorcycles), especially during large scale motorcycle rallies that were held in Nevada.

For more detail on 2014 media campaigns, please see page 64, “Paid Media and Communications.”

TS-2014-NVOTS 658-00144 – Nevada Office of Traffic – Safety Dashboard

Funding Source: NDOT 21

Obligation Percentage Spent: \$2,285, (4%)

Budget: \$50,000

This project was incorporated into Grant id TS-2014-NVOTS-00080, above, early in 2014 because of its obvious relation to paid media and public relations. The web-based ‘Safety Dashboard’ was put off until 2015 after initial discussions and art work. This project also funded the printing and editing of the OTS Highway Safety Plan 2014, and Annual Report 2013. Outreach events included participation in multiple public events like ‘Divas Day Out,’ ‘Petapalooza,’ and motorcycle rallies.

TS-2014- NVOTS 658-00145 – Nevada Office of Traffic Safety – PR/HSP/Outreach

Funding Source: 21 funding support for TSRP

Obligation Percentage Spent: \$159,344, (69%)

Budget: \$230,000

This project was incorporated into Grant id TS-2014-NVOTS-00080, above, early in 2014 because of their obvious relation to paid media and public relations. The web-based ‘Safety Dashboard’ was put off until 2015 after initial discussions and art work. This project also funded the printing and editing of the OTS Highway Safety Plan 2014, and Annual Report 2013. Outreach events included participation in multiple public events like ‘Divas Day Out,’ ‘Petapalooza,’ and motorcycle rallies.

TS-2014-NVOTS 658-00146 – Nevada Office of Traffic Safety – LEL: Law Enforcement Liaison

Funding Source: 402

Obligation Percentage Spent: \$19,910, (25%)

Budget: \$80,000

This was an internal OTS project to fund a Law Enforcement Liaison (LEL) program for all Nevada law enforcement agencies. The former LEL for OTS had retired years earlier and had not been replaced. OTS tried to hire a retired NHP trooper as the state’s LEL early in 2014, but complications arose with his hiring process and his hiring was postponed until July 8.

The LEL started managing the rural Joining Forces grant projects (high visibility enforcement program) to grasp the program and to initiate him back into the Nevada law enforcement world, but from the OTS side of the spectrum. He was also introduced to working with outreach efforts for OTS safety programs. He has worked well in assisting both the Zero Teen Fatalities program, and the state’s Nevada Rider Motorcycle Safety Program in this past year. The LEL represents OTS on a couple of Impaired Driving committees and represents the office well. The LEL program still has a ways to go before it can be deemed successful, but it does look promising. The incumbent is eager, knowledgeable and motivated in identifying and implementing law enforcement needs for OTS that have been neglected.

TS-2014- NVOTS 658-00115 – Nevada Office of Traffic Safety – SHSP Awards for 2013

Funding Source: NDOT 21

Obligation Percentage Spent: \$1,074, (4%)

Budget: \$25,000

A statewide Traffic Safety Summit is hosted by NDOT and OTS every other year (odd years). In 2014, this project assisted with direct costs associated with the UNLV-TRC’s Center for Safety Research annual awards luncheon held in September, 2013. SHSP Recognition awards were also given out at this event. The balance of this project will be carried forward to utilize for the Traffic Safety Summit being held in Reno, Nevada March 24-25, 2015.

TS-2014-NVOTS 658-00153 – Nevada Office of Traffic Safety – Planning and Administration (P&A)

Funding Source: 402, 410, 406, 154

Obligation Percentage Spent: \$308,893, (100%)

Budget: \$308,893

This project funded a portion of the OTS administrative staff salary, as well as a smaller portion for the Highway Safety Coordinator, Assistant Highway Safety Coordinator, and Management Analyst (Fiscal officer) position salaries and general operating costs, like ink cartridge purchases for printers. When a cost can be tied directly to a program, like Impaired Driving or Seat Belts, then it is charged to the Program instead of to P&A.

TS-20140NVOTS 658-00159 – Nevada Office of Traffic Safety – OTS GRANT SUPPORT

Funding Source: 402

Obligation Percentage Spent: \$47,396, (28%)

Budget: \$164,597

This project funded 1.5 temporary positions to assist with both administrative, and program management tasks for OTS. A full-time program manager was hired in March, 2014; a half-time administrative assistant worked from July 1, 2013 to October, 2014. OTS grant awards and funding sources have quadrupled over the past ten years, with no additional staff added. The Program Manager received both federal and state training in the following areas during 2014: Child Passenger Safety, Joining Forces, Impaired/Alcohol Program, and Pedestrian Safety. It is also responsible for the 2015 Joining Forces Program at OTS. This position also completed the Highway Safety Program Management training through the Traffic Safety Institute in April, 2014.

TS-2014-NVOTS 00173 – Nevada Office of Traffic Safety – Program Management (All Programs)

Funding Source: \$96,000 (2010)

Obligation Percentage Spent: \$535,762, (57%)

Budget: \$947,068

This project funded the salaries and operating costs for all OTS programs during the 2014 grant year. All program management expenses were included in this one document. The breakdown of funds, per program, is as follows:

Program	Funding Source/Section	Amount
Impaired Driving	402	\$41,718
	410	\$81,535
	405(d)	\$61,522
Occupant Protection	402	\$45,417
	405(b)	\$22,462
Speed/Police Traffic	402	\$38,506
	406	\$44,053
Pedestrian Safety	402	\$27,459
Motorcycle Safety	2010	\$38,731
	405(f)	\$2,005
Traffic Records/Data	402	\$25,378
	408	\$106,976
TOTAL		\$535,762

Individual program activities for 2014 will be listed under each applicable Performance Measure in this report, referencing this same grant project document #00173.

TS-2014-BOR, NSHE, obo UNR 00104 – Nevada System of Higher Education – 2014 Traffic Safety Community Attitudes Survey

Funding Source: 402

Obligation Percentage Spent: \$45,711.00, (100%)

Budget: \$45,711

The University of Nevada Reno's main purpose of this project was to provide public opinion telephone survey data to the Office of Traffic Safety regarding the public's attitudes toward key traffic safety issues (e.g., safety belt usage, impaired driving, speeding behavior, and distracted driving). The Office of Traffic Safety will be able to utilize the data and recommendations from the final report as a comparison to baseline measures of community attitudes. OTS can utilize this data for internal evaluation efforts, traffic safety improvements, programming interventions and media releases to reduce traffic fatalities, injuries and crashes in Nevada, and other community education programs. The Center for Research Design and Analysis (CRDA) has been conducting this community attitudes survey for the Office of Traffic Safety since 2009 and uses these data for community planning and educational outreach efforts. The OTS has detailed a longitudinal comparison using the data collected from 2010 thru 2014

The objectives for this project were met, although the number of total completed surveys were lower than the target goal (due to the increasingly lower number of completed landline surveys achieved). The objective was to collect a total of approximately 600 land line surveys and 200 cell phone surveys from a representative NV sample regarding residents' attitudes toward the key issues targeted by the Office of Traffic Safety (impaired driving, safety belts, and speeding); and to determine statistically significant differences in driver demographics (e.g., driving location, age, gender, socioeconomic status, education level, vehicle type, state issuing driver's license) that may account for differential driving behavior in the Nevada population.

Data collection began on the project March 20th and ended August 11th, 2014. There were a total of 653 Nevada residents who completed the survey and whose data were reported in the final report. The overall response rate was 54 percent and the cooperation rate was 73.8 percent.

2010	2011	2012	2013	2014
841 people	884 people	851 people	770 people	653 people
50% female	50.6% female	52.8% female	53.9% female	53.4% female
50% male	49.4% male	47.2% male	46.1% male	46.6% male
89% cooperated	92% cooperated	78% cooperated	76.4% cooperated	73.8% cooperated
605 landline	523 landline	523 landline	525 landlines	338 landlines
236 cellphone	361 cellphone	328 cellphone	245 cellphone	315 cellphones

Seat Belt Attitudes

90% always w/ seatbelts	85.2% always w/ seatbelts	91 % always w/ seatbelts	92.1 % always w/ seatbelts	89.7% always wear seatbelts
7% almost always	8.2% almost always	5.9% almost always	5.1% almost always	7.4% almost always
48% seen CIOT ads In past 60 days	45.3% seen CIOT ads In past 60 days	50.4% seen CIOT ads In past 60 days	34.7% seen CIOT ads In past 60 days	36.2% seen CIOT ads In past 60 days
35% prior to ads were Aware of enforcement	40.9 prior to ads were A ware of enforcement	49% prior to ads were A ware of enforcement	41 % prior to ads were Aware of enforcement	36% prior to ads were A ware of enforcement
71% TV	67.1% TV	77.6% TV	74.6% TV	69.7% TV
26% Billboards	28.5% Billboards	30.8 Billboards	44% Billboards	39.1 % Billboards
15% Newspaper	12.5% Newspaper	16.5% Newspaper	7.4% Newspaper	11.2% Newspaper
14% Radio	22.3% Radio	17.1% Radio	13.8% Radio	18.8% Radio
				8.8% Internet
				8.9% Other

Speeding Behavior

44% rare go 5 m over 35	42.7% rare go 5 mover 70	40.3% rare go 5 m over 65	42.5% rare go 5 m over 65	65 41% rare go 5 m over
21% never go over 5 m	27.1% never go over 5 m	30.4% never go over 5 m	34.6% never go over 5 m	5 m 22% never go over 5
16% mostly go 5 m over	16.8% mostly go 5 m over	12.7% mostly go 5 m over	9 .9% mostly go 5 m over	16% mostly go 5 m over
51% TV	51.1% TV	60.5% TV	62% TV	60% TV
No Billboards reported	19.3% Billboards	7.4 % Billboards	16.4% Billboards	18% Billboards
21% Newspaper	11% Newspaper	18.5% Newspaper	19% Newspaper	17% Newspaper
19% Police Activities	23.1% Police Activities	19.9% Police Activities	17.1% Police Activities	15% Police Activities

Impaired Driving Behavior

23% does not drink Of 77% remaining 64% do not Drive w/ in 2 hrs drinking 73% highly believe they w/b arrested if driving 11% drove after drinking	21% does not drink Of 79% remaining 65.9% do not drive w/in 2 hrs drinking 77.1% highly believe they w/b arrested if driving 8.6% drove after drinking	21% does not drink Of 79% remaining 67% do not drive w/in 2 hrs drinking 72.9% highly believe they w/b arrested if driving 8.2% drove after drinking	32% does not drink Of 68.4% remaining 84% do not drive w /in 2 hrs drinking 66.9% highly believe they w/b arrested if driving 12.4% drove after drinking	34.5% does not drink Of 65.5% remaining 93.3% do not drive 76% highly believe they w/b arrested 5% drove after dknng
59% aware of enforcement 39% were not aware	59.9% aware of enforcement 39% were not aware	58.1 % aware of enforcement 39.7% were not aware	54.3% aware of enforcement 43.9% were not aware	56% aware of enforcement 44% were not aware

Distracted Driving Behavior

51% cell phone usage No reporting hands free cell 51% eating/ drinking 31% adjust controls/ GPS Combined GPS use above 12% texting/emailing 8% personal grooming	58.1 % hand-held cell phone 33.9% hands free cell 78.8% eating/drinking 89.8 adjust controls 29.7% GPS unit 23.5% texting/ emailing 6% personal grooming	26.8% hand-held cell phone 48% hands free cell 74.1% eating/drinking 90.3% adjust controls 27.1% GPS unit 13.2% texting/ emailing 6.5% personal grooming	21.5% hand-held cell phone 50.4% hands free cell 74.3% eating/drinking 87.3% adjust controls 28.4% GPS unit 12.2% texting/ emailing 8.7% personal grooming	35% hand-held cell phone 45% hands free cell 78% eating/drinking 89% adjust controls No GPS data No text/email data 6% personal grooming
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Zero Fatalities Campaign

No Data	No Data	33% aware of Campaign	43.2% aware of Campaign	55% aware of Campaign
No Data	No Data	74.9% heard from TV	74.9% heard from TV	64 % heard from TV
No Data	No Data	25 .1 % read newspaper	16.6 % read newspaper	10.7% rd newspaper
No Data	No Data	13.9% heard Radio Ad	15.1% heard Radio Ad	19% hrd Radio Ad

Safety Car Seats

66% not read, seen, heard anything about car seats 32% had heard about c/s 66% heard from TV 16.8% newspaper 11.3% radio 5.7% internet 14.4% other	66% not read, seen, heard anything about car seats 32.7% had heard about c/s 63% heard from TV 12.4% newspaper 6.7%radio 11.5% internet 22.2% other	67.5% not read, seen, heard anything about car seats 30.7% had heard about c/s 62.5% heard from TV 15 .5 % newspaper 10.1% radio 9% internet 16.6% other	68.7% not read, seen, heard anything about car seats 28. 7 had heard about c/s 68.1 % heard from TV 12.1 % newspaper 7.5% radio 7.4% internet 17.9% other	67.7% not read, seen, heard anything about car seats 30.1 % had heard about c/s 63.3%TV 17.1% newspaper 18% radio 13.6% internet 12% other
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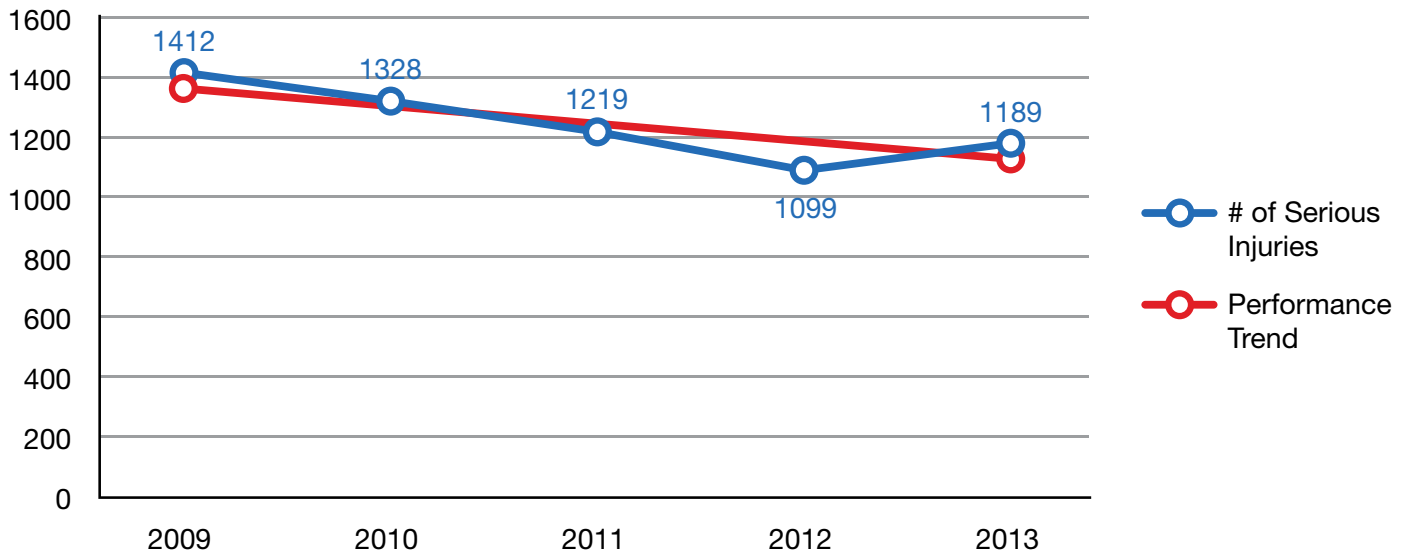
Helmets

55% believed they would be ticketed for not wearing 45% would be likely	94% believed they would be ticketed for not wearing 6% would be likely	98.3% believed they would be ticketed for not wearing 1.9% would be likely	75% believed they would be ticketed for not wearing 25% would be likely	51% believed they would be ticketed for not wearing 40% would be likely
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Moped Helmet Law

No Data	No Data	No Data	No Data	55.2% Strongly Favor 21.6% Favor 5.7% Oppose 5% Oppose
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PERFORMANCE MEASURE 2-SERIOUS INJURIES IN NEVADA TRAFFIC CRASHES



The goal of this area is to reduce traffic fatalities and serious injuries on Nevada roadways. Through combined efforts, including a multi-jurisdictional traffic enforcement program, public awareness campaigns and education, OTS addressed the factors contributing to fatal crashes in Nevada: failure to keep in a proper lane, failure to yield, driving too fast for conditions, drinking, falling asleep/fatigued, drugs, and other unsafe driving behaviors like distracted driving.

FY 2014 Performance Target:

Decrease serious injuries by a conservative nine percent from the 2012 actual number of 1,099 to the 2008 to 2011 trend line estimate of 998 by December 31, 2014.

Actual Performance:

The three year average number for Nevada serious injuries (from motor vehicle crashes) in years 2011-2013 was 1,169.



Funding Levels

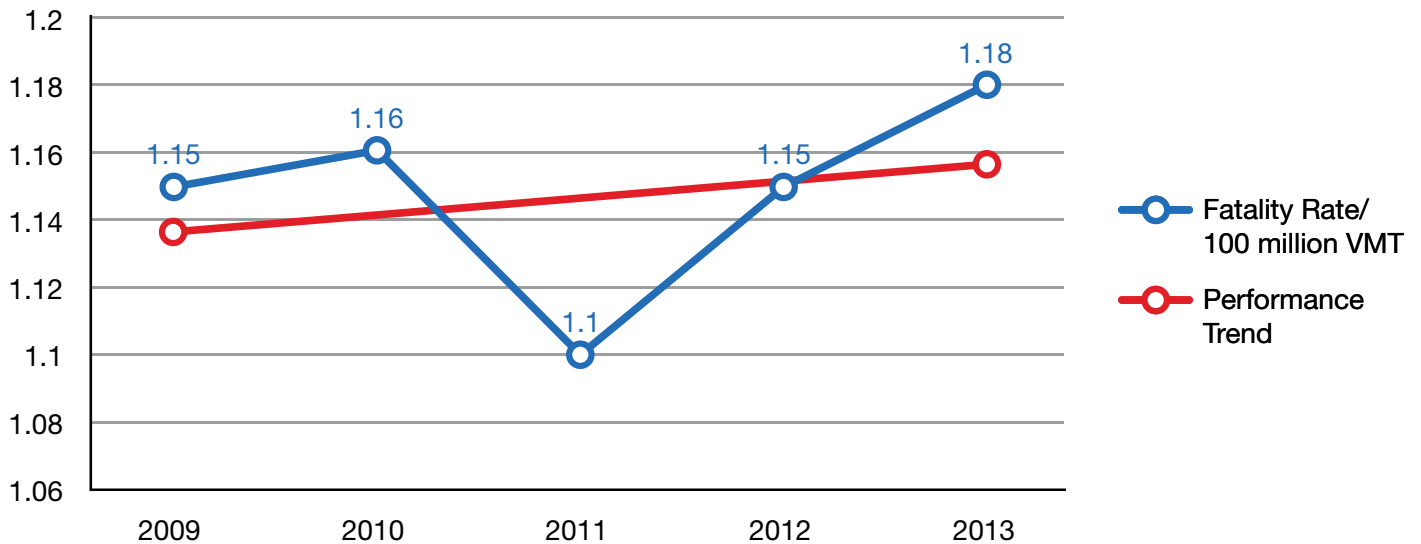
FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$1,678,296	\$1,104,709
405 (SAFETEA-LU)	\$84,834	\$84,834
406	\$329,464	\$329,464
408	\$144,304	\$114,206
410	\$1,025,034	\$1,025,034
2010	\$132,097	\$38,731
154	\$596,844	\$496,702
405(b)	\$932,132	\$290,308
405(d)	\$1,691,403	\$634,822
405(f)	\$69,405	\$2,005
NDOT 21 (HSIP)	\$1,127,629	\$915,201
TOTALS	\$7,811,442	\$5,036,016



Related Projects

See also projects TS-2014-NVOTS 658-00080, 00144, 00145, 00146, 00082, 00173, 00153, 00159, 00104 in Performance Measure 1.

PERFORMANCE MEASURE 3-FATALITY RATE PER 100 MVMT



The goal of this area is to reduce traffic fatalities and serious injuries on Nevada roadways. Through combined efforts, including a multi-jurisdictional traffic enforcement program, public awareness campaigns and education, OTS addressed the factors contributing to fatal crashes in Nevada: failure to keep in a proper lane, failure to yield, driving too fast for conditions, drinking, falling asleep/fatigued, drugs, and other unsafe driving behaviors like distracted driving.

FY 2014 Performance Target:

Decrease Nevada's traffic fatality rate per 100M VMT from 1.22* in 2010 to 1.00 by December 31, 2014.

*The actual rate for 2010 in Nevada was 1.11, but this was not discovered until after publication of the 2014 HSP

Actual Performance:

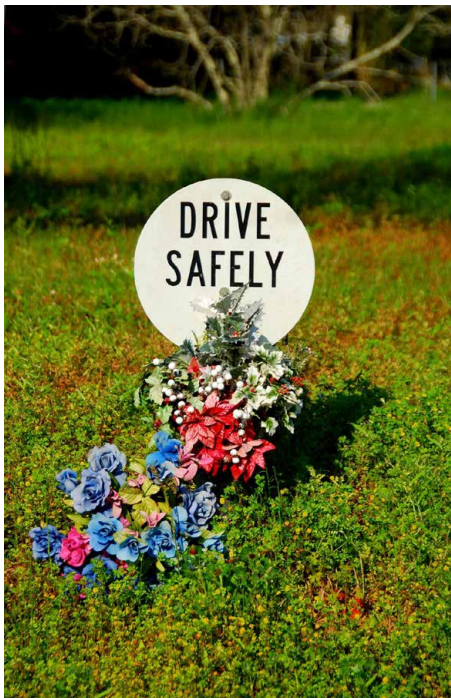
Nevada's traffic fatality rate per 100M VMT in 2012 was 1.05; VMT is still unknown for 2013.

Funding Levels

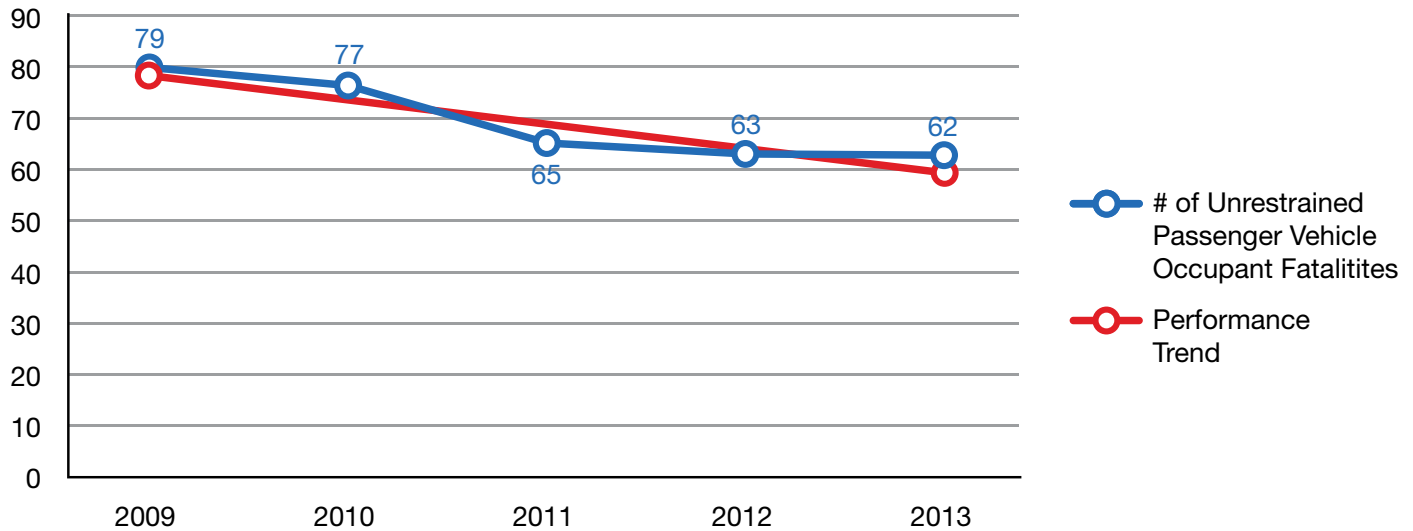
FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$1,678,296	\$1,104,709
405 (SAFETEA-LU)	\$84,834	\$84,834
406	\$329,464	\$329,464
408	\$144,304	\$114,206
410	\$1,025,034	\$1,025,034
2010	\$132,097	\$38,731
154	\$596,844	\$496,702
405(b)	\$932,132	\$290,308
405(d)	\$1,691,403	\$634,822
405(f)	\$69,405	\$2,005
NDOT 21 (HSIP)	\$1,127,629	\$915,201
TOTALS	\$7,811,442	\$5,036,016

Related Projects

See projects TS-2014-NVOTS 658-00080, 00082, 00173, 00153, 00159, 00104, 0144, 0145, 0146 in Performance Measure 1.



PERFORMANCE MEASURE 4- UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES, ALL POSITIONS



The DPS-OTS Occupant Protection (OP) program promotes the importance of proper usage of safety belts and child restraints in motor vehicles, and their interaction with supplemental airbag restraints. The OP program also promotes public education and awareness of Nevada's occupant protection laws.

While the overall observed daytime seat belt usage in Nevada (front seat, daytime only survey) is well above the national average, the rate for child seat usage is lower. Although Nevada has a primary child restraint law, the last usage survey showed an average for infants and toddlers using safety restraints at 55 percent. Nighttime drivers and back seat occupants use their seat belts less than during the day.

The average hospital charge for an unrestrained patient was 191 percent higher than that of a restrained patient (\$79K vs. \$27K). The restraint use by fatal occupants in motor vehicle crashes is far too low, being half of the observed usage rate. With the exception of 2008 (a 10 percent decrease from 2007), the restraint use rate has been within +/-2 percent of 50 percent of all motor vehicle occupant fatalities using seat belts at the time of the crash. The observed usage rates have risen, but the actual fatal usage rates reflect something different.

Forty-seven percent of Nevada fatalities (motor vehicle occupants) were not wearing a seat belt in 2013. With the State's growth and transient population, continual and uninterrupted effort is needed to both increase seat belt use rates with the habitual non-users and part-time users, and to educate new residents and visitors about how seat belts save lives.

FY 2014 Target:

To decrease unrestrained fatalities from the 2009 to 2011 average of 72 to 69 fatalities for the 2011 to 2014 average by December 31, 2014.

Actual Performance

Nevada's 2011-2013 average number of unrestrained fatalities was 62.



Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$ 180,837	\$ 167,719
405	\$ 84,834	\$ 84,834
405(b)	\$ 923,132	\$ 290,308
TOTAL	\$1,188,803	\$ 542,861

RELATED PROJECTS

TS-2014 NVOTS 658-00156 – Nevada Office of Traffic Safety – Occupant Protection Assessment

Funding Source: 402

Obligation Percentage Spent: \$20,862, (59.6%)

Budget: \$35,000

This grant was to provide funding to facilitate a NHTSA OP Assessment for Nevada's Occupant Protection (OP) Program. The goal of these assessments is to identify strength and weaknesses in the state's current OP Program. Funding for this project covered facility and professional services for the expert panelists, travel costs for panel members, interviewees and OTS staff, and materials needed for week long meetings and interviews (audio, visual, paper, printing, printer/copier, etc.).

The OP Assessment was successfully carried out the week of July 20-25, 2014. It was conducted in Henderson, Nevada. The assessment consisted of a review of program materials and interviews with state and community level program directors, coordinators, advocates, law enforcement personnel, researchers, contractors and OTS staff. The recommendations drawn by the assessment team were based upon the facts and information provided in the briefing materials and by the various experts who made presentations. On the final day of the assessment, the team briefed Nevada on the results of the assessment and discussed major points and recommendations. Those major recommendations included the following (in no particular order):

- Analyze seat belt observation data to identify local target areas and to serve as an evaluation tool for tracking trends in local seat belt use

- Require seat belt use for young drivers and their passengers as a condition for continued licensure within Nevada's graduated driver licensing system
- Eliminate the public policy messaging of explaining the limitations of a secondary seat belt law, AND promote the message that the seat belt law will be strictly enforced
- Conduct a child restraint use survey to measure restraint use in Nevada
- Establish and/or support local coalitions that include representatives from traditional and non-traditional organizations
- Use available data and resources to identify populations with low seat belt use rates and work with the media to create effective messaging designed to change the behavior of non-users (rural motorists, young drivers, pick-up truck drivers, Hispanic and African American motorists, night-time drivers, etc.)

These recommendations are being reviewed and implemented by OTS, as applicable and as practical.

TS-2014-UNLV 00158 – University of Nevada Las Vegas – Seat Belt Usage Surveys

Funding Source: M402

Obligation Percentage Spent: \$60,813, (88%)

Budget: \$69,000

This grant project funded Nevada's annual Safety Belt Observational Survey per NHTSA methodology revised and approved in FFY2011, and per 23 CFR Part 1340 (Code of Federal Regulation), "Uniform Criteria for State Observational Surveys of Seat Belt Use," conducted by the University Nevada Las Vegas-Transportation Research Center (UNLV TRC). The official 2014 Nevada safety belt usage rate is 94 percent (93.95 percent). Average fatality distribution across the counties was the basis for choosing observational sites, and usages were calculated on a weighted basis. The observations are conducted both pre-Click it or Ticket campaign, and post-CIOT campaign (April – June). Men still show a lower percentage of seat belt usage than women; however, men increased their seat belt usage significantly more than women did in the post survey, going from a pre-survey rate of 87.8 percent to 92.1 percent post-campaign. Women increased usage slightly, but remained within the 92 percent usage rate both pre- and post-campaign. Ethnic usage rates continue on the trend of 'Other' (primarily Asian) being the highest user of seat belts (92 percent), with Caucasians second (90 percent), and Hispanic populations last (88 percent); although this is an increase for Hispanic seat belt usage from the prior year's rate of 86 percent.

This survey exhibits a high rate of seat belt usage for a secondary law state like Nevada, if not the highest for any secondary law state. However, it should be noted that this survey is conducted in daylight hours only; and only front seat passengers are observed. This tends to skew the results, as Nevada continues to experience 50% of their motor vehicle fatalities being unbuckled in fatal crashes, and data indicating that people use their seat belts less at night than during the day; and use them more on freeways and highways, than on arterial streets around their home. The entire 2014 Seat Belt Survey report is available on the following website detailing the main results for the seat belt survey: <http://trcunlv.com/SB2014/home.html>. This website includes un-weighted analysis on the seat belt usage rates by driver and by passengers, age groups, Nevada-only vehicles, vehicle types, ethnicity, classification of streets, and by counties. Seat belt usage percentages for individual sites are also provided, along with a comparison of seat belt usage rates for years 2012, 2013, and 2014. Work continues to make a combined website that includes integration of all data from the previous three years, surveys of the same survey design. Additional work is being conducted to add more analytical tools to the website, before it goes fully live online.

LFD-2014-UNLV-0042—University Nevada Las-Vegas—NHTSA Occupant Protection

Funding Source: 402

Obligation Percentage Spent: \$13,860, (100%)

Budget: \$13,860

This project funded the stipends for professional services in conducting the NHTSA Occupant Protection Assessment that was held during the week of July 20, 2014 in Henderson. The last Nevada Assessment of its Occupant Protection Program was ten years earlier in 2004. The Assessment Report was very informative about all things occupant protection-related in Nevada (seat belts, child seats). Many Nevada stakeholders from throughout the state were interviewed in regard to Program Management; Outreach; Education; Enforcement; Health/Hospital Services; Data; and types of services provided in Nevada communities. It provided valuable recommendations from national experts on how to improve the OP program in Nevada.

To view the Occupant Protection Assessment Report in detail, please log on to <http://ots.nv.gov>.

TS-2014-NVOTS 658-00078—Nevada Office of Traffic Safety —State OP/OPC Program, Sec. Funding

Source: 402, State Cat 10

Obligation Percentage Spent: \$6,276, (31.38%)

Budget: \$20,000

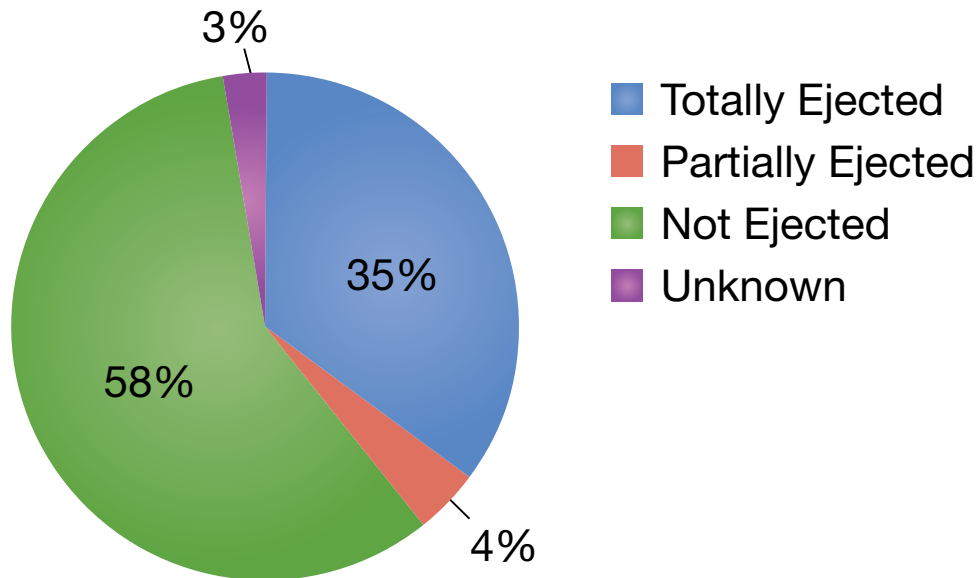
This grant provided funding to facilitate Nevada's Child Passenger Safety Advisory Board (CPS AB) operations, including meeting and operating expenses as needed for the CPS offender program, Family Vehicle Safety Program (FVSP). The grant also provided for some sponsorship and operating costs for the National Safe Kids' Standardized CPS Technician courses that were conducted throughout the state. The grant also provided funding to purchase child safety seats and other program supplies as needed.

Goals of this grant included to maintain and/or increase the observed seat belt usage rate by 1% from 90.5 percent in 2013, to recertify a minimum of 10 CPS Technicians and certify 30 new CPS Technicians along with maintain at least 30% retention rate of current CPS Technicians.

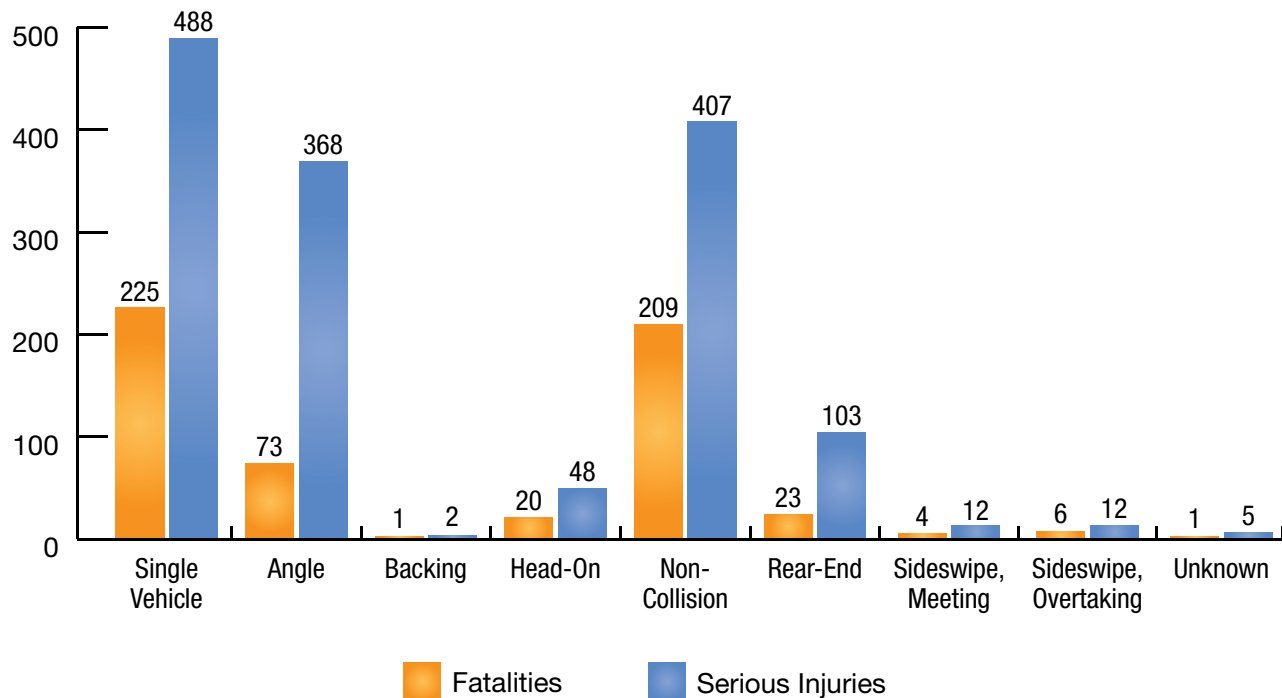
The goals of this project were reached during the period of October 2013-September 2014. The final 2013 observed seat belt usage rate was over 94%. Seventy-three new CPS Technicians were certified and 37 of those eligible for recertification went through the process for a 44.6 percent retention rate. The grant allowed for 5 agencies to receive car seats to hand out to high-risk populations at no cost to the families needing them. The grant also allowed for DPS-OTS to maintain memberships with Seat Belt USA, Safe Kids Clark County, Safe Kids Washoe County and Safe Kids Worldwide. The grant provided funds for statewide first responders (police, fire, EMS, etc.) to take the CPS Technician Training Class. It also allowed the CPS AB members to travel to quarterly meetings. Registration to the annual "Lifesavers" Conference for one of the CPS AB members was also funded.

See also projects TS-2014-NVOTS 658-00173, 00080, 00082, 0153, 0159 in Performance Measure 1.

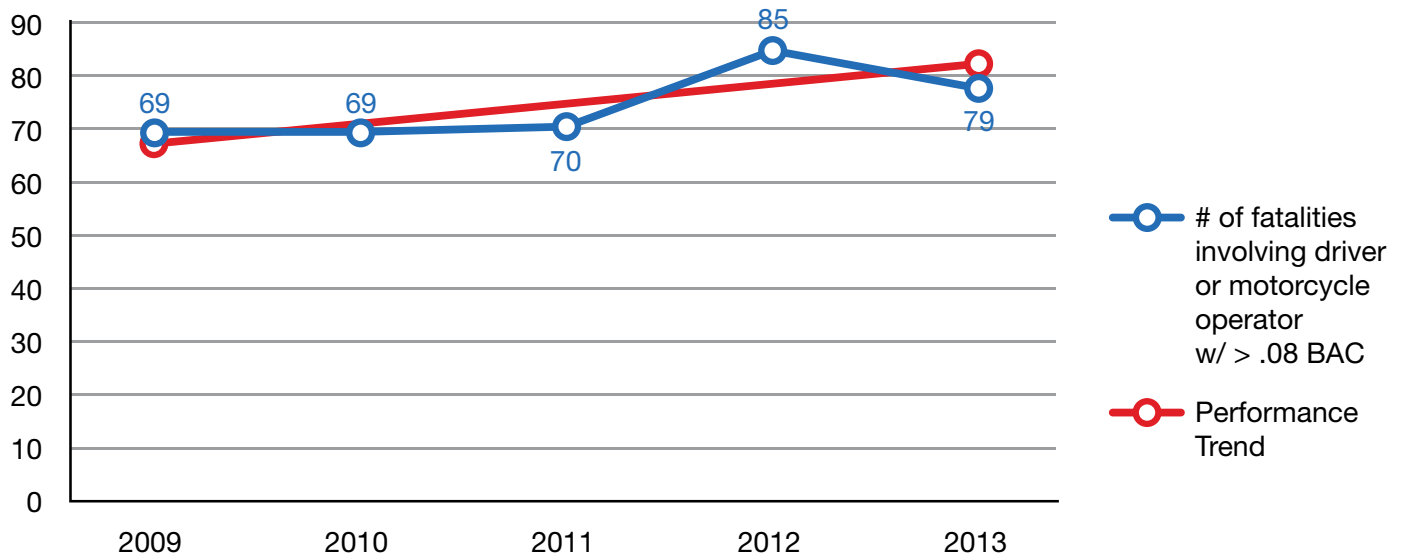
Fatalities Resulting from Ejection in a Crash - 2009-2013



Unrestrained Fatalities by Crash Type - 2009-2013



PERFORMANCE MEASURE 5- FATALITIES INVOLVING A DRIVER WITH A BAC OF .08 OR ABOVE



The goal of this program is to reduce the fatalities and serious injuries resulting from impaired driving crashes on Nevada’s roadways. There are three general areas that make up the overall program for Nevada: enforcement of DUI laws; effective adjudication through Nevada’s judiciary system; and increased outreach and awareness efforts.

Nevada continues its downward trend in alcohol-related fatalities, with an objective to become a ‘low tier’ state within three years (2016) per the preliminary MAP-21 definitions (Alcohol-related fatality rate per AVMT below 0.30); Nevada is considered a mid-range state for FFYs 2013 and 2014 (> .30 but less than .60 fatality rate per AVMT, or annual vehicle miles traveled).

FY 2014 Target:

Decrease alcohol impaired driving fatalities seven percent from the 2011 calendar base year average of 70 to 60 by December 31, 2014.

Actual Performance

Nevada’s number of impaired driving-related fatalities in 2013 was 79, for a three-year average for years 2011-2013 of 78.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$74,837	\$64,834
406	\$22,600	\$22,600
410	\$1,093,874	\$1,093,874
405(d)	\$2,207,774	\$866,797
154	\$596,844	\$496,702
TOTAL	\$3,995,929	\$2,544,807

RELATED PROJECTS

TS-2014-NVOTS 658-00132 – Nevada Office of Traffic Safety – Impaired Driving Professional Development

Funding Source: 410

Obligation Percentage Spent: 0%

Budget: \$25,000

This project provided funding for professional development needs by Nevada's Traffic Safety Resource Prosecutor (TSRP), prosecutors, judicial members, and others on topics related to impaired driving adjudication. Nevada's TSRP is employed by the Clark County District Attorney's Office, where this project allows for other TSRP needs, such as travel. Objectives were to provide at least one session per year specific to impaired driving to Nevada Judges by working with the National Judicial College and the Administrative Office of the Courts. The National Judicial College hosted a four-day course "Traffic Issues in the 21st Century" October 6 – 9, 2014 in Reno. Subjects included Impaired Driving and Per Se Laws, Fundamentals of Alcohol and Drug Testing, Addiction Issues, and Recent 4th Amendment Issues. OTS bore no expenses for this project, however, in 2014.

TS-2014-CC DISTRICT COURT 00058 – Carson City District Court – Carson City Felony DUI Court

Funding Source: 405(d)

Obligation Percentage Spent: \$49,159, (93%)

Budget: \$52,847

The project goal was to develop a self-sustaining program for the treatment of those found guilty of impaired driving that will reduce their recidivism rate by 50 percent or more, thereby reducing the likelihood of individuals re-offending, thus saving lives and preventing injuries. The Western Regional- Carson City DUI Court program worked to maintain integrity by following the 10 guiding principles of DUI courts. The Western Regional- Carson City DUI Court program also worked on establishing a court for misdemeanor participants in the upcoming year. Carson City Justice Court is working towards establishing a misdemeanor Drug Court as well, and there is discussion of a partnership and sharing of resources, such as judicial time, to effectively support such programs. During the grant year, 1,454 drug and alcohol tests were collected from participants. Participants were tested using the random Color Code system, which has proven to be highly effective at identifying drug and/or alcohol use in participants. The Western Regional- Carson City DUI Court Program continues to utilize the SCRAM alcohol monitoring and house arrest equipment to enforce the 180-day house arrest requirement of the program. This system has proven to be an effective tool to monitor alcohol use and compliance with house arrest parameters in new Program participants.

The year was primarily successful for the Western Regional- Carson City DUI Court Program. There were 11 graduates, one discharge due to non-compliance, and unfortunately one death. 13 participants entered the program, where two transferred to other jurisdictions. On September 30, 2014, there were 28 active participants. Numbers are expected

to remain stable in the coming year. Two prior graduates of the program were re-arrested for DUI offenses; one was sentenced to prison and the other is awaiting sentencing. Overall, the program was a success for 85% of its graduates/participants.

TS-2014-CLARK CO COURTS 00017 – Clark County Courts – DUI Court Program

Funding Source: 410, 405(d)

Obligation Percentage Spent: \$62,126, (71%)

Budget: \$88,098

Project funded the Las Vegas Justice Court's DUI Court program for the Clark County Courts. Costs included those for the DUI Case Manager salary, benefits, and travel to one related conference. This court runs two programs, Specialty Courts, and the Moderate Offender Program.

Goals included:

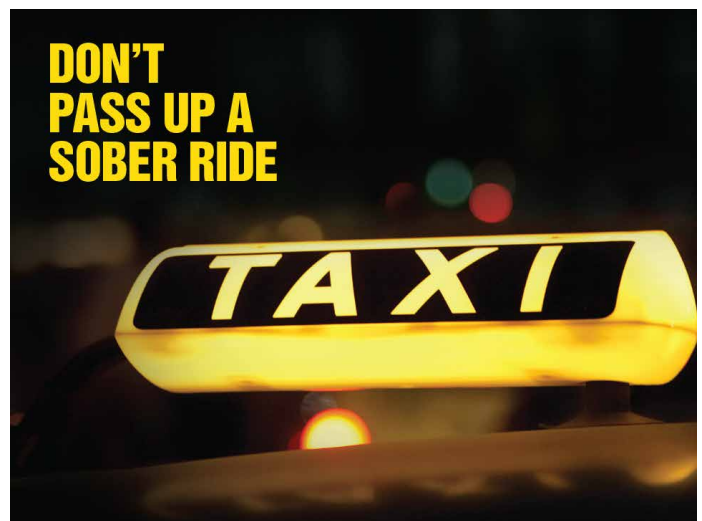
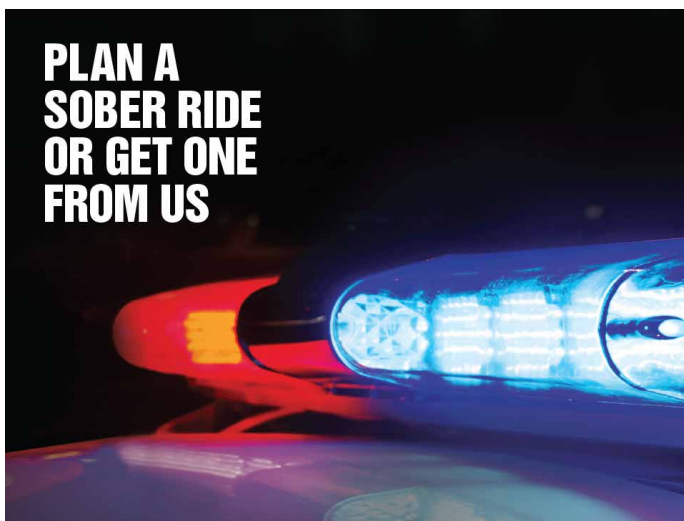
- Bring total enrollment in both programs to 225 participants by end of the grant year
- Achieve a program retention rate of 80% by end of grant year
- Achieve a program recidivism rate of 10% or less by end of grant year.

Challenges this year were getting the judges (and district attorneys) to refer defendants to the program and process. With a new Chief Justice starting in 2015, it is hopeful that enrollment in the program will increase and some changes will be implemented to make the program even more available. The retention rate is at 98 percent, with a recidivism rate for the grant year at less than 4 percent.

The number of participants stayed consistent, with five new entries into the program, two defendants being transferred to other programs, one termination, and four graduates.

Tracking is being done weekly for the two programs to ensure an accurate count of graduates, new program starts, and terminations. This data is kept for future recidivism rate studies.

Information about the program is disseminated through the Clark County District Attorney's Office who meets and collaborates with the Moderate Offender Program Coordinators on a regular basis.



TS-2014-DPS NHP 00165 – DPS Nevada Highway Patrol – DUI DETECTION-PBT DEVICES

Funding Source: 410, 405(d)

Obligation Percentage Spent: \$3,060, (3.06%)

Budget: \$100,000

This grant was to provide new preliminary breath-testing (PBT) devices to 200 sworn NHP officers. The devices would allow NHP to identify and prosecute impaired drivers more efficiently as the devices they currently have are over 10 years old and only 30 percent are able to meet and keep a qualifying calibration.

Only five devices were purchased for testing in the last quarter of the project, due to some confusion about the “Buy America” requirements for federally-funded equipment purchases. Although the program didn’t meet its goal of replacing 200 units, it did allow a few approved devices to be purchased and subsequently tested for a future purchase.

TS-2014-EAST FORK JUSTICE 00121 – East Fork Justice Court – Douglas County DUI

Diversion Program

Funding Source: 410, 405(d)

Obligation Percentage Spent: (\$41,250) 100%

Budget: \$41,250

Project funded the District Court’s Felony DUI Diversion Program for the Douglas County Department of Alternative Sentencing. Costs included those for the DUI Case Manager salary, benefits, and travel to a DUI/Drug Court Conference. The project also purchased supplies for toxicology testing of participating defendants. In addition to pursuing self-sustainability, and assisting defendants with securing employment, the program’s goal was to reduce recidivism to 40 percent or less.

During the grant year, 78 defendants entered the program. Some of the offenders were transferred to other jurisdictions for supervision. At the end there were 19 participants still in the program. Of 50 participants no longer in the program, 24 violated terms of their probation and were sentenced to prison and 26 successfully graduated from the program. Of those graduates, two reoffended with a new DUI charge (8 percent of graduates).

For FFY2014, the DUI Case Manager position was funded at 75 percent through this OTS grant. For FF2015, the OTS funding has been reduced to 50 percent.

TS-2014-FRONTIER COMM 00052 – Frontier Communities Coalition – Tri-County Impaired Driving Awareness Program

Funding Source: 405(d), 410

Obligation Percentage Spent: \$18,636, (93%)

Budget: \$20,000

This project was funded to increase the awareness of the dangers of impaired driving (decreasing the number of impaired drivers on the roadways). To create and improve programs for the adult populations of three rural Nevada counties: Pershing, Humboldt, and Lander in which the adult driver age 24 to 35 is the age group at most risk. The secondary group is ages 16 to 23, as this group is relatively inexperienced and or new drivers which can benefit from early preventative efforts to reduce current and or later impaired driving choices.

During the grant cycle, Frontier Community Coalition (FCC) utilized strategies that included community partners and increased the awareness of issues related to impaired and or drunk driving. They accomplished this goal by creating an educational program for individuals, beginning in the early teenage years and continuing into adulthood. They increased knowledge and perceived risk related to driving while impaired or drunk by partnering with the D.A.R.E.’s “Keeping it REAL” program for education activities as well as presenting materials at community events and school functions.

They utilized existing partnerships and had presentations about the dangers of driving impaired to community members as well as to students. They delivered the program to Grass Valley Elementary School educating 200 students, Sonoma Heights Elementary School educating 389 students, Lowry High School educating 265 students, McDermitt School educating 144 students, Battle Mountain High school educating 20 students, Austin School educating 8 students, and Pershing County High School educating 176 students for a total of 1,202 students in the Tri-County area. Each program included Community Health Surveys to assess youth knowledge and attitudes towards drinking, and toward drinking and driving.

Pershing County Coordinator along with the FCC Director attended 5 Community Health Promotion meetings to inform and educate the local communities about impaired driving. Lander County Coordinator and FCC disseminated information to an event in Winnemucca serving 83 people. FCC held 3 meetings per month serving 110 people in the Tri-County area. The FCC Director participated in a Heart Health Day which resulted in many local residence receiving education about drinking and the health of your body and heart. Pershing County Commissioners passed an ordinance that requires Beverage server training to all businesses and individuals who sell, barter or trade alcoholic beverages to educate them on signs of excessive drinking in hopes of reducing impaired driving by patrons. The FCC Director attended a Signs of Suicide Training put on by the office of suicide prevention. This outreach to these small communities is very valuable in reaching the younger populations to inform and educate about the severity of impaired driving and work toward the goal of lowering impaired and or drunk driving statistics.

TS-2014-LVMPD 00003 – Las Vegas Metropolitan Police Department – DUI VAN

Funding Source: 406, 405(d)

Obligation Percentage Spent: \$104,938, (94%)

Budget: \$110,869

The Las Vegas Metropolitan Police Department currently operates three DUI vans. These vehicles are designated to assist with the processing and arrests of impaired drivers in the Las Vegas Valley. All three of the vans are equipped with an Intoxilyzer breath-testing machine. The vans are also capable of holding and transporting up to four prisoners at one time. The vans are usually deployed with two uniformed officers for both officer safety and for operational purposes. During this fiscal year from October 2013 to September 2014, these vehicles and officers assisted with the arrests of 296 impaired drivers and processed numerous other drivers who were released after they passed the required field sobriety and breathalyzer tests. The vans were deployed on 59 separate occasions for regular patrol, mostly on Friday and Saturday nights. During these days, the vans responded to other patrol officers on request to aid in the processing of the impaired drivers. The vans also assisted with 9 field sobriety checkpoints during the above mentioned time period. The program was relatively successful for this time period with only one difficulty noted by many officers: Officers cited the vans being too large to effectively maneuver through city traffic and get to other officers in a timely manner. Furthermore, officers expressed concerns that the vans are too large and slow to conduct vehicle stops during the officers' downtime, when they are not being called to assist other officers. Suggestions for the future of this program would be to allow the use of different, smaller vehicles to be utilized for the purpose of DUI enforcement. With the equipment becoming smaller and more portable in the future, it was suggested that officers deploy in an SUV or similar vehicle, where they would be able to conduct their own self-initiated vehicle stops and look for impaired drivers on their downtime.

TS-2014-NYE COMM 00029 – Nye Communities Coalition – Impaired Driving & Occupant Protection

Funding Source: 410, 402

Obligation Percentage Spent: \$15,998, (99.99%)

Budget: \$16,000

This program was funded to allow Nye Communities Coalition (NCC) staff to provide education to the community, with focus on the youth, to prevent DUI and distracted driving. The NCC utilized a computer program system to simulate impaired and distracted driving along with the fatal vision goggles during events. The funding allowed NCC to expand their efforts into Lincoln County, in addition to their efforts in Nye and Esmeralda Counties. Their goals were to deliver awareness and education to a minimum of 300 youth and participate in a minimum of 6 community events.

The program successfully provided awareness and education at 12 community events with a combined attendance of over 4,000. Both the DUI/distracted simulator and fatal vision goggles were used at all events to help get discussions started. The coalition coordinator appeared on a local TV program to speak of the dangers of youth alcohol usage. The program has a viewership of over 8,000 community members.

TS-2014-UNR 00014 – University of Nevada – Reno Pedestrian Safety: Distracted Walking/Driving Awareness/“Do the Ride Thing”
Funding Source: 21
Obligation Percentage Spent: \$63,575, (90%)
Budget: \$70,000

This program was funded to provide Pedestrian Safety Initiatives including directed enforcement, education and awareness events to reduce traffic/pedestrian accidents, injuries and fatalities on and around the University of Nevada, Reno. UNR Designated Driver Program, “Do the Ride Thing,” encourages safe and responsible behavior regarding impaired driving. This program was to build on the success of previous pedestrian safety projects conducted by UNR Police Department and the Davidson Academy of Nevada, which have been funded previously by OTS. UNRPD continued to educate the university and surrounding community about traffic and pedestrian safety on the roadways around the campus, and behaviors that will improve safety on any roadway in Nevada.

UNR Police Department was successful in conducting four cooperative enforcement operations with Reno Code Enforcement and the university to educate students and the surrounding community on pedestrian safety, underage drinking, distracted driving and walking, and driving while impaired. They increased the community’s awareness of Social Host Ordinances and traffic laws including distracted driving and walking. They worked to reduce speed on the streets surrounding the university and reduce pedestrian crosswalk violations. Data showed a nearly 13 percent decrease in self-reported impaired driving or riding with an impaired driver. They distributed educational materials and incentives to over 500 students during the grant cycle. They held two events on campus each month to inform and educate students about the risks of drinking and driving, and distracted driving and distracted walking. They collected over 100 safety pledges from UNR students and recruited five local businesses to offer incentives to designated drivers. They created and maintain a Facebook page where they post schedules of events and awareness campaigns.



TS-2014-WC 2ND-JUDICIAL COURT 00093 – Washoe County 2nd Judicial Court – Felony DUI Court

Funding Source: 405(d)

Obligation Percentage Spent: \$27,064, (93%)

Budget: \$29,000

During the last year, 57 new participants entered the Felony DUI Court. Each of these participants completed a full orientation and were immediately engaged in the program's requirements including weekly court appearances. Also during this year, 70 participants exited Felony DUI Court. Of these 70 participants, 56 graduated, three were transferred to another jurisdiction, eight were involuntarily removed and three voluntarily removed themselves. At the end of this year, five participants were on bench warrant status. Felony DUI Court set up 25 individuals on the interlock ignition device. Staff requires all participants to be eligible for the program, serve six months of house arrest, attend counseling weekly, attend 12-step meetings weekly, install an ignition interlock device in order to receive driving privileges, randomly drug and alcohol test, report in person for check-ins a minimum of twice per week, and complete a minimum of three years of participation in Felony DUI Court.

An ongoing challenge facing the Felony DUI Court has been increasing the number of new participants. At the end of the reporting year, there are 128 participants and there is anticipation of numerous graduations in the upcoming months. In order to keep the numbers consistent in the program, the Felony DUI Court needs to maintain new participant enrollment. To address this challenge, Felony DUI Court staff is increasing its effort to inform Public Defenders and private attorneys of the program. Another challenge this year was the staffing reduction to a single project coordinator, as one of the Specialty Courts Officers left the Court to pursue a job opportunity at a federal level. This required Specialty Courts to open recruitment for a Specialty Courts Officer position and begin the interview process, with anticipated hiring by the end of the calendar year. Throughout this year, Felony DUI Court met its goal as outlined in the Project Agreement. Since the inception of the program in 2009, Felony DUI Court has experienced just 3% recidivism of its graduates. Out of 196 successful graduates from Felony DUI Court, only 1 was rearrested for a new drinking and driving charge during this year. The Felony DUI Court is also working to become a self-sustaining program by collecting all required fees. During this reporting year, collection of fees remained steady by utilizing sanctions and incentives to ensure payment compliance. Felony DUI Court staff emphasize the coordination of all aspects of treatment and serve as a liaison for court staff members and stakeholders. During this year, communication between treatment providers was enhanced and stakeholder relationships were strengthened.

TS-2014-NVOTS 000147 – Nevada Office of Traffic Safety – Judicial Education Annual Training and Outreach

Funding Source: 402

Obligation Percentage Spent: \$1,950, (5%)

Budget: \$35,000

The project was to ensure that all Nevada Judges have the opportunity to have the latest information on the "best practices" for successful adjudication of impaired driving cases, and how they may be applied under Nevada Law. The goal was to increase the number of Nevada Judges who have participated in this impaired driving course. This concentrated course has not been offered in the past. There was an annual training session held for both Northern and Southern Nevada. The training sessions were a joint effort between: Office of Traffic Safety, Administrative Office of the Courts, and the National Judicial College. Instructors were selected by the National Judicial College in Reno, Nevada. This project provided for three (3) Judges to attend the 2014 Traffic Court Seminar hosted by the American Bar Association in Chicago, IL on April 9-11, 2014.

TS-2014-NVOTS-658-00161- Nevada Office of Traffic Safety- OTS CMI Intoxilizers (Internal Equipment)

Funding Source: 402

Obligation Percentage Spent: 0%

Budget: \$10,000.00

This grant was to provide funding for ongoing maintenance of the now State-owned evidentiary breath test devices, or CMI Intoxilizers, and the annual renewal of data base software for lab tests and other miscellaneous items. With the conversion of the evidentiary breath test devices to being state-owned (from forensic lab-owned two years ago), it is now necessary for OTS to have an ongoing project for maintenance of the devices and software licenses for the test data base. These costs are estimated to be less than \$10,000 per year.

This project in 2014 was intended to purchase the updated breath test data base software and/or renew the annual license fee to maintain the most recent version of the software. However, that acquisition is pending further information. The equipment warranty covers repair costs, and/or the labs will do the majority of repair and maintenance over the next several years.

LFD-2014-StCSO-00004—Storey County Sheriff’s Office—Impaired Driving Enforcement Equipment

Funding Source: 402

Obligation Percentage Spent: \$2,395, (100%)

Budget: \$2,395

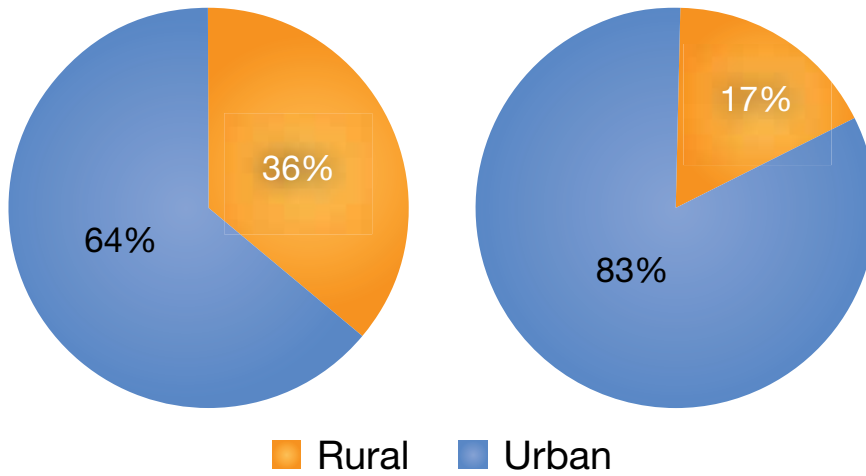
Project funded the purchase of two portable breath testing (PBT) devices for the Storey County Sheriff’s Office. Existing inventory of PBTs were found to be in disrepair despite regular service. Objectives were increase in DUI arrests through more accurate readings of PBTs.

PBTs were purchased and used for regular patrol duties as well as during “Joining Forces” events.

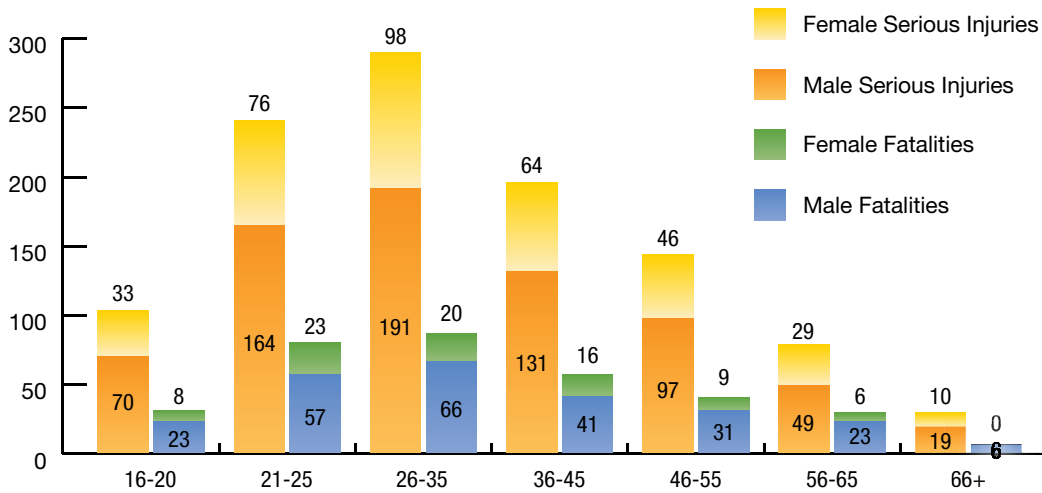
See also projects TS-2014-NVOTS 658-00080, 00082, 00173, 0159, 0153, 0146 in Performance Measure 1.



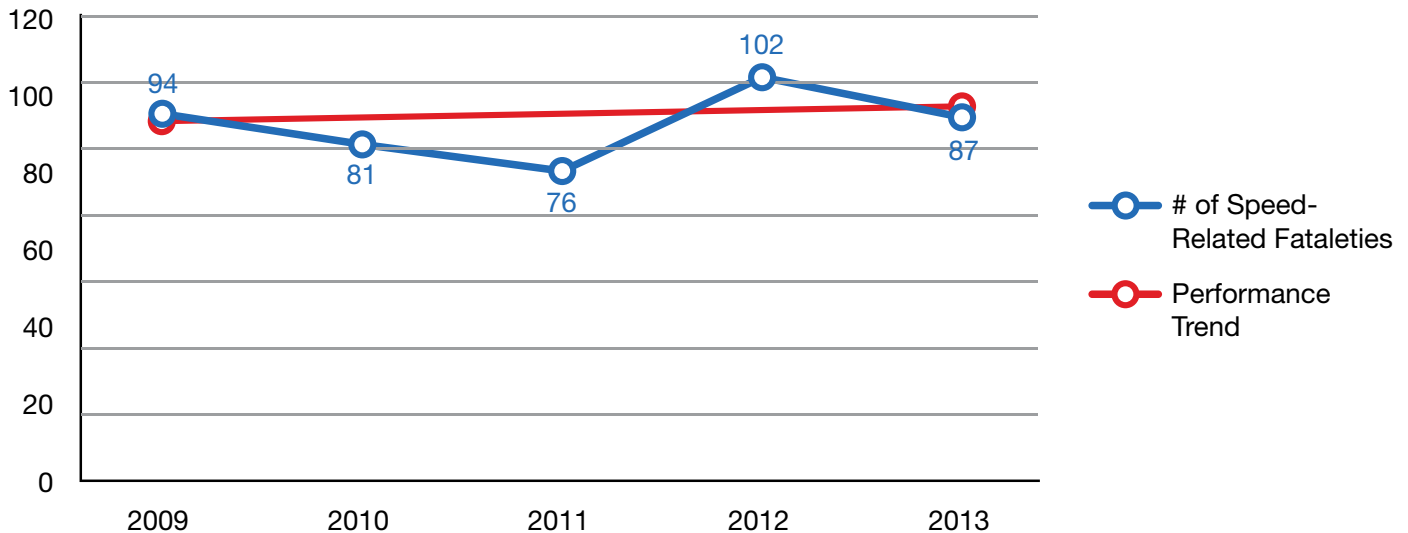
Impaired Fatalities and Serious Injuries by Location - 2009-2013



Impaired Fatalities and Serious Injuries by Gender and Age - 2009-2013



PERFORMANCE MEASURE 6- SPEEDING-RELATED FATALITIES



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 cleanup, and restoring safe and orderly movement of traffic in a timely fashion.

As such, OTS developed “Joining Forces”, a sustained, multi-jurisdictional enforcement program specifically for overtime enforcement of traffic safety laws. If a law enforcement agency wishes to receive overtime funding through the Joining Forces program they must participate in the scheduled CIOT events, November (Thanksgiving holiday), and May (Memorial Day); and DU campaign in September (Labor Day). After agreeing to participate in these three campaigns, other special emphasis events may be selected. Additional events are established in the annual Joining Forces calendar outlining each month’s focus area/event type. This way, all agencies participating in Joining Forces will be working on the same program area, and campaigns’ earned media and paid media statewide will have the same message. Participation in the Joining Forces program currently covers over 90 percent of the state’s population.



The DPS-OTS relationship with law enforcement is critical to the success of many traffic safety counter-measures as well for the prevention of traffic related injuries and deaths. Law Enforcement overtime enforcement efforts such as the “Click it or Ticket” (CIOT) campaign, or “Buzzed Driving is Drunk Driving” DUI campaigns are key to the success of the HSP. 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 net effect of this program is that agencies participate in nine to 12 high visibility enforcement overtime events throughout the year. Agencies also work using other funding and their own resources, thus increasing the number of officers and activities worked.

FY2014 Performance Target:

Decrease speeding-related MVC fatalities three percent from the CY2012 actual number of 69 to 66 by December 31, 2014.

Actual Performance

Nevada’s speed-related fatalities in 2013 were 89, or a three-year average from 2011-2013 of 88.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$387,411	\$387,411
406	\$44,053	\$44,053
21	\$345,250	\$297,563
TOTAL	\$776,714	\$729,027

RELATED PROJECTS

TD-2014-MPD 00084 – Mesquite Police Department – Lidar Handheld Radar

Funding Source: 402

Obligation Percentage Spent: \$7,660, (76.60%)

Budget: \$10,000

Project purchased two handheld LIDAR speed measurement devices to increase the number of speeding citations issued in the City of Mesquite. The Police Department obtained the devices, provided training for officers and implemented the devices in school zones, general speed enforcement and for “Joining Forces” events.

MPD worked with School Resource Officers to speak with High School students speeding in school zones. Officers worked up shifts to develop increased speed-related enforcement in problem areas that included school zones and the boulevard near the Mesquite Recreational Center. A request for an increase in the speed limit was petitioned for this area. But due to recreational activities on both sides of the boulevard, which involves multiple pedestrians crossing the street at any given time, MPD denied the request and instead set up additional speed patrols in the area.

TS-2014-SPD 00040 – Sparks Police Department – Police Radar

Funding Source: M402

Obligation Percentage Spent: \$15,931, (100%)

Budget: \$15,931

Project purchased ten handheld RADAR speed measurement devices and four (4) LIDAR speed measurement devices to increase the number of speeding citations issued in the City of Sparks. This increased the number of patrol officers with speed measurement devices from twelve (12) to twenty-two (22) with a goal of increasing the number of speed-related citations issued in the City of Sparks by 50 percent.

A final comparison of the three-month period after purchase and implementation of the devices with the same three-month period in the prior year resulted in a 45% increase in number of speed-related citations issued, just short of the stated goal. Due to personnel issues, the Sparks Police Department disbanded their traffic unit and put those officers back into general patrol positions. It is believed this contributed to the shortage in the number of speed-related citations.

LFD-2014-StCSO-00006—Storey County Sheriff’s Office—Speed Equipment

Funding Source: 402

Obligation Percentage Spent: \$3,980, (100%)

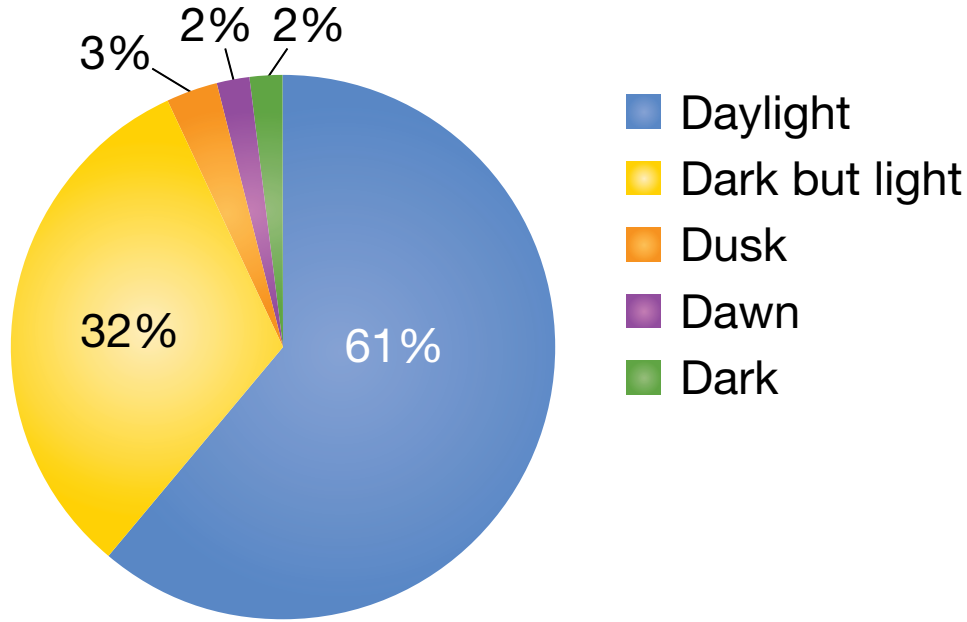
Budget: \$3,980

Project funded the purchase of five (5) RADAR speed measurement devices for the Storey County Sheriff’s Office. Existing RADAR inventory were in disrepair or completely inoperative and there was no budget for replacement. Storey County began participating in “Joining Forces” events and wanted to be more effective in speed enforcement in general.

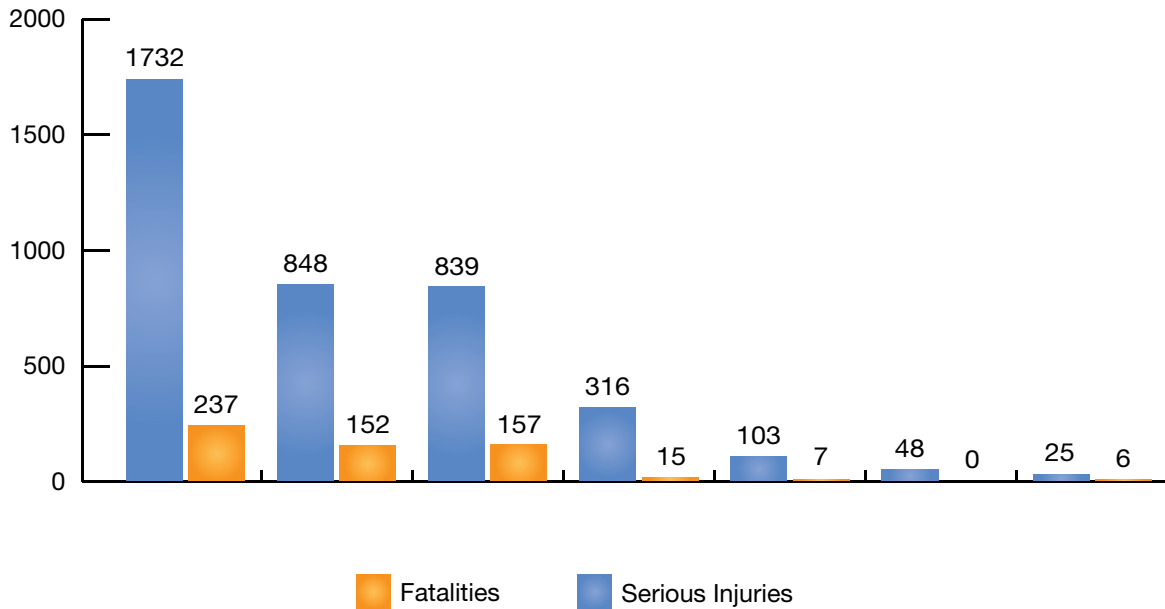
RADAR devices were purchased and used for regular patrol duties as well as during “Joining Forces” events.

See also projects TS-2014-NVOTS 658-00082, 00173, in Performance Measure 1.

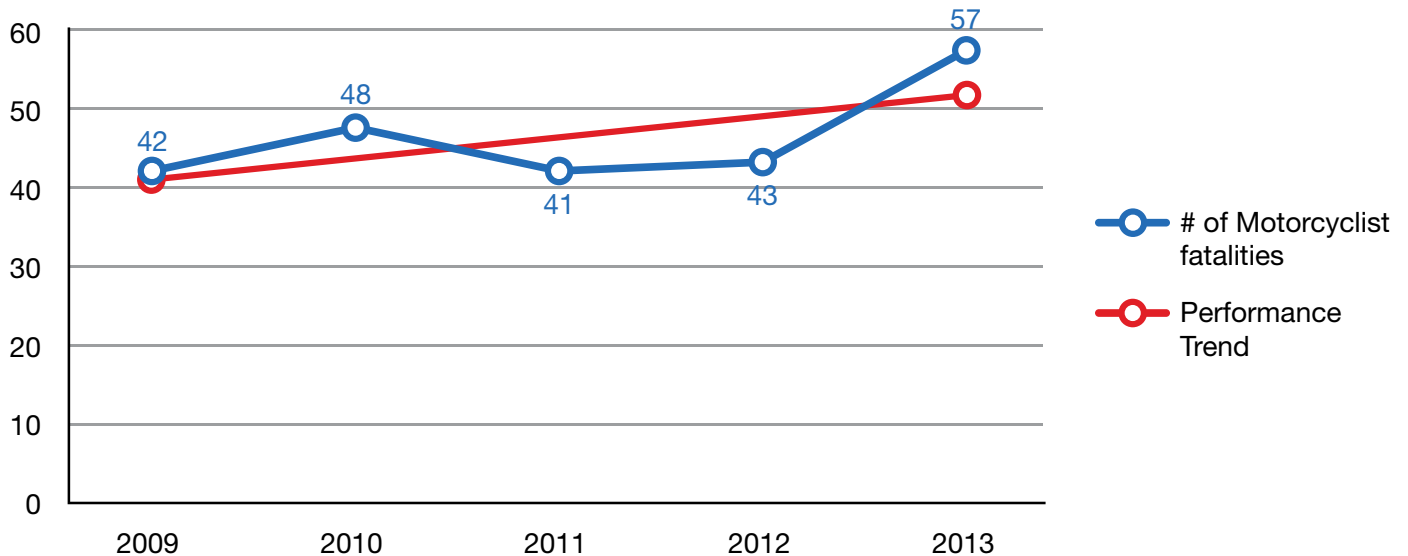
Fatalities and Serious Injuries at Intersection by Lighting Conditions - 2009-2013



Fatalities and Serious Injuries at Intersections - 2009-2013



PERFORMANCE MEASURE 7-NUMBER OF MOTORCYCLE FATALITIES



The five-year average (2009-2013) of motorcycle fatalities is 46. However, in 2013 fatalities spiked to 57 and the 2014 fatalities number will remain at that high level. Un-helmeted fatalities normally are subject to wide percentage swings due to their low number. The 2009-2013 five-year average is seven.

A number of noteworthy initiatives were begun in 2014. The Motorcycle Safety Foundation was invited to Nevada to conduct a Quality Assurance Specialist certification class for a select group of instructors. Eight Nevada Rider Motorcycle Safety Program instructors achieved their Specialist certification and will be the core of a new Quality Assurance Team reviewing and monitoring motorcycle safety classes in the State.

The Motorcycle Safety Foundation, whose curriculum is used in Nevada, has rolled out a new curriculum for the basic class that provides additional focus on rider judgment and decision making. Throughout the remainder of 2014 and into 2015 the Program is re-training and re-certifying all motorcycle safety instructors in the State. The new curriculum will be fully integrated into motorcycle safety training by mid 2015.

Other activities in 2014 included working with the Department of Motor Vehicles to assist in their change to a new motorcycle skills test, continuing outreach to the public by using the SMARTrainer motorcycle traffic simulator at motorcycle rallies, and partnering with organizations such as the Motorcycle Awareness and Rider Safety (MARS) group in Las Vegas, the Carson City Sheriff Office at the Legends of the West Bike and Car event and the Northern Nevada Confederation of Clubs in Reno with temporary signage on a high crash road.

Going forward, the 2014 creation of the new motorcycle safety Critical Emphasis Area (CEA) team will provide valuable input into the Strategic Highway Safety Plan and planning is currently underway for a Nevada Motorcycle Safety Forum that will take place at the Department of Transportation/Office of Traffic Safety biennial Safety Summit to be held in March, 2015.

FY 2014 Performance Target:

Decrease motorcyclist fatalities by six percent from the 2009 to 2011 three-year moving average of 44, to the 2010 to 2012 estimate average of 38 by December 31, 2014.

Actual Performance

Nevada’s 2013 motorcycle fatalities totaled 57, with a three-year average from 2010-2012 of 43.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
2010	\$163,195	\$67,513
21	\$218,800	\$218,800
405(f)	\$69,405	\$2,005
State BA 4691	\$784,804	\$495,803
TOTAL	\$1,236,204	\$784,121

RELATED PROJECTS

TS-2014-UNLV-00177 - Board of Regents – UNLV- Multivariate Statistical Analysis and Visualization of Motorcycle Crash Data

Funding Source: 2010

Obligation Percentage Spent: \$28,728.42, (79%)

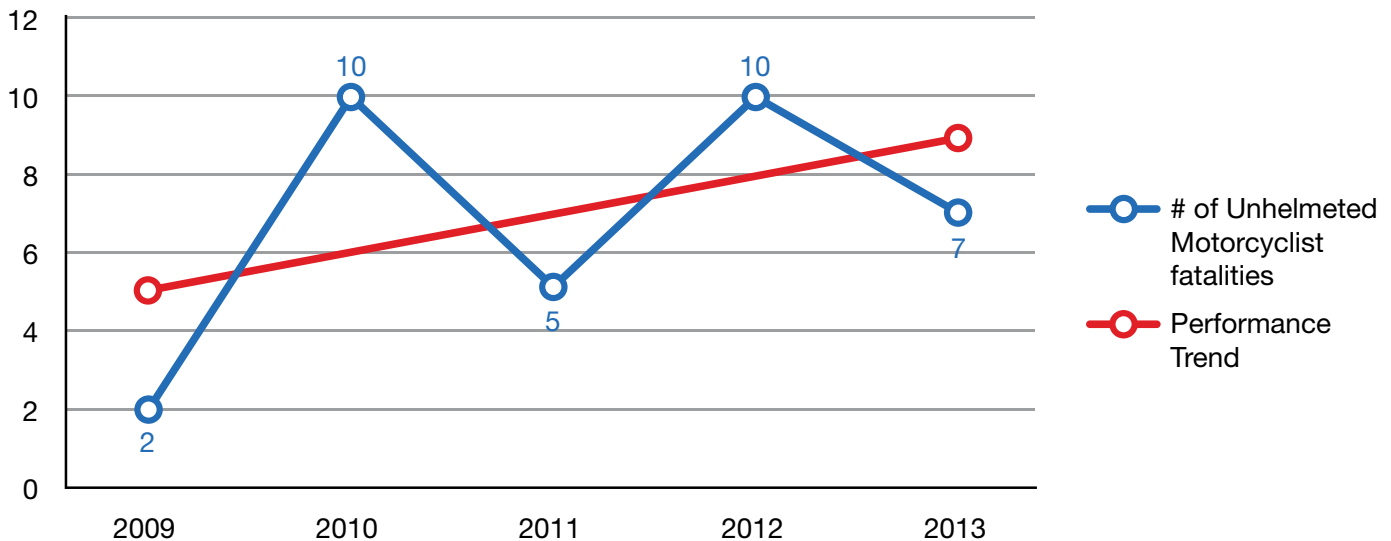
Budget: \$36,020

This project was to provide a software framework with survey conduction, data analytics and result visualization for general understanding of motorcycle crash trends over years. The result of this project is assistance in identifying the Problem I.D, to determine crash causation factors and location of crashes, establish priorities, and develop countermeasures to reduce motorcycle crashes, injuries, and fatalities.

See also projects TS-2014-NVOTS 658-00173, 0153, 0080, 0082, 0146 in Performance Measure 1.



PERFORMANCE MEASURE 8 - UN-HELMETED MOTORCYCLIST FATALITIES



The five-year average (2009-2013) of motorcycle fatalities is 46. However, in 2013 fatalities spiked to 57 and the 2014 fatalities number will remain at that high level. Un-helmeted fatalities normally are subject to wide percentage swings due to their low number. The 2009-2013 five-year average is seven.

A number of noteworthy initiatives were begun in 2014. The Motorcycle Safety Foundation was invited to Nevada to conduct a Quality Assurance Specialist certification class for a select group of instructors. Eight Nevada Rider Motorcycle Safety Program instructors achieved their Specialist certification and will be the core of a new Quality Assurance Team reviewing and monitoring motorcycle safety classes in the State.

The Motorcycle Safety Foundation, whose curriculum is used in Nevada, has rolled out a new curriculum for the basic class that provides additional focus on rider judgment and decision making. Throughout the remainder of 2014 and into 2015 the Program is re-training and re-certifying all motorcycle safety instructors in the State. The new curriculum will be fully integrated into motorcycle safety training by mid 2015.

Other activities in 2014 included working with the Department of Motor Vehicles to assist in their change to a new motorcycle skills test, continuing outreach to the public by using the SMARTrainer motorcycle traffic simulator at motorcycle rallies, and partnering with organizations such as the Motorcycle Awareness and Rider Safety (MARS) group in Las Vegas, the Carson City Sheriff Office at the Legends of the West Bike and Car event and the Northern Nevada Confederation of Clubs in Reno with temporary signage on a high crash road.

Going forward, the 2014 creation of the new motorcycle safety Critical Emphasis Area (CEA) team will provide valuable input into the Strategic Highway Safety Plan and planning is currently underway for a Nevada Motorcycle Safety Forum that will take place at the Department of Transportation/Office of Traffic Safety biennial Safety Summit to be held in March, 2015

FY2014 Performance Target:

Decrease un-helmeted motorcyclist fatalities from the 2009 to 2011 moving average of five to four un-helmeted fatalities by December 31, 2014.

Actual Performance

Nevada's un-helmeted motorcycle fatalities totaled seven in 2013, a 66 percent decrease from 2012.

Funding Levels

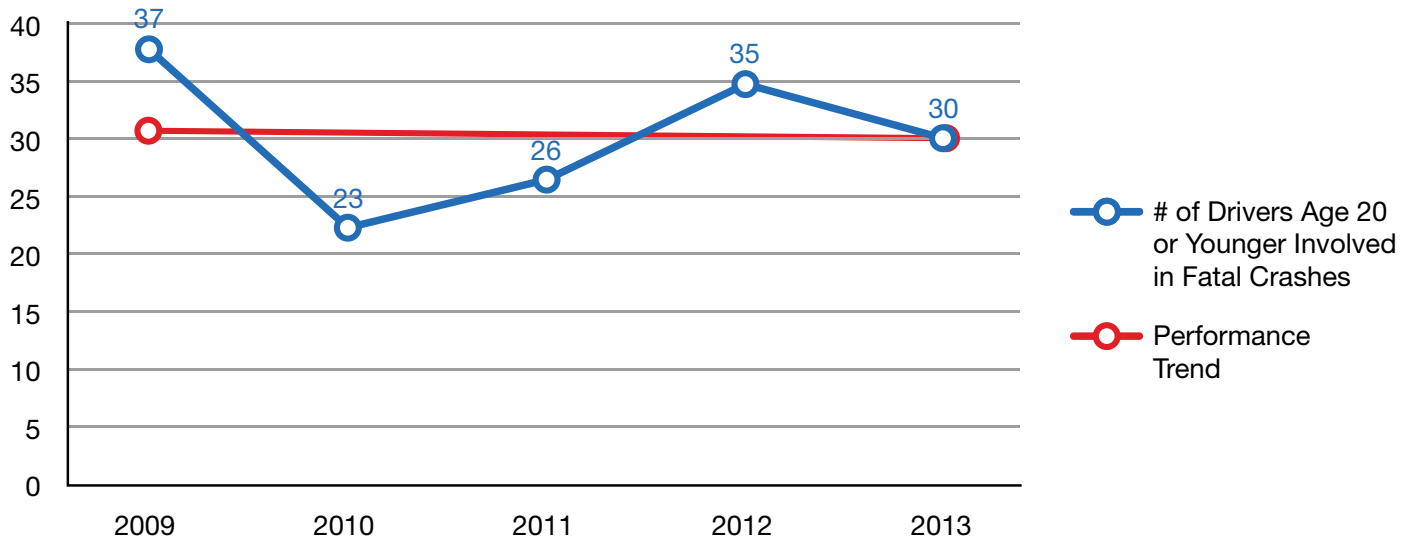
FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
2010	\$163,195	\$67,513
NDOT 21	\$218,800	\$218,800
405(f)	\$69,405	\$2,005
State BA 4691	\$784,804	\$495,803
TOTAL	\$1,236,204	\$784,121

RELATED PROJECTS

See also projects TS-2014-NVOTS 658-00080, 00173 in Performance Measure 1 and TS-2014-UNLV-00177 in Performance Measure 7.



PERFORMANCE MEASURE 9- DRIVERS AGE 20 OR YOUNGER IN NEVADA FATAL CRASHES



Teens are more likely to underestimate dangerous situations, speed, and distraction factors simply because of their inexperience and limited time behind the wheel. Teens that die or are injured in crashes frequently ride unrestrained, with multiple occupants, and/or with positive impairment levels.

Nevada's teen driving programs help to encourage safe driving behaviors, increase awareness of seat-belt usage, educate teens on the dangers of distracted driving, and teach basic and advanced driving skills, like quick lane changes (to avoid an object in the road); or how to safely drive out of a skid.

FY2014 Performance Target:

Decrease the number of fatalities of drivers age 20 and under by 25 percent from the three-year average (2009-2011) of 28 to 20 by December 31, 2014.

Actual Performance

Nevada had 30 drivers age 20 or younger involved in fatal crashes in 2013, for a three-year average (2011-2013) of 30.



Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$35,000	\$32,595
21 (ZTF & DEdge)	\$544,499	\$384,057
TOTAL	\$579,499	\$416,652

RELATED PROJECTS

OTS-2014-NVOTS 658-00061 Zero Teen Fatalities – Nevada Office of Traffic Safety

Funding Source: 21

Obligation Percentage Spent: \$231,602, (85%)

Budget: \$232,289

Zero Teen Fatalities (ZTF) presentations were conducted at Clark County and Washoe County High schools in 2014. Training for presenters was done in October 2013 (Reed, Reno and Damonte Ranch High). A total of eight ZTF presentations were conducted in the Clark County high schools. Preliminary coordination plans were made to organize Parent Nights with six Driver's Education teachers in both Clark and Washoe counties. Although registration closed on Feb. 1 with more than 300 high school students statewide registered for the 'traffic safety advertisement' contest, only twelve students ended up completing the full ZTF program in April. A ZTF promotional video was created for display at the state DMV offices (Motor Vehicles). Teachers were contacted via email, asking them to make it a class project for their students. Prizes were secured from partner donors. But the program fizzled before it could gain footage.

PPBH, a state contractor, was assigned to manage this safe youth driving project for FY2014, as a continuation of the former STARS (Safe Teens and Roadway Safety) program. Unfortunately, there were mis-communications between OTS and PPBH staff. Efforts were made to advertise the program and encourage teen participation and registration, but they were not enough. Evaluation was a weak component of this year's program. Although the 2014 ZTF program year was unsuccessful in getting participation, however, it maintained public awareness of youth driving issues (via media and outreach), and assisted OTS in rebuilding the program for 2015. A new Program Manager for the ZTF program was hired by OTS in September to evaluate what happened in 2014, the ZTF driving program itself, and how to get it successfully implemented in the coming year.

TS-2014-UNLV-00182—University Nevada Las Vegas, Transportation Research Center—Zero Teen Fatalities Program Support

Funding Source: 21

Obligation Percentage Spent: \$29,604, (55%)

Budget: \$54,000

This project was developed to more easily compensate and fund Program Managers and Coordinators for the statewide "Zero Teen Fatalities" project through another entity rather than being paid by the state. It was the most cost effective approach, avoiding high temporary employee and/or contract employee costs. See the write-up for project TS-2014-NVOTS-00061 above for more on the Zero Teen Fatalities Program.

TS-2014-Drivers Edge 00126 – Drivers Edge – Teen Safe Driving Program

Funding Source: NDOT 21

Obligation Percentage Spent: \$122,800, (47%)

Budget: \$258,210

By conducting a total of six Driver's Edge weekends in Nevada in 2014, the organization fell short of its Objective/Activity to conduct ten Driver's Edge weekends. There were a number of reasons for this: the Authorization to Proceed was not received until October 30, 2013, which only allowed one scheduled event conducted during the 2013 calendar year. Additionally, the length of time it took to get reimbursed via the NDOT funds limited how many actual events that they were able to be conducted in 2014.



For the Objective/Activity of educating 2,400 young drivers, Drivers Edge still succeeded in educating 2,151 teens and met or exceeded other Objectives and Activities including; 1,788 total attendance by parents and combined attendance for both students and parents of 3,939. (Drivers Edge events average 90 students and 75 parents per session.) On a national basis (including Nevada attendees), Drivers Edge has now educated over 100,000 teens and parents since the inception of the program to date. In Nevada alone, 22,939 students and 18,857 parents have attended a Driver's Edge event, with a combined total Nevada attendance to date of 41,796 participants. In addition to OTS grant funds, it takes the financial and in-kind support of many others to make Driver's Edge a success in Nevada:

- Nevada Highway Patrol: NHP conducts the Law Enforcement Module at all Nevada Drivers Edge events. The relationship is win-win; the program gets a top-notch additional module, and NHP gets the opportunity to reach teens and parents in a setting that's more conducive to having its message received. Attendees provide constant positive feedback about the information NHP delivers at DE events.
- NDOT: NDOT is responsible for working with the Nevada Office of Traffic Safety to ensure that Drivers Edge continues to receive grant funding. Without NDOT's support, Driver's Edge would find it challenging to continue the program. During event weekends, NDOT also provides the use of a water truck for all of Nevada's programs (skid control maneuver).

- Las Vegas Motor Speedway: The LVMS continues to support DE and provides an ideal, rent-free setting to host the Las Vegas events. This is an in-kind cost of \$10,000 per weekend.
- Regional Public Safety Training Center: The RPSTC (and Washoe County Sheriff's Office) continues to support Edge by donating their first class training center for all the Reno DE events.
- Plaza Hotel & Casino: The Plaza Hotel & Casino (and Grand Sierra Resort in Reno) supports DE by discounting and/or donating the hotel rooms needed for Edge staff and instructors at both the Las Vegas and Reno events.
- FedEx: FedEx Office takes care of our printing needs for all the Nevada programs. They have supported Edge from the very beginning and continue to provide a substantial discount on all DE printed materials.
- Trade Show Technical: Trade Show Tech provides all of the audio/visual equipment needs at no cost for all of the Las Vegas programs.
- Champion Chevrolet: Champion Chevrolet continues their support of Edge by donating vehicles for its annual Reno program.
- Continental Tires: Continental donated the necessary sets of tires for the annual Reno program.
- Dunkin Donuts: Provided coffee and donuts at a discounted rate for all Las Vegas events.
- Monster Energy Drinks: Provides beverages and prizes for all Nevada events.
- Bridgestone: Bridgestone donated Driver's Edge hats that were distributed to all Nevada Edge student participants.

Edge continues to receive excellent media coverage within the state of Nevada. During the 2014 grant year Edge received broadcast media coverage from the ABC, CBS, FOX and NBC network affiliates in the Las Vegas market and also the ABC, CBS and NBC networks affiliates in the Reno market (including numerous live remotes). Jeff Payne, President of Drivers Edge, was also interviewed on several radio shows throughout the state. Drivers Edge is also on social media:

Facebook: <https://www.facebook.com/driversedge.org>

Twitter: <https://twitter.com/driversedge>

The goal of Driver's Edge is to turn novice drivers into safe drivers who are focused and prepared to react properly and in a manner that will not cost lives if an emergency situation arises.

Our total attendance for the 2014 grant year was 3,939 drivers and parents, surpassing the objective of 3,840 attendees.

Number of Program Days, Program Weekends and Edge Sessions Conducted during the 2014 grant year: 12 Program Days, over six Program Weekends.

- 1,788 parents attended Driver's Edge, equating to 83 percent attendance by parents.
- Maintain a database with contact information for each student that attends Driver's Edge;
- Conduct Driver's Edge follow-up surveys at 12 and 24 month intervals after attending

Driver's Edge does have a current database with student and parent contact information. The data has been shared with the University of Nevada-Las Vegas, Transportation Research Center (TRC), to continue ongoing work on analyzing the effectiveness of the Drivers Edge Program in Nevada, (see doc 170 below).

TS – 2014- UNLV- 00170-University Nevada-Las Vegas-TRC- Drivers Edge Data Integration & Analysis

Funding Source: 402

Obligation Percentage Spent: \$32,595, (93%)

Budget: \$35,000

Drivers Edge is a hands-on youth driving education program for teens between 15 and 21 to experience certain risky driving situations, and how to avoid them, or avoid a crash. It is a Nevada-based non-profit that has conducted DE sessions all over the country, since 2000. Before and After Session surveys are taken to gauge the increase in vehicle and driving knowledge that participants have; in addition, Drivers Edge follows up with 12-month and 24-month surveys of participants and their parents, to gauge how well the education stayed with them, and if it helped them in their recent driving. One of DE's weaknesses has been, however, a lack of the capability to analyze the data that is collected. This project helped to resolve that.



The research and analysis performed by the UNLV Transportation Research Center was aimed to understand the impact of the Driver's Edge program on its participants. The data analyzed from DE included perspectives and views from both the teenage participants and their parents. Qualitative as well as quantitative analysis was done.

This was the first study of its kind for Drivers Edge in Nevada, and thus there were many challenges. The data was all in paper form, with responses being mostly text. All of the data, however, had to be integrated in order to make sense of it.

Highlights of this study include:

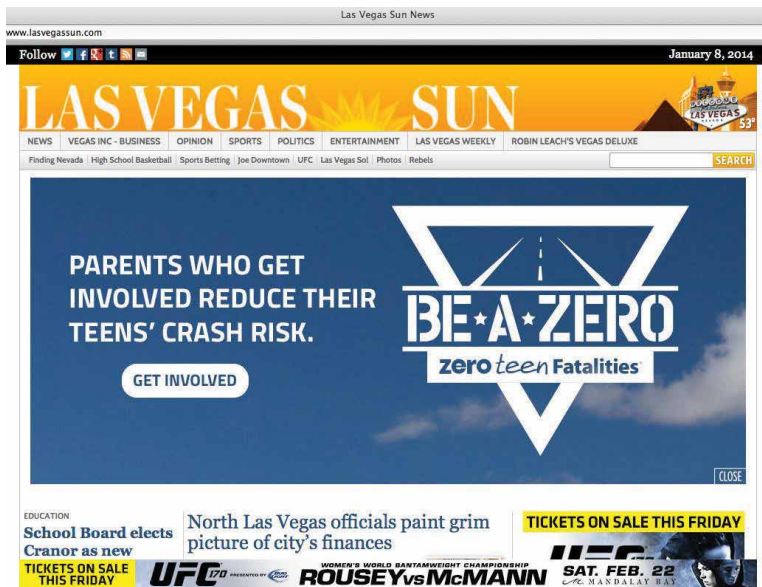
- The two most important house rules given from parents to teen drivers: 'don't text' and 'don't use your cell phones'
- The main reason for past participants receiving a traffic citation since attending DE is 'speeding'
- Most common collision, if applicable, after attending DE was a 'rear-end collision'
- For six separate DE events held in Nevada in 2014, results show an increase in knowledge of rules of driving; emergency conditions; and ways to safely get out of dangerous driving situations from 33.7 percent (pre-test) to 79.9 percent (post-test).

The screenshot shows a Facebook post for 'Zero Teen Fatalities' with a registration deadline of February 1, 2014. Below the post is a spreadsheet with columns for first name, last name, high school name, and address. The spreadsheet lists 31 participants.

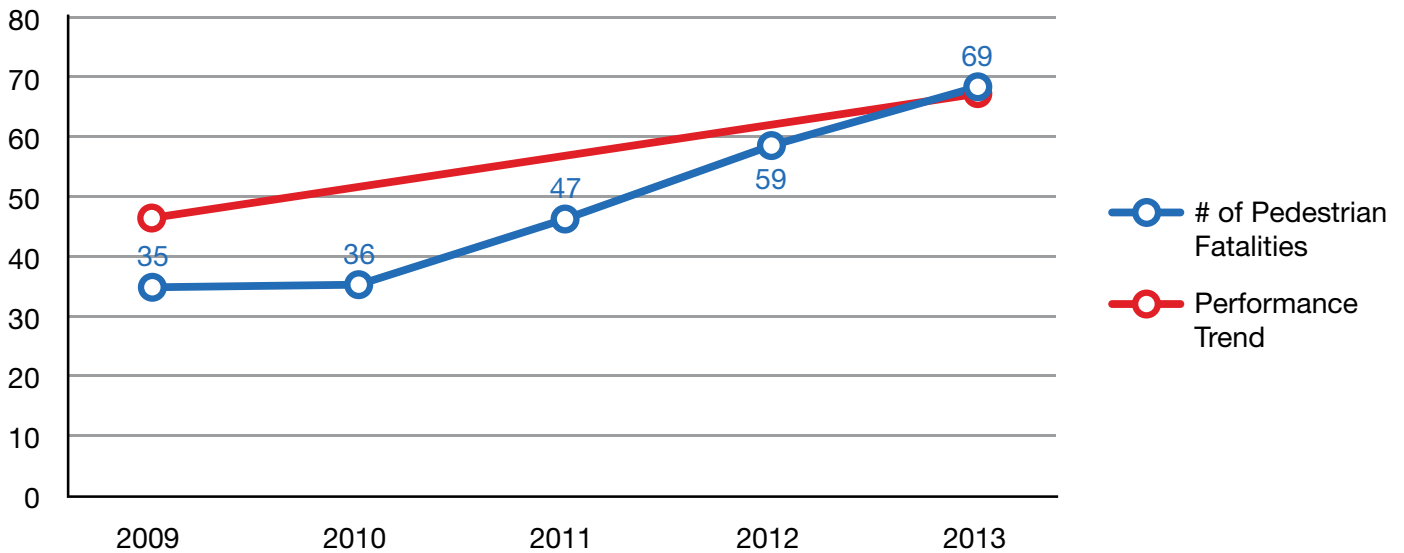
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
First Name	Last Name	High School Name	Address 1																											
Bredanna	Pottoroy	Arbor View High School	7500 Whispering Sands Dr																											
Shelby	Mazza	Coronado	1001 Coronado Center Dr, Henderson, NV 89052																											
Hayley	Watterson	Coronado	1001 Coronado Center Dr, Henderson, NV 89052																											
Wyatt	Hentle	coronado	1001 Coronado Center Dr, Henderson, NV 89052																											
KidDean	tonry	coronado	1001 Coronado Center Dr, Henderson, NV 89052																											
Katie	woffram	Arbor View	7500 Whispering Sands Dr																											
Jodi	Allen	coronado	1001 Coronado Center Dr, Henderson, NV 89052																											
Bryan	Kendallter	Calvary Chapel Green Valley Christian Academy	951 Sulfurwood Ave																											
Landon	kyll	Centennial	10200 W Centennial Pkwy																											
Conniea	Hunter	Centennial	10200 W Centennial Pkwy																											
Mekahla	Gallagher	Centennial	10200 W Centennial Pkwy																											
Brdon	Marco	Centennial	10200 W Centennial Pkwy																											
Martin	Sorum	Centennial	10200 W Centennial Pkwy																											
Kendrik	robertson	Centennial	10200 W Centennial Pkwy																											
swati	cornwell	Centennial	10200 W Centennial Pkwy																											
Victoria	Streckland	Centennial High School	10200 Centennial Pkwy																											
Brooke	Shamp	Pahrump Valley High	501 E Calverda Blvd																											
Roque	Garcia	Centennial	10200 Centennial Pkwy																											
Gianri	Calanzano	Centennial	10250 W Centennial Pkwy																											
Luff	Edden	Faith Lutheran Middle School And High School	2915 S Hoagland Way																											
Gabby	Cernacho	Centennial High School	10200 W Centennial Parkway																											
Sabrina	Dennison	Centennial High School	10200 W Centennial Parkway																											
Corissa	Aldehola	Centennial High School	10200 W Centennial Parkway																											
Amber	Carroll	k12	Home																											
Napa	Lumpkin	Nevada Virtual Academy	8865 E Esplan Ave, Ste 330																											
CLAUDIA	ESCONDON	WESTERN HIGH SCHOOL	4801 W BONANZA RD																											
Brandon	Sanders	garrison high school	1111 salomon st																											
Alexus	Hardy	Beacon academy	7369 W Fremont road																											
Kristin	hood	Centennial	10200 W Centennial Pkwy																											
Michael	Coleman	Chrysean high school	3200 W Alexander Rd																											

Project Activities included:

1. Development of web-portal for data entry, visualization and analysis
2. Data entry and digitization of data obtained from Driver's Edge (DE)
3. Qualitative and Quantitative Data Analysis
4. Statistical analysis and Model Building
5. Final Report Preparation



PERFORMANCE MEASURE 10 - NEVADA PEDESTRIAN FATALITIES



Over the years, the number of fatalities resulting from crashes involving bicyclists and pedestrians, has been subject to various factors like rapid population growth, and a resultant delay or non-existence of pedestrian-safe infrastructure. Pedestrian fatalities have continued to rise, and at a significant rate, up 27 percent in CY2013 from 2012.

The majority of Nevada's pedestrian fatalities occur in the Las Vegas metropolitan area, representing approximately 70 percent of the state's total pedestrian fatalities each year. Las Vegas is in Clark County, which encompasses approximately 75 percent of the state's population.

An additional complication to the pedestrian fatality problem is the city's infrastructure. Las Vegas was the fastest growing city in the nation for over a decade until 2008, and it was therefore almost impossible to keep up with improved and new infrastructure needs as they were identified. Pedestrian fatalities in Clark County experienced a dramatic increase in the first six months of 2012, and again in 2013. The most common pedestrian victims are males age 34-55, where over one third of these are impaired.

FY2014 Performance Target:

Decrease pedestrian fatalities by 10 percent from the 2011 actual number of 46 to the 2008 to 2011 trend line estimate of 39 by December 31, 2014.

Actual Performance

Nevada's pedestrian fatalities were the highest ever in ten years at 69 for 2013.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$739,677	\$479,109
406	278,584	278,584
21	177,872	169,302
TOTAL	\$917,459	\$648,411

RELATED PROJECTS

TS-2014-NLVPD 00041 – North Las Vegas Police Department – Traffic Safety “Look Out for Pedestrians” Safety & Education
Funding Source: 21
Obligation Percentage Spent: \$71,794, (97%)
Budget: \$73,860

This program funded overtime for high visibility enforcement events and educational programs for Pedestrian safety issues, a prevalent problem in North Las Vegas.

The most challenging part of the project was getting schools to schedule the educational presentations to children on pedestrian safety. Fifteen educational assemblies were conducted in 15 Elementary Schools in Las Vegas and adjoining North Las Vegas Schools. One school video recorded the officer’s presentations, showing high participation from the students and staff.

Eight highly visible Pedestrian enforcement events were also conducted in local pedestrian problem areas.

NLVPD uses officers to conduct pedestrian law enforcement at mid-block marked crossings and at major intersections. The majority of enforcement efforts are conducted at times and locations where children walk to and from school. They are also good at partnering with the media for these public events.

Unfortunately, Nevada has experienced its highest number of pedestrian fatalities in more than 12 years; it is an urban problem (Clark County), and it is Nevada residents (not tourists).

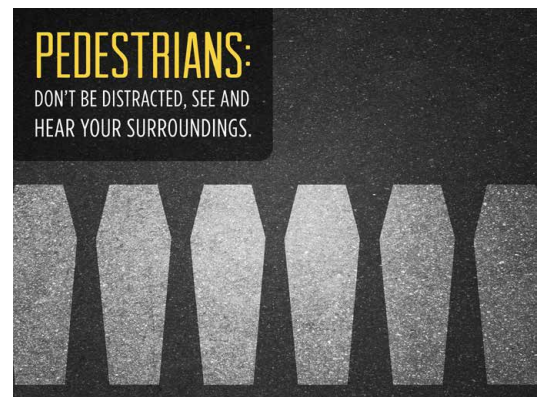
TS-2014-RPD 00106 – Reno Police Department – Pedestrian Safety

Funding Source: 21

Obligation Percentage Spent: \$33,933.77, (99.77%)

Budget: \$34,012

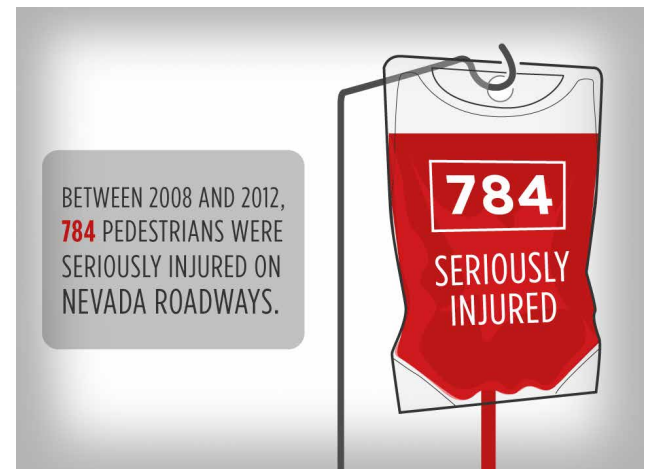
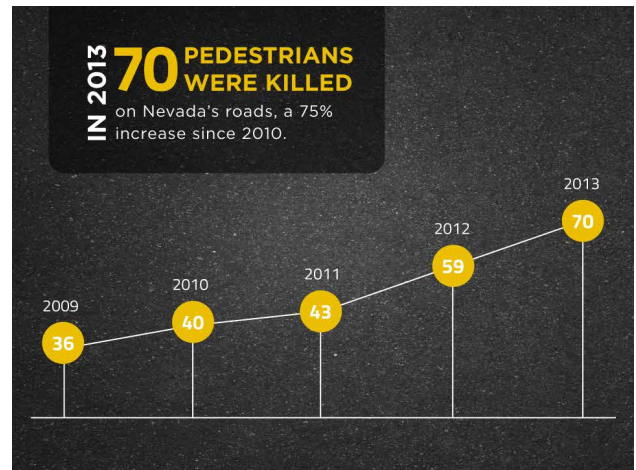
This program was funded to prevent injuries to children and adults from pedestrian crashes through stepped up enforcement of cyclists and motorists, while also educating them about the equipment and skills needed to be competent



and safe in traffic while still obeying traffic laws. During this grant cycle the program successfully visited five (5) Elementary Schools to educate the local children about the concept of pedestrian safety while walking to and from school, crossing the street, and being around moving vehicles. They provided five (5) pedestrian STEP operations and one saturation patrol of pedestrian laws, where 620 citations were issued in the Reno area. The five grant funded STEP operations were held March 8 – April 26 – July 25 – Sept 5- and Sept 29, of which 319 citations were issued. A saturation patrol was held Sept 25-27 and 301 citations were issued during that event. The agency also provided 270 officer hours as match from pedestrian enforcement, which resulted in an additional 404 citations and 84 warnings being issued.

**TS-2014-UNLV 00095 – University of Las Vegas –
Transportation Research Center
Pedestrian Safety & Awareness
Funding Source: 402
Obligation Percentage Spent: \$129,993, (99%)
Budget: \$131,532**

Even with the significant amount of awareness and education events implemented in the grant year by The Center for Safety Research, they still struggle for evidence that their work is helping to reduce Pedestrian related crashes, fatalities, and injuries. The Center has data readily available through UNLV's Transportation Research Center, to keep its messaging and target audience on target for its educational materials, presentations and media events conducted, along with outreach to high risk populations, like senior citizens, the homeless, school-age children, and those who walk by necessity to get to and from work. Several elementary schools were mentored and provided educational materials, along with hosting learning events. These events brought many families together to get pedestrian safety education. Events included bike rodeos, pedestrian crossing zone activities, safety and other contests, and crossing guard information. Crosswalk enforcement was also conducted at many of the schools. These enforcement waves included themed characters, like Santa Claus, that caught the attention of motorists. A minimum of 2,000 citations were written at these enforcement events, as well as additional cell phone (distracted) and seat belt citations. All enforcement events were attended by the media. Presentations were provided to all ages of students as well as to school teachers at in-service workshop days.



TS-2014-UNR 00014 – University of Nevada-Reno – Pedestrian Safety: Distracted Walking/Driving Awareness/Do the Ride Thing

Funding Source: 21

Obligation Percentage Spent: \$63,575, (90.82%)

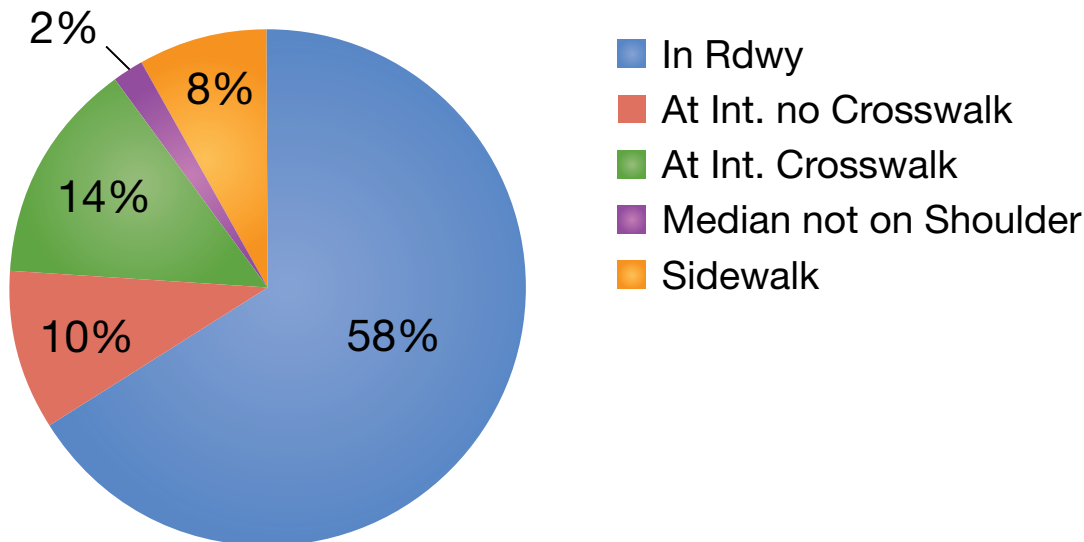
Budget: \$70,000

This program was funded to provide Pedestrian Safety Initiatives including directed enforcement, education and awareness events to reduce traffic/pedestrian accidents, injuries and fatalities on and around the University of Nevada, Reno. UNR Designated Driver Program, “Do the Ride Thing,” encourages safe and responsible behavior regarding impaired driving. This program was to build on the success of previous pedestrian safety projects conducted by UNRPD and the Davidson Academy of Nevada, which have been funded previously by OTS. UNRPD continued to educate the university and surrounding community about traffic and pedestrian safety on the roadways around the campus, and behaviors that will improve safety on any roadway in Nevada.

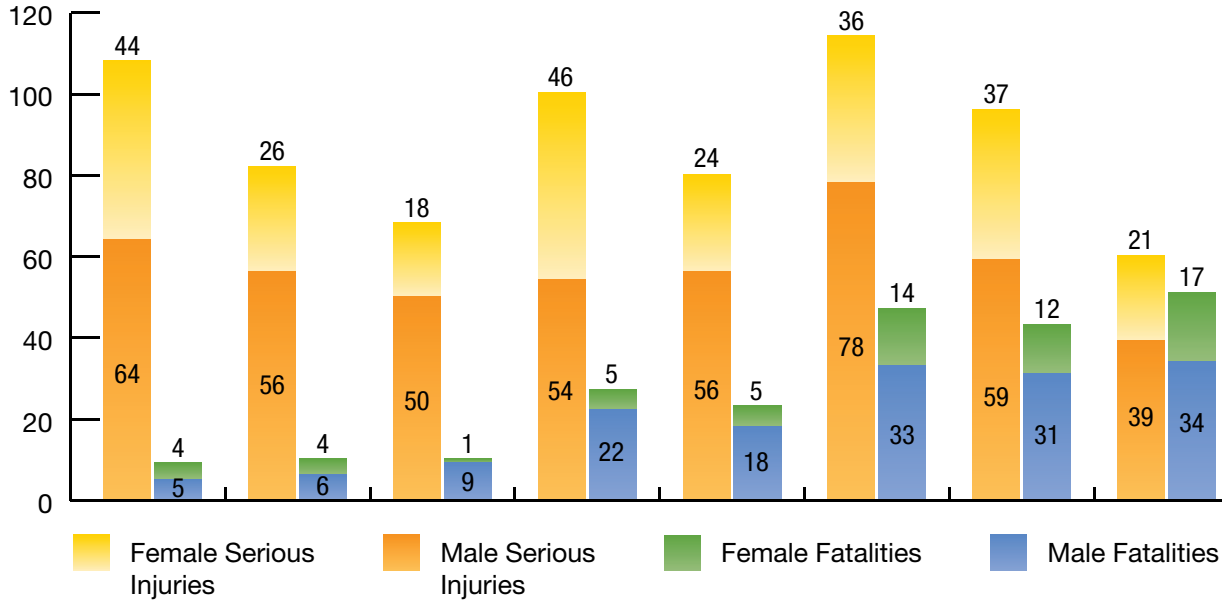
UNR Police Department was successful in conducting four (4) cooperative enforcement operations with Reno Code Enforcement and the university to educate students and the surrounding community on pedestrian safety, underage drinking, distracted driving and walking, and driving while impaired. They increased the community’s awareness of Social Host Ordinances and traffic laws including distracted driving and walking. They worked to reduce speed on the streets surrounding the university and reduce pedestrian crosswalk violations. Their data showed a nearly 13% decrease in self-reported impaired driving or riding with an impaired driver. They distributed educational materials and incentives to over 500 students during the grant cycle. They held two events on campus each month to inform and educate students about the risks of drinking and driving, and distracted driving and distracted walking. They collected over 100 safety pledges from UNR students and recruited five (5) local businesses to offer incentives to designated drivers. They created and maintain a Facebook page where they post schedules of events and awareness campaigns.

See also projects TS-2014-NVOTS 658-00080, 00082, 00173 in Performance Measure 1.

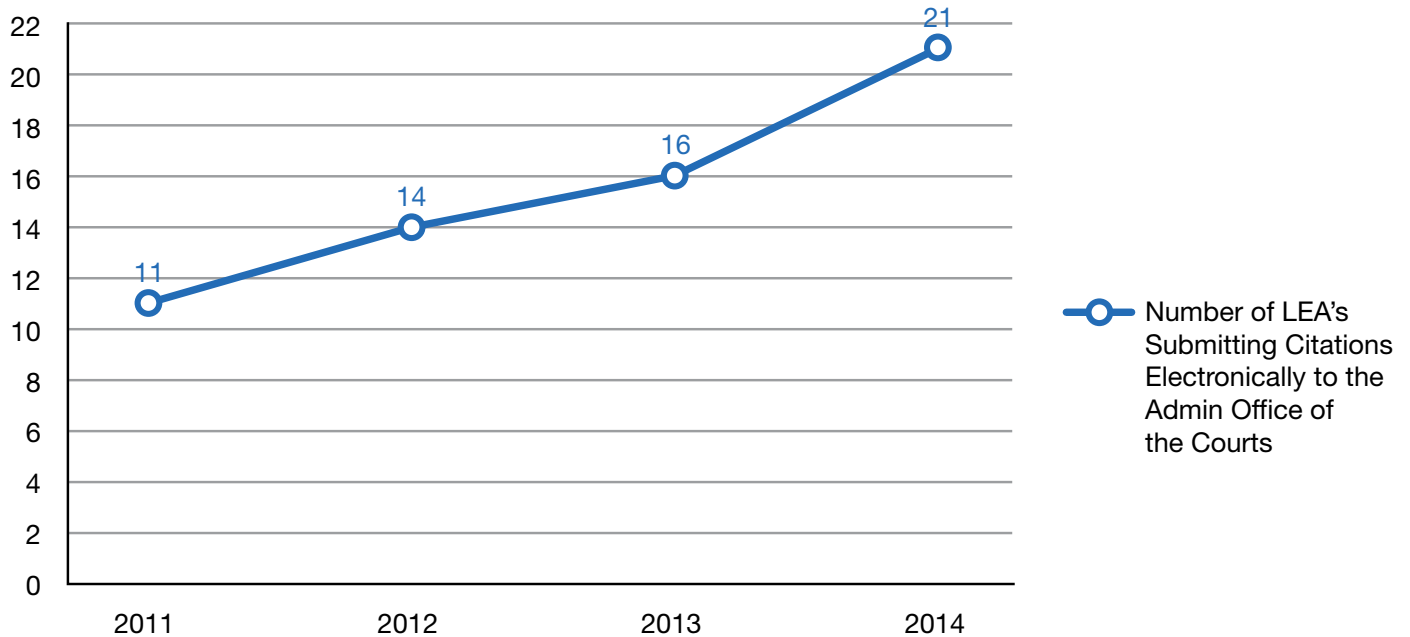
Fatalities and Serious Injuries by Location - 2009-2013



Fatalities and Serious Injuries by Gender and Age - 2009-2013



PERFORMANCE MEASURE 11 - TRAFFIC RECORDS



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 processes.

To meet this need, Nevada has established and implemented a complete and comprehensive traffic records program. 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).

Crash data for all agencies is collected in the Nevada Citation and Accident Tracking System (NCATS) and forwarded to DOT for traffic safety analysis.

Performance Goal

The Nevada Traffic Records program will continue to collect, analyze, and utilize crash data to determine appropriate countermeasure activities and to plan resource allocation. Currently, crash data from three large agencies (Las Vegas Metropolitan, Henderson, and Reno Police Departments) is collected by individual data pushes through a manual process. Methods for automating the collection of crash data, however, are being worked on and have made substantial progress in 2014.

FY2014 Performance Target

Increase the number of law enforcement agencies submitting traffic citations electronically to the Administrative Office of the Courts in 2012 to 18 agencies by September 30, 2014.

Actual Performance

There are currently 21 law enforcement agencies submitting traffic citations electronically to the AOC.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$83,837	\$71,101
408	\$694,912	\$573,002
21 (MSA)	\$200,000	\$88,044
405(c)	\$798,713	\$5,784
TOTAL	\$1,742,462	\$598,380

RELATED PROJECTS

TS-2014- NVOTS 658-00138 – Nevada Office of Traffic Safety – NCATS Modernization (Nevada Citation & Accident Tracking System) & Traffic Records

Funding Source: 405(c), NDOT 21

Obligation Percentage Spent: \$464,580, (39.10%)

Budget: \$1,188,184

This project funded the Nevada Citation & Accident Tracking System (NCATS MOD) Modernization project, as well as travel for members of the Traffic Records Coordinating Committee; and a Limited Fixed Deliverable 'mini-grant' program for Traffic Records.

A contract was signed in 2010 with Brazos Technology to provide citation and crash data collection through software on Enterprise Digital Assistant handheld data collection devices, as well as a web-based application for data entry, workflow management and reporting with the data.

There are currently 23 of Nevada's 31 traffic enforcement law enforcement agencies (LEA) issuing citations and/or reporting crashes and transferring electronically to the NCATS repository. This is well ahead of the goal. Three agencies are using other vendors' solutions for collecting and sending electronic citations. The three agencies using other vendors for citation also collect crash data with these vendors. Nevada Department of Transportation (NDOT) enters paper crash reports from other agencies into the Brazos system manually. After setbacks in FY2013, Brazos and the TRCC subcommittee have worked diligently to increase agency participation from 18 to the current 23 agencies.

The Traffic Records Coordinating Committee (TRCC) continues to monitor NCATS Mod through a subcommittee composed of LEA representation, NDOT, OTS and the Department of Public Safety. NDOT, with assistance from FHWA, is heavily involved with the project, providing 80% of funding for the project.

In furtherance of the goals of the NCATS Modernization project, Limited Fixed Deliverable grants for handheld data collection devices, portable printers and other accessories were awarded to six agencies, enabling those agencies to join as new participating agencies or increase/improve their ability to electronically submit citation and crash data to the State.

An additional project funded by NDOT and managed by OTS, involved the hiring of a software developer via a Master Service Agreement (MSA) contract. This developer was hired to analyze and automate the current mechanism for importing crash and citation data from Brazos Technology and the other vendors into the NCATS repository. This project is on schedule for completion by June 2015.

Travel funds were provided to TRCC members to enable more involvement from agencies from across the state, including the inclusion of a new member agency from rural Elko County. Rural areas have limited participation due to travel challenges, and funding travel should help expand participation moving forward. TRCC meetings are held quarterly throughout the year.

TS-2014-UNR-UNSOM 00151 – University of Nevada School of Medicine – Risk Taking Behaviors and Vehicular Crashes: Data Driven Identification of Behaviors and Intervention

Funding Source: 21

Obligation Percentage Spent: \$116,083.93, (90.77%)

Budget: \$127,888

This grant was to allow the University of Nevada Reno School of Medicine (UNSOM) to expand the statewide vehicular crash and trauma center database to include 2012-2013 data from NDOT, crash records, Nevada trauma records, EMS data and Uniform Hospital Discharge Data. It also allows UNSOM to update and maintain the data dictionary for the database, which ensures that the same methodology is used across all years. The grant funded 10 percent of salary and benefits for the Principal Investigator who oversees the grant and edits/approves all newsletters and reports. The grant pays for 100 percent of the salary/benefits for the Project Director who collects all traffic and crash data and links it to the database. The grant covers 360 hours of student worker time to assist in research and 40 hours of translator services to assist with efforts in the Hispanic communities. The grant also allowed travel for conferences and meetings, maintenance of the website and contract services.

During October 2013-September 2014 the UNSOM project was successful in cleaning, coding and linking all of the 2012-2013 data except for EMS. The EMS data was deemed unusable for this project. They are hoping to be able to incorporate it into the following year's project. They produced 6 TREND newsletters with 2 of them for special events, one back to school (August 2014) and one for Hispanic Heritage Month (September 2014). They were able to continue to update and maintain the data dictionary. In October 2013 they presented "Speed and Trauma Injuries/Death" at the 22nd annual Fall Transportation Conference in Las Vegas. In November 2013 they submitted a pilot proposal on Pedestrian Crashes and one of the medical school students agreed to tie his MPH project with the Center for Traffic Safety Research (CTSR) to look at the relationship between location and injury severity and costs. In December 2013 UNSOM began collaboration with University Medical Center (UMC) on traffic related injury prevention projects. In March 2014 they provided a data presentation at the NDOT Pedestrian and Bicycle Summit in Reno. In April 2014 they completed a statistical analysis to compare average hospital cost of restrained verses unrestrained children (ages 0-6). In August 2014 they had 2 abstracts accepted for the 2014 Health Equity Symposium (1) Las Vegas and Scooter/Moped Crashes: Impact of Alcohol and Helmet Use (2) Alcohol, Drugs, Speed and Safety Restraints predict serious brain and spinal injuries in Southern Nevada.

Although UNSOM was unsuccessful in linking the EMS data with the other data, their project was overall successful. They were able to link all of the other data, which allows them to utilize the data to generate presentations and publications to contribute to knowledge of the risk taking behaviors and interventions that work. They were able to increase their involvement with community programs that target priority areas and they were also able to increase their partnerships with other agencies that focus on injury prevention activities.

LFD-2014-BCPD-00039- Boulder City Police Department- Data Collection Devices

Funding Source: 408

Obligation Percentage Spent: \$9,701, (100%)

Budget: \$9,701

Project funded the purchase of nine (9) Motorola portable crash/citation data collection devices for the Boulder City Police Department. This equipment purchase enables Boulder City to participate in the Nevada Citation and Accident Tracking System (NCATS) Modernization project.

Prior to this project, Boulder City used paper crash report forms and paper citations. Paper crash forms were mailed to the State for manual entry into the crash repository. Boulder City now submits 100 percent of crashes electronically using Brazos Technology software purchased by the State of Nevada's Department of Public Safety (DPS). Citations are also submitted electronically to the NCATS repository at DPS as well as courts of jurisdiction for Boulder City Police Department traffic violations.

LFD-2014-WWPD-00044—West Wendover Police Department—Crash and Citation Data Collection

Funding Source: 408

Obligation Percentage Spent: \$14,090, (100%)

Budget: \$14,090

Project funded the purchase of seven Motorola portable crash/citation data collection devices and seven mobile printers for the West Wendover Police Department. This equipment purchase enables the City of West Wendover to participate in the Nevada Citation and Accident Tracking System (NCATS) Modernization project.

Prior to this project, West Wendover used paper crash report forms and paper citations. Paper crash forms were mailed to the State for manual entry into crash repository. West Wendover now submits 100% of crashes electronically using Brazos Technology software purchased by the State of Nevada Department of Public Safety (DPS). Citations are also submitted electronically to the NCATS repository at DPS as well as courts of jurisdiction for West Wendover Police Department's traffic violations.

LFD-2014-SPD-00043—Sparks Police Department—Crash and Citation Data Collection

Funding Source: 408

Obligation Percentage Spent: \$36,595 (100%)

Budget: \$36,595

Project funded the purchase of 25 Motorola portable crash/citation data collection devices and fifteen mobile printers for the Sparks Police Department. This equipment purchase enables the City of Sparks to participate in the Nevada Citation and Accident Tracking System (NCATS) Modernization project.



Prior to this project, Sparks used paper crash report forms and paper citations. Paper crash forms were mailed to the State for manual entry into crash repository. Sparks now submits approximately 75 percent of crashes electronically using Brazos Technology software purchased by the State of Nevada Department of Public Safety (DPS). Citations are also submitted electronically to the NCATS repository at DPS as well as courts of jurisdiction for Sparks Police Department's traffic violations.

LFD-2014-ECSO-00041 – Elko County Sheriff's Office – Crash and Citation Data Collection

Funding Source: 408

Obligation Percentage Spent: \$63,815, (100%)

Budget: \$63,815

Project funded the purchase of 35 Motorola portable crash/citation data collection devices for the Elko County Sheriff's Office. This equipment purchase enables Elko County to participate in the Nevada Citation and Accident Tracking System (NCATS) Modernization project.

Prior to this project, Elko County used paper crash report forms and paper citations. Paper crash forms were mailed to the State for manual entry into crash repository. Elko County now submits 100 percent of crashes electronically using Brazos Technology software purchased by the State of Nevada Department of Public Safety (DPS). Citations are also submitted electronically to the NCATS repository at DPS as well as courts of jurisdiction for Elko County Sheriff's Office traffic violations.

LFD-2014-MPD-00012 – Mesquite Police Department – Crash and Citation Data Collection

Funding Source: 408

Obligation Percentage Spent: \$59,946, (98.79%)

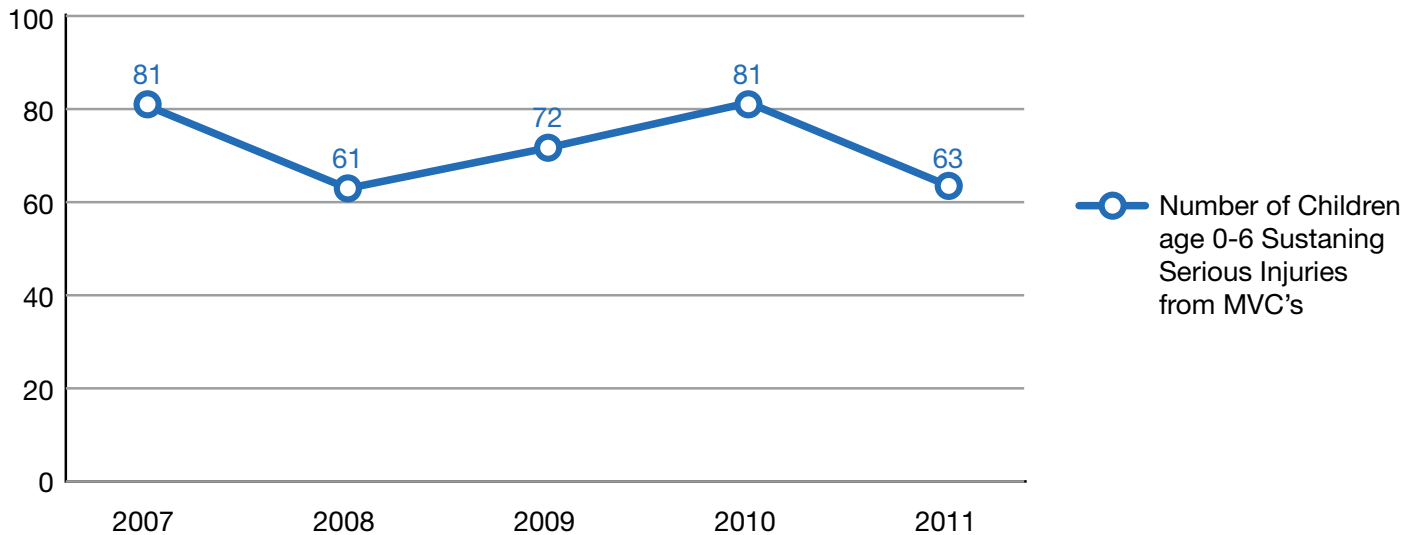
Budget: \$60,680

Project funded the purchase of 30 Motorola portable crash/citation data collection devices and 30 portable printers for the Mesquite Police Department. This equipment purchase enables Mesquite to participate in the Nevada Citation and Accident Tracking System (NCATS) Modernization project.

Prior to this project, Mesquite used paper crash report forms and paper citations. Paper crash forms were mailed to the State for manual entry into crash repository. Mesquite now submits 100% of crashes electronically using Brazos Technology software purchased by the State of Nevada Department of Public Safety (DPS). Citations are also submitted electronically to the NCATS repository at DPS as well as courts of jurisdiction for Mesquite Police Department traffic violations.

See also projects TS-2014-NVOTS 658-00173, 0153, 0159 in Performance Measure 1.

PERFORMANCE MEASURE 12 - CHILD PASSENGER SAFETY



The DPS-OTS Occupant Protection (OP) program promotes the importance of proper usage of safety belts and child restraints in motor vehicles, and their interaction with supplemental airbag restraints. The OP program also promotes public education and awareness of Nevada's occupant protection laws.

While the overall observed daytime usage (front seat, shoulder belt survey) is well above the national average, the rate for child seat usage is lower. Although Nevada has a primary child restraint law, the last usage survey showed an average for infants and toddlers using safety restraints at 55 percent. University of Nevada Medical Center Trauma Center data show that more than 918 children (age 0-12) were admitted to a Nevada trauma center from motor vehicle crash injuries in the years 2008-2012. Among children ages 0-12 years, 20.1 percent were not in a car seat, a booster seat or otherwise restrained at the time of the crash.

Hospital charges for unrestrained patients were 47 percent higher than restrained patients (median: \$41,000 vs. \$28,000, $p < .001$). Among motor vehicle crash fatalities, only 45.7 percent were restrained. Restraint use rate in vehicular fatalities has fluctuated over the years from 2008-2012, ranging from 47.1 percent to 64.3 percent. Most recently, in 2012, 52 percent of vehicular fatalities were unrestrained. Although overall restraint use has risen, the actual fatal restraint use has not consistently improved.

The restraint use by fatal occupants in motor vehicle crashes is far too low, being half of the observed usage rate. With the exception of 2008 (a 10 percent decrease from 2007), the restraint use rate has been within +/- 2 percent of 50 percent of all motor vehicle occupant fatalities using seat belts at the time of the crash. The observed usage rates have risen, but the actual fatal usage rates reflect something different.

In 2013, 47 percent of Nevada fatalities (motor vehicle occupants) were not wearing a seat belt.

FY 2014 Performance Target

Decrease the number of serious injuries for children between ages zero to six from the three-year average of 70 (2010 to 2012) to 68 (2011 to 2013) by December 31, 2014.

Funding Levels

FUNDING SOURCE	GRANT AWARDS	OBLIGATION EXPENDED
402	\$144,918	\$119,464
State Category 10	\$14,999	\$14,999
TOTAL	\$159,917	\$159,917

RELATED PROJECTS

TS-2014-DCSO 00001 – Douglas County Sheriff’s Office – Child Passenger Safety

Funding Source: 402

Obligation Percentage Spent: \$18,398, (83.25%)

Budget: \$22,100

This project funded the purchase of a cargo trailer and wrap, child car seats, and installation supplies, store the seat inspection equipment in a clean and safe environment. The DCSO will provide education for parents and caregivers on the proper use and installation on child car seats. The DCSO will increase public awareness about the Department’s Child Passenger Safety Program through local media outlets.

During the period of October 1, 2013 to September 30, 2014 the Douglas County Sheriff’s Office operated their fitting station located at the Douglas County Sheriff’s Office in Minden, NV and held two Cars Seat Checkpoints at the Carson Valley Medical Center and the Carson Valley Chamber of Commerce, both located in Minden. The fitting station inspected 30 car seats and provided 23 cars seats during the year. At the two Car Seat Checkpoints the technicians inspected 14 car seats and provided 14 car seats. During the entire period they inspected a total number of 44 car seats and provided a total number of 37 car seats for a grand total of 81 car seats. The Douglas County Sheriff’s Office has two CPS Technicians on staff and several volunteers to assist with the checkpoints and man the fitting station.

The DCSO purchased a 2014 8’ x 20’ Carry On Trailer to store child car seats and transport them to events. The DCSO purchased 25 Infant Seats, 125 Convertible Seats, 24 No Back Booster Seats, 24 High Back Booster Seats. The media was contacted for the Sheriff’s Office through the Carson Valley Chamber of Commerce and by the Carson Valley Medical Center. The DCSO provided education to parents and caregivers and were available for the public to inspect, install or provide any service needed relating to child car seats proper use and installation in vehicles by appointment only.



Though the DCSO did not meet their goals as intended, the services provided to the local community regarding the proper use and installation of the 81 child car seats was valuable. Knowing that the children in the Douglas County area are safer when in a motor vehicles is the most important factor.

TS-2014-MCFD 00054 – Mason Valley Fire Department – Kids in Correct Seats (K.I.C.S.) On the Move
Funding Source: 402
Obligation Percentage Spent: \$8,853, (100%) **Budget: \$8,853**

This project funded the purchase a cargo trailer to house child safety seats, supplies and Child Passenger Safety (CPS) educational materials. Along with the trailer, funds were utilized for a trailer wrap that advertises the K.I.C.S. program, and to purchase much needed child safety seats. Child passenger safety education is provided to the local and surrounding communities while also providing education to parents and caregivers about proper use and installations of child seats. During the course of this grant cycle, the program had 29 appointments scheduled, where they inspected 34 child safety seats. Not one of these appointments attended had their child seat correctly installed or used properly. During these inspections, thirty-two parents and caregivers were educated on proper use and installations of their child safety seats and child passenger safety related issues. The Mason Valley Fire Protection District was able to provide 20 child safety seats to those in need during these inspections and installations. This program also provided the Family Vehicle Safety Program for educating parents and caregivers who have received citations for improper child/children restraints in motor vehicles.

TS-2014-RWFRC 00047 – Ron Wood Family Resource Center – Child Car Seat Safety Program
Funding Source: 402
Obligation Percentage Spent: \$52,889, (100%) **Budget: \$52,889**

This program was funded to provide child seat safety education, awareness, inspection and installation services to Carson, Lyon, Douglas, Storey Counties and Northern Nevada residents. Ron Wood also coordinates efforts with community partners including Carson City Sheriff’s Department, Carson City School District, Carson City court system and other entities to address identifiable needs in the community. RWFRC is currently the only entity in Carson City that provides ongoing child passenger safety services and with its mobile unit coordinate with community partners in the Northern Nevada region.

During this grant cycle the program successfully provided child car seats to the local and surrounding communities of Gardnerville, Minden, Carson City, Hawthorne, Reno, and Lovelock, while providing education to parents and caregivers on proper use and installation of child car seats. RWFRC held 24 Car Seat Safety Events onsite where 132 car seats were distributed, 197 car seats were installed, 242 adults were educated, and collected \$3,535 in fees (CPS Program Income is put back into the CPS Program Account for continuing operations). They attended eight off-sites events partnering with local community projects and businesses where they installed 20 car seats, distributed ten car seats to low-income families,



and educated 535 parents and caregivers. They conducted seven off-site workshops with other state agencies, local schools, and businesses where they installed 33 car seats and educated forty-four parents and caregivers. They conducted 16 Family Vehicle Safety Program classes for parents and caregivers who have received violations for improper child restraints in a motor vehicle. They delivered 15,500 flyers to forty agencies and schools in the Gardnerville, Minden, Carson City, and Reno area. They have two CPS Technicians on staff five days a week to provide services to parents and caregivers regarding proper use and installation of child car seats. They also have a Spanish-speaking CPS Technician to service the Hispanic population during the week. They participated in National Child Passenger Safety Week where they inspected six car seats, installed 14 car seats, distributed eight car seats, and educated many adults on child passenger safety related issues. During the period of October 2013 thru September 2014 they distributed a total of 200 car seats, inspected 354 cars seats, installed 577 car seats, provided 17 seats for free and loaned 6 car seats to low or no income families.

TS-2014-TRAUMA SERVICES 00166 – Safe Kids Clark County – Child Safety Seat Inspection Station

Funding Source: 402

Obligation Percentage Spent: \$36,009, (72%)

Budget: \$50,000

This grant was to provide funding for Safe Kids Clark County (SKCC) to establish a permanent fitting/inspections station and to provide salaries to SKCC employees working at the permanent location. It also provided funding for travel to the annual “Lifesavers” conference and also provide program supplies as needed.

The goal for this grant was to form a partnership with the Clark County Fire Department (CCFD) so that a fixed inspection station could be established to provide service to the community on a regular basis, meaning having set days and times that a CPS Technician is available. SKCC also wanted to educate at least 1,000 families about the correct installation of child safety seats.

SKCC was successful in establishing a partnership with CCFD. In November 2013, they opened the first fixed inspection station located at the main CCFD station on East Flamingo Rd in Las Vegas. They were able to conduct regular child seat inspections beginning in December 2013. During December 2013-September 2014 they inspected 315 seats and educated more than 600 parents/caregivers on proper child seat installation and use.

TS-2014-NVOTS 658-00075 – Nevada Office of Traffic Safety – Law Enforcement/Emergency Medical Services/Fire Department/Hospital CPS Training

Funding Source: 402

Obligation Percentage Spent: \$3,315, (29%)

Budget: \$11,076

This grant provided resources to facilitate necessary Child Passenger Safety (CPS) training to state and local law enforcement and other first/emergency responders (e.g., firefighters, emergency medical service and hospital staff), enabling agencies statewide to assist with public inquiries regarding proper child safety seat fittings, choices, best practices, and Nevada law. The program allowed for Law Enforcement, EMS, Fire, and CPS Technicians to receive the needed training to obtain or maintain their national CPS Certifications. As this certification is valuable to the residents of Nevada, it is imperative to have funding available to provide for travel and class fees to ensure technicians are able to receive the training needed, and in a timely manner. These technicians were from all areas of service and located throughout the State of Nevada to provide child passenger safety education to local communities. The project provided

re-certification for five CPS Technicians throughout Nevada and paid costs for eight CPS Instructors to educate and train CPS Technicians during this grant cycle from October 1, 2013 thru September 30, 2014. The training was also provided to POST Cadets, (Peace Officers Standards of Training), Nevada Highway Patrol, and Emergency Medical Staff.

TS-2014- NVOTS 00078 – Nevada Office of Traffic Safety – State Occupant Protection/Occupant Protection (OP/OC) for Children Program

Funding Source: 402

Obligation Percentage Spent: \$11,275, (50%)

Budget: \$20,250

This grant provided funding to facilitate Nevada’s Child Passenger Safety Advisory Board (CPS AB) operations, including meeting and operating expenses as needed for the CPS offender program, Family Vehicle Safety Program (FVSP). The grant also provided for some sponsorship and operating costs for the National Safe Kids’ Standardized CPS Technician courses that were conducted throughout the state. The grant also provided funding to purchase child safety seats and other program supplies as needed.

Goals of this grant included to maintain and/or increase the observed seat belt usage rate by 1% from 90.5% in 2013, to recertify a minimum of 10 CPS Technicians and certify 30 new CPS Technicians along with maintain at least 30% retention rate of current CPS Technicians.

The goals of this project were reached during the period of October 2013-September 2014. The final 2013 observed seat belt usage rate was over 94%. Seventy-three (73) new CPS Technicians were certified and 37 of those eligible for recertification went through the process for a 44.6% retention rate. The grant allowed for 5 agencies to receive car seats to hand out to high risk populations at no cost to the families needing them. The grant also allowed for DPS-OTS to maintain memberships with Seat Belt USA, Safe Kids Clark County, Safe Kids Washoe County and Safe Kids Worldwide. The grant provided funds for statewide first responders (police, fire, EMS, etc.) to take the CPS Technician Training Class. It also allowed the CPS AB members to travel to quarterly meetings. Registration to the annual “Lifesavers” Conference for one of the CPS AB members was also funded.

The April Advisory Board meeting in Las Vegas, hosted by Clark County SAFE KIDS. The CPS Advisory Board meets quarterly to pursue its activities, like CPS training quality control; curriculum quality control; and how to assist the state’s CPS Technicians with training, equipment and other needs. OTS serves as staff to this Board. Items on the April agenda included the proposed new mission statement, name change (from ‘Task Force’ to ‘Advisory Board,’), and further clarity regarding the Family Vehicle Safety Program (FVSP, the child seat defendant education program), in relation to where the Board’s responsibilities lay for that program, per statute.

TS-2014-Nye Comm-00098 – Nye Communities Coalition – Occupant Protection

Funding Source: 402

Obligation Percentage Spent: \$27,991, (99.97%)

Budget: \$28,000

This grant was to allow Nye Communities Coalition (NCC) to provide child safety seat inspections and car seat installations on a weekly basis to their clientele in the communities of Pahrump, Beatty, and Tonopah; Nye County is the largest county in area in the state (2nd in the nation), but has a very low population. The project allowed them to promote the installation events with more than 50 local organization and partner agencies. The primary goals of this grant were to promote child passenger safety awareness, educate

at least 300 parents/caregivers on the correct selection and installation child safety seats, and to provide new seats for damaged, unsafe or non-existent seats for at least 80 children.

The NCC successfully held weekly fitting/inspection stations. They had brochures printed with car seat safety facts and best practices and distributed more than 3,000 to the community. During the period of October 2013-September 2014, they inspected almost 100 car seats, replaced more than 60 unsafe or non-existent car seats, and provided one-on-one education to more than 70 parents/caregivers at events throughout the community. Expenses included a percentage of staffing and operating directly provided to the CPS program, car seat and supply purchases, and some outreach to the local communities of Nye County. NCC also was approved in 2014 as a Family Vehicle Safety Program (FVSP) provider for the state's standardized CPS education program. FVSP providers are approved by Nevada's Child Passenger Safety Advisory Board.

PAID MEDIA AND PUBLIC RELATIONS

Consistent with years past, the goal of the Office of Traffic Safety's communication efforts for FFY2014 was to create awareness of the effects of unsafe driving behaviors and to educate the general driving public on driving safely. To achieve these goals, OTS conducted several paid media and public relations campaigns that promoted specific traffic safety emphasis areas as well as the overarching Zero Fatalities goal. OTS strengthened these communication efforts by aligning their marketing calendar with the National Highway Traffic Safety Administration and the local Joining Forces enforcement calendars. OTS also collaborated with the Nevada Department of Transportation on the majority of these campaigns.

Strategic Highway Safety Plan & 'Zero Fatalities'

The SHSP addresses the top five crash problem areas or behaviors that are killing and injuring people on Nevada's roads:

- Lack of seat belt use
- Driving while impaired (drugs and/or alcohol)
- Lane departures (distracted, drowsy, or fatigued driving)
- Intersections (red light running)
- Pedestrian Safety and pedestrian awareness by motorists

In order to reduce fatalities and serious injuries from crashes, several state and local agencies and organizations are addressing these critical emphasis areas through educational outreach and advertising. In addition to the SHSP critical emphasis areas, OTS also addressed motorcycle safety with messaging focused on slowing down, sharing the road, wearing the correct gear, signing up for training, and never riding impaired.

Coordination with Nevada Department of Transportation

NDOT has funded behavioral components of OTS programs for several years with first Flex Funding, and then Highway Safety Improvement Funds as allowed under MAP-21. This year, OTS and NDOT agreed to pool and direct the majority of these funds to HVE education and outreach and advertising campaigns, which allowed the state to use the funds more efficiently and effectively. Instead of duplicating communication efforts for the same desired traffic safety behavior via different campaigns throughout the year, OTS and NDOT collaborated on timing and budget for a number of unduplicated campaigns, enabling the state to buy more media time and reach, and to create a more cohesive safety message across all Zero Fatalities advertising. Partnering to develop consistency in messaging accelerated the increase in awareness for both the safety messages related to each critical emphasis area, and the Zero Fatalities goal. As the impact of media impressions surrounding the safety campaigns compounds, the value of media purchased for campaigns continues to grow.

Media Plan FFY2014 – Nevada Office of Traffic Safety

	FEDERAL FUND	FEDERAL AMOUNT	STATE/OTHER	TOTAL
Occupant Protection	402 & 405(b)	\$417,846		\$417,846
Impaired Driving	405(d) & 410	\$1,417,075		\$1,417,075
Pedestrian Safety	402	\$454,663		\$454,663
Motorcycle Safety	2010, 21 & 405(b)	\$208,800	\$10,000	\$218,800
Distracted Driving	21		\$231,963	\$231,963
Dashboards	21		\$50,000	\$50,000
Professional Services (HSP)				

Paid and Earned Media Campaigns

In FFY2014, OTS ran a total of 18 paid media campaigns. These campaigns included both paid and earned media components, as well as public relations announcements and some grassroots outreach efforts within local communities. Below is a list of campaigns conducted during the year:

- October 21 – November 18: Impaired Driving (Be the Designated Driver, Drive Sober)
- November 17 – December 15: Occupant Protection (Click It or Ticket)
- December 16 – February 9: Impaired Driving (Be the Designated Driver, Drive Sober)
- January 6 – February 12: Impaired Driving
- February 17 – March 16: Intersection Safety Statewide (Stop on Red)
- March 10 – April 6: Impaired Driving (Drive Sober, Find a Sober Ride)
- March 31 – April 20: Distracted Driving (Use a Phone Behind the Wheel & Pay)
- April 20 – July 6: Motorcycle Safety South (Slow Down, Riding Gear, Training)
- April 28 – May 16: Impaired Driving (Find a Sober Ride)
- March 31 – July 6: Pedestrian Safety South (Too Many Pedestrians Die, Every Pedestrian is Important)
- May 5 – June 22: Occupant Protection (Click It or Ticket)
- June 16 – July 13: Impaired Riding (Ride Sober)
- June 2 – Aug 17: Impaired Driving (Find a Sober Ride)
- July 27 – August 3: Distracted Driving (Driving & Texting is Deadlier Than Driving Drunk)
- August 4 – August 31: Pedestrian Safety Statewide (Too Many Pedestrians Die)
- August 4 – October 5: Motorcycle Safety North (Slow Down)
- August 24 – August 31: Impaired Driving (Find a Sober Ride)
- August 25 – September 21: Pedestrian Safety South (Too Many Pedestrians Die)

Media Impact

OTS delivered these campaign messages through several different media channels to reach the target audiences including television, radio, online banners, online videos, online radio, social media, freeway and surface street billboards and posters, along with buses and bus shelters. Over the 12-month period, these campaigns achieved over 475 million impressions across all media channels, and earned an estimated \$350,000 in added value media to the year's campaigns.

OTS also coordinated with organizations such as the Department of Motor Vehicles (DMV), the Nevada Highway Patrol (NHP) and the NHP Commercial Enforcement Section (CES) to support the Zero Fatalities goal with additional time, media space and campaign messaging specific to their audiences – ensuring that all traffic safety messages in the state were consistent and branded with the Zero Fatalities message. OTS and NDOT also partnered with local sports teams to promote the safety message, including the Las Vegas 51's, Reno Aces, Las Vegas Wranglers, UNR and UNLV.

Campaign Successes

The Zero Fatalities brand had a very successful year. In August, OTS and NDOT enlisted a research firm to assess the public opinion of the brand through more than one thousand telephone surveys*, and found that 60% of respondents were aware of the Zero Fatalities program – up from 50% in 2013 and up from 30% in 2012. The survey also showed a significant increase in perception of dangerous activities while driving, compared to surveys in previous years. OTS and NDOT also conducted focus groups in September to determine the effectiveness of four television ads. Overall, respondents reported that the ads compared favorably to others they had seen. They appreciated the variety of approaches (humorous, light-hearted, serious, testimonial, etc.) as well as the different situations, types of people, and consequences shown. While some ads didn't resonate with some respondents, they understood how the ads could appeal to others.

The OTS impaired driving prevention campaigns for FY2014 used a variety of communication strategies to get the "Don't Drive Impaired" message to resonate with the target audience (males 18-34). One approach that tested particularly well was the "Wrong Side" impaired driving prevention campaign. This enforcement campaign urged drivers who had been drinking to "find a sober ride home, or the police will find one for you" – reinforcing that impaired drivers will get caught and taken to jail. Respondents in the focus group were able to recall the main message word for word, and related to the scenarios that took a turn for the worse. Another OTS impaired driving prevention campaign promoted drinking within your limit but never driving impaired with the message, "Don't let this one be one too many. Don't drive impaired." This creative ran over the holidays and during the Super Bowl in several media channels and was featured in signage and public safety announcements at a number of games for UNLV, UNR, and the Las Vegas Wranglers.

Pedestrian safety continued to be a significant issue in Nevada in 2014, so both OTS and NDOT contributed a significant portion of their budgets to strengthen the pedestrian safety media efforts. They used mass media to build awareness of the unfortunate trend of pedestrian deaths on Nevada's roads with a visual of hearses and the message, "Too many pedestrians die on our roads. Look before crossing, and don't become part of the procession" on outdoor bulletins, online banners, print and television. They also used radio to demonstrate how pedestrians and drivers often blame each other for getting into a crash, and to reinforce that we're all responsible for sharing the road and keeping each other safe.

Due to the spike of motorcycle fatalities in Nevada in 2013 and continuing into 2014, OTS funded nearly 5 months of media campaigns to speak directly to motorcyclists and/or motorists, to promote motorcycle safety. The campaigns in spring and early summer warned motorcyclists of the dangers that come from speeding with the message, "Slow Down, Speed is a Killer. Live to Ride Another Day." Using consumer research tools, OTS was able to hone in very specifically on the motorcycle rider target audience and run safety messages on the most appropriate radio and television stations. OTS also used outdoor bulletins and posters along major freeways and high-traffic surface streets to get the word out to motorcyclists and passenger vehicle drivers alike. The rider audience was also pinpointed online and in social media with millions of target safety message impressions delivered during campaign months, and beyond with bonus and re-targeting online messages – including creative that spoke to sharing the road, always wearing the appropriate riding gear, exploring new routes, and enrolling in training classes. These online banners clicked through to the Nevada Rider website, where riders could sign up for classes, find more safety information, and routes for some of Nevada's most scenic rides. Samples of these messages are in the figures below.



FEDERAL FUNDING SUMMARY FFY 2014

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
NHTSA 402 Funding				
Planning and Administration	\$ 320,067	\$ 322,068	\$ 212,758	\$ 109,310
Alcohol	\$ 180,548	\$ 180,548	\$ 120,357	\$ 60,191
Distracted Driving	\$ 0	\$ 241,209	\$ 165,776	\$ 75,433
Occupant Protection	\$ 588,655	\$ 573,255	\$ 427,254	\$ 146,001
Pedestrian & Bicycle	\$ 870,969	\$ 739,678	\$ 481,421	\$ 258,257
Traffic Records	\$ 83,837	\$ 83,837	\$ 55,663	\$ 28,174
Speed Management	\$ 524,768	\$ 612,839	\$ 443,231	\$ 169,608
402 Total	\$ 2,568,844	\$ 2,753,434	\$ 1,906,460	\$ 846,974
NHTSA 406 Funding				
Planning and Administration	\$ 14,800	\$ 6,826	\$ 6,826	\$ 0
Alcohol	\$ 0	\$ 22,600	\$ 22,600	\$ 0
Pedestrian/Bicycle Safety	\$ 0	\$ 278,585	\$ 278,585	\$ 0
Speed Enforcement	\$ 148,214	\$ 44,053	\$ 44,053	\$ 0
406 Total	\$ 163,014	\$ 352,064	\$ 352,064	\$ 0
NHTSA 405 Occupant Protection	\$ 61,800	\$ 84,834	\$ 84,834	\$ 0
NHTSA 408 Traffic Records	\$ 438,667	\$ 694,912	\$ 573,003	\$ 121,909
NHTSA 2010 Motorcycle Safety	\$ 163,195	\$ 168,117	\$ 67,514	\$ 100,603
NHTSA 410 Alcohol SAFETEA LU	\$ 918,245	\$ 1,074,793	\$ 1,074,793	\$ 0
NHTSA 410 Planning and Admin	\$ 40,000	\$ 19,081	\$ 19,081	\$ 0
410 Total	\$ 958,245	\$ 1,093,874	\$ 1,093,874	\$ 0
154 Transfer Funds Plan & Admin	\$ 54,321	\$ 19,036	\$ 15,380	\$ 3,656
154 Transfer Funds - Alcohol	\$ 280,000	\$ 577,808	\$ 481,322	\$ 96,486
154 Transfer Funds - Media	\$ 230,000	\$ 0	\$ 0	\$ 0
154 Total	\$ 564,321	\$ 596,844	\$ 496,702	\$ 100,142
SUBTOTAL	\$ 4,918,086	\$ 5,744,079	\$ 4,574,451	\$ 1,169,628

Program Area / Project	Approved HSP Budget	Sum of Obligations	Sum of Expenditures	Unexpended Balance
BALANCE FORWARD	\$ 4,918,086	\$ 5,744,079	\$ 4,574,451	\$ 1,169,628
MAP 21 405(b) OP High Funding				
405(b) High HVE	\$ 100,000	\$ 293,723	\$ 0	\$ 293,723
405(b) High Public Education	\$ 346,909	\$ 446,909	\$ 267,846	\$ 179,063
405(b) High Occupant Protection	\$ 122,500	\$ 182,500	\$ 22,462	\$ 160,038
MAP 21 405(b) OP High Total	\$ 569,409	\$ 923,132	\$ 290,308	\$ 632,824
MAP 21 405(c) Data Program Total	\$ 591,488	\$ 798,713	\$ 5,784	\$ 792,929
MAP 21 405(d) Impaired Drvg Mid				
405(d) Mid HVE	\$ 926,918	\$ 876,680	\$ 174,968	\$ 701,712
405(d) Mid ID Coordinator	\$ 126,800	\$ 155,367	\$ 87,495	\$ 67,872
405(d) Mid Court Support	\$ 291,194	\$ 261,518	\$ 139,627	\$ 121,891
405(d) Mid BAC Testing/Reporting	\$ 100,000	\$ 100,000	\$ 3,063	\$ 96,937
405(d) Mid Paid/Earned Media	\$ 708,144	\$ 760,665	\$ 444,117	\$ 316,548
405(d) Mid Training	\$ 55,000	\$ 53,544	\$ 17,527	\$ 36,017
MAP 21 405(d) Impaired Drvg Total	\$ 2,208,056	\$ 2,207,774	\$ 866,797	\$ 1,340,977
MAP 21 405(f) Motorcycle Programs	\$ 68,572	\$ 69,405	\$ 2,005	\$ 67,400
TOTAL FUNDING ALL SOURCES	\$ 8,355,611	\$ 9,743,103	\$ 5,739,345	\$ 4,003,758

GLOSSARY

AL/ID	Impaired Driving (Alcohol or Impaired Driving)
AOC	Administrative Office of the Courts (state)
AVMT	Annual Vehicle Miles Traveled
B/P	Bicycle and Pedestrian
BAC	Blood Alcohol Content
BDR	Bill Draft Request (Legislative)
BIID	Breath Ignition Interlock Device
CEA	Critical Emphasis Area (SHSP)
CIOT	“Click it or Ticket” seat belt campaign
CPS	Child Passenger Safety
CY	Calendar Year
DD	Distracted Driving
DMV	Department of Motor Vehicles
DPS-OTS	Department of Public Safety’s-Office of Traffic Safety
DRE	Drug Recognition Expert
DUI	Driving under the Influence
EMS	Emergency Medical Systems
EUDL	Enforcing Underage Drinking Laws
FHWA	Federal Highways Administration
FMCSA	Federal Motor Carrier Safety Administration
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
GR	Governor’s Representative for Highway Safety
HSC	Highway Safety Coordinator
HSP	Highway Safety Plan (Behavioral Traffic Safety)
INTOX Committee	Committee on Testing for Intoxication
JF	Joining Forces
LEL	Law Enforcement Liaison
MAP-21	Moving Ahead for Progress in the 21st Century
MC	Motorcycle Safety
MMUCC	Minimum Model Uniform Crash Criteria
MPO	Metropolitan Planning Organization (in NV = RTC)
MVMT	Million Vehicles Miles Traveled
MVO	Motor Vehicle Occupant
NCATS	Nevada Citation & Accident Tracking System
NCJIS	Nevada Criminal Justice Information System
NCSA	National Center for Statistics & Analysis
HVE	High Visibility Enforcement

NDOT	Nevada Department of Transportation
NECTS	NV Executive Committee on Traffic Safety
NEMISIS	National Emergency Medical Services Information System
NHP	NV Highway Patrol
NHTSA	National Highway Traffic Safety Administration
OP	Occupant Protection
OPC	Occupant Protection for Children
OTS	Department of Public Safety's-Office of Traffic Safety
P&A	Planning & Administration
PA	Project Agreement
PBT	Preliminary Breath Tester
PD	Police Department
PED	Pedestrian Safety
PM	Performance Measure
RFF OR RFP	Request for Funds, or Request for Proposal
RTC	Regional Transportation Commission
SAFETEA-LU	Safe, Accountable, Flexible, Transparent, Efficient Transportation Equity Act – A Legacy for Users
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan (many partners)
SO	Sheriff's Office
TRCC	Traffic Records Coordinating Committee
TWG	Technical Working Group
UNLV	University Nevada – Las Vegas
UNR	University Nevada – Reno
UNSOM	University of Nevada School of Medicine
TRC	UNLV's Transportation Research Center
VMT	Vehicle Miles Traveled

OTS PROGRAM AREAS:

AL/ID	Alcohol/Impaired Driving
OP	Occupant Protection
JF	Joining Forces/HVE
MC	Motorcycle Safety
PS	Pedestrian Safety
SP	Speed
TR	Traffic Records
P&A	Planning & Administration

OTS Funding Glossary:

402	Section 402 of SAFETEA-LU Highway Safety Act Authorization
405(*)	National Priority Safety Programs of MAP-21 Highway Safety Act Authorization (405(b) OP, 405(c) TR, 405(d) AL, and 405(f) MC)
408	Section 408 of SAFETEA-LU Highway Safety Act Authorization
21	Nevada Department of Transportation HSIP Funding, MAP-21 Highway Safety
2010	Section 2010 of SAFETEA-LU Highway Safety Act Authorization
Cat 10	State Funding: Child Passenger Safety