Nevada Department of Public Safety

NEVADA OFFICE OF TRAFFIC SAFETY

Highway Safety Plan 2019

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INTRODUCTION

zero Fatalities
Drive Safe Nevada

Nevada's Highway Safety Plan (HSP) has been developed through a collaborative data-driven process with relevant partners from the 4 E's of traffic safety (Engineering, Education, Enforcement and Emergency Medical Response). The purpose of the HSP is to eliminate traffic-related fatalities and serious injuries by combining and sharing resources across disciplines and strategically targeting efforts to the areas of greatest need. Nevada has enlisted state, local, tribal, and federal agencies; institutions; private-sector firms; and concerned citizens to help solve this problem. The HSP includes a detailed problem identification on the who, what, when, where, and why for traffic safety issues and identifies strategies, funding, and projects to address the issues. The strategies rely heavily on the implementation of proven countermeasures and best practices.

The mission of the HSP is to eliminate fatalities and serious injuries on Nevada's roadways so everyone arrives home safely.

Zero Fatalities has been Nevada's official traffic safety goal since 2010, when it was adopted by the Nevada Executive Committee on Traffic Safety (NECTS). The NECTS involves executives from traffic safety partner agencies across Nevada to develop an effective system for prioritizing resources to eliminate deaths and serious injuries. As a key member of NECTS, the Nevada Department of Public Safety (DPS) Office of Traffic Safety (OTS) also uses **Zero Fatalities** as its goal to guide the federally-required Nevada HSP. The Nevada HSP is developed annually by OTS in coordination with numerous safety partners from across the state. Data is reviewed, proven behavioral safety countermeasures are selected, and resources are allocated by the OTS to efforts that address the most critical traffic safety needs.

These road user-focused efforts work together with the Nevada Department of Transportation's (NDOT) Highway Safety Improvement Plan (HSIP) that focuses on engineering improvements to improve roadway safety infrastructure. Both plans align closely with Nevada's Strategic Highway Safety Plan (SHSP), which is a statewide, comprehensive plan that provides a coordinated framework for reducing fatalities and serious injuries on Nevada's roadways. The SHSP establishes statewide goals and Critical Emphasis Areas (CEAs) developed in consultation with federal, state, local, and private-sector stakeholders. Under the leadership of NDOT and DPS, Nevada developed its first SHSP in 2006, and updated the plan in 2011 and 2016. Visit zerofatalitiesnv.com for more information on the SHSP and HSP implementation.

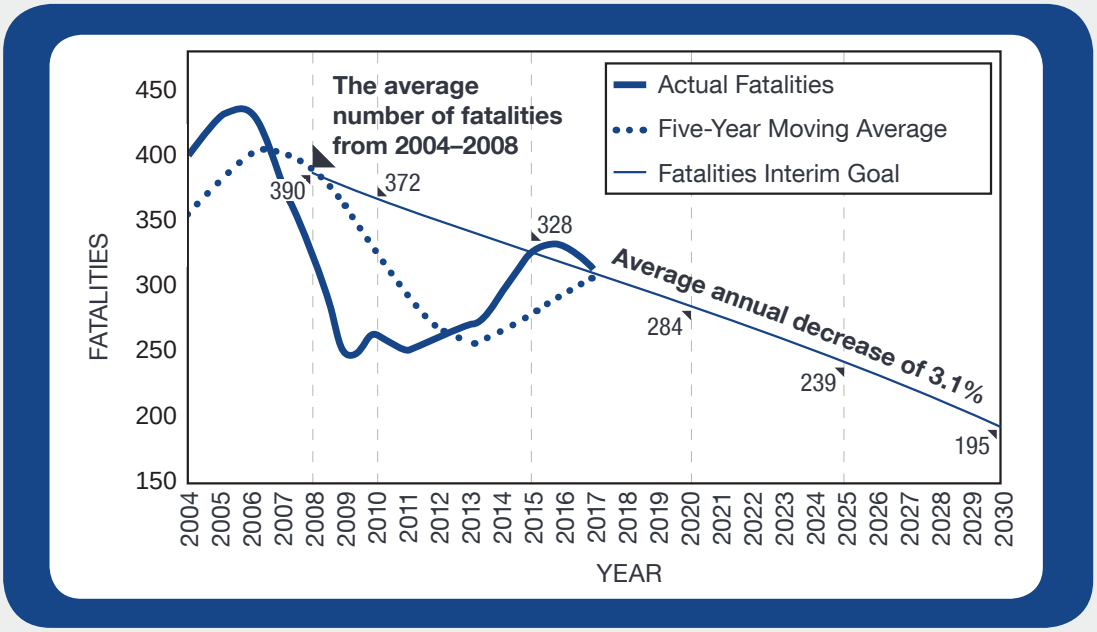
The HSP supports the following seven CEAs identified within the 2016-2020 SHSP that have been selected to focus on the areas with the highest potential for improvement.

OTS' FFY 2019 HSP and NDOT's HSIP share coordinated safety targets for three core safety Performance Measures: the number of motor vehicle fatalities occurring on Nevada roadways, the number of serious injuries, and the rate of fatalities per annual vehicle miles traveled (AVMT). These commonalities reinforce and increase the cohesiveness of Nevada's traffic safety efforts, and will lead to the increased focus necessary to eliminate fatalities and serious injuries on Nevada's public roads.

Nevada's Zero Fatalities goal has been projected through 2030 with interim targets set. As shown in the charts below, fatalities and serious injuries in Nevada were well below the interim targets for many years, but have recently increased above the targets, similar to national trends.

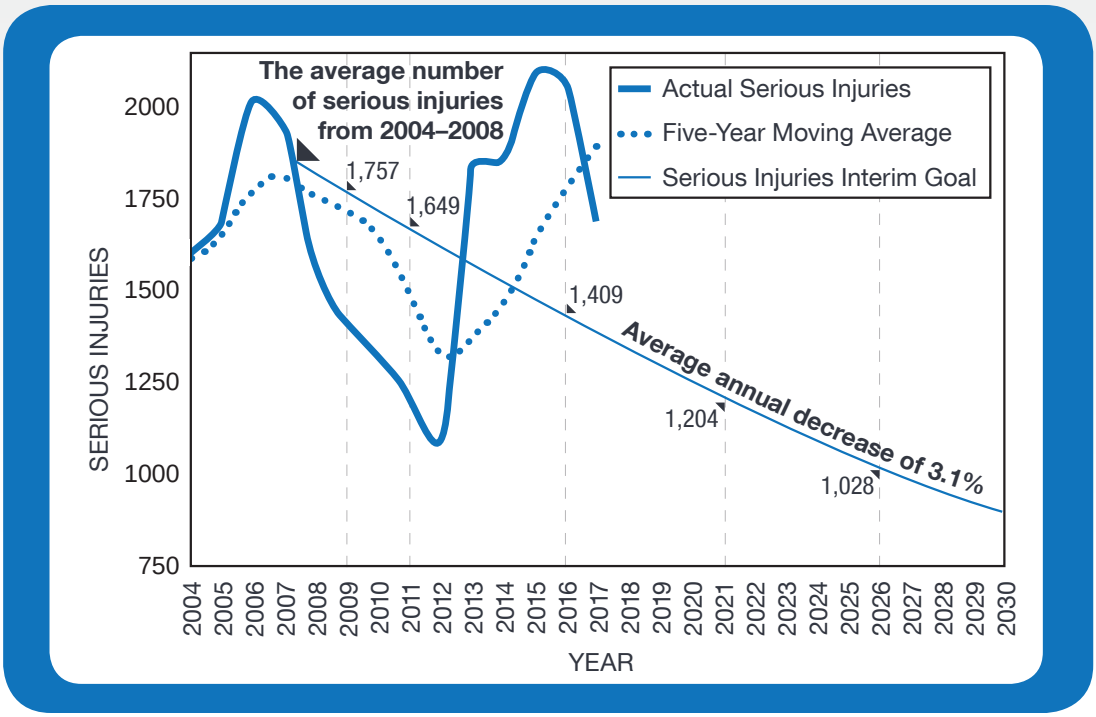
NEVADA FATALITY HISTORICAL TRENDS

Interim Goals to 2030



NEVADA SERIOUS INJURY HISTORICAL TRENDS

Interim Goals to 2030



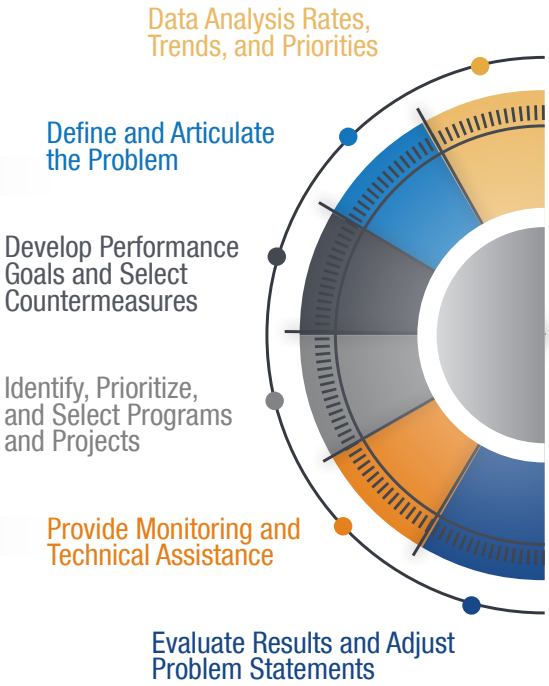
Throughout the Nevada HSP, you will read about critical traffic safety issues across the state and how state and local partners have proposed to reduce or eliminate fatalities and serious injuries caused by these problems. High-visibility enforcement (HVE) of traffic laws and a focus on community-level projects play a large role in the improvements of traffic safety in Nevada over the past decade. The state experienced its highest recorded number of traffic fatalities in 2006 at 431, and its lowest recorded number in 2009 at 243 fatalities. This 44% reduction in traffic fatalities was significant, but the trend has been generally moving upward since 2009.

OTS begins its grant proposal period each January. Prioritizing these problem areas and providing applicants with resource guidance to proven countermeasures will help grantees combat their local traffic safety problems most effectively. This document provides key information about each safety focus area and provides relevant data and examples of efforts that receive funding to address these issues. Funding for FFY 2019 grant projects includes both federal and state funds awarded to OTS to manage behavioral projects that support strategies in the unified SHSP. In FFY 2019, OTS will focus its efforts and resources on the most critical traffic safety problems identified by data and state and local partners to progress toward Nevada's goal of **Zero Fatalities**.

HIGHWAY SAFETY PLANNING PROCESS

THE GOAL-SETTING PROCESS

The highway safety planning process is circular and continuous. For example, at any one point in time, OTS may be working on previous, current, and upcoming fiscal year plans. Due to a variety of intervening and often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates. The planning process diagram and chart on this page visually capture the steps involved in the planning process.

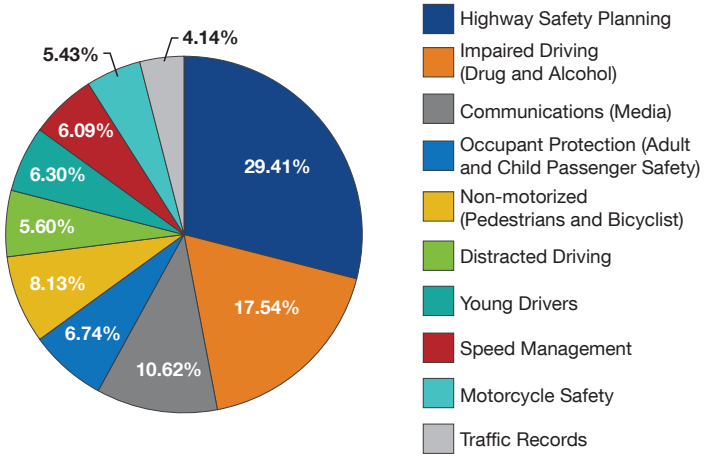


FUNDING STRATEGY

OTS annually awards federal funds to state, local, and non-profit organizations to partner in solving identified traffic safety problems.

Funds awarded are strictly for use in reducing fatalities and serious injuries caused by motor vehicle crashes through the implementation of programs or strategies that address driver behavior in priority problem areas. These program areas are:

2019 TOTAL FUNDING BY PROGRAM AREA



GRANT PROCESS

Formal project selection begins with organizations submitting a Letter of Interest (LOI), or grant proposal, to OTS. The LOI process is intended to solicit new traffic safety partners and provide potential program recipients with a simplified mechanism to propose programs. The invitation to submit an LOI includes requests for projects focused on Nevada's most recent data.

Criteria used to select projects includes:

- Is the project and supporting data relevant to the applicant's jurisdiction or area of influence?
- Is the problem adequately identified?
- Is the problem identification supported by accurate and relevant local data?
- Is there evidence that this type of project saves lives and reduces severe crashes?
- Are the goals and objectives realistic and achievable?
- Is this project cost effective?
- Is the evaluation plan sound (Is the performance/progress measurable)?
- Is there a realistic plan for self-sustainability (if applicable)?
- Does it use proven countermeasures?

Once proposals are submitted, OTS and a peer review committee review, score, and prioritize all grant applications for award. The most promising project proposals are accepted as funding levels permit and are noted in this HSP under the Performance Measure they address. Once a grant award is made to a sub-recipient, negotiations are conducted as needed to develop specific targeted objectives and to ensure that budgets are appropriate for the activities to be performed.

The final selections of projects for this 2019 HSP were based on:

1. The analysis of Nevada highway safety information system data
2. An applicant's effectiveness or ability to improve the identified problem
3. OTS program assessments and management reviews conducted by the National Highway Traffic Safety Administration (NHSTA)
4. Support of priorities and strategies within Nevada's SHSP
5. Partner efforts and/or review provided by the:
    - Department of Health and Human Services
    - Statewide Community Coalitions
    - Traffic Records Coordinating Committee (TRCC)
    - Attorney General's Substance Abuse Work Group (Impaired Driving Subcommittee)
    - Nevada Highway Patrol (NHP) Multidiscipline Incident Response Team (MIRT)
    - Statewide law enforcement agencies
    - University of Nevada, Reno School of Medicine
    - Center for Traffic Safety Research
    - University of Nevada, Las Vegas Transportation Research Center, Vulnerable Road Users Project

OTS also develops statewide projects in cooperation with other state, local, and non-profit agencies that partner on the SHSP. Local strategies and projects are developed by working with those agencies that have expressed an interest in implementing an evidence-based traffic safety project in their community or jurisdiction in the annual OTS LOI grant applications.

MONITORING AND TECHNICAL ASSISTANCE

Projects awarded to state, local, and non-profit agencies are monitored to ensure work is performed in a timely fashion and in accordance with project agreements or grant contracts. OTS conducts a Risk Assessment on the projects recommended for award prior to notification of approval and assigns a risk level to each. A monitoring plan is developed that takes this risk level into account. Monitoring is accomplished by observing work in progress, examining products and deliverables, reviewing activity reports, facilitating desk correspondence, and conducting on-site visits. As a matter of practice, OTS performs a desk audit of each claim and monthly progress report prior to acceptance or payment.

In addition, OTS program managers provide technical assistance to grantee project directors on an as-needed basis. Assistance includes providing and analyzing data, helping with fiscal management, providing report feedback, and giving tips for effective project management.

ANNUAL REPORT

After the end of the grant year, each sub-recipient is required to submit a final report detailing the successes and challenges of the project during the year. This information is compiled and used to evaluate progress toward OTS goals. It also assists in the assessment of future projects and substantiates the efforts of OTS in reducing fatalities and serious injuries.

DATA ANALYSIS AND PROBLEM IDENTIFICATION

The HSP is data-driven. The data analysis process involves a careful review of Nevada crash data to identify the state's problem traffic issues. Analyzing data helps determine where to focus efforts and resources and evaluates effectiveness. Most data used for developing and monitoring the HSP consists of crash data involving fatalities and serious injuries. This data is collected by law enforcement officers at the scene of traffic crashes. Over the past few years, Nevada has funded the integration of crash data with trauma center data to enable further analysis of the impacts of fatalities and serious injuries to society, such as medical costs, reduction of productivity, etc.

Information related to crash incidents, vehicles, drivers, and passengers is captured and maintained in a state repository. This database contains all the information related to a specific crash, including date, time, location, severity, manner of collision, contributing factors, weather, traffic controls, and design features of the road, to name a few.

Vehicle information may include year, make, model, and registration of the vehicles involved. Driver and passenger information typically includes age, gender, license status, and injury data. Injury Surveillance Systems (ISS) typically provide data on pre-hospital emergency medical services (EMS) , emergency department (ED), hospital admission/ discharge, trauma registry, and long-term rehabilitation.

Roadway information includes roadway location and classification (e.g., interstates, arterials, collectors, etc.) as well as a description of the physical characteristics and uses of the roadway. Location reference systems vary around the country but are becoming increasingly dependent upon global positioning systems (GPS) for accurate location information.

States have found that citation tracking systems are useful in detecting recidivism for serious traffic offenses earlier in the process (i.e., prior to conviction) and for tracking the behavior of law enforcement agencies and the courts with respect to dismissals and plea bargains. Nevada's Citation and Accident Tracking System (NCATS) is used to collect this data.

In 2016, the TRCC and its required functions were fully integrated into the SHSP with direct reporting to NECTS, which has the overall authority to consider and approve projects that improve traffic crash data and data systems in Nevada.

The Nevada OTS Annual HSP is guided by the same state and local crash data as the statewide SHSP to ensure that the recommended improvement strategies and grant-funded projects are directly linked to the factors contributing to the high frequency of fatal and serious injury crashes. The ability to access reliable, timely, and accurate data increases the overall effectiveness of the plan and increases the probability of directing resources to strategies that will prevent the most crashes and assist in identifying locations with the greatest need. Nevada collected data from a variety of sources to inform the 2019 HSP, including:

- Fatality Analysis Reporting System (FARS) General Estimates System
- NDOT Annual Crash Summary
- NCATS
- Nevada Department of Motor Vehicles (DMV)
- Seat Belt Observation Survey Reports
- University of Nevada, Las Vegas Transportation Research Center
- NHTSA and National Center for Statistics and Analysis (NCSA) Traffic Safety Fact Sheets
- EMS
- State Demographer Reports
- SHSP Fact Sheets
- Community Attitude Awareness Survey
- University of Nevada, Reno School of Medicine's TREND newsletter, an analysis of crash and trauma records from motor vehicle crashes
- NHTSA Program Uniform Guidelines

Nevada's traffic safety community is committed to seeking every avenue available to reduce fatalities and serious injuries on our roadways. Several resources are utilized in the data analysis process, including the following:

- Data reflecting the increase/reduction for each CEA based on the interim goals of the SHSP
- Current CEA strategies and action steps
- Recommended strategies from the local organizations such as regional transportation commissions (RTCs), public transit, schools and universities, courts, etc.
- Strategies and countermeasures
- Serious injury data from the state's four trauma centers, including both cost and severity of injury
- Consideration of other strategies and countermeasures

DEMOGRAPHICS

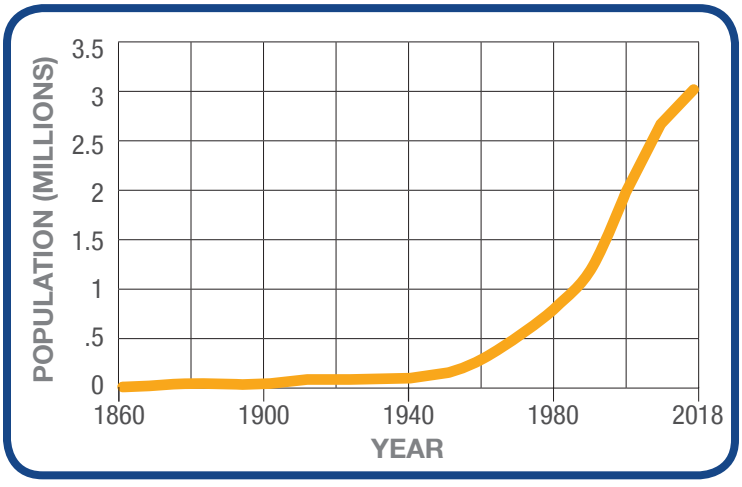
The majority of Nevada's population (96%) is located within 70 miles of two metropolitan areas: Las Vegas on I-15, 40 miles from the California border; and Reno, 450 miles north and just 10 miles from the California border on I-80.

The remaining balance of Nevada (roughly 300 by 500 miles) is rural with less than 4% of the remaining population, but 34% of the fatalities over the past 10 years have been rural. Approximately 85% of Nevada land is under federal control. Nevada also is the seventh largest state by area, but the 32nd largest state in population.

According to the U.S. Census Bureau, Nevada had the largest population growth in the nation between July 1, 2017 and July 1, 2018, with 2.1% growth. In addition, Nevada's population has increased 12.4% since 2010 and has steadily increased since 1960 as shown in the chart below.

The majority of traffic crash fatalities in Nevada occur in the two urban areas of Las Vegas and Reno. Road users in these areas experience high-speed arterials, moderate congestion, and limited facilities for pedestrians and bicyclists. Additionally, the influx of 40 million visitors adds roadway users and traffic safety issues.

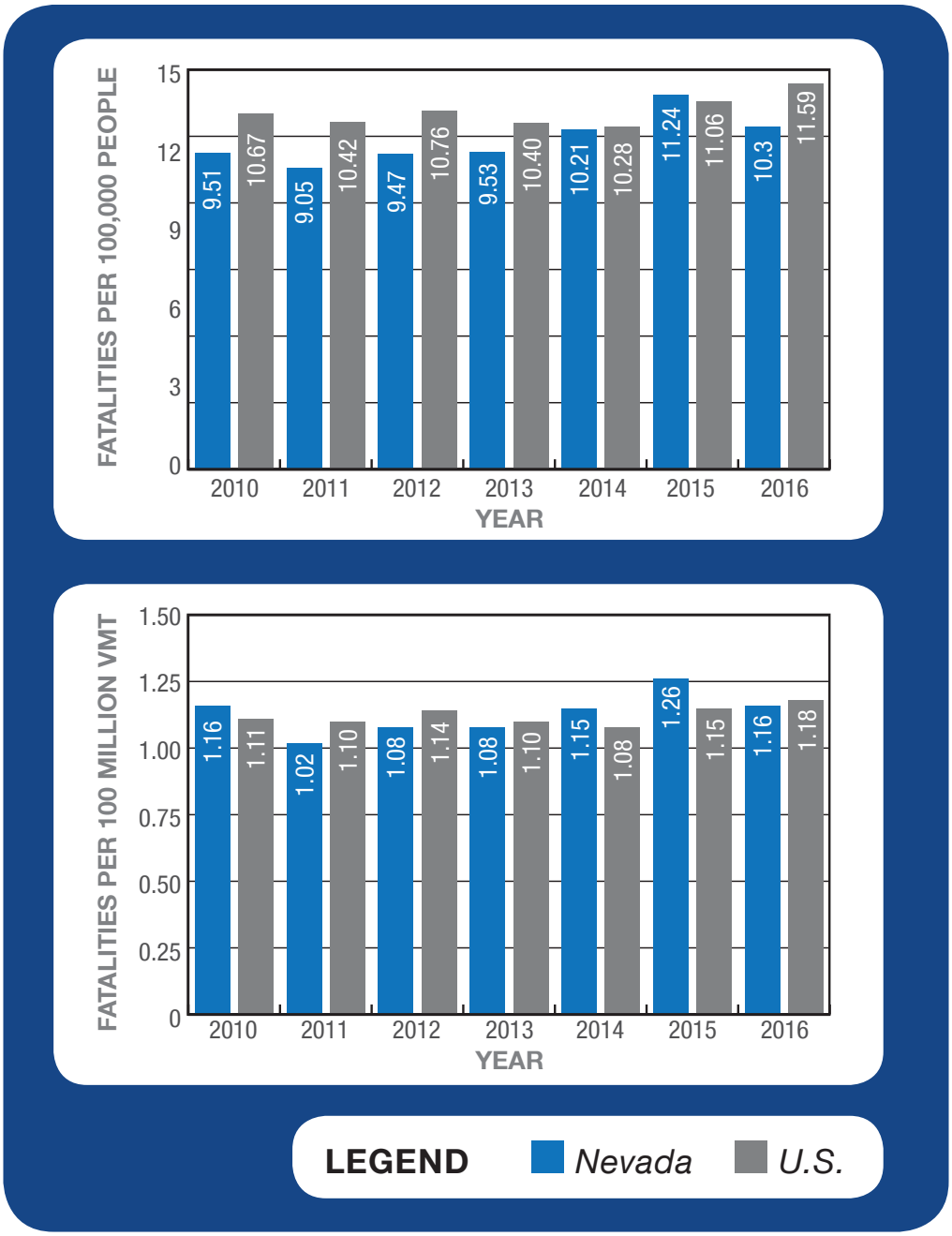
NEVADA POPULATION 1860-2018



FATALITIES

Nevada experienced its highest recorded year for motor vehicle fatalities (431) in 2006. The State's first SHSP was also implemented in 2006. Fatalities in Nevada decreased 44% from 2006 (its highest recorded year) to 2009 (its lowest recorded year) in a four-year period. Along with the majority of other states, fatality numbers have increased steadily since then. An 11% increase in traffic-related fatalities occurred between 2014 and 2015, but after a relatively flat year in 2016, fatalities dropped 6% in 2017.

FATALITY RATES: NEVADA VS. U.S.



Source: U.S. Traffic Safety Facts Annual Report, July 30, 2018

Problem Identification

The Nevada HSP is closely integrated with the Nevada SHSP. For both the HSP and SHSP, there is a focus on identifying issues and actions associated with the areas with the greatest involvement in fatal and serious injury crashes. Official FARS data from NHTSA is used for fatalities whenever possible with state data supplementing that data for additional crash parameters and VMT. This data is used to determine where to focus efforts and resources and to evaluate effectiveness.

The current SHSP has seven CEAs:

- Impaired Driving Prevention
- Intersection Safety
- Lane Departure Prevention
- Motorcycle Safety
- Occupant Protection
- Pedestrian Safety
- Young Driver Safety

Young Drivers was selected as an additional emphasis area in 2017 because it has a high proportion of fatalities relative to the number of drivers in that age bracket. It was also selected because it is an impressionable group with the potential to change their behavior and in recognition of the overall longevity of these drivers on our roadways. Traffic safety task forces associated with each CEA meet quarterly to implement strategies and actions for each of these critical issues. In addition, tribal, bicycles, older drivers and outreach to minority populations are incorporated into strategies of all task forces. The OTS staff are involved in all the task forces, with a lead role in behavioral areas.

Once specific problems are identified, strategies are selected from NHTSA's "Countermeasures That Work" publication. Visit https://www.ghsa.org/resources/countermeasures for a full reference of the 9th Edition.

The following table includes a crash data summary for all the key elements of the program over the past 10 years.

CRASH DATA SUMMARY	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
No. of Fatalities (Actual)	324	243	257	246	261	266	291	326	329	309
No. of Serious Injuries	1,558	1,412	1,328	1,219	1,161	1,207	1,212	1,349	1,273	1,102
Fatality Rate/100 Million VMT	1.56	1.19	1.16	1.02	1.08	1.08	1.15	1.26	1.23	
No. of Unrestrained Passenger Vehicle Occupant Fatalities	91	74	77	64	63	57	65	72	72	69
No. of Fatalities Involving Driver or Motorcycle Operator w/ > .08 BAC	106	69	69	70	85	81	93	99	102	89
No. of Speeding-Related Fatalities	93	94	81	76	102	90	100	112	126	95
No. of Motorcyclist Fatalities	59	42	48	41	43	59	63	55	74	54
No. of Unhelmeted Motorcyclist Fatalities	15	2	10	5	10	7	8	11	12	8
No. of Drivers Age 20 or Younger Involved in Fatal Crashes	50	37	23	26	35	30	37	39	39	25
No. of Pedestrian Fatalities	56	35	36	46	55	65	71	66	80	91
No. of Children Age 0-4 Fatalities	1	3	1	1	2	2	4	0	2	2
No. of Bicycle Fatalities	7	6	6	4	3	7	8	10	6	9
No. of Distracted Driving Fatalities			14	21	15	20	15	15	7	15
Percent Observed Belt Use for Passenger Vehicles—Front Seat Outboard Occupants	91%	91%	93%	94%	91%	95%	94%	92%	89%	91%

PERFORMANCE MEASURES

Targets for 2019 were set to reflect Nevada's **Zero Fatalities** interim goal of reducing the 2004-2008 five-year moving average of 390.0 fatalities by half by 2030. The current trend was projected through 2019 and then a reduction from the 2019 projection was calculated for a linear reduction to meet the interim goal. The fit (R-squared) of the linear trend line for the four- and five-year periods through 2017 for both the actual number of fatalities and the five-year moving average were reviewed. The 2013-2017 five-year moving average had the highest correlation and was used to project the current trend through 2019.

The following table includes a summary of all of Nevada's performance measures. Additional details on the first three performance measures: fatalities, serious injuries, and fatality rate are included on the following pages. Additional details on the remaining performance measures are incorporated into the program areas sections.

CRASH DATA AND TRENDS	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018 Trend	2019 Trend	2019 Target
Fatalities: 5-Year Moving Average	64.8	113.4	164.8	214.0	266.2	254.6	264.2	278.0	294.6	304.2	317.6	330.4	319.2
Serious Injuries: 5-Year Moving Average	311.6	594.0	859.6	1,103.4	1,335.6	1,265.4	1,225.4	1,229.6	1,240.4	1,228.6	1,220.3	1,214.4	1186.4
Fatality Rate: 5-Year Moving Average	0.312	0.550	0.782	0.986	1.202	1.106	1.098	1.118	1.147	1.145	1.208	1.236	1.209
Unrestrained: 5-Year Moving Average	18.2	33.0	48.4	61.2	73.8	67.0	65.2	64.2	65.6	67.4	71.6	75.0	74.0
> .08 BAC: 5-Year Moving Average	21.2	35.0	48.8	62.8	79.8	74.8	79.6	85.4	91.6	88.6	95.9	99.8	96.6
Speeding: 5-Year Moving Average	18.6	37.4	53.6	68.8	89.2	88.6	89.8	96.0	105.8	104.4	111.2	116.0	111.7
Motorcyclist: 5-Year Moving Average	11.8	20.2	29.8	38.0	46.6	46.6	50.8	52.2	58.8	61.0	64.9	68.6	65.1
Unhelmeted: 5-Year Moving Average	3.0	3.4	5.4	6.4	8.4	6.8	8.0	8.2	9.6	9.2	10.3	10.9	10.5
Drivers Age 20 or Younger: 5-Year Moving Average	10.0	17.4	22.0	27.2	34.2	30.2	30.2	33.4	36.0	34.4	37.1	38.5	37.9
Pedestrians: 5-Year Moving Average	11.2	18.2	25.4	34.6	45.6	47.4	54.6	60.6	67.4	76.0	82.2	89.2	84.1
Children Age 0-4: 5-Year Moving Average (only when restraint use was known)	0.2	0.8	1.0	1.2	1.6	1.8	2.0	1.8	2.0	2.0	2.0	2.1	2.1
Bicyclists: 5-Year Moving Average	1.4	2.6	3.8	4.6	5.2	5.2	5.6	6.3	6.7	7.9	8.3	8.9	8.5
Distracted Driver: 5-Year Moving Average							17.0	17.2	14.4	14.4	13.1	12.0	11.0
Percent Observed Belt Use for Passenger Vehicles—Front Seat Outboard Occupants - 5-Year Moving Average						92.8	93.4	93.2	92.2	92.2	92.0	91.8	91.0

FATALITIES

As shown in the chart and table below, Nevada's 309 fatalities for 2017 is the first year since 2011 that fatalities have decreased from the previous year. The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

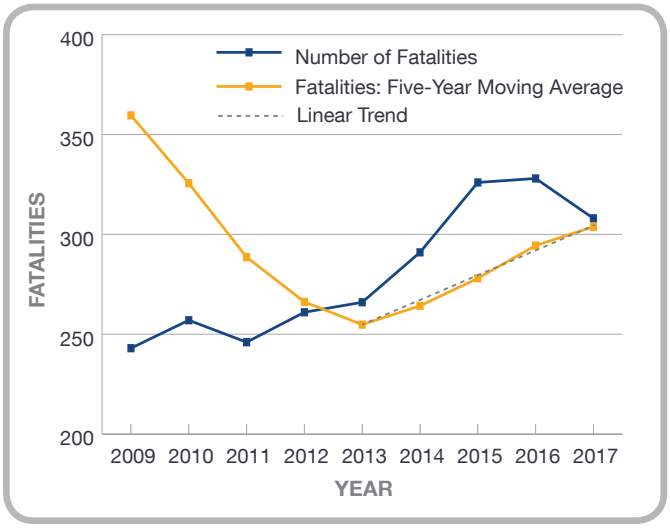
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	TREND 2018	TREND 2019	TARGET 2019
No. of Fatalities	266	291	326	329	309			
5-Year Moving Average	254.6	264.2	278	294.6	304.2	317.6	330.4	**319.2**

SERIOUS INJURIES

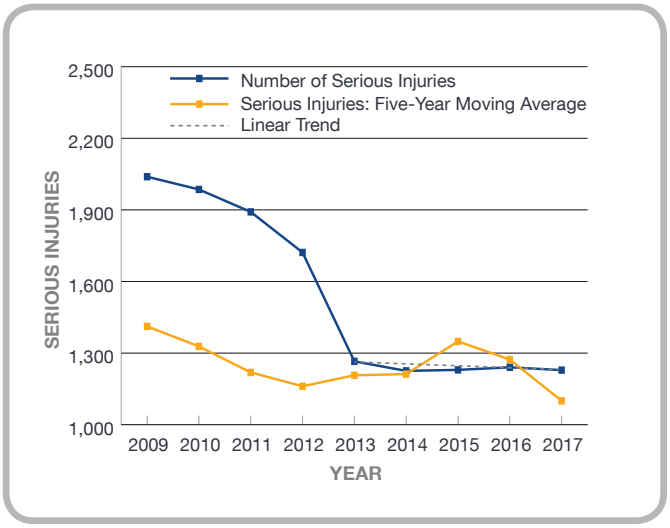
As shown in the chart and table below, Nevada's preliminary number of 1,102 serious injuries for 2017 is more than a 10% decrease from 2016 and is the lowest recorded number to date. The following table includes the 2013-2017 number of serious injuries, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Serious Injuries	1,207	1,212	1,349	1,273	1,102			
5-Year Moving Average	1,265.40	1,225.40	1,229.60	1,240.40	1,228.60	1,220.30	1,214.40	**1186.40**

FATALITIES



SERIOUS INJURIES

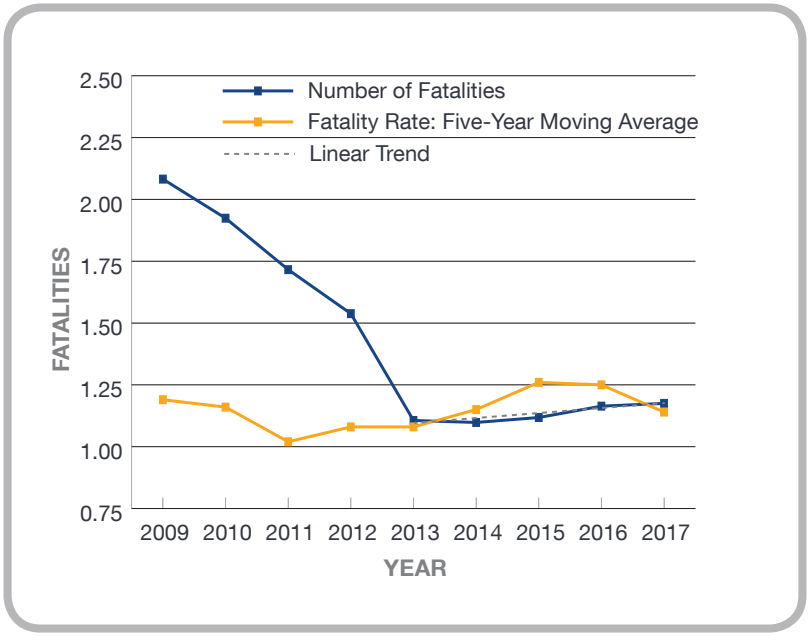


TOTAL FATALITY RATE PER 100 MILLION VMT

The following table includes the 2013-2017 fatality rate per 100 million VMT, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
Fatality Rate Per 100 Million VMT	1.08	1.15	1.26	1.23				
5-Year Moving Average	1.106	1.098	1.118	1.164	1.175	1.208	1.236	**1.209**

FATALITY RATE PER 100M VMT



PROGRAM AREAS

The following sections include information on the performance measures and problem identification for the following program areas:

- Occupant Protection (Adult and Child Passenger Safety)
- Impaired Driving Prevention (Drug or Alcohol)
- Communications (Media)
- Non-Motorized (Pedestrian and Bicyclist)
- Young Driver
- Traffic Record
- Motorcycle Safety
- Distracted Driving
- Speeding Prevention

OCCUPANT PROTECTION (ADULT AND CHILD PASSENGER SAFETY)

Occupant protection includes planning and developing traffic injury control safety programs in the areas of seat belts, child car seat use, and automatic occupant protection systems. Nevada's HSP includes a comprehensive occupant protection program that educates and motivates the public to properly use available motor vehicle occupant protection systems. A combination of legislation and use requirements, enforcement, communication, education, and incentive strategies is necessary to achieve significant, lasting increases in seat belt and child safety seat usage.

Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

The following chart and table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

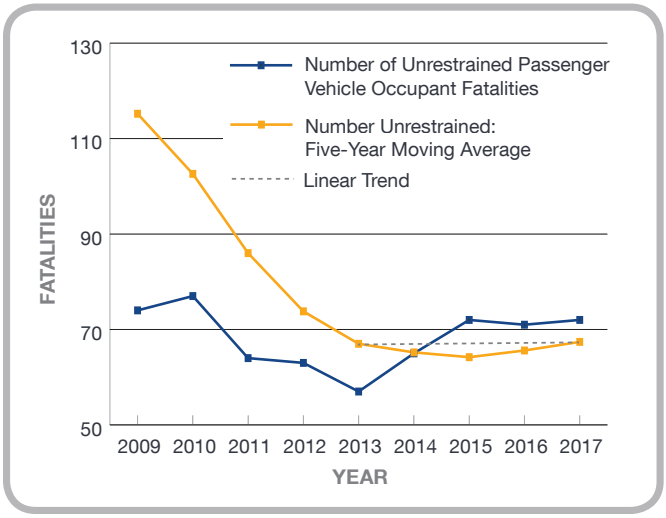
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
# of Fatalities	57	65	72	72	69			
5-Year Moving Average	67.0	65.2	64.2	65.6	67.4	71.6	75.0	**74.0**

Child Passenger Safety

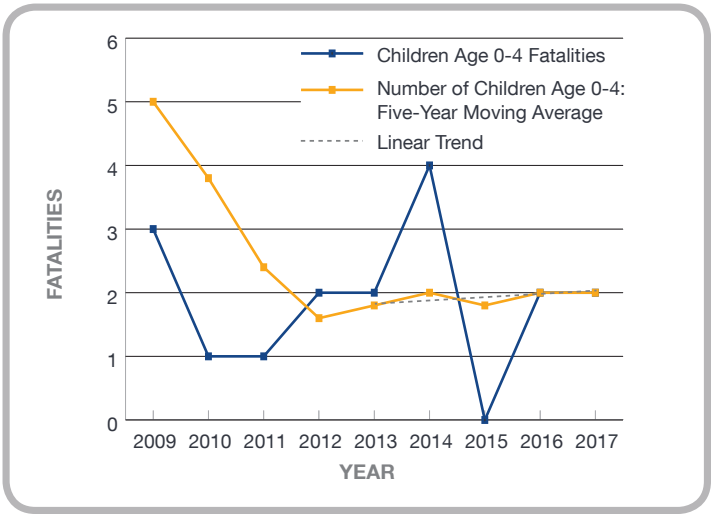
The following table includes the 2013-2017 number of fatalities for children ages 0-4, the five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
# of Fatalities	2	4	0	2	2			
5-Year Moving Average	1.8	2.0	1.8	2.0	2.0	2.0	2.1	**2.1**

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



CHILDREN AGE 0-4 FATALITIES



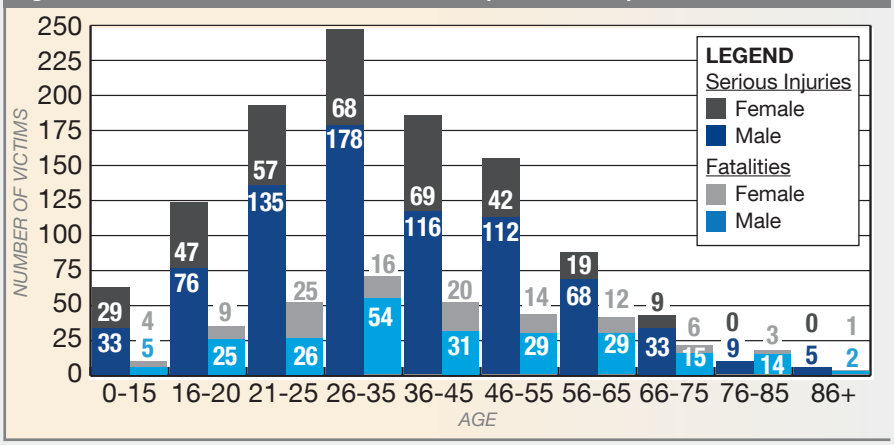
Occupant Protection Problem Identification

WHAT: Between 2013 and 2017, there were 340 unrestrained vehicle occupant fatalities, which is 23% of 1,501 total fatalities in Nevada from 2013 through 2017.

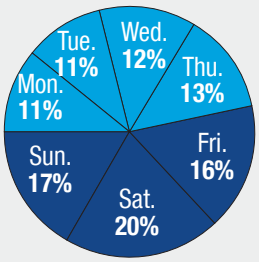
WHO: Men ages 26 to 35 years old comprise the largest number of victims of unbelted-occupant fatal and serious injury crashes from 2013 to 2017.

WHERE: Between 2013 and 2017, 64% of unbelted-occupant fatal and serious injury crashes occurred in **Clark County**. Sixty-seven percent occurred on urban roadways.

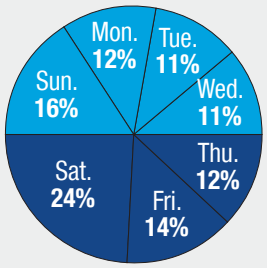
Age/Gender Breakdown of Crash Victims (2013 – 2017)



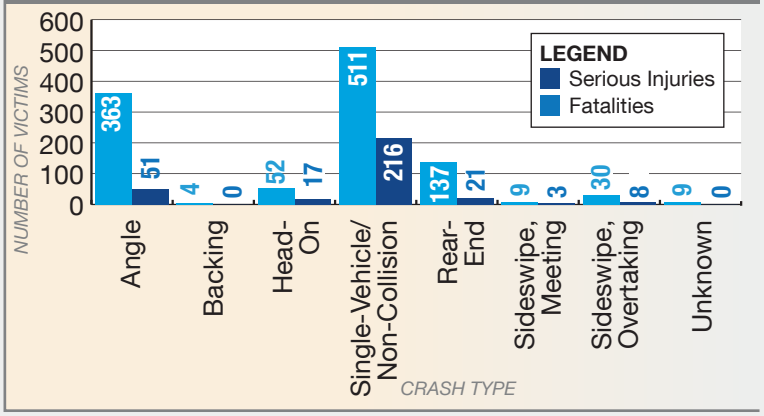
Day of Crash Occurrences (Serious and Fatal) (2013 – 2017)



Day of Fatal Crash Occurrences (2013 – 2017)



Victims by Crash Type (2013 – 2017)



WHEN: Unbelted-occupant fatal and serious injury crashes occurred most frequently on the weekends.

WHY: Unbelted-occupant fatalities and serious injuries resulted from single-vehicle/noncollision crashes more often than all other types combined.

Strategies

- **Seat Belt Use Survey** – Seat belt use data helps OTS, policy makers, and local partners form seat belt education and policy in Nevada. This is a NHTSA-required activity. An impromptu observational seat belt survey will be conducted during all Child Protective Services (CPS) seat inspection events.
- **Outreach** – Communications and outreach strategies will be utilized to reduce traffic fatalities and serious injuries by making the public aware of behaviors that lead to traffic crashes and Nevada's Zero Fatalities goal. Seat belt and CPS educational outreach will be combined during all CPS seat inspection events. Providing educational programs and partnering with other traffic safety advocates on safety belts, CPS, proper seating, and the use of child restraints will be continued.
- **HVE** – HVE will be utilized to reduce traffic fatalities and serious injuries by citing drivers who are not wearing seat belts or not using child restraints.
- **CPS Training and Installation** – CPS Technician training and installation support will be utilized to reduce traffic fatalities and serious injury crashes by providing training and certification costs for new CPS instructors, recertification costs for continuing instructors, child safety seats, and support for CPS installation programs and events. OTS partners with community organizations, law enforcement, hospitals, and health care providers to recruit and train technicians and trainers.

Related Projects

- **2019 Occupant Protection Survey** – Seat belt survey conducted by University of Nevada, Las Vegas.
- **2019 Outreach** – CPS training and installation.
- **2019 Communications** – Communications campaign.
- **2019 Traffic Safety Enforcement Program – Occupant Protection Enforcement** – HVE for seat belt and child safety seat use conducted by law enforcement agencies statewide.
- **2019 Occupant Protection/CPS Programs** – CPS training and installation – Coordination and support for CPS technician training, community outreach and education, and car seat installation stations. Partners include first responders and law enforcement, community programs, Native American Tribal populations, schools, foster care, and healthcare programs.

IMPAIRED DRIVING PREVENTION (DRUG OR ALCOHOL)

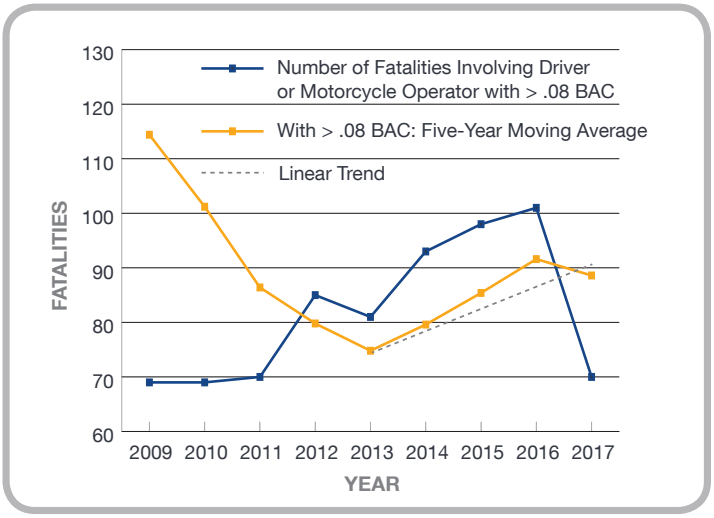
Nevada's HSP includes an impaired driving component that addresses highway safety activities related to impaired driving. Impaired driving means operating a motor vehicle while affected by alcohol and/or other drugs, including prescription drugs, over-the-counter medicines, or illicit substances. Impaired driving crashes include crashes where the driver or rider is impaired by alcohol above a 0.08% blood alcohol content (BAC) and/or impaired by marijuana, opioids, methamphetamines, or any other potentially impairing drug.

Fatalities Involving a Driver or Rider with BAC of 0.08 or Above

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	81	93	99	102	89			
5-Year Moving Average	74.8	79.6	85.4	91.6	88.6	95.9	99.8	**96.6**

FATALITIES INVOLVING DRIVER OR MOTORCYCLE OPERATOR WITH > .08 BAC



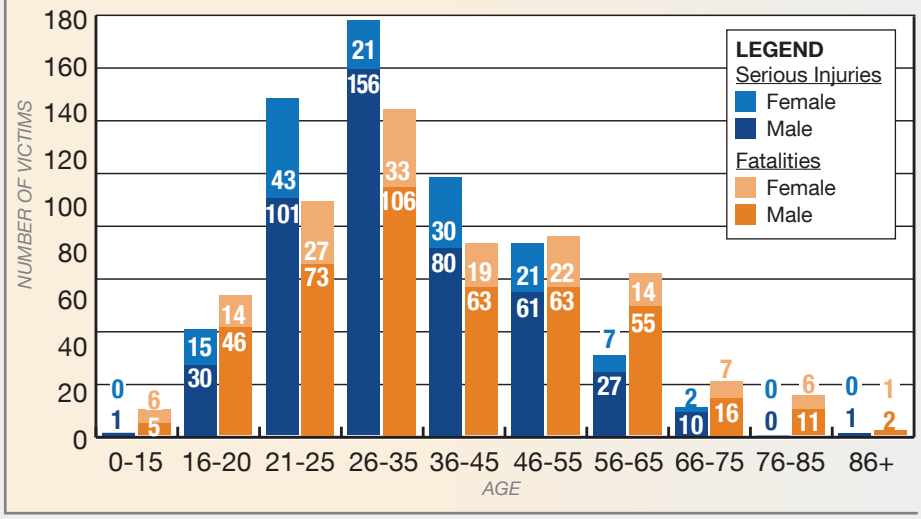
Impaired Driving Problem Identification

WHAT: Between the years of 2013 and 2017, there were 589 impaired driving fatalities, which is 39% of 1,501 total fatalities in Nevada from 2013 through 2017.

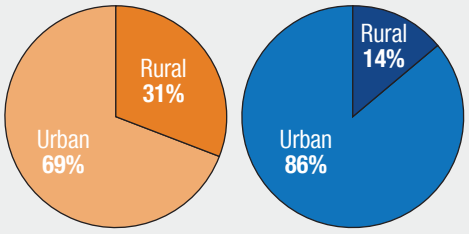
WHO: Men ages 26 to 35 years old, followed by men ages 21 to 25 years old, comprise the largest number of victims of impaired driving fatal and serious injury crashes from 2013 to 2017.

WHERE: Between 2013 and 2017, 71% of impaired driving fatal and serious injury crashes occurred in **Clark County**. Seventy-two percent of fatalities and 86% of serious injuries occurred on urban roadways.

Age/Gender Breakdown of Crash Victims (2013 – 2017)

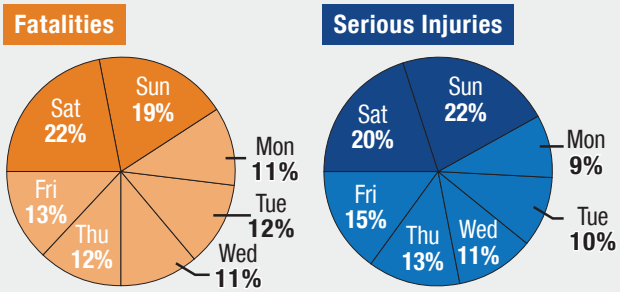


Location of Crash Occurrences in Nevada (2013 – 2017)



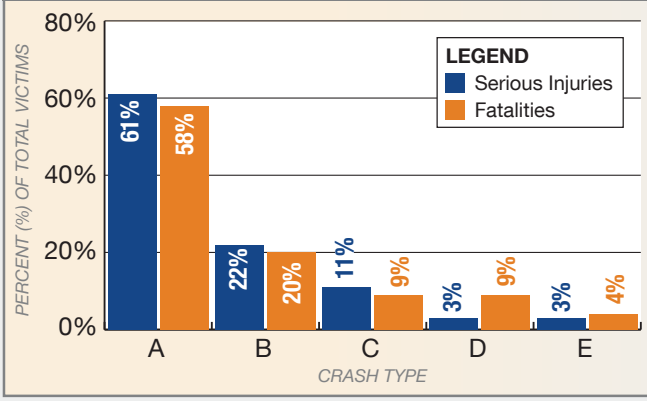
WHEN: Nearly 41% of impaired driving fatalities and serious injuries occurred on the weekend.

Day of Crash Occurrences (2013 – 2017)



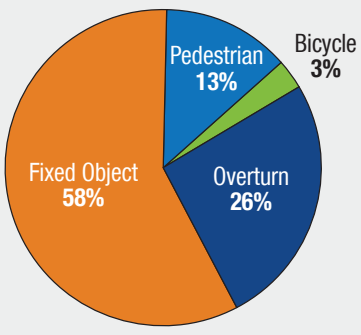
WHY: Impaired driving serious injuries and fatalities resulted from single-vehicle/non-collision crashes more often than all other crash types combined. Collision with a fixed object was the most common factor involved in single-vehicle/non-collision fatal crashes.

Victims by Crash Type (2013 – 2017)



A. Single-Vehicle/ Non-Collision
B. Angle
C. Rear-End
D. Head-On
E. Other

Factors of Single-Vehicle/Non-Collision Fatal Crashes (2013 – 2017)



Strategies

- **Law Enforcement Training** – Law enforcement training will be utilized to reduce traffic fatalities and serious injury crashes by providing specialized skills needed to detect, arrest, and collect evidence of impaired driving.
- **Judicial and Prosecutor Education** – Judicial and prosecutor education will be utilized to reduce traffic fatalities and serious injury crashes by providing training to judges, prosecutors, and specialty court staff on best practices related to Driving Under the Influence (DUI) court principles, diversion programs, ignition interlock, and 24/7 program usage.
- **Highway Safety Office Program Management** – Planning and administration will be utilized to reduce traffic fatalities and serious injuries by managing the activities of the Highway Safety Office.
- **HVE (Pedestrian, Motorist, and Impaired)** – HVE will be utilized to reduce traffic fatalities and serious injuries by removing impaired drivers from the roads.
- **Driving While Intoxicated (DWI) Courts** – DWI Courts are rated as highly effective for reducing recidivism. With the passage of mandatory ignition interlock, the specialty courts will need to assume an even stronger role in case management for DWI offenders. Funding for DWI Courts supports case management and coordination.

Related Projects

- **2019 DUI Law Enforcement Training** – Statewide DUI/Driving Under the Influence of Drugs (DUID) training in Drug Recognition Expert (DRE), Advanced Roadside Impaired Driving Enforcement (ARIDE), and comprehensive marijuana detection and prosecution knowledge delivered in person and via electronic trainings to law enforcement and prosecutors.
- **2019 Judicial and Prosecutor Training** – Training/education for judges, court staff and prosecutors.
- **2019 Program Management** – Highway Safety Office Program Management.
- **2019 Pedestrian and Motorist HVE** – High-visibility law enforcement directed at motorists and pedestrians.
- **2019 Impaired Driving HVE** – Impaired driving high-visibility/saturation enforcement.
- **2019 DUI Specialty Courts** – The DUI Court Program is a court-supervised, comprehensive treatment program for misdemeanor DUI offenders. The Felony DUI Court offers repeat DUI offenders with no fewer than three DUI offenses who are facing a minimum one-year prison sentence to receive treatment instead of incarceration. This project includes Carson City District Court, Las Vegas Justice Court and Washoe County Court.

COMMUNICATIONS (MEDIA)

he purpose of these efforts are to raise awareness of critical traffic safety issues (HSP 2019 Performance Measures 1-14) and the need to change risky driver behavior. The OTS will coordinate targeted and effective public information campaigns that may address: 1) impaired driving, 2) safety belt usage, 3) pedestrian safety, 4) motorcycle safety, and 5) distracted driving and other problematic driving behaviors to reduce fatalities and serious injuries. All campaigns are part of and support the State's **Zero Fatalities** mission.

Performance Goals

OTS will strive to accomplish specific and measurable objectives related to safety marketing during FY 2019. The overarching goal is to educate the public about roadway safety while increasing awareness of coordinated campaigns and messages to create a positive change in safety-related behaviors on Nevada's roadways, specifically:

1. Reduce impaired driving crashes and fatalities in FY 2019
2. Effectively reach and educate drivers, motorcyclists, and pedestrians through high-impact and engaging media channels

This plan intends to strike an effective balance between offline awareness and online engagement by reaching a minimum of 85% of the target audience with a safety message a minimum average of four times for each driving behavior campaign.

In order to accomplish these goals, OTS will apply a strategic approach by which targeted communication tactics will be employed to educate the public and to promote positive behavioral change, specifically:

1. Ensure that social norming messaging and media placement will coincide with enforcement-specific efforts
2. Leverage additional support from Nevada's Zero Fatalities program to strengthen the impact of synchronized campaign messages to the public
3. Maximize the media exposure for each campaign and increase the added-value opportunities provided to OTS by media partners
4. Place safety messages at high-profile public venues (e.g., sports arenas) where a high volume of people will see safety messages
5. Be present at events that connect with the public individually in support of safety campaigns
6. Look for relevant tie-ins and integrated messaging from both public and private groups, as applicable (e.g., Lyft, DMV, etc.)
7. Collaborate with safety partners
8. Encourage social media interactions related to traffic safety messaging and capitalize on the large social media networks of media partners
9. Leverage existing organic resources and networks whenever possible in order to extend the impact of our campaigns
10. Tap into national content and research, encourage media partners to engage in campaigns, work with other state departments, create training ties with large local businesses, etc.

NON-MOTORIZED (PEDESTRIAN AND BICYCLIST)

Nevada's HSP includes a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices, educates drivers to share the road safely with other road users, and provides safe facilities for pedestrians and bicyclists through a combination of policy, enforcement, communication, education, incentive, and engineering strategies.

Pedestrian Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

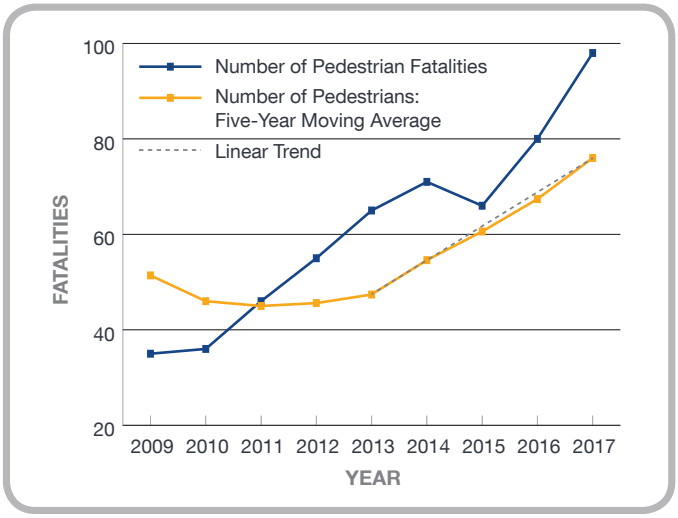
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	65	71	66	80	91			
5-Year Moving Average	47.4	54.6	60.6	67.4	76.0	82.2	89.2	**84.1**

Bicycle Fatalities

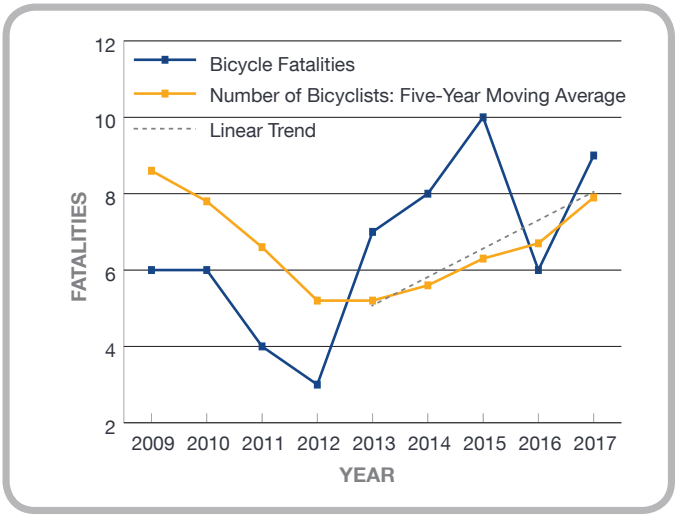
The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	7	8	10	6	9			
5-Year Moving Average	5.2	5.6	6.3	6.7	7.9	8.3	8.9	**8.5**

PEDESTRIAN FATALITIES



BICYCLE FATALITIES



Non-Motorized (Pedestrian) Problem Identification

WHAT: Between 2013 and 2017, 372 pedestrians lost their lives, which is 25% of 1,501 total fatalities in Nevada from 2013 to 2017.

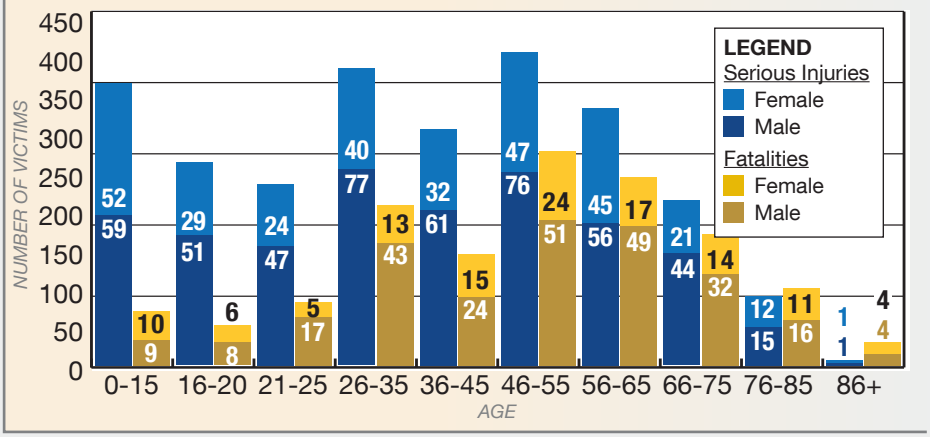
WHO: Middle-aged male pedestrians ages 46 to 55 years old comprised the largest number of victims of fatal and serious injury crashes. In general, male pedestrians of almost any age comprised a larger number of crash victims than female pedestrians from 2013 to 2017.

WHERE: 64% of pedestrian fatal crashes from 2013 to 2017 occurred in the roadway. Crashes occurring in crosswalks at an intersection totaled 15% of pedestrian fatal crashes.

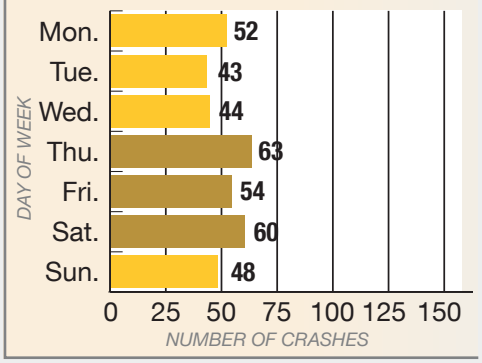
WHEN: Thursday was the most dangerous day for pedestrians, with a combined 63 fatal crashes from 2013 to 2017. Friday and Saturday were the next most involved days with 54 and 60 fatal crashes, respectively.

WHY: The pedestrian action that contributed most to fatal and serious injury crashes was improper roadway crossing. Other significant contributing factors included darting into the roadway, failure to yield right-of-way, and not being visible to drivers.

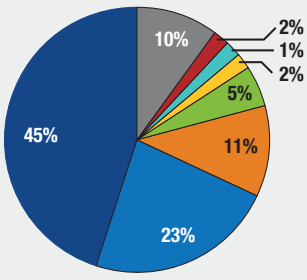
Age/Gender Breakdown of Crash Victims (2013 – 2017)



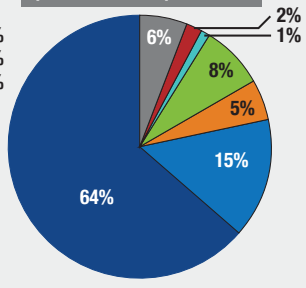
Day of Crash Occurrences (2013 – 2017)



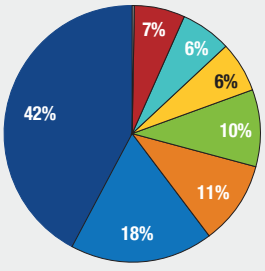
Location of Crash Occurrences (Serious Injury and Fatal)



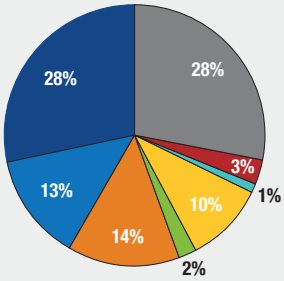
Location of Fatal Crash Occurrences (2013 – 2017)



Causes of Pedestrian Crashes (Serious Injury and Fatal) (2013 – 2017)



Causes of Fatal Pedestrian Crashes (2013 – 2017)



- In Roadway
- Crosswalk (At Intersection)
- Sidewalk
- Intersection (No Crosswalk)
- Median (Not on Shoulder)
- Crosswalk (Non-Intersection)
- Shoulder
- Other/Unknown

- Improper Crossing
- Darting into Roadway
- Fail to Yield Right-of-Way
- Not Visible
- Lying Illegally in Roadway
- Inattentive
- Fail to Obey Traffic Signs
- Other/Unknown

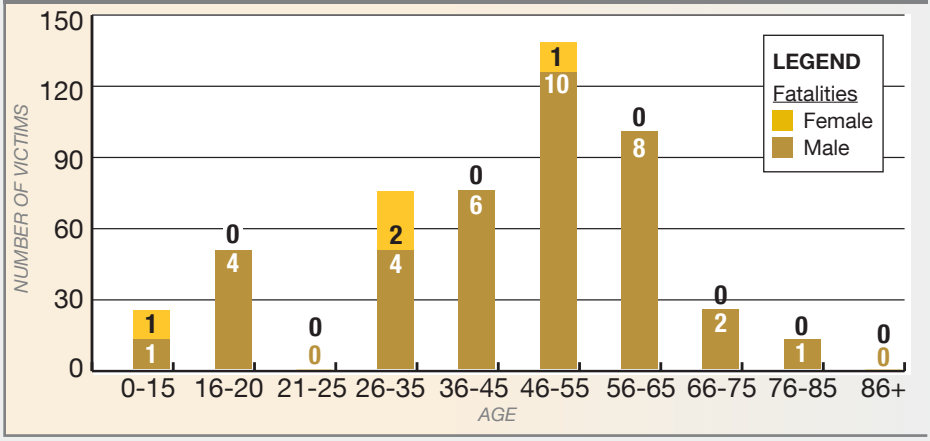
Non-Motorized (Bicyclist) Problem Identification

WHAT: Between 2013 and 2017, 40 bicyclists lost their lives, which is 3% of 1,501 total fatalities in Nevada from 2013 to 2017.

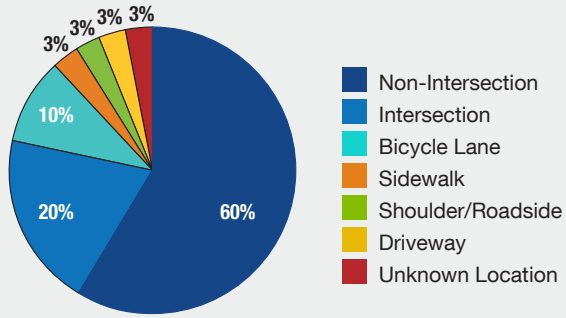
WHO: Middle-aged male pedestrians 46 to 55 years old comprised the largest number of victims of fatal and serious injury crashes. In general, male bicyclists of almost any age comprised a larger number of crash victims than female pedestrians from 2013 to 2017.

WHERE: Over half of bicyclist fatal and serious injury crashes from 2013 to 2017 occurred at an intersection.

Age/Gender Breakdown of Crash Victims (2013 – 2017)

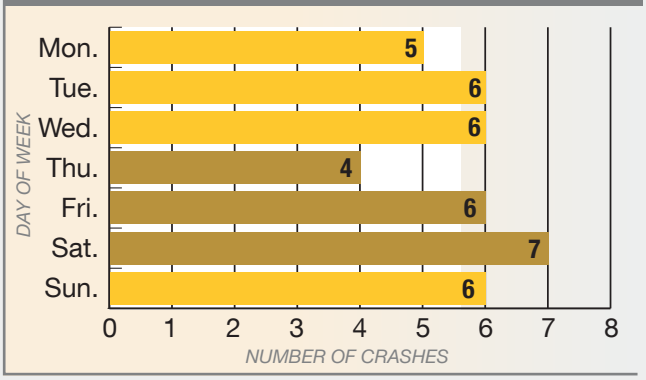


Location of Fatal Crash Occurrences (2013 – 2017)



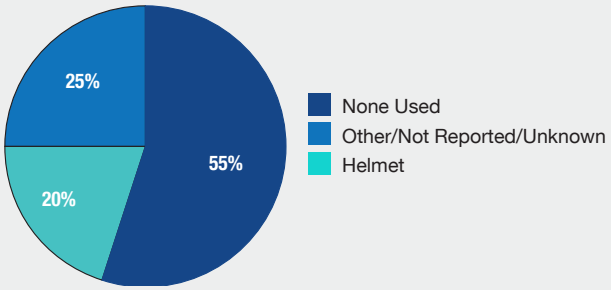
WHEN: Saturday was the most dangerous day for bicyclists, with seven fatal crashes from 2013 to 2017.

Day of Fatal Crash Occurrences (2013 – 2017)



WHY: Only 20% of bicyclists who died in crashes from 2013 to 2017 were wearing a helmet.

Helmet Use in Fatal Crash Occurrences (2013 – 2017)



Strategies

- **Highway Safety Office Program Management** – Planning and administration will be utilized to reduce traffic fatalities and serious injuries by managing the activities of the Highway Safety Office.
- **HVE (Pedestrians/Bicyclists)** – HVE will be utilized to reduce traffic fatalities and serious injuries by enforcing traffic laws for pedestrians, bicyclists, and drivers.
- **Comprehensive Vulnerable Road Users Strategies** – Strategies include education for children and adults; conspicuity enhancement; driver, bicyclist, and pedestrian training; communications and outreach; and pedestrian safety zone/speed reduction advocacy will be utilized to reduce traffic fatalities and serious injuries by providing an all-inclusive approach to addressing vulnerable road user traffic fatalities and serious injuries.

Related Projects

- **2019 OTS Program Management** – Program management (staff) for all traffic safety program areas.
- **Pedestrian and Motorist HVE**
- **2019 Pedestrian Programs** – Training, education, communications and outreach, targeted enforcement, conspicuity enhancement, community coalition participation, advocacy, speeding, and speed management directed at motorists, pedestrians, and bicyclists

YOUNG DRIVERS

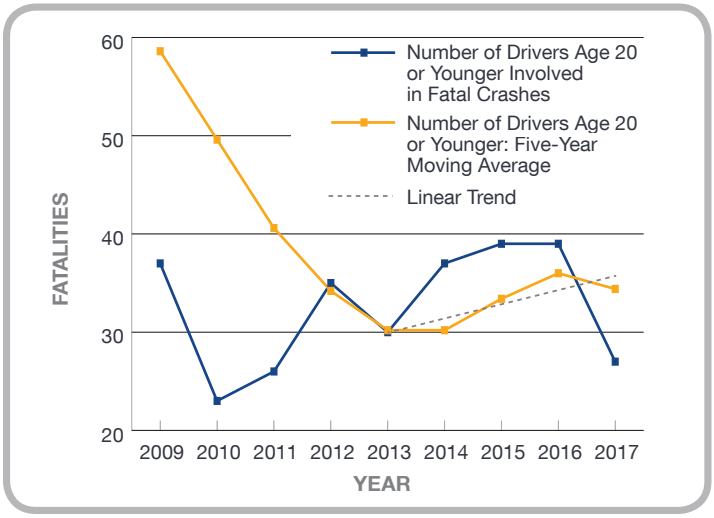
Nevada's HSP includes comprehensive efforts to address the issues associated with young drivers' high level of involvement in motor vehicle crashes. The program should include training, licensing, education, and enforcement activities that positively impact the safety of novice drivers.

Drivers Age 20 or Younger in Nevada Fatal Crashes

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	30	37	39	39	25			
5-Year Moving Average	30.2	30.2	33.4	36.0	34.4	37.1	38.5	**37.9**

NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES

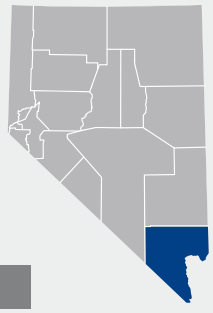


Young Driver Problem Identification

WHAT: Between 2013 and 2017, 176 people lost their lives, which is 12% of 1,501 total fatalities in Nevada from 2013 through 2017.

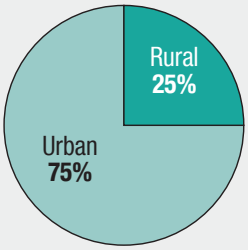
WHERE: Between 2013 and 2017, 63% of young driver fatal crashes occurred in Clark County.

Seventy-five percent of fatalities and 80% of serious injuries occurred on urban roadways.

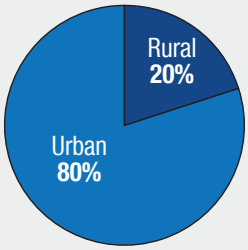


Crash Locations (2013 – 2017)

Fatalities



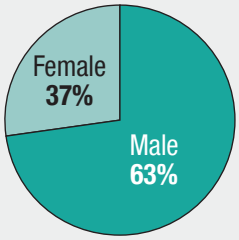
Serious Injuries



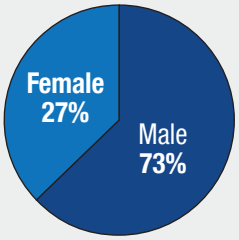
WHO: Between 2013 and 2017, 63% of young driver fatal crashes, and 73% of serious injuries, were male.

Crash Occurrences by Gender (2013 – 2017)

Fatalities

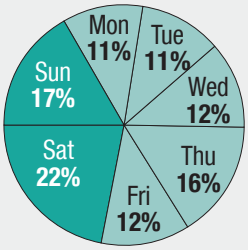


Serious Injuries

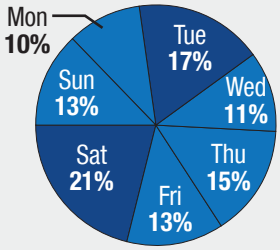


Day of Crash Occurrences (2013 – 2017)

Fatalities

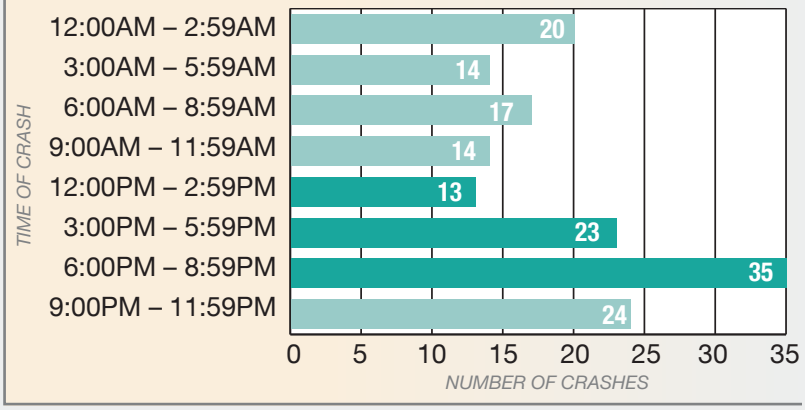


Serious Injuries



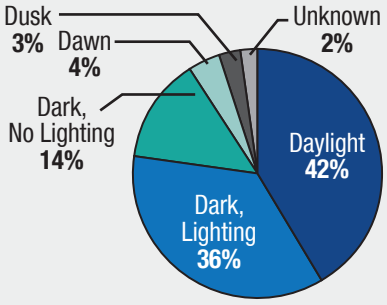
WHEN: From 2013 to 2017, about 39% of young driver fatal crashes occurred on the weekends. Crashes occurred most frequently between the hours of 12:00 PM to 8:59 PM.

Fatal Crashes by 3-Hour Range (2013 – 2017)



WHY: Forty-two percent of young driver fatal crashes from 2013 to 2017 occurred during daylight hours.

Lighting Conditions (2013 – 2017)



Strategies

- **School Programs** – Young driver educational programs will be utilized to reduce traffic fatalities and serious injuries by reaching young drivers with important safety information. Zero Teen Fatalities uses a combination of school and classroom presentations, assemblies, administrator/educator meetings, parent presentations, driver's education classes, and other venues and events to spread awareness about teen driving issues.
- **Highway Safety Office Program Management** – Planning and administration will be utilized to reduce traffic fatalities and serious injuries by managing the activities of the Highway Safety Office.
- **Driving Skills Training Programs** – Nearly 3,500 parents and high school age drivers will receive hands-on driving training and education in crash avoidance, traffic safety behaviors, vehicle familiarization, and traffic laws.

Related Projects

- **2019 Young Driver Programs** – Young driver programs delivered through high schools, community colleges, universities, vocational schools, community organizations, etc.
- **2019 OTS Program Management** – Program management (staff) for all traffic safety program areas.
- **2019 Driver Training** – Driver's Edge driving skills training program is a half-day, hands-on driving skills training workshop for young drivers and their parents. Young drivers are given comprehensive education and behind the wheel training delivered by race car drivers, law enforcement officers, commercial vehicle operators, and vehicle maintenance specialists.

TRAFFIC RECORDS

Nevada is implementing a traffic records system (TRS) to support highway and traffic safety decision-making and long-range transportation planning. A complete TRS is necessary for identifying the locations and causes of crashes, planning and implementing countermeasures, operational management and control, and evaluating highway safety programs and improvements.

In 2015, Nevada's Traffic Records Program underwent an assessment that recommended an intrastate cooperative effort in data collection. Following that assessment, a number of recommendations were made, including:

- Strengthen the TRCC's abilities for strategic planning
- Improve the interfaces with the crash data system
- Improve vehicle and driver data availability
- Improve the interfaces with the roadway data system
- Improve the interfaces with the citation/adjudication system
- Improve the interfaces with the EMS/ISS
- Improve the TRS's capacity to integrate data

These goals were noted and work towards these goals has been ongoing. Though they stand as continuing performance targets in FY 2019, all targets have been addressed and the following improvements have been made:

- Crash Data System interfaces were improved. Electronic citation/crash data is submitted through Brazos Tech from officers in the field utilizing handheld devices. The data is exported to courts statewide, allowing for readily-available, accurate access. The number of agencies participating in electronic citation/crash reporting increased from 31 to 34 in FY 2018. An estimated 98% of all Nevada citations issued are now submitted electronically.
- Roadway data collection was improved through the continued inclusion of electronically-collected crash (eCrash) reports.
- The furthering of the automation process in retrieving citation information for the Nevada Administrative Office of the Courts (AOC) and the 32 Nevada courts being served through the Nevada Criminal Justice Information System (NCJIS) interface into the courts' case management system was fulfilled.
- Contact was made with the Nevada Department of Health and Human Services (DHHS). DHHS is the reporting agency for another missing key component denoted in the 2015 Traffic Records Assessment, the EMS database. The state EMS system is under the care of DHHS and is undergoing an upgrade to its national reporting database. Upon completion and with input/fiscal assistance from the TRCC, DHHS's system that will enable data researchers to develop more comprehensive reports of crash victim injuries than previously available data allowed. The National EMS Information System (NEMSIS) database has requirements the state EMS system must meet. All parties are actively pursuing opportunities to assist in the implementation of the Nevada EMS/NEMSIS data server modernization.
- The Center for Traffic Safety Research, a sub-grantee gathering trauma data from the four main trauma centers in our state, will develop far more extensive reports with regards to driver injury causation information by having the State EMS database modernized.

Strategies

- **Improve timeliness of a core highway safety database** – Nevada is in final stages of implementing a statewide eCrash/eCite system that has all law enforcement agencies reporting traffic crash and citation data into a single electronic system. This allows law enforcement to submit crash and citation information in an expedient and effective manner to the State Departments of Public Safety and Transportation, and to the court system.
- **Improve integration between one or more core highway safety databases** – Data integration is a key component of the full understanding of traffic crashes. Integration of crash data components is a best practice and a recognized strategy per NTSA Traffic Records Technical Assessment.
- **Improve completeness of a core highway safety database** – Thorough and complete traffic crash data provides key information to improving safety; educating planners, law enforcement, policy makers and the driving public; and increasing data validity.
- **Highway Safety Office Management** - Planning and administration will be utilized to reduce traffic fatalities and serious injury crashes by managing the activities of the Highway Safety Office.

Related Projects

- **2019 Electronic Crash Reporting System Improvements** – Quarterly meetings will be held with system users Law Enforcement Agencies (LEAs), the state, and the vendor to implement system enhancements and improve functionality. System interface development connects LEA records management systems to the central eCrash/eCite system. This includes initial system implementation costs for devices and training for LEAs.
- **2019 Crash Data Integration** – EMS and trauma data integration.
- **2019 Data Quality Projects** – Training and education for first responders to improve data collection and crash data retrieval.
- **2019 OTS Program Management** – Program management (staff) for all traffic safety program areas.

MOTORCYCLE SAFETY

Nevada's HSP includes a comprehensive motorcycle safety program that aims to reduce motorcycle crashes and related fatalities and injuries. Each comprehensive motorcycle safety program should address the use of helmets meeting Federal Motor Vehicle Safety Standard 218 and other protective gear, proper licensing, impaired riding, rider training, conspicuity, and motorist awareness.

Motorcyclist Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

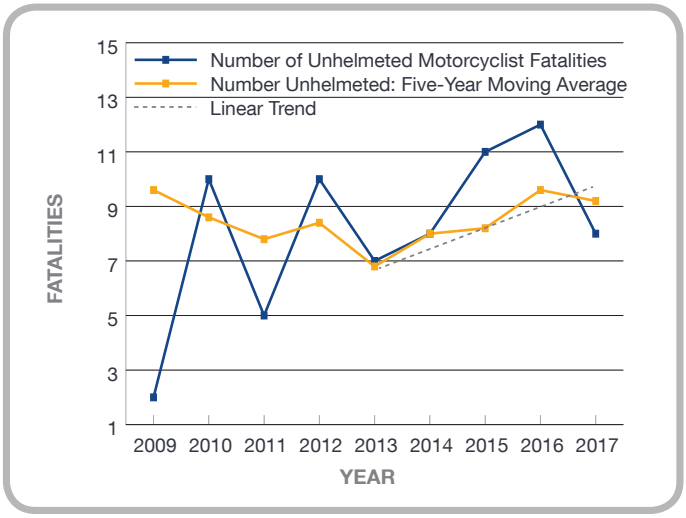
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	59	63	55	74	54			
5-Year Moving Average	46.6	50.8	52.2	58.8	61.0	64.9	68.6	**65.1**

Unhelmeted Motorcyclist Fatalities

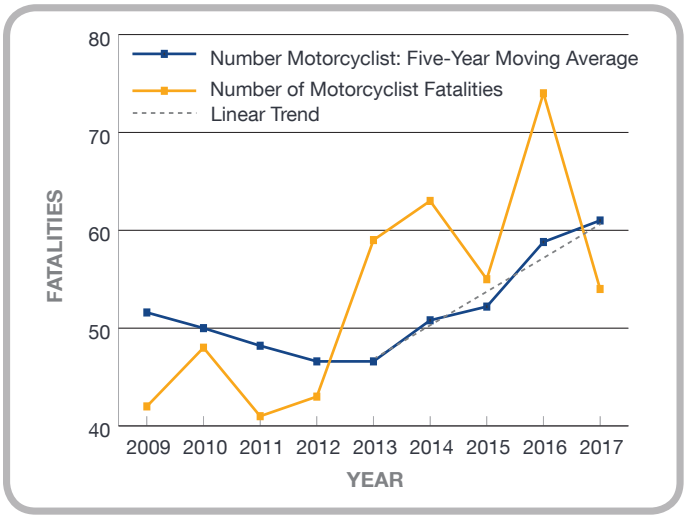
The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	7	8	11	12	8			
5-Year Moving Average	6.8	8.0	8.2	9.6	9.2	10.3	10.9	**10.5**

UNHELMETED MOTORCYCLIST FATALITIES



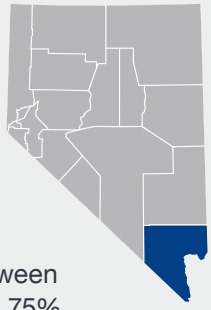
MOTORCYCLIST FATALITIES



Motorcycle Safety Problem Identification

WHAT: Between 2013 and 2017, 313 people lost their lives, which is 21% of 1,501 total fatalities in Nevada from 2013 through 2017.

WHO: Men ages 26 to 35 years old comprised the largest number of victims of fatal and serious injury motorcycle crashes from 2013 to 2017.

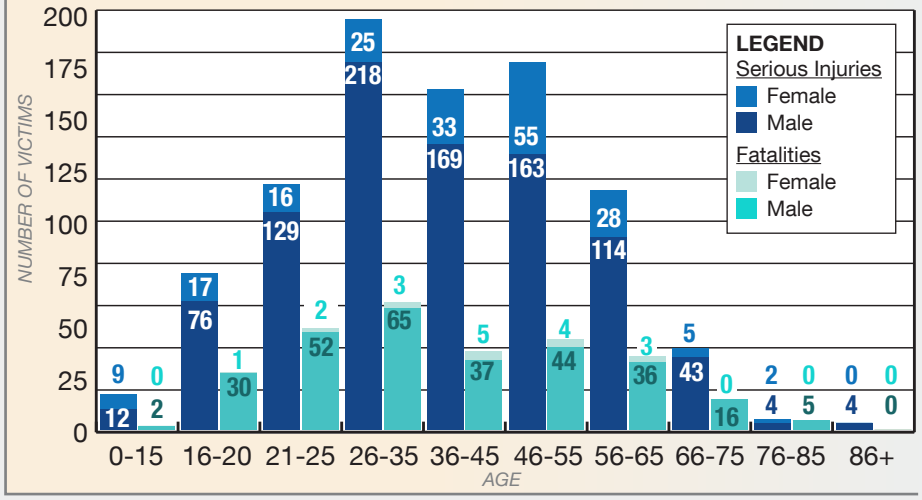


WHERE: Between 2013 and 2017, 75% of fatal and serious injury motorcycle crashes occurred in Clark County.

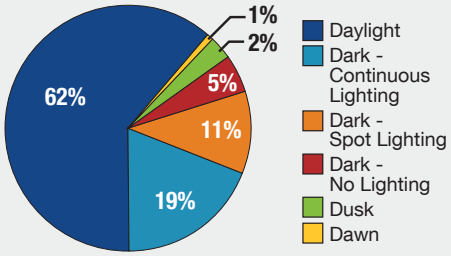
WHEN: Between 2013 and 2017, fatal and serious injury motorcycle crashes occurred most frequently on Fridays and Saturdays. 56% of fatal crashes occurred during daylight hours.

WHY: Motorcycle fatalities and serious injuries resulted from angle and single-vehicle/non-collision crashes more often than all other crash types combined.

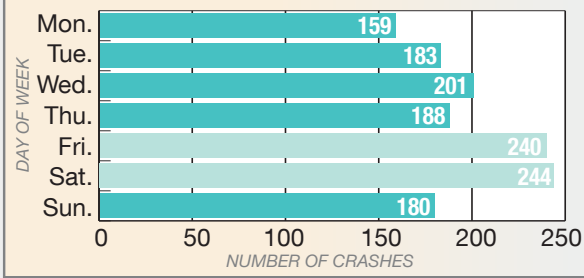
Age/Gender Breakdown of Crash Victims (2017)



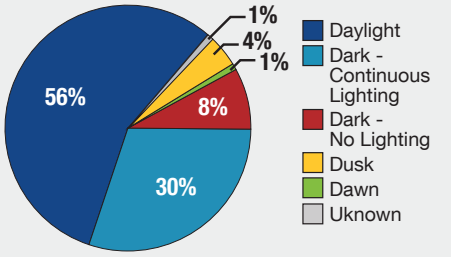
Lighting at Time of Crash (Serious Injury and Fatal) (2013 – 2017)



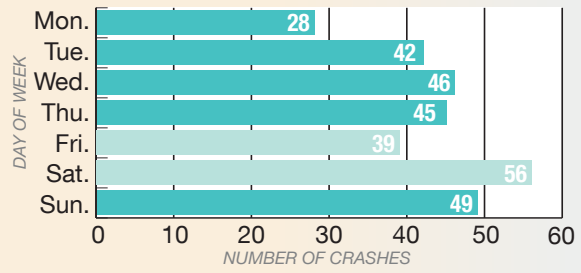
Day of Crash Occurrences (Serious Injury and Fatal) (2013 – 2017)



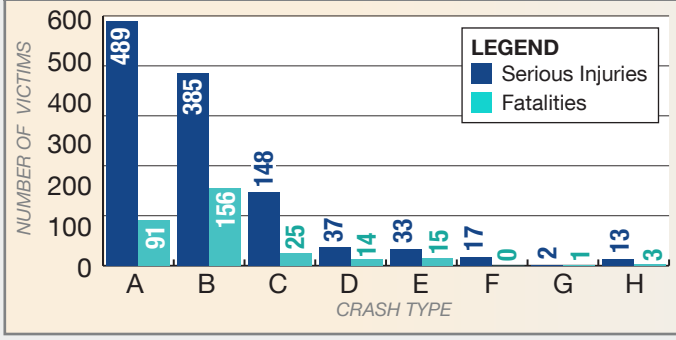
Lighting at Fatal Crash (2013 – 2017)



Day of Fatal Crash Occurrences (2013 – 2017)



Victims by Crash Type (2013 – 2017)



A. Angle
B. Non-Collision
C. Rear-End
D. Sideswipe/ Overtaking
E. Head-On
F. Sideswipe/ Meeting
G. Backing
H. Unknown

Strategies

- **Motorcycle Rider Training** – Training will be utilized to reduce traffic fatalities and serious injury crashes by providing skills development, risk awareness, and safety education to motorcycle riders.
- **Highway Safety Office Program Management** – Planning and administration will be utilized to reduce traffic fatalities and serious injuries by managing the activities of the Highway Safety Office.
- **Communication Campaign** – Outreach and communication related to promoting motorcycle safety.

Related Projects

- **Motorcycle Rider Training** – Activities support the State's comprehensive motorcyclist training program, including education of instructors, training classes, and training and education of at-risk motorcyclist populations.
- **Communications** – Mass media, outreach and communications of Zero Fatalities program, traffic safety emphasis areas (based on the problem identification), and safe driving behaviors.

DISTRACTED DRIVING

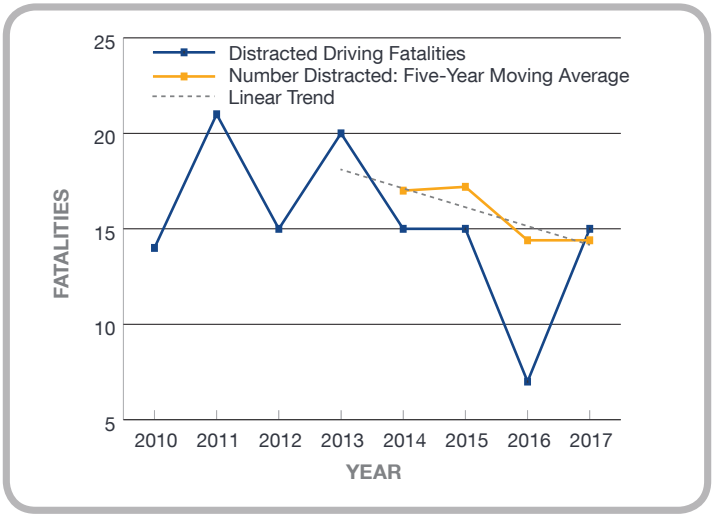
Nevada's HSP includes a comprehensive distracted driving program that seeks to reduce fatalities and injuries caused by inattentive drivers. Distraction occurs when a driver's attention is diverted from driving to some other activity. A distraction can be produced by something a driver sees or hears, a physical task not directly involved in driving such as eating or operating the car radio, or mental activities such as conversations on a cell phone.

Distracted Driving Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	20	15	15	7	15			
5-Year Moving Average		17.0	17.2	14.4	14.4	13.1	12.0	**11.0**

DISTRACTED DRIVING FATALITIES



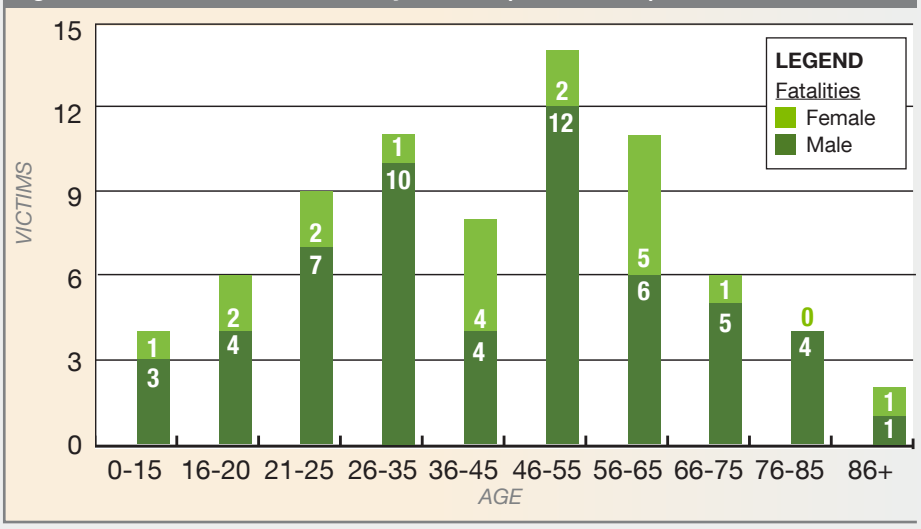
Distracted Driving Problem Identification

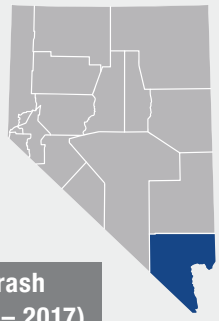
WHAT: Between 2013 and 2017, 73 people lost their lives in fatal crashes where distracted driving was confirmed in the crash report. That is 5% of 1,501 total fatalities in Nevada from 2013 through 2017. It is recognized that the number of fatal crashes with distracted driving is higher than the recorded number, but distracted driving is often difficult to confirm as an officer arriving on the scene after a crash.

WHO: Men ages 26 to 35 years old comprised the largest number of victims of distracted driving fatal crashes from 2013 to 2017.

WHERE: Between 2013 and 2017, nearly two-thirds of the fatal crashes occurred in Clark County. Slightly more than half of such fatalities occurred on urban roadways.

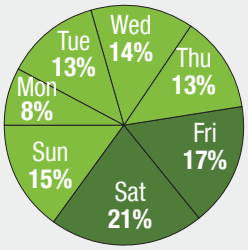
Age/Gender Breakdown of Fatality Victims (2013 – 2017)



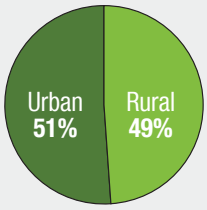


WHEN: Between 2013 and 2017, fatal crashes occurred most frequently on Fridays and Saturdays. Fifty percent of fatalities occurred during daylight hours.

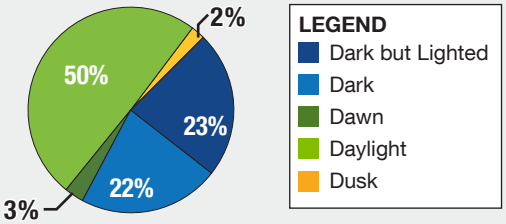
Day of Fatal Crash Occurrences (2013 – 2017)



Location of Fatal Crash Occurrences (2013 – 2017)

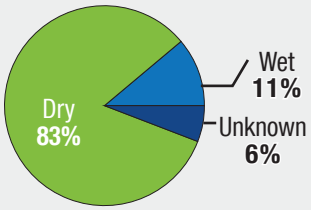


Lighting Conditions at the Time of the Fatal Crash (2013 – 2017)



WHY: More than 80% of distracted driving fatal crashes occurred under dry road surface conditions.

Road Conditions at the Time of the Fatal Crash (2013 – 2017)



Strategies

- **Work Zone Crash Reduction** – Fatal and non-fatal reduction in highway work zones via increasing driver awareness.
- **Highway Safety Office Program Management** – Planning and administration will be utilized to reduce traffic fatalities and serious injury crashes by managing the activities of the Highway Safety Office.
- **High-Visibility Cellphone/Text Messaging Enforcement**

Related Projects

- **Work Zone Crash Reduction** – Deployment of mobile high-speed rumble strips in highway construction zones to increase driver awareness.
- **2019 Program Management** – Program management (staff) for all traffic safety program areas.
- **Distracted Driving HVE** – Statewide coordinated HVE of distracted driving laws by multiple law enforcement agencies. Up to six weeks of dedicated distracted driving HVE occur throughout the year.

SPEEDING PREVENTION

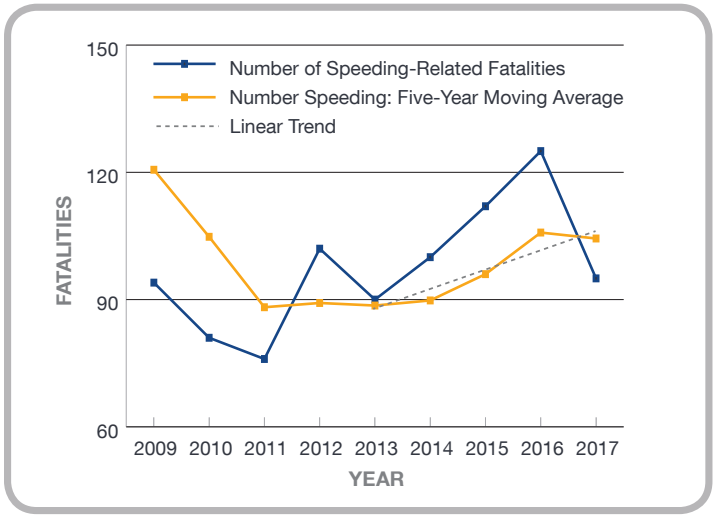
Nevada's HSP includes a comprehensive speed management program that encourages people to voluntarily comply with speed limits. Speed management involves a balanced program effort that includes: defining the relationship between speed, speeding, and safety; applying road design and engineering measures to obtain appropriate speeds; setting speed limits that are safe and reasonable; applying enforcement efforts and appropriate technology that effectively address speeders and deter speeding; marketing communication and educational messages that focus on high-risk drivers; and soliciting the cooperation, support, and leadership of traffic safety stakeholders.

Speeding-Related Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	90	100	112	126	95			
5-Year Moving Average	88.6	89.8	96.0	105.8	104.4	111.2	116.0	**111.7**

SPEEDING RELATED FATALITIES



Speeding Prevention Problem Identification

Speed has consistently been an indicator in fatal and serious injury crashes in Nevada and represented at least 30 percent of causation for the past decade. It is also the most common traffic violation issued by Nevada law enforcement agencies during grant-funded HVE events conducted by the Joining Forces program. The State's evidence-based enforcement plan (Joining Forces program) requires all participating agencies to review their local jurisdiction's crash and citation data on a continual basis to determine locations for increased enforcement of traffic laws in their jurisdiction.

WHAT: There were 523 fatal speeding-related crashes on Nevada roadways according to NHTSA data, which is 35% of 1,501 total fatalities in Nevada from 2013 through 2017.

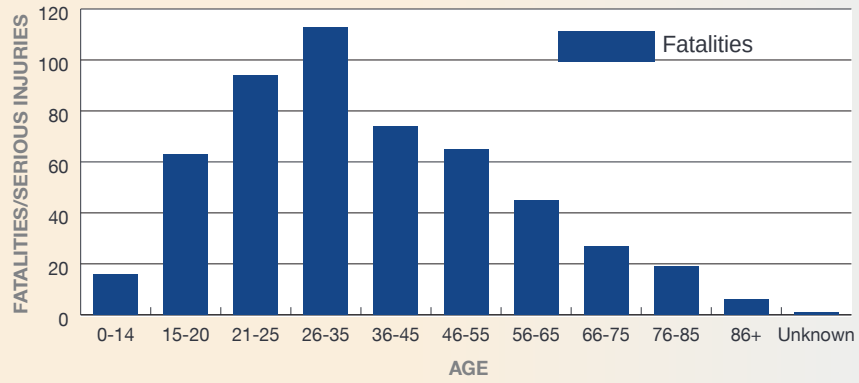
WHO: Drivers ages 26 to 35 years old, followed by drivers ages 21 to 25 years old, comprise the largest number of victims of speeding-related fatal and serious injury crashes from 2013 to 2017.

WHERE: The majority of speeding-related fatalities from 2013 to 2017 occurred in the two urban counties, Washoe and Clark.

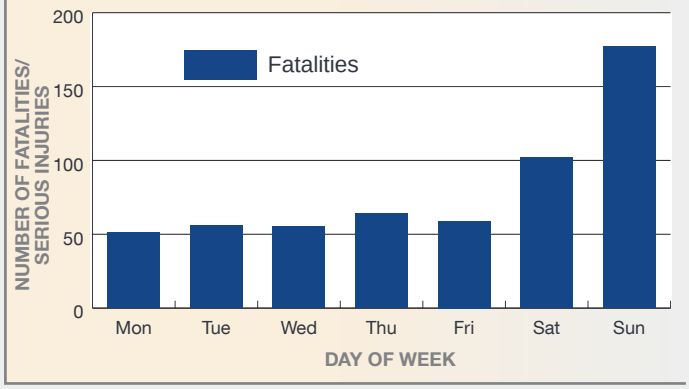
WHEN: The highest frequency of speed-related fatal crashes occur on Saturdays and Sundays. Data shows that speed is also a contributing factor in the majority of lane departure and intersection crashes.

WHY: Long expanses of highway between communities, urban sprawl in the Las Vegas and Reno areas, growing numbers of work commuters, and speed limits above 70 miles per hour (mph) induce speeding, distractions, drowsiness, and impaired driving. In the urban areas, multi-lane arterials with an average speed limit above 45 mph contribute to speed as a factor in a majority of traffic fatalities and serious injuries.

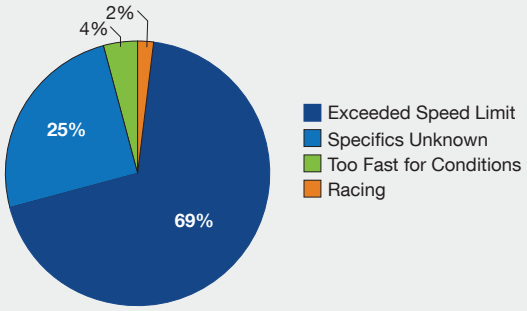
Age Breakdown of Crash Victims (2013 – 2017)



Day of Crash Occurrences (2013 – 2017)



Factor of Speeding Fatal Crashes (2013-2017)



Strategies

- **HVE (Speed)** – HVE will be utilized to reduce traffic fatalities and serious injury crashes by citing speeders.

Related Projects

- **2019 Speed HVE**

FUNDING SUMMARY FFY 2019

Project Name	Recipient	Funding Source	Program Area	Budget
Internal Planning and Administration	OTS	402	Planning and Administration	$641,932.00
Professional Development	OTS Partners	402	Planning and Administration	$20,000.00
HSP and Annual Report Project		402	Planning and Administration	$20,000.00
Traffic Safety Summit		402	Planning and Administration	$40,000.00
Contract Services		402	Planning and Administration	$20,000.00
NHP Public Relations Outreach	NHP	402	Community Outreach	$20,000.00
Rethink Your Step	Regional Emergency Medical Services	402	Pedestrian Safety	$15,000.00
Work Zone Safety Project	NDOT	402	Traffic Safety	$70,000.00
WCSO Speed Reduction Project	Washoe County Sheriff	402	Traffic Safety Enforcement	$13,000.00
Clark County School District PD	Clark County School District	402	Occupant Protection	$18,604.00
CPS Coordinator		405b	Occupant Protection	$33,650.00
Renown Health Foundation CPS Outreach	Renown Health	405b	Occupant Protection	$15,000.00
Ron Wood Child Car Seat Safety Program	Ron Wood Family Resource Center	405b	Occupant Protection	$12,758.00
Child Restraint Safety Program	East Valley Family Services	405b	Occupant Protection	$5,400.00
Child Safety Seat Program	Pyramid Lake Paiute Tribe	405b	Occupant Protection	$5,000.00
First Responder/CPS training	NHP, Law Enforcement Agencies	405b	Occupant Protection	$31,630.00
Child Safety Seat Program	Kinship Foster Care	405b	Occupant Protection	$4,690.00
Observational Seat Belt Use Survey FY18	University of Nevada, Las Vegas	405b	Occupant Protection	$93,138.00
Internal Traffic Records		405c	Traffic Records	$82,191.00
Brazos Working Group/Crash Record Technical Group	Law Enforcement Agencies	405c	Traffic Records	$10,000.00
TS-RMS Interfaces	Law Enforcement Agencies	405c	Traffic Records	$40,000.00
NHP Crash Data Retrieval	NHP	405c	Traffic Records	$47,675.00
Traffic Crash Reconstruction Training	Law Enforcement Agencies	405c	Traffic Records	$8,000.00
Traffic Records Fixed Deliverables	Law Enforcement Agencies	405c	Traffic Records	$50,000.00
TRCC Strategic Plan Coordination and Development		405c	Traffic Records	$75,000.00
Traffic Records Data Quality Project	Law Enforcement Agencies	405c	Traffic Records	$50,000.00
Impaired Driving: Updating the Enforcement Response	Office of the Attorney General	405d	Impaired Driving Prevention	$80,000.00
Carson City DUI Specialty Court Case Manager	Carson City District Court	405d	Impaired Driving Prevention	$35,000.00
DUI Enforcement Saturation Patrols	NHP	405d	Impaired Driving Prevention	$100,000.00
DUI Court Program	Las Vegas Justice Court	405d	Impaired Driving Prevention	$50,000.00
2018 Traffic Safety DUI Mobile Processing	Las Vegas Metro Police	405d	Impaired Driving Prevention	$75,000.00
2018 DUI Enforcement	Las Vegas Metro Police	405d	Impaired Driving Prevention	$75,000.00
DRE/ARIDE Training	Law Enforcement Agencies	405d	Impaired Driving Prevention	$57,500.00

Project Name	Recipient	Funding Source	Program Area	Budget
Professional Development for Judges and Prosecutors	Statewide Courts	405d	Impaired Driving Prevention	$30,000.00
Zero Fatalities Program		405d	Impaired Driving Prevention	$200,000.00
Preventing Impaired Driving	Reno Police Department	405d	Impaired Driving Prevention	$35,000.00
Felony DUI Court	Washoe County Judicial Court	405d	Impaired Driving Prevention	$30,000.00
Motorcycle Programs		405f	Motorcyclist Safety	$52,405.95
Internal Nonmotorized Safety		405h	Nonmotorized Safety	$23,755.00
Traffic Safety "Pedestrian Safety, Awareness and Education Program"	North Las Vegas Police Department	405h	Nonmotorized Safety	$40,000.00
Las Vegas Metropolitan Police Department Pedestrian Enforcement	Las Vegas Metro Police	405h	Nonmotorized Safety	$75,000.00
Reno Police Department Pedestrian Safety Program	Reno Police Department	405h	Nonmotorized Safety	$40,000.00
RTC Vision Zero	Washoe County Regional Transportation Commission	405h	Nonmotorized Safety	$45,000.00
Internal Joint Programs		Multiple	Multiple	$3,088,744.72
Washoe County District Attorney's Office TSRP	Washoe County District Attorney	402	Multiple	$50,000.00
		405d		$150,000.00
UNLV Program Evaluation	UNLV	402	Multiple	$22,000.00
		405d		$22,000.00
Joining Forces HVE MASTER	Statewide Law Enforcement Agencies	402	Multiple	$1,250,000.00
		405d		$400,000.00
				$7,469,073.67

Project Name	Recipient	Funding Source	Program Area	Budget
Internal Joint Operations		DOT21	Planning and Administration	$211,553.00
Zero Teen Fatalities program		DOT21	Young Drivers	$148,697.00
Traffic Safety Outreach/Education		DOT21	Multiple	$20,000.00
Driver's Edge - Teen Safe Driving Program		DOT21	Young Drivers	$278,750.00
Vulnerable Road Users Project 2018	UNLV	DOT21	Nonmotorized	$141,000.00
Zero Fatalities Program		DOT21	Multiple	$500,000.00
NCATS MSA	NDOT	DOT23	Traffic Records	$118,500.00
UNSOM Trauma Data and EMS Integration	UNLV School of Medicine	DOT23	Traffic Records	$350,948.00
Data Management Upgrade	State EMS Division	DOT23	Traffic Records	$250,000.00
Tyler/Brazos Contract	Statewide Law Enforcement Agencies	DOT23	Traffic Records	$1,500,000.00
				$3,519,448.00

GLOSSARY

ACRONYMS OF THE NEVADA HIGHWAY SAFETY OFFICE	
AGACID	Attorney General's Advisory Coalition on Impaired Driving
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
MPO	Metropolitan Planning Organization (in NV = RTC)
MVMT	Million Vehicle Miles Traveled
MVO	Motor Vehicle Occupant
NCATS	Nevada Citation & Accident Tracking System
NCJIS	Nevada Criminal Justice Information System

ACRONYMS OF THE NEVADA HIGHWAY SAFETY OFFICE	
NCSA	National Center for Statistics & Analysis
NDOT	Nevada Department of Transportation
NECTS	NV Executive Committee on Traffic Safety
NEMSIS	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 and Administration
PA	Project Agreement
PBT	Preliminary Breath Tester
PD	Police Department
PED	Pedestrian Safety
PI &E	Public Information and Education
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
YD	Young Drivers
MC	Motorcycle Safety
PS	Pedestrian Safety
SP	Speed
TR	Traffic Records
P&A	Planning and Administration

OTS FUNDING GLOSSARY

402	Section 402 of SAFETEA-LU Highway Safety Act Authorization
402 (New PED)	NHTSA Non-motorized grant funds
405 Act Authorization (405 (b) OP, 405 (c) TR, 405 (d) AL, and 405 (f) MC)	National Priority Safety Programs of MAP-21 Highway Safety
NDOT	Nevada Department of Transportation Highway Safety
Cat 10, CPASS	State Funding: Child Passenger Safety

RESOURCES

The following are lists of websites and documents that were used in the development of Nevada's HSP and/or will be beneficial to grantees to reference for their grant applications and project implementation.

Websites:

- http://ots.nv.gov/
- https://www.nevadadot.com/
- https://www.trafficsafetymarketing.gov/
- http://zeroteenfatalities.com/
- http://www.zerofatalitiesnv.com/
- http://nhp.nv.gov/
- http://dps.nv.gov/
- https://cdan.nhtsa.gov/stsi.htm
- http://www.nsc.org/pages/home.aspx
- https://www.responsibility.org/
- http://www.nrsf.org/
- http://www.towardzerodeaths.org/

Documents:

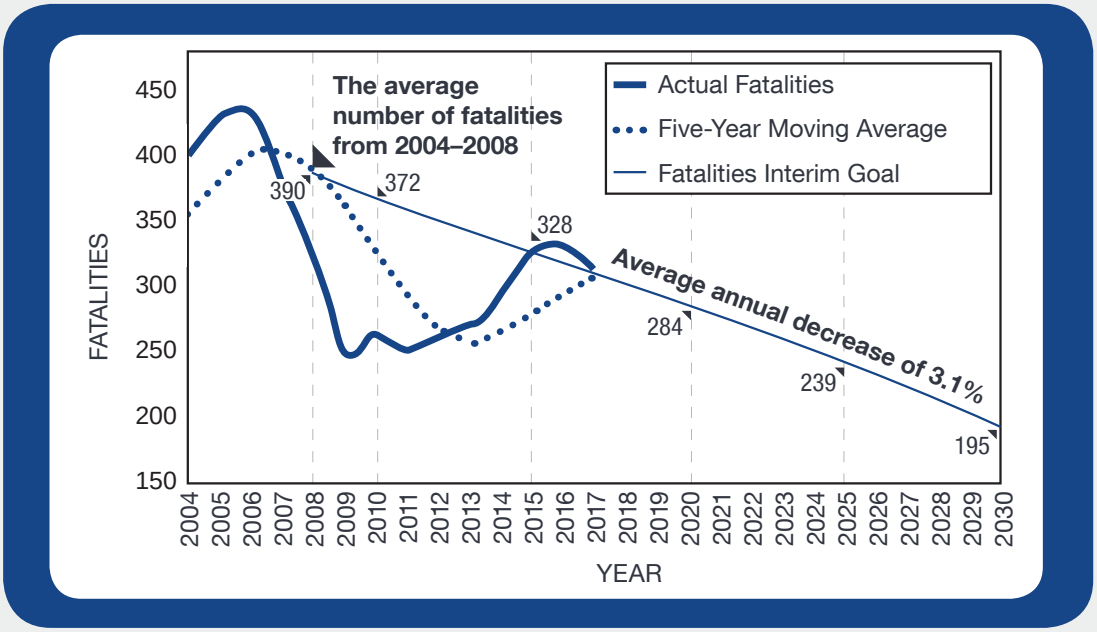
- 2018 OTS Highway Safety Plan
  http://ots.nv.gov/uploadedFiles/otsnvgov/content/Resources/HighwaySafetyPlan.pdf
- Countermeasures That Work
  https://www.nhtsa.gov/sites/nhtsa.dot.gov/files/documents/812478_countermeasures-that-work-a-highway-safety-countermeasures-guide-.pdf
- Strategic Highway Safety Plan
  http://www.zerofatalitiesnv.com/wp-content/uploads/2015/03/SHSP_Report_Nov2016.pdf
- FARS report
  http://ots.nv.gov/Programs/FARS/
- 2018 NHTSA Communications Calendar
  https://www.trafficsafetymarketing.gov/calendars

APPENDIX

Key Figures and Tables

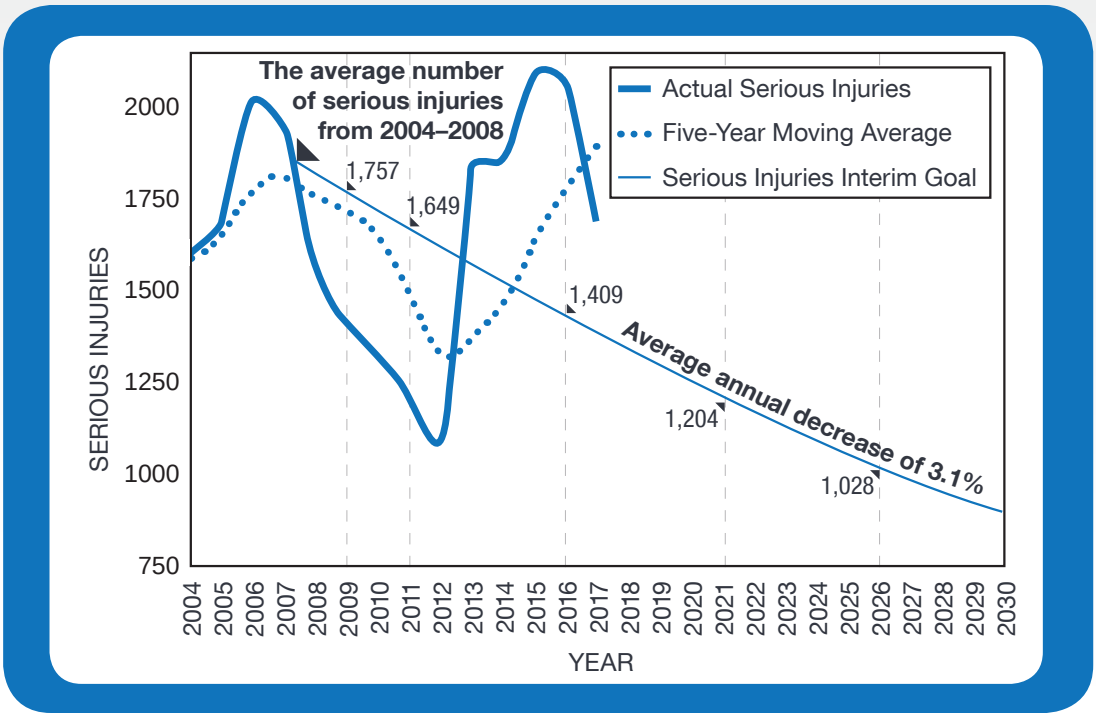
NEVADA FATALITY HISTORICAL TRENDS

Interim Goals to 2030

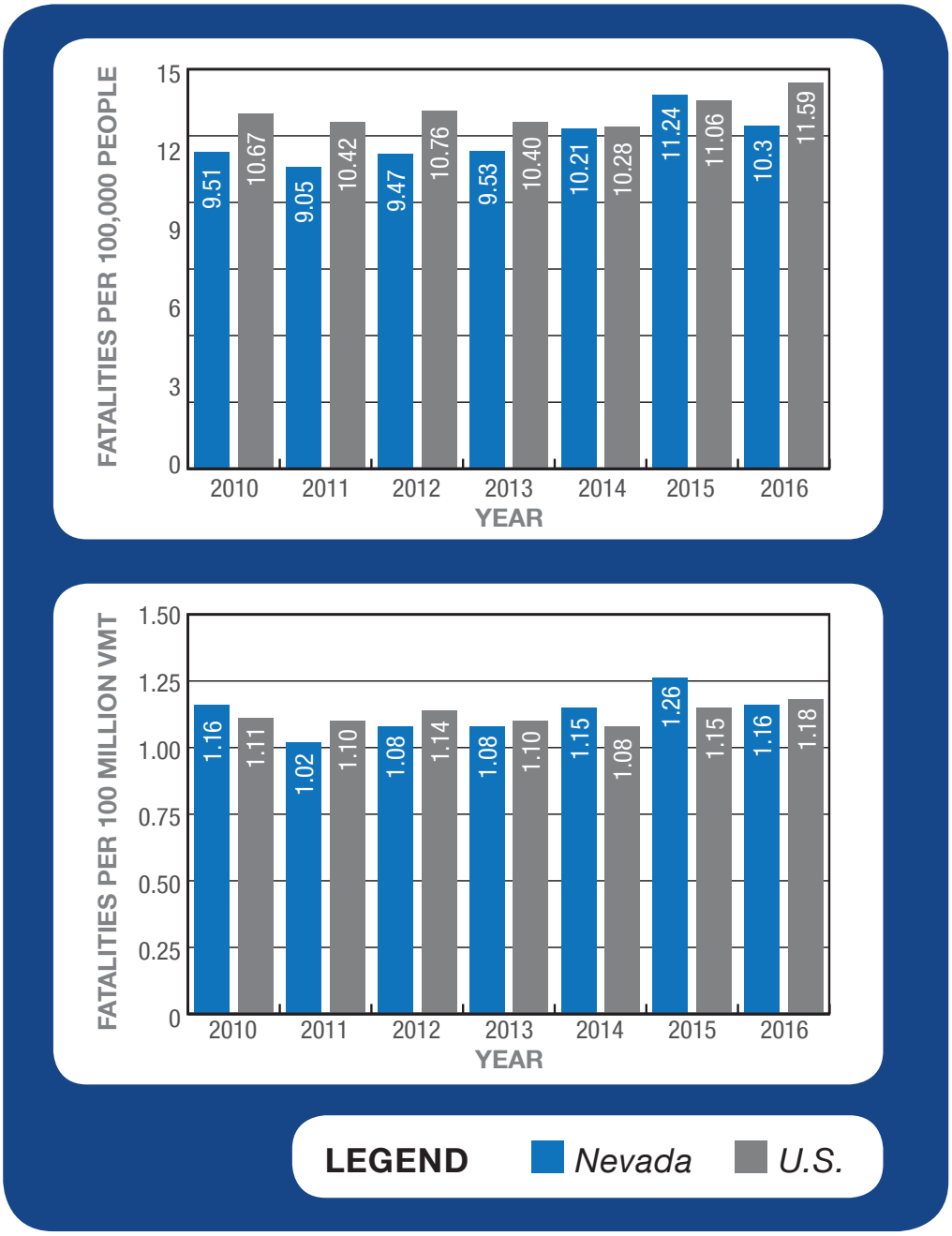


NEVADA SERIOUS INJURY HISTORICAL TRENDS

Interim Goals to 2030



FATALITY RATES: NEVADA VS. U.S.



Source: U.S. Traffic Safety Facts Annual Report, July 30, 2018

CRASH DATA SUMMARY	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
No. of Fatalities (Actual)	324	243	257	246	261	266	291	326	329	309
No. of Serious Injuries	1,558	1,412	1,328	1,219	1,161	1,207	1,212	1,349	1,273	1,102
Fatality Rate/100 Million VMT	1.56	1.19	1.16	1.02	1.08	1.08	1.15	1.26	1.23	
No. of Unrestrained Passenger Vehicle Occupant Fatalities	91	74	77	64	63	57	65	72	72	69
No. of Fatalities Involving Driver or Motorcycle Operator w/ > .08 BAC	106	69	69	70	85	81	93	99	102	89
No. of Speeding-Related Fatalities	93	94	81	76	102	90	100	112	126	95
No. of Motorcyclist Fatalities	59	42	48	41	43	59	63	55	74	54
No. of Unhelmeted Motorcyclist Fatalities	15	2	10	5	10	7	8	11	12	8
No. of Drivers Age 20 or Younger Involved in Fatal Crashes	50	37	23	26	35	30	37	39	39	25
No. of Pedestrian Fatalities	56	35	36	46	55	65	71	66	80	91
No. of Children Age 0-4 Fatalities	1	3	1	1	2	2	4	0	2	2
No. of Bicycle Fatalities	7	6	6	4	3	7	8	10	6	9
No. of Distracted Driving Fatalities			14	21	15	20	15	15	7	15
Percent Observed Belt Use for Passenger Vehicles—Front Seat Outboard Occupants	91%	91%	93%	94%	91%	95%	94%	92%	89%	91%

CRASH DATA AND TRENDS	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018 Trend	2019 Trend	2019 Target
Fatalities: 5-Year Moving Average	64.8	113.4	164.8	214.0	266.2	254.6	264.2	278.0	294.6	304.2	317.6	330.4	319.2
Serious Injuries: 5-Year Moving Average	311.6	594.0	859.6	1,103.4	1,335.6	1,265.4	1,225.4	1,229.6	1,240.4	1,228.6	1,220.3	1,214.4	1186.4
Fatality Rate: 5-Year Moving Average	0.312	0.550	0.782	0.986	1.202	1.106	1.098	1.118	1.147	1.145	1.208	1.236	1.209
Unrestrained: 5-Year Moving Average	18.2	33.0	48.4	61.2	73.8	67.0	65.2	64.2	65.6	67.4	71.6	75.0	74.0
> .08 BAC: 5-Year Moving Average	21.2	35.0	48.8	62.8	79.8	74.8	79.6	85.4	91.6	88.6	95.9	99.8	96.6
Speeding: 5-Year Moving Average	18.6	37.4	53.6	68.8	89.2	88.6	89.8	96.0	105.8	104.4	111.2	116.0	111.7
Motorcyclist: 5-Year Moving Average	11.8	20.2	29.8	38.0	46.6	46.6	50.8	52.2	58.8	61.0	64.9	68.6	65.1
Unhelmeted: 5-Year Moving Average	3.0	3.4	5.4	6.4	8.4	6.8	8.0	8.2	9.6	9.2	10.3	10.9	10.5
Drivers Age 20 or Younger: 5-Year Moving Average	10.0	17.4	22.0	27.2	34.2	30.2	30.2	33.4	36.0	34.4	37.1	38.5	37.9
Pedestrians: 5-Year Moving Average	11.2	18.2	25.4	34.6	45.6	47.4	54.6	60.6	67.4	76.0	82.2	89.2	84.1
Children Age 0-4: 5-Year Moving Average (only when restraint use was known)	0.2	0.8	1.0	1.2	1.6	1.8	2.0	1.8	2.0	2.0	2.0	2.1	2.1
Bicyclists: 5-Year Moving Average	1.4	2.6	3.8	4.6	5.2	5.2	5.6	6.3	6.7	7.9	8.3	8.9	8.5
Distracted Driver: 5-Year Moving Average							17.0	17.2	14.4	14.4	13.1	12.0	11.0
Percent Observed Belt Use for Passenger Vehicles—Front Seat Outboard Occupants - 5-Year Moving Average						92.8	93.4	93.2	92.2	92.2	92.0	91.8	91.0

FATALITIES

As shown in the chart and table below, Nevada's 309 fatalities for 2017 is the first year since 2011 that fatalities have decreased from the previous year. The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

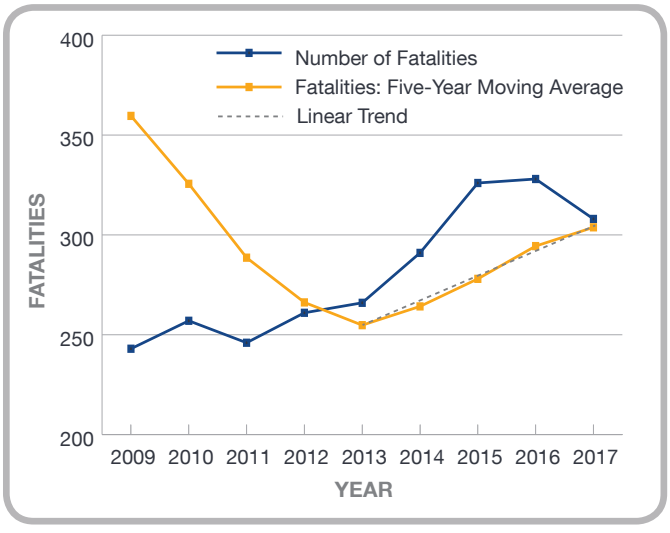
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	TREND 2018	TREND 2019	TARGET 2019
No. of Fatalities	266	291	326	329	309			
5-Year Moving Average	254.6	264.2	278	294.6	304.2	317.6	330.4	**319.2**

SERIOUS INJURIES

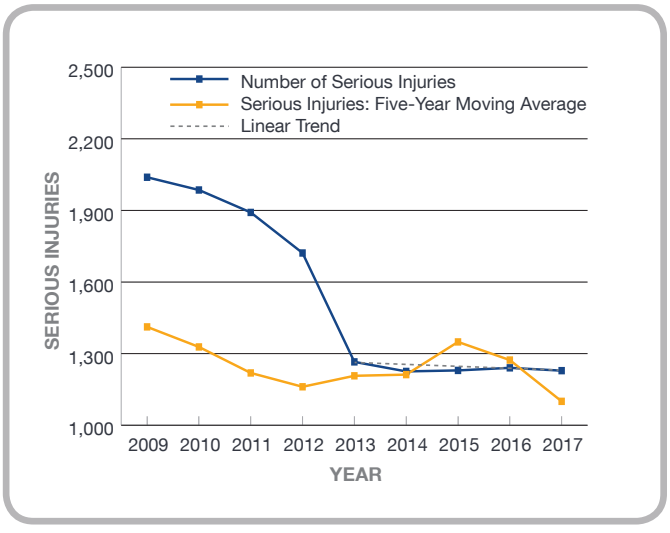
As shown in the chart and table below, Nevada's preliminary number of 1,102 serious injuries for 2017 is more than a 10% decrease from 2016 and is the lowest recorded number to date. The following table includes the 2013-2017 number of serious injuries, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Serious Injuries	1,207	1,212	1,349	1,273	1,102			
5-Year Moving Average	1,265.40	1,225.40	1,229.60	1,240.40	1,228.60	1,220.30	1,214.40	**1186.40**

FATALITIES



SERIOUS INJURIES

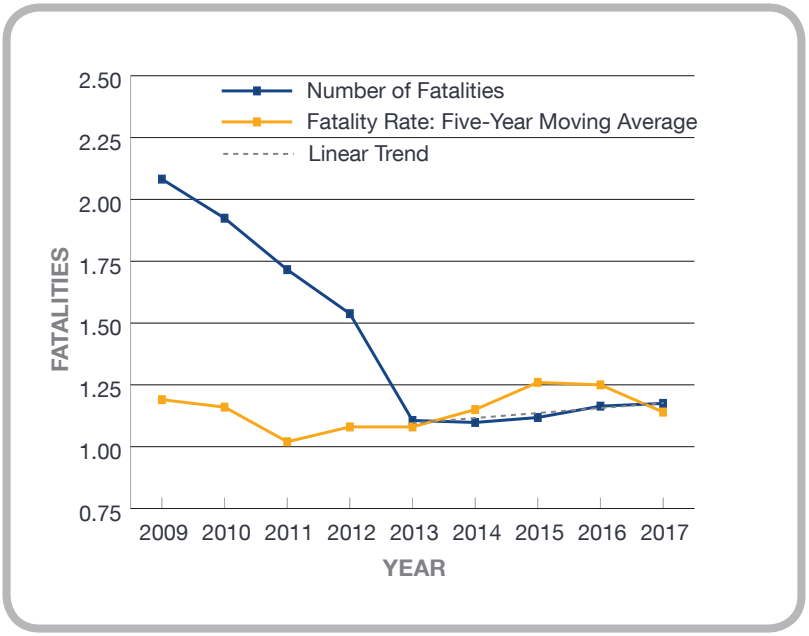


TOTAL FATALITY RATE PER 100 MILLION VMT

The following table includes the 2013-2017 fatality rate per 100 million VMT, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
Fatality Rate Per 100 Million VMT	1.08	1.15	1.26	1.23				
5-Year Moving Average	1.106	1.098	1.118	1.164	1.175	1.208	1.236	**1.209**

FATALITY RATE PER 100M VMT



Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

The following chart and table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

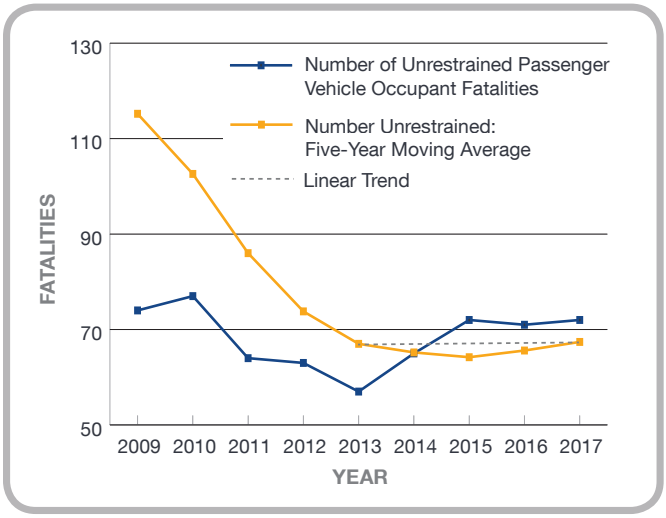
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
# of Fatalities	57	65	72	72	69			
5-Year Moving Average	67.0	65.2	64.2	65.6	67.4	71.6	75.0	**74.0**

Child Passenger Safety

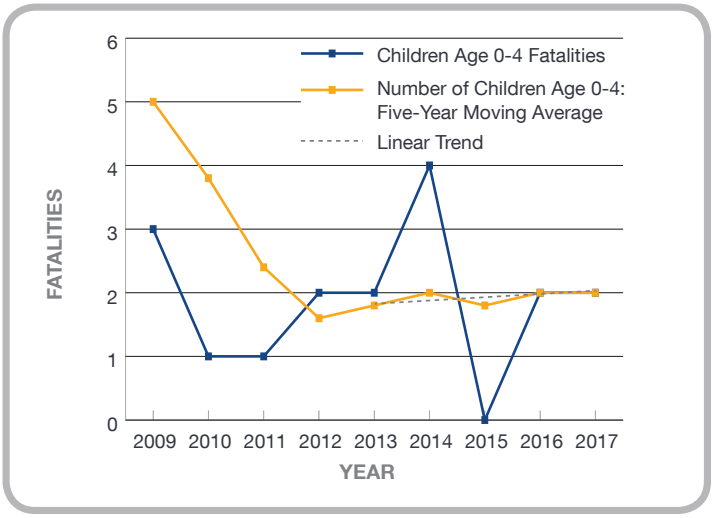
The following table includes the 2013-2017 number of fatalities for children ages 0-4, the five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
# of Fatalities	2	4	0	2	2			
5-Year Moving Average	1.8	2.0	1.8	2.0	2.0	2.0	2.1	**2.1**

UNRESTRAINED PASSENGER VEHICLE OCCUPANT FATALITIES



CHILDREN AGE 0-4 FATALITIES

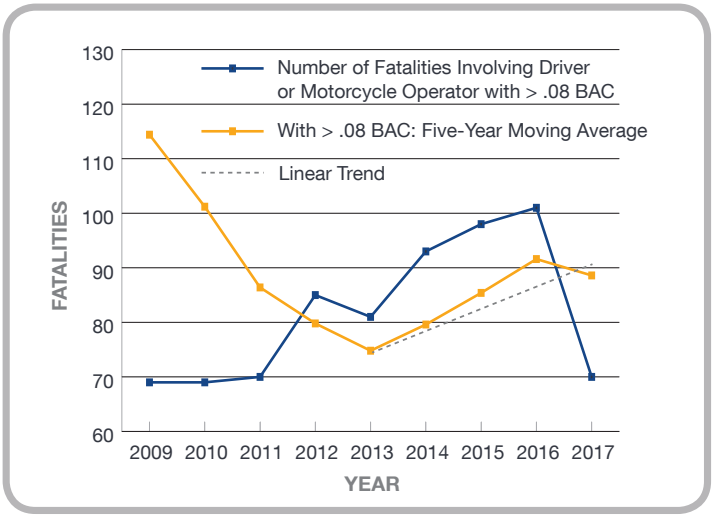


Fatalities Involving a Driver or Rider with BAC of 0.08 or Above

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	81	93	99	102	89			
5-Year Moving Average	74.8	79.6	85.4	91.6	88.6	95.9	99.8	**96.6**

FATALITIES INVOLVING DRIVER OR MOTORCYCLE OPERATOR WITH > .08 BAC



Pedestrian Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

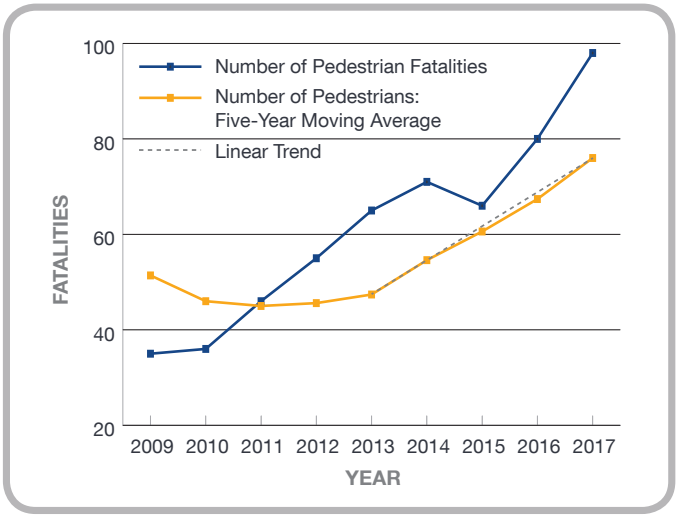
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	65	71	66	80	91			
5-Year Moving Average	47.4	54.6	60.6	67.4	76.0	82.2	89.2	**84.1**

Bicycle Fatalities

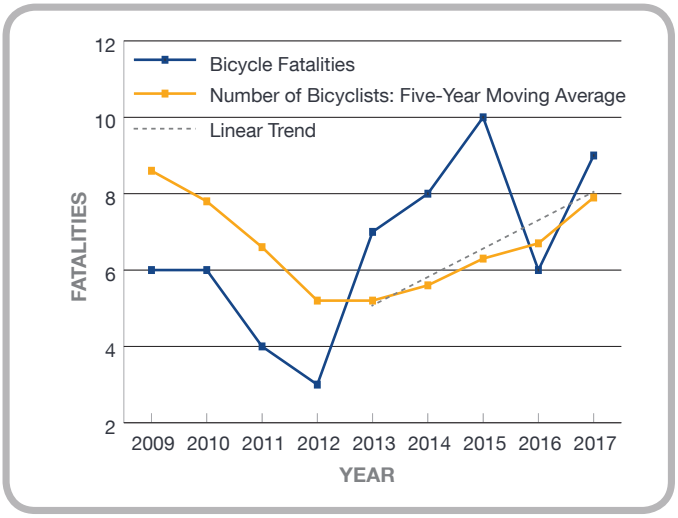
The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	7	8	10	6	9			
5-Year Moving Average	5.2	5.6	6.3	6.7	7.9	8.3	8.9	**8.5**

PEDESTRIAN FATALITIES



BICYCLE FATALITIES

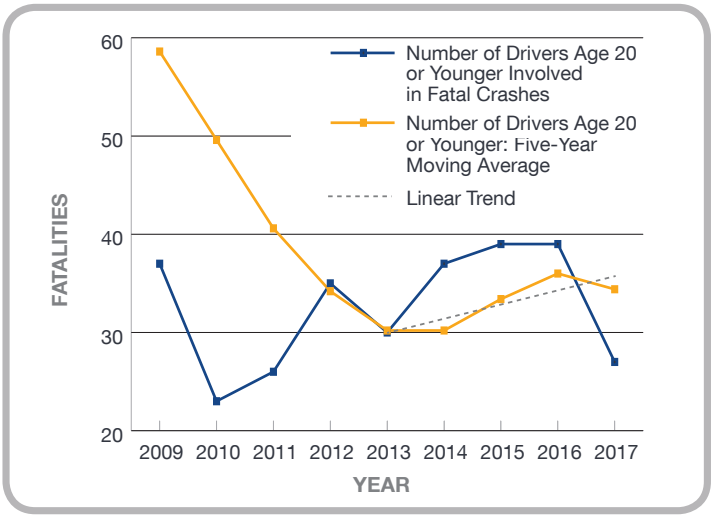


Drivers Age 20 or Younger in Nevada Fatal Crashes

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	30	37	39	39	25			
5-Year Moving Average	30.2	30.2	33.4	36.0	34.4	37.1	38.5	**37.9**

NUMBER OF DRIVERS AGE 20 OR YOUNGER INVOLVED IN FATAL CRASHES



Motorcyclist Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

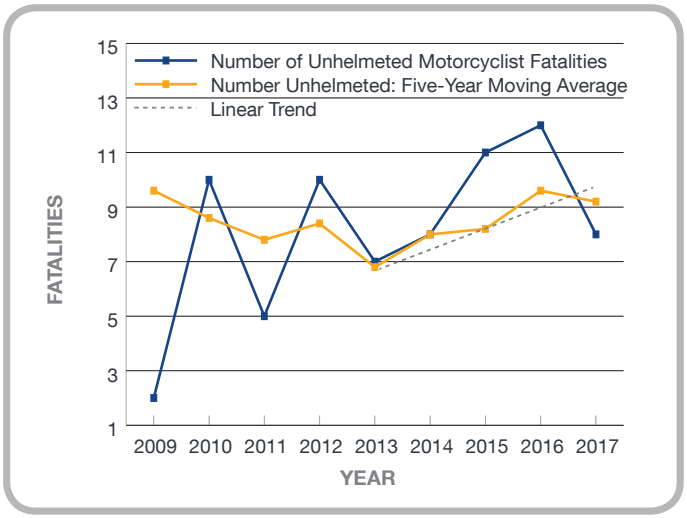
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	59	63	55	74	54			
5-Year Moving Average	46.6	50.8	52.2	58.8	61.0	64.9	68.6	**65.1**

Unhelmeted Motorcyclist Fatalities

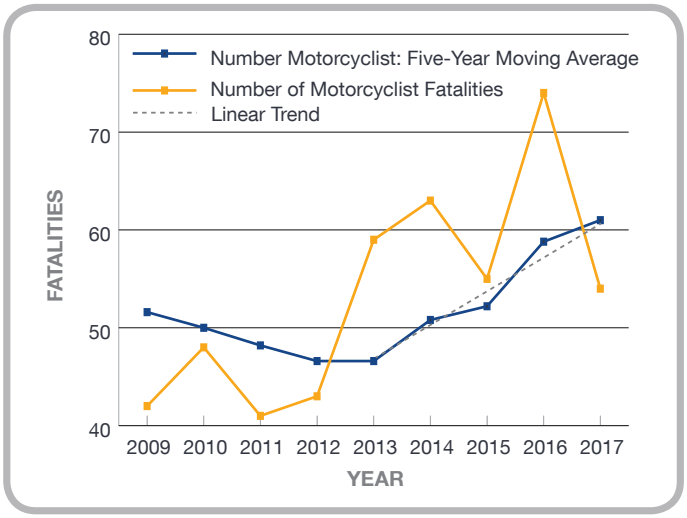
The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	7	8	11	12	8			
5-Year Moving Average	6.8	8.0	8.2	9.6	9.2	10.3	10.9	**10.5**

UNHELMETED MOTORCYCLIST FATALITIES



MOTORCYCLIST FATALITIES



Distracted Driving Fatalities

The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

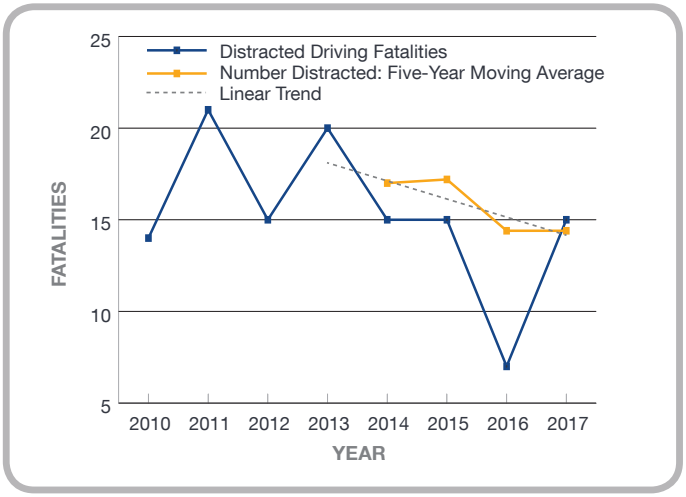
Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	20	15	15	7	15			
5-Year Moving Average		17.0	17.2	14.4	14.4	13.1	12.0	**11.0**

Speeding-Related Fatalities

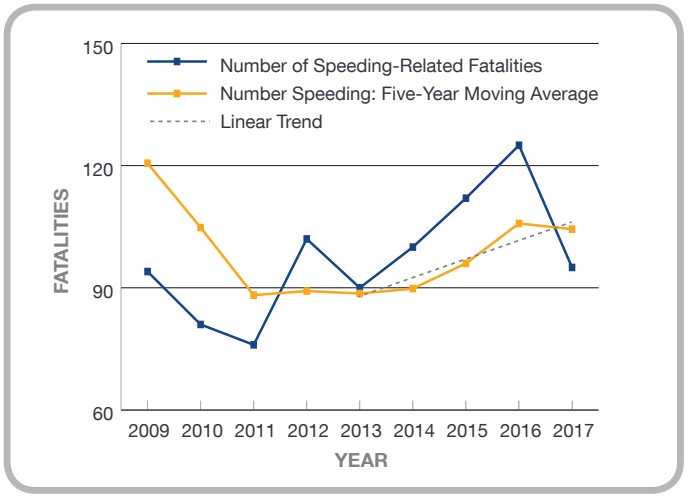
The following table includes the 2013-2017 number of fatalities, five-year moving average, the projected 2018 and 2019 moving averages, and the 2019 target.

Crash Data and Trends	2013	2014	2015	BASELINE 2016	2017	2018	TREND 2019	TARGET 2019
No. of Fatalities	90	100	112	126	95			
5-Year Moving Average	88.6	89.8	96.0	105.8	104.4	111.2	116.0	**111.7**

DISTRACTED DRIVING FATALITIES



SPEEDING RELATED FATALITIES



Nevada Department of Public Safety