NEVADA OFFICE OF TRAFFIC SAFETY

Nevada Triennial Highway Safety Plan 2024-2026

6/29/2023

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1. Introduction

With the goal of eliminating traffic-related fatalities and serious injuries from Nevada's roadways, Nevada's 2024-2026 Highway Safety Plan (HSP) involves ongoing collaboration with public and private stakeholders from across the state. Working with state, local, tribal, and federal partners interested in preventing traffic crashes through strategic use of the 6 Es of Safety: Equity, Engineering, Enforcement, Education, Emergency Response and Everyone, Nevada's HSP identifies proven countermeasures to move Nevada toward **Zero Fatalities**, its stated goal for the last decade. Nevada is committed to reaching all communities, all Nevadans, and all roadway users with transportation safety programs, messaging, and outreach. Toward this end, the Office of Traffic Safety (OTS) has added the following equity supporting statement to each grant partnership agreement:

The Nevada Office of Traffic Safety has established a goal of reaching Zero Fatalities on our roads as both an objective for the organization and as a framework for all grant activities. As such, OTS commits to understanding the historic and current barriers to traffic safety as it relates to equity: the idea that, regardless of one's age, race, gender, ability, income, background, or other personal characteristics, all people can be represented in traffic safety initiatives so that achieving Zero Fatalities is possible.

Through this policy position, OTS encourages all partners and stakeholders to promote safe, fair, and equitable practices with all community members, regardless of race, ethnicity, color, religion, sex, sexual orientation, gender identity, national origin, or other personal demographics.

Additionally, Nevada OTS has implemented new approaches to working within communities across Nevada, evaluating existing programs, and to receiving feedback on a regular basis from partners, stakeholders, and community members.

Reflecting the message that zero fatalities are acceptable, the 2024-2026 HSP focuses on strategies that foster the necessary behavior changes to meet this critical goal.

The federally required HSP is based on in-depth crash data trends and analyses that identify priorities for funding and drive strategic behavioral interventions in Nevada. Data findings from these assessments guide performance measure and program development, which help the Nevada Department of Public Safety (DPS), OTS, in concert with stakeholders across the state, prioritize and direct resources to efforts and partners most likely to improve safety on Nevada roadways.

Planning and implementation of OTS's behavioral safety programming is aligned with efforts by Nevada's other principal safety partners, including the Nevada Department of Transportation (NDOT). Through NDOT's Highway Safety Improvement Program (HSIP), engineering improvements enhance Nevada's roadway infrastructure to reduce crashes, fatalities, and injuries. Together, both state agencies actively participate in the new Nevada Advisory Committee on Traffic Safety (NVACTS). The committee comprises traffic safety executives from agencies involved in road safety across the state, including both OTS and NDOT leaders, working to develop a systemic approach to eliminating traffic fatalities and serious injuries.

OTS's HSP planning efforts also reflect key priorities of the 2021-2025 Nevada Strategic Highway Safety Plan (SHSP), the comprehensive statewide plan that provides a coordinated framework for reducing fatalities and serious injuries on Nevada's roadways. With leadership from NDOT and DPS, the SHSP establishes statewide goals and strategies for critical emphasis areas (CEAs) developed in consultation with federal, state, local, and private-sector stakeholders. Visit zerofatalitiesnv.com for more information and history of the Nevada SHSP and HSP implementation. The 2024-2026 HSP supports the nine CEAs identified in the 2021-2025 SHSP that offer the greatest potential for improving safety on Nevada roadways. The nine CEAs are shown in **Figure 1.**

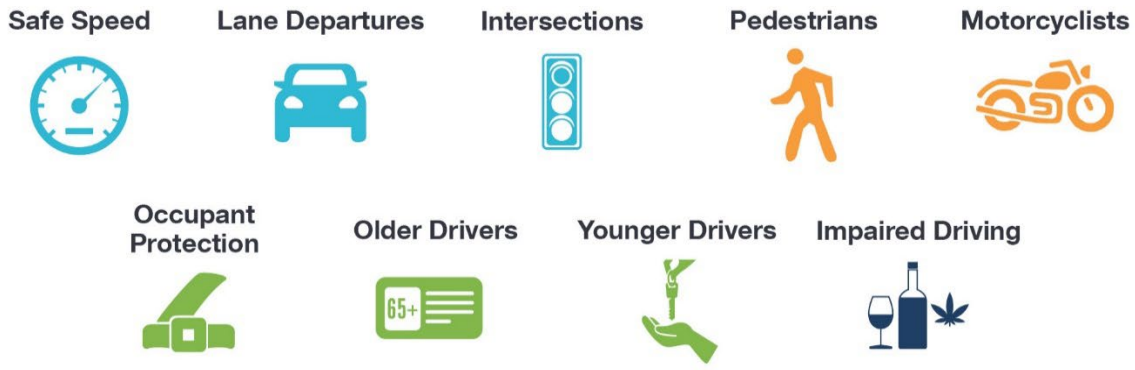


Figure 1: 2021-2025 Nevada SHSP CEAs

The 2024-2026 HSP and NDOT's HSIP share coordinated safety targets for three core safety performance measures: the number of motor vehicle fatalities, the number of motor vehicle serious injuries, and the rate of motor vehicle fatalities per annual vehicle miles traveled (VMT) on Nevada roadways. These shared target measures reinforce the commitment and focus required to reach the goal of Zero Fatalities on Nevada's public roads. **Figure 2** and **Figure 3** show historical crash data from 2008 to 2022.

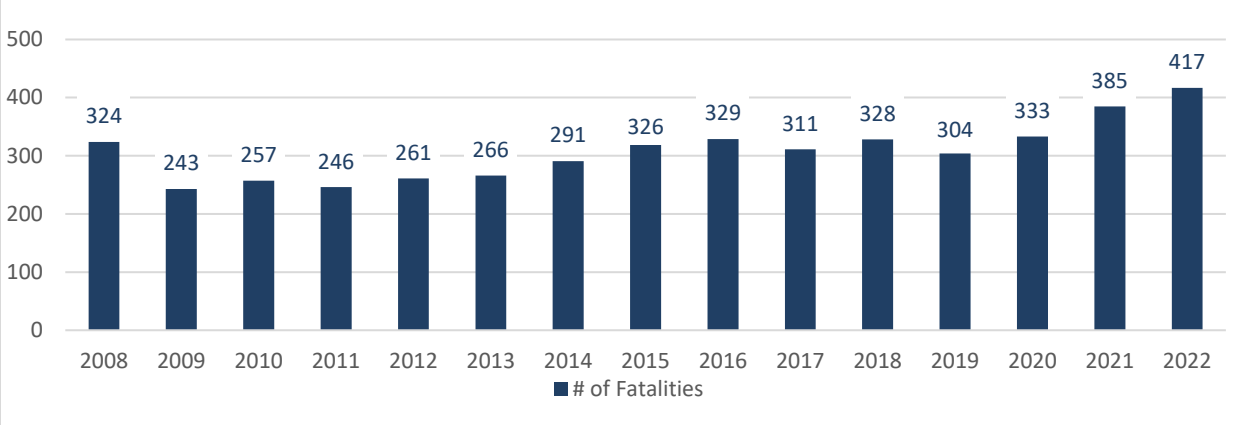


Figure 2: Nevada Fatality Historical Trends

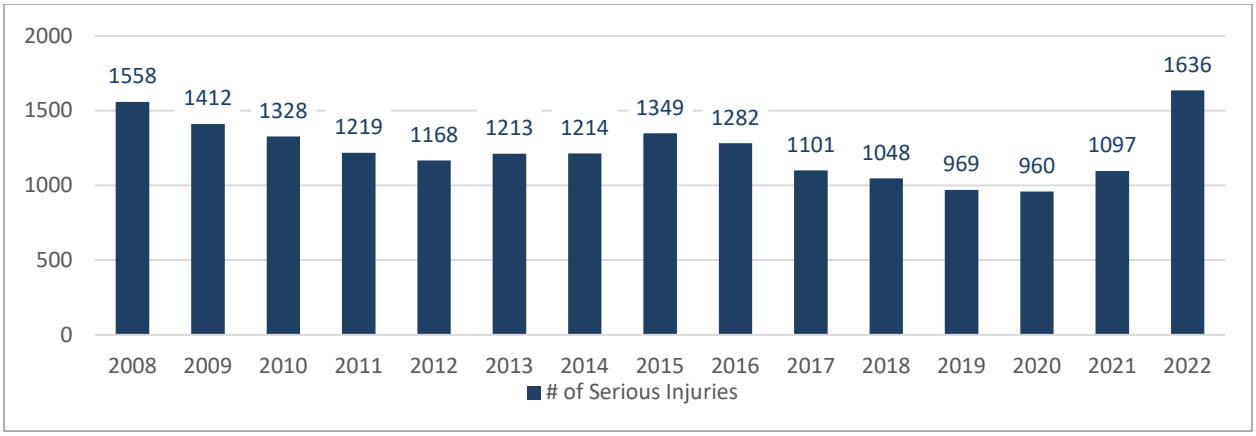


Figure 3: Nevada Serious Injuries Historical Trends

2. Highway Safety Planning Process and Problem Identification

Development of the Nevada HSP is interactive and reflective of data, partner feedback and community activities. OTS begins its traffic safety project proposal period in January each year and provides resources and information to grant applicants about the priorities to be addressed and the countermeasures OTS envisions. Potential grantees are invited to review crash data for an issue and/or geographic area and propose specific strategies and actions to counteract these risky behaviors. The HSP provides partners with key information about each safety focus area, providing current data and examples of past efforts that have received funding to address these issues. Grant projects and programs are supported by both state and federal funds awarded to OTS to address safety issues identified in the unified Nevada SHSP, moving the state closer to the goal of Zero Fatalities. OTS actively monitors traffic safety trends and emerging issues and will respond with changes to the HSP as needed. Requests for new projects or amendments to the HSP are submitted to National Highway Traffic Safety Administration (NHTSA) for approval.

The Goal-Setting Process

The annual highway safety planning process is circular and continuous. At any one point in time, OTS may be working on previous, current, and upcoming fiscal year plans. Due to a variety of often unpredictable factors at both the federal and state level, the planning process may be interrupted by unforeseen events and mandates. **Figure 4** below visually captures the steps involved in the planning process.

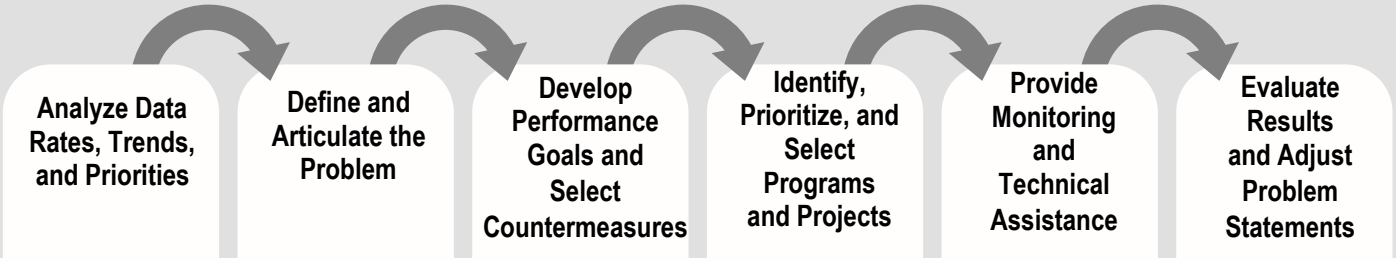


Figure 4: Goal-Setting Process

2.1. Funding Strategy

OTS annually awards federal funds to state, local, and non-profit organizations to actively partner in addressing priority traffic safety concerns.

Funds awarded are strictly for use in reducing motor vehicle fatalities and serious injuries through the implementation of programs or strategies addressing driver behavior in priority program areas.

2.2. Grant Process

Formal project selection begins with organizations submitting either a Letter of Interest (LOI) or grant proposal to OTS. The OTS also engages in ongoing dialogue with partners and potential partners to discuss safety initiatives and project ideas. The LOI process is

intended to solicit new traffic safety partners and provide potential grant recipients with a simplified mechanism to propose new programs. The invitation to submit an LOI includes requests for projects focused on Nevada's most recent data. The invitation to submit and the LOI form are included in **Attachment A**. The contact list for sending invitations is included as **Attachment B**.

Project selection criteria included the following:

- 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 (i.e., is the performance/progress measurable)?
- Is there a realistic plan for self-sustainability (if applicable)?
- Does the project use proven countermeasures?

2.2.1. Selection Criteria

Project selection involves constant analysis and evaluation of best practices, program area gaps, assessment of available funds and project/program return on investment. OTS funds projects and programs managed within the agency by staff, such as Zero Teen Fatalities and Drug Recognition Expert/Advanced Roadside Impaired Driving Enforcement (DRE/ARIDE) training, as well as programs managed by subrecipients. OTS engages its partners year-round through task force and stakeholder meetings, trainings and presentations, the Nevada Traffic Safety Summit, surveys, and outreach events. Information regarding funding opportunities is provided via the OTS website, eGrants online grant system, announcements through statewide task forces, newsletters, and email distributions.

Formal project solicitation begins with an invitation to government agencies, non-profit organizations, and community partners to submit a Letter of Interest (LOI). The invitation to submit an LOI cover page includes a high-level description of priority issues and links to project development resources such as *"Countermeasures That Work"* and NHTSA data. LOIs are reviewed by OTS program managers and leadership to determine congruence with priority program areas and/or support strategies found in Nevada's SHSP.

After review, grant proposal applications are accepted via the online grant administration system eGrants and enter into an evaluation process that includes review, discussion and scoring of proposals. The final project selections are based on the following criteria:

- Analysis of Nevada highway safety information system data

- Effectiveness or ability to improve the identified problem
- OTS program assessments and management reviews conducted by NHTSA
- Support of priorities and strategies within Nevada's SHSP
- Past project or program performance
- Partner efforts and/or review may be provided by:
  - Department of Health and Human Services
  - Statewide Community Coalitions
  - Traffic Records Coordinating Committee (TRCC)
  - Impaired Driving Subcommittee
  - Statewide law enforcement agencies
  - University of Nevada, Reno School of Medicine, Center for Traffic Safety Research
  - University of Nevada, Las Vegas Transportation Research Center (TRC), Vulnerable Road Users Project
  - NVACTS and SHSP work groups

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 agencies that express an interest in implementing an evidence-based traffic safety project in their community or jurisdiction in the annual OTS LOI grant applications.

2.2.2. Monitoring and Technical Assistance

To ensure safety efforts are undertaken in a timely fashion and in accordance with project agreements or grant contracts, all projects awarded to state, local, and non-profit agencies are monitored by OTS. Risk assessments are conducted on each project recommended for award prior to notification of approval and are assigned a risk level. 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. OTS performs a desk audit of each claim and monthly progress report prior to acceptance or payment. OTS utilizes a mix of on-site and virtual monitoring of awarded projects.

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

2.2.3. Final Reports

At the close of each fiscal year, grant subrecipients must submit a final report detailing the project's successes and challenges during the grant period. This information is compiled in the OTS Annual Report and used to evaluate progress toward OTS goals. It

also aids in the assessment of future projects and documents OTS's efforts to reduce fatalities and serious injuries.

2.3. Process Participants

A broad range of agencies and organization partners participated in both the SHSP and HSP planning and the implementation process through the leadership of NVACTS. NVACTS includes participation from the following agencies:

- Nevada Department of Transportation
- Nevada Department of Public Safety
- Nevada Department of Motor Vehicles
- Nevada Department of Health and Human Services
- Nevada Department of Education
- Nevada Higher Education
- State Assembly, Representative of the Growth and Infrastructure Committee
- State Senate, Representative of the Growth and Infrastructure Committee
- Regional Transportation Commission of Southern Nevada
- Regional Transportation Commission of Washoe County
- Nevada Association of Counties
- Nevada Sheriffs' and Chiefs' Association
- Administrative Office of the Courts
- Nevada League of Cities
- Inter-Tribal Council of Nevada
- Tahoe Regional Planning Agency
- Carson Area Metropolitan Planning Organization (CAMPO)

The 2021-2025 SHSP utilizes four Key Area Task Forces and the TRCC task force that meet quarterly to develop, implement, and evaluate action steps toward eliminating fatal and serious injury crashes, as follows: Safer Roads Key Area (CEAs: Safe Speed, Intersections, Lane Departures), Vulnerable Road Users Key Area (CEAs: Pedestrians, Motorcyclists), Safer Drivers and Passengers (CEAs: Occupant Protection, Older Drivers, Young Drivers) and Impaired Driving Key Area.

OTS actively seeks new partnerships with businesses, government agencies, associations, special interest groups, policy makers, media, and community organizations. Our outreach also extends to bringing new participants into our statewide Task Forces.

2.4. Data Analysis

The priorities and programs of Nevada's 2024-2026 HSP are driven by data. The process of data analysis and problem identification involves a careful review of state crash data to identify Nevada's most pressing traffic safety issues. This review of crash data helps to determine primary focus areas, inform resource allocation, and serves as an effectiveness measure of prior safety efforts. Nevada uses a collaborative process with relevant partners from the 6 Es of traffic safety (Equity, Engineering, Education, Enforcement, Emergency Medical Response, and Everyone) and advocates to implement data-driven identification of issues, strategies, and action steps and relies heavily on the implementation of proven countermeasures and best practices.

2.4.1. Data Sources and Processes

The crash data most often used in this analysis involves fatalities and serious injuries. The crash data is collected by law enforcement officers at the scene of traffic crashes. Nevada law enforcement agencies utilize a centralized citation and crash reporting system, Enforcement Mobile (formerly Brazos), which provides timely and consistent traffic data to OTS and other partners. In recent years, the integration of crash data with trauma center data has been funded to enable further analysis of the impacts of fatalities and serious injuries to society, such as medical costs, reduction of productivity, and other harms associated with these crashes.

Information related to crash incidents, vehicles, drivers, and passengers from the crash report is captured and maintained in Enforcement Mobile. This database contains all related traffic information, including date, time, location, severity, manner of collision, contributing factors, weather, traffic controls, and design features of the road.

Vehicle information typically includes 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 emergency medical services (EMS) (pre-hospital), 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. Citation data currently can be used to detect recidivism for serious traffic offenses earlier in the process (i.e., prior to conviction) and to track the behavior of law enforcement agencies and the courts with respect to dismissals and plea bargains. This data is available through direct access to query the Enforcement Mobile system. Citation, injury, and roadway information are available and manually correlated to crash data for analysis. Vehicle and passenger data are only available as part of the crash report.

Figure 5 depicts the crash data collected for the driver/passenger/road user, the crash, the vehicles involved, and the roadway on which the crash occurred. Each element is used to guide Nevada safety stakeholders in making key decisions about safety priorities and resource expenditures.

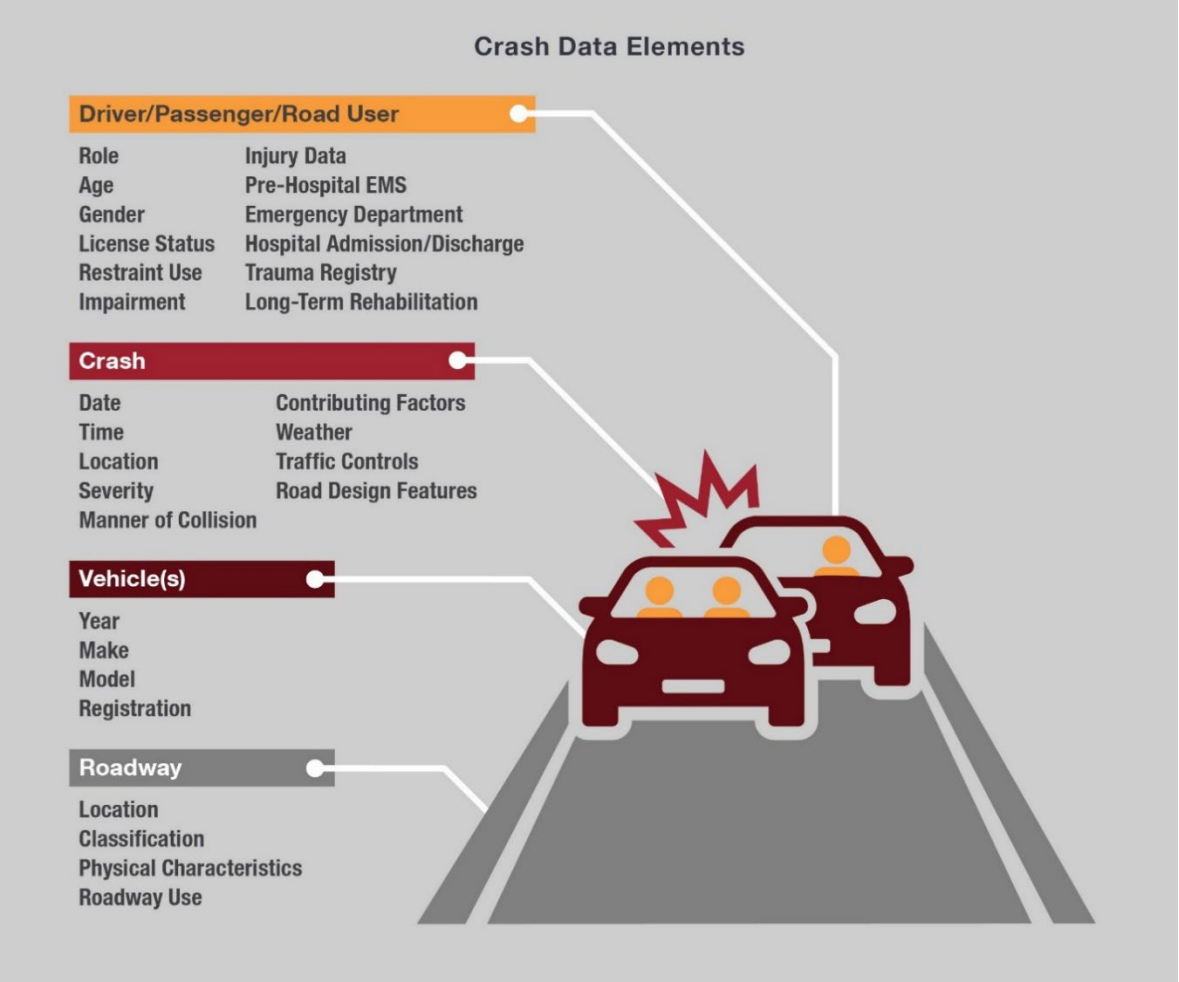


Figure 5: Crash Data Elements

2.4.2. Coordination with SHSP

OTS coordinates closely with NDOT and is an active participant in the integrated SHSP and HSP process. The 2021-2025 SHSP was approved by the Federal Highway Administration (FHWA) in February 2021. The update process for the five-year SHSP included a thorough review of Nevada's crash data, designation of Key Area and CEA Task Forces, and development of strategies and action steps. ***Nevada Traffic Safety Crash Facts*** was updated and published by OTS in January 2023 to provide SHSP Task Forces with data specific to their CEA and provide data to inform implementation of traffic safety countermeasures and development of local projects.

2.4.3. Traffic Records Coordinating Committee

In early 2010, the Nevada Executive Committee on Traffic Safety (NECTS), now known as the Nevada Advisory Committee on Traffic Safety (NVACTS), approved the formation of the SHSP Data Team, which was charged with developing a unified SHSP data message. Activities included recommending crash statistic definitions that are acceptable to all major data generators and users; initiation of data integration between the 4 Es (now 6 Es) of traffic safety; and obtaining annual data reports from OTS and NDOT for updating the CEA tracking tools and SHSP fact sheets.

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

The Nevada OTS 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 life-changing injury crashes. The ability to access reliable, timely, and accurate data helps increase the overall effectiveness of the plan and increases the probability of directing resources to 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 build this plan, including:

- Administrative Office of the Courts
- Community Attitude Awareness Survey
- Emergency Medical Systems and Public Health Organizations
- Fatality Analysis Reporting System (FARS)
- Enforcement Mobile (formerly Brazos) Citation and Crash Reporting System
- Nevada Department of Motor Vehicles (DMV)
- Nevada Traffic Safety Crash Facts
- NHTSA and National Center for Statistics and Analysis (NCSA) Traffic Safety Fact Sheets
- Seat Belt Observation Survey Reports
- State Demographer Reports
- U.S. Census Bureau
- USDOT Justice40 Initiative Equitable Transportation Community Explorer
- University of Nevada, Las Vegas Transportation Research Center
- University of Nevada, Las Vegas Kirk Kerkorian School of Medicine – Traffic Research and Education Newsletter (TREND)

Nevada's traffic safety community is committed to exploring all avenues available to reduce fatalities and serious injuries on our roadways. Additional resources utilized in the data analysis process include 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 agencies and organizations such as regional transportation commissions (RTCs), public transit, schools and universities, courts, etc.
- Serious injury data from the state's four trauma centers, including both cost and severity of injury
- Consideration of other strategies and countermeasures

3. Performance Report

For FY 2023, performance measure targets were set using a straight-line reduction from the preliminary 2021 data to a goal of zero by 2050 and determining the target five-year average. Progress towards meeting State performance targets from the previous fiscal year's HSP (FY 2023) is shown in the table below.

	2023 HSP				
Performance Measure:	**Target Period**	**Target Year(s)**	**Target Value FY23 HSP**	**Data Source/ FY23 Progress Results**	**On Track to Meet FY23 Target YES/NO/In-Progress (Must be Accompanied by Narrative)**
C-1) Total Traffic Fatalities	5 years	2019-2023	347.8	2018-2021 FARS, 2022 STATE 353.4	No
C-2) Serious Injuries in Traffic Crashes	5 years	2019-2023	1,021.3	2017-2021 FARS 1,142.0	No
C-3) Fatality Rate/100 Million VMT	5 years	2019-2023	1.279	2017-2021 FARS, 1.310	No
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions	5 years	2023	68.5	2018-2021 FARS, 2022 STATE 73.2	No
C-5) Alcohol-Impaired Driving Fatalities	5 years	2023	73.2	2018-2021 FARS, 2022 STATE 82.4	No
C-6) Speeding-Related Fatalities	5 years	2023	105.3	2018-2021 FARS, 2022 STATE 98.2	Yes
C-7) Motorcyclist Fatalities	5 years	2023	69.1	2018-2021 FARS, 2022 STATE 69.2	Yes
C-8) Unhelmeted Motorcyclist Fatalities	5 years	2023	3.3	2018-2021 FARS, 2022 STATE 5.0	No
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes	5 years	2019-2023	31.6	2018-2021	Yes

				FARS, 2022 STATE 30.2	
C-10) Pedestrian Fatalities	5 years	2019-2023	78.6	2018-2021 FARS, 2022 STATE 78.0	Yes
C-11) Bicyclist Fatalities	5 years	2019-2023	7.9	2018-2021 FARS, 2022 STATE 9.4	No
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants	5 years	2023	93.63	State Survey 2018-2022 93.31	Yes
A-1) Number of traffic fatalities of children Age 0-4	5 Years	2019-2023	0.8	2018-2021 FARS, 2022 STATE 2.0	No
A-2) Number of traffic fatalities reported as distracted driving	5 Years	2019-2023	7.7	2018-2021 FARS, 2022 STATE 7.4	Yes
PM-1) Number and percent of citations that include valid race and/or ethnicity information.	Annual	2023	Race: 79.8% Ethnicity: 9.7%	Enforcement Mobile (3/23) Race: 99.0% Ethnicity: 99.0%	Yes
PM-2) Number of and percent of crashes that have a valid yes/no response for secondary collision or not.	Annual	2023	100%	Enforcement Mobile (3/23) 100%	Yes

Table 1: Progress Towards Performance Measure Targets

3.1. Performance Measure C-1: Fatalities

On Track? - No

Nevada is not on track to reach the 2023 performance target for fatalities from the FY 2023 HSP (target: 347.8) for the years 2018 to 2022. As shown in **Figure 6**, Nevada's preliminary five-year average of 353.4 fatalities for 2018-2022 is on not on track to be below the 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

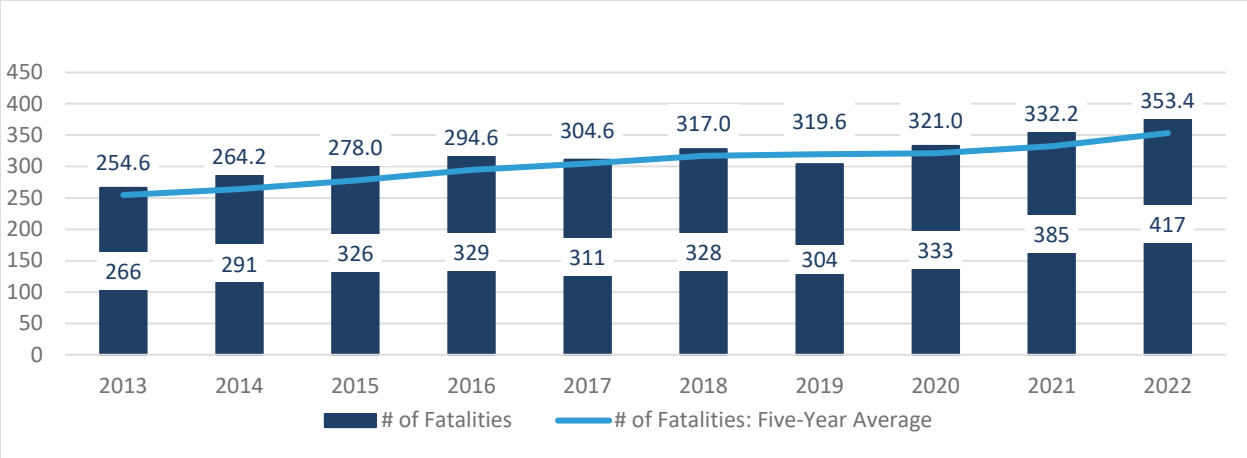


Figure 6: Nevada Traffic Fatalities and Five-Year Average (2013-2022)

3.2. Performance Measure C-2: Serious Injuries

On Track?: No

Nevada is not on track to meet the FY 2023 performance target for serious injuries (1,021.3). As shown in **Figure 7**, Nevada's most recent preliminary five-year average of serious injuries for 2018-2022 of 1142.0 serious injuries is not on track to meet the FY 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

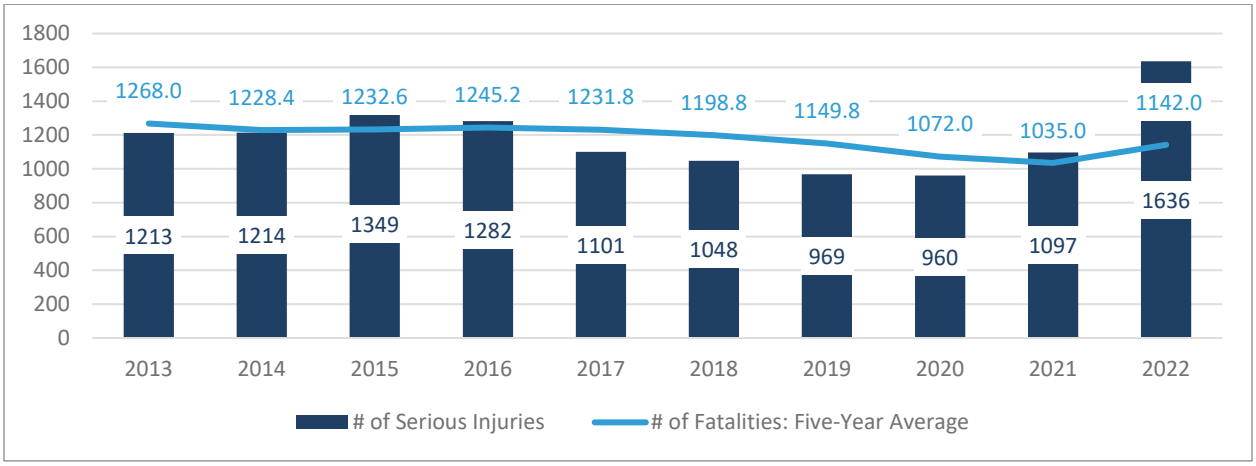


Figure 7: Nevada Serious Injuries and Five-Year Average (2012-2021)

3.3. Performance Measure C-3: Fatality Rate/100 million VMT

On Track?: No

Nevada is not on track to meet our 2023 performance target for fatality rate (1.279). At this time, preliminary 2022 VMT data is unavailable and the 2021 VMT was also used for our 2022 estimated rate. As shown in **Figure 8**, Nevada's most recent preliminary five-year average of fatalities per 100 million VMT of 1.31 is not on track to meet the FY 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

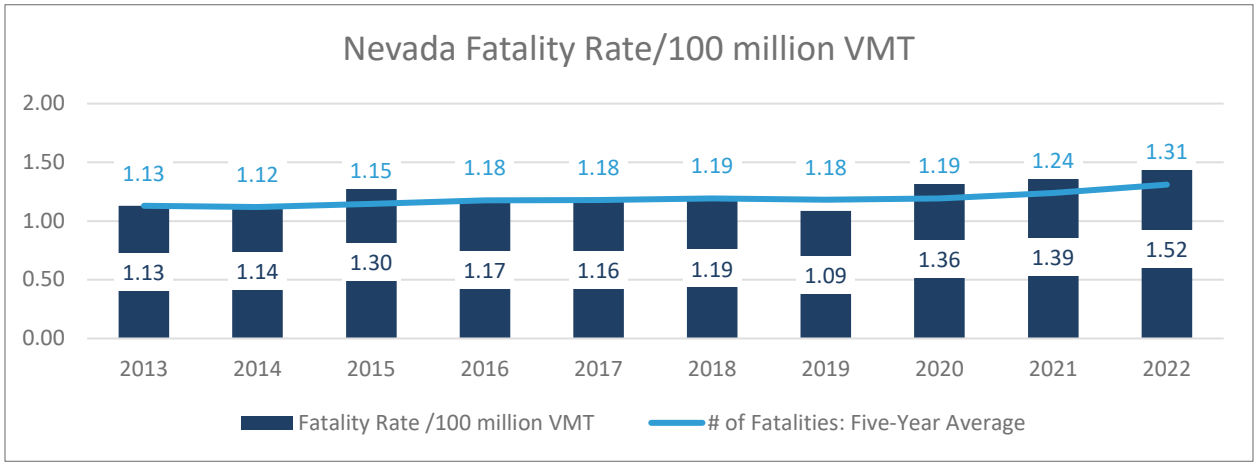


Figure 8: Fatality Rate Per 100 Million VMT and Five-Year Average (2012-2021)

3.4. Performance Measure C-4: Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

On Track?: No

Nevada is not on track to meet our 2023 performance target for unrestrained passenger vehicle occupant fatalities (68.5). As shown in **Figure 9**, Nevada's preliminary five-year average of unrestrained fatalities of 73.2 is above the target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

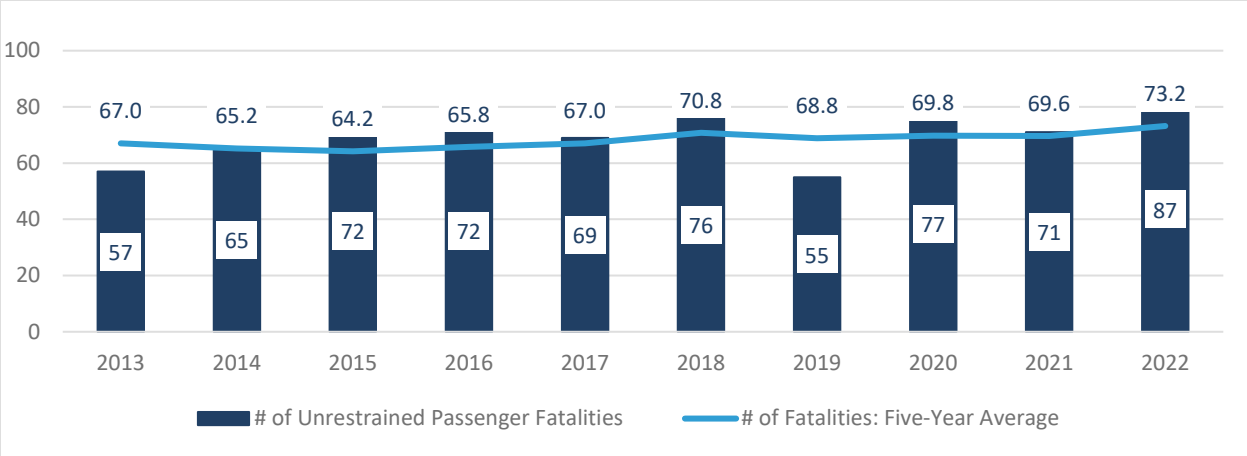


Figure 9: Unrestrained Passenger Fatalities and Five-Year Average (2013-2022)

3.5. Performance Measure C-5: Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08% and Above

On Track?: No

Nevada is not on track to reach the 2023 performance target for alcohol related crashes from the FY 2023 HSP (target: 73.2). As shown in **Figure 10**, Nevada's preliminary five-year average of alcohol related crashes of 77.2 for 2018-2022 is not on track to be below the 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

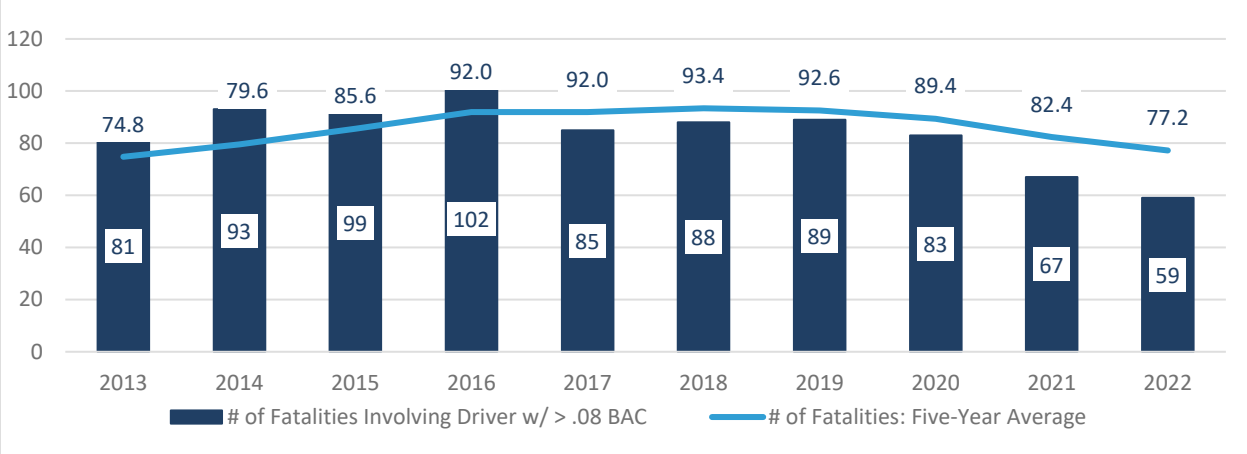


Figure 10: Fatalities Involving Alcohol Impaired Driver and Five-Year Average (2013-2022)

3.6. Performance Measure C-6: Speeding-Related Fatalities

On Track?: Yes

Nevada is on track to meet our 2023 performance target for speeding-related fatalities from the previous fiscal year's HSP (105.3). As shown in **Figure 11**, Nevada's preliminary fatality number for 2022 of 95 and the five-year average of 98.2 speeding-related fatalities are below the FY23 target.

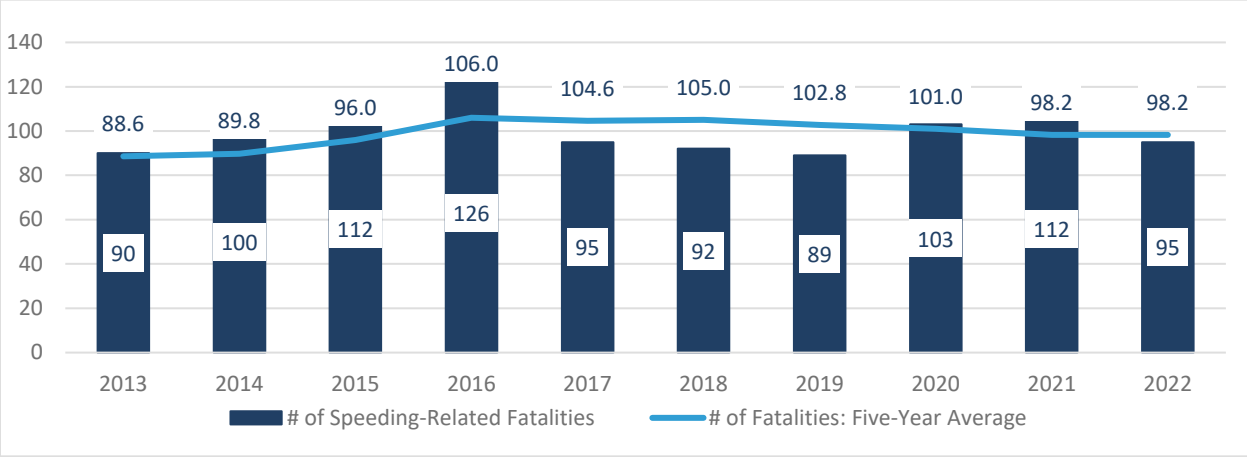


Figure 11: Nevada Speeding-Related Fatalities and Five-Year Average (2013-2022)

3.7. Performance Measure C-7: Number of Motorcyclist Fatalities

On Track?: Yes

Nevada is on track to meet our 2023 performance target for motorcyclist fatalities from the previous fiscal year's HSP (69.1). As shown in the **Figure 12**, Nevada's preliminary five-year average for 2022 of 69.2 is close to the target.

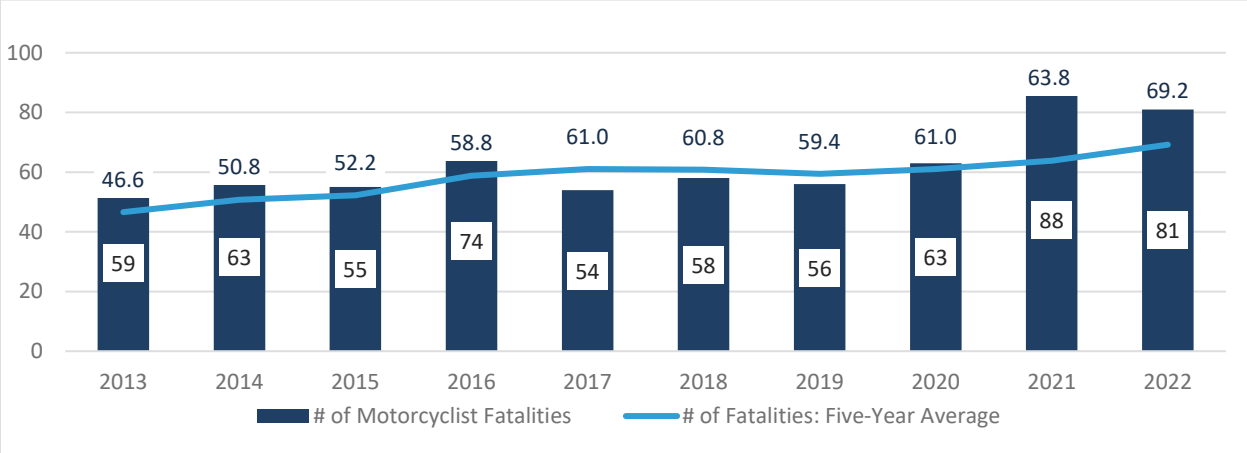


Figure 12: Nevada Motorcyclist Fatalities and Five-Year Average (2013-2022)

3.8. Performance Measure C-8: Number of Unhelmeted Motorcyclist Fatalities

On Track?: No

Nevada is not on track to reach the 2023 performance target for fatalities from the FY 2023 HSP (3.3). As shown in **Figure 13**, Nevada's preliminary five-year average of 4.2 unhelmeted motorcyclist fatalities for 2018-2022 is on not on track to be below the 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

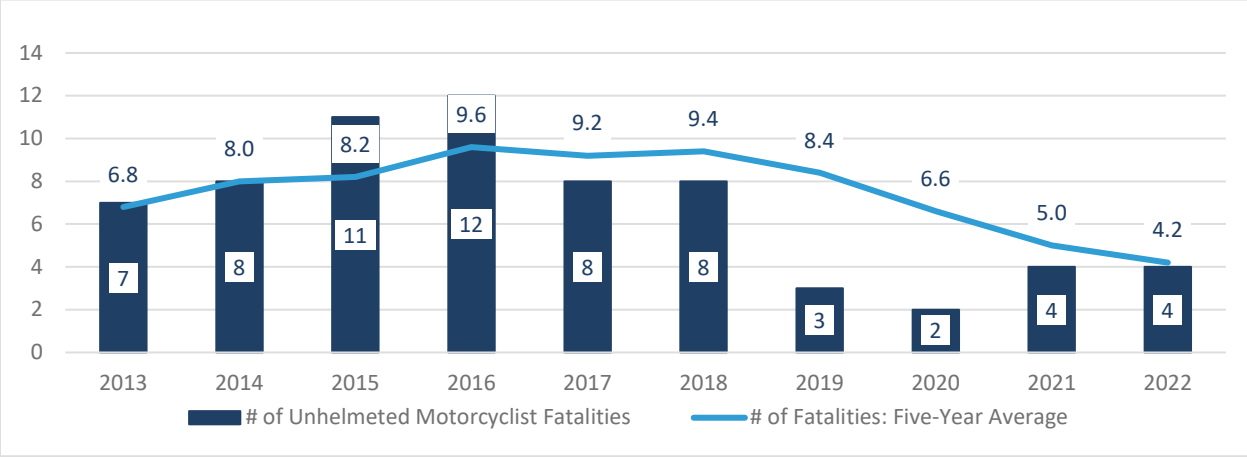


Figure 13: Unhelmeted Motorcyclist Fatalities and Five-Year Average (2013-2022)

3.9. Performance Measure C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes

On Track?: Yes

Nevada is on track to reach the 2023 performance target for fatalities from the FY 2023 HSP (31.6). As shown in **Figure 14**, Nevada's preliminary five-year average of 30.2 fatalities of Drivers Age 20 or Younger for 2018-2022 is on track to be below the 2023 target.

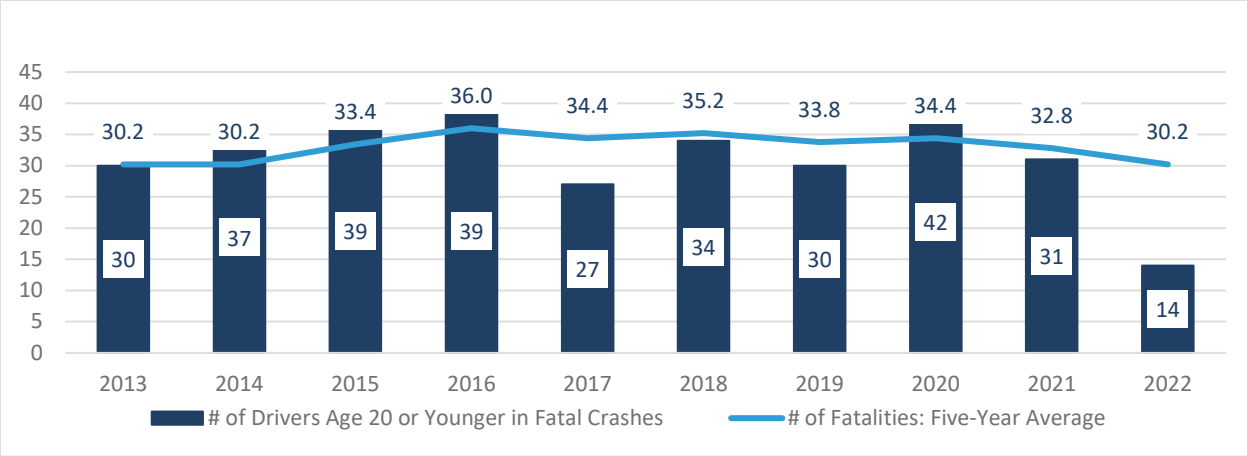


Figure 14: Young Driver Traffic Fatalities and Five-Year Average (2013-2022)

3.10. Performance Measure C-10: Pedestrian Fatalities

On Track?: Yes

Nevada is on track to meet our 2023 performance target for pedestrian fatalities from the FY 2023 HSP (78.4). As shown in **Figure 15**, Nevada's preliminary five-year average of 78.0 pedestrian fatalities is below the target.

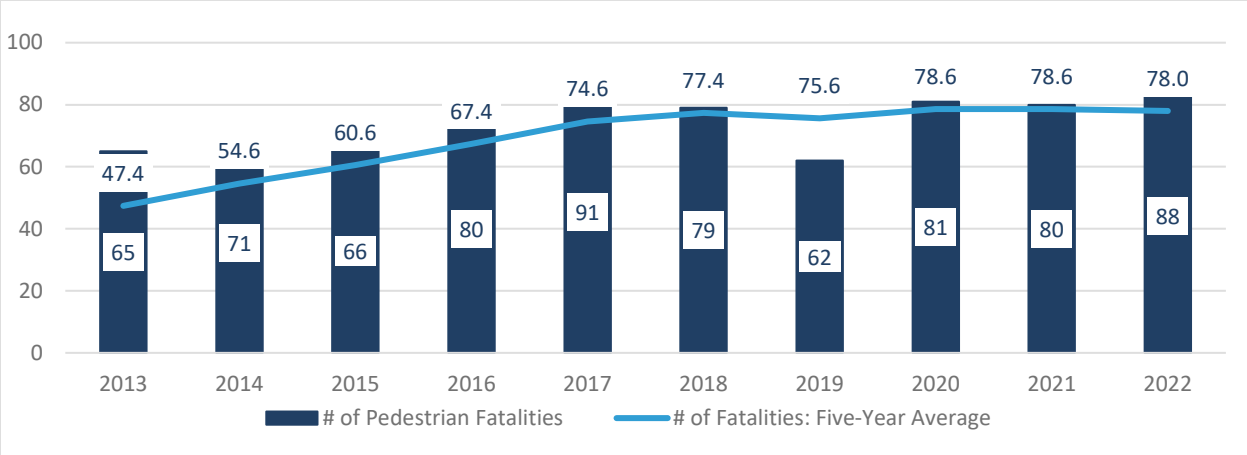


Figure 15: Pedestrian Fatalities and Five-Year Average (2013-2022)

3.11. Performance Measure C-11: Bicyclists Fatalities

On Track?: No

Nevada is not on track to meet our 2023 performance from the previous fiscal year's HSP (7.9). As shown in the **Figure 16**, Nevada's preliminary five-year average of 9.4 bicyclist fatalities is above the target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-

pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

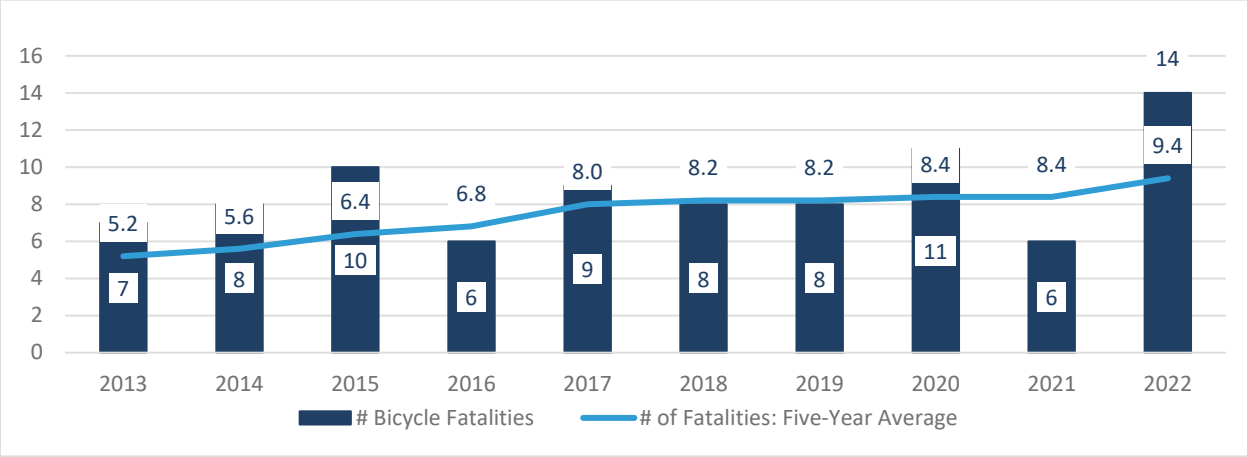


Figure 16: Bicyclists Fatalities and Five-Year Average (2013-2022)

3.12. Performance Measure B-1: Observed Seat Belt Usage

On Track?: Yes

Nevada is on track to reach the 2023 performance target for fatalities from the FY 2023 HSP (target: 93.63). As shown in **Figure 17**, Nevada's preliminary five-year average of 93.31 fatalities for 2018-2022 is below the 2023 target.

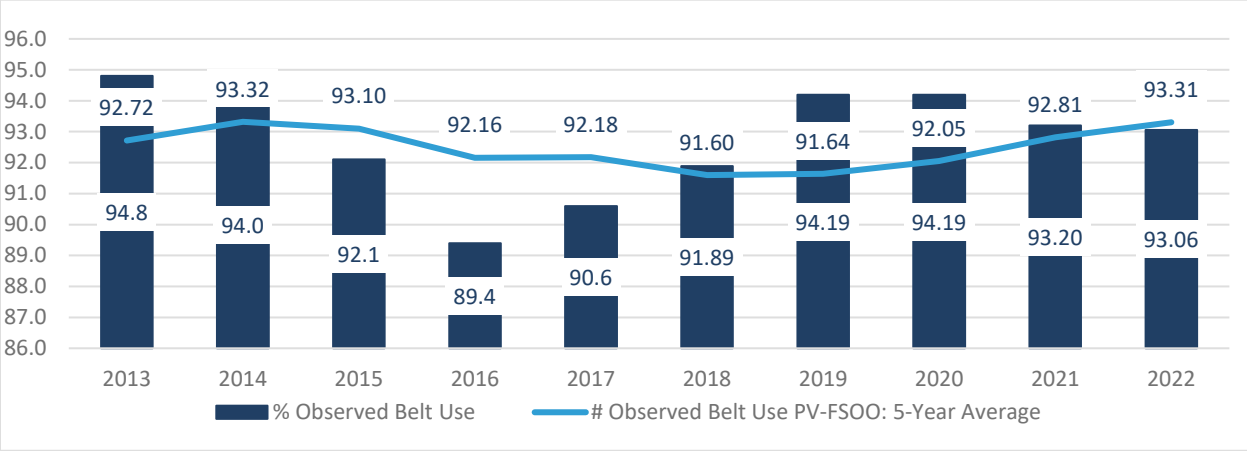


Figure 17: Percent Observed Seat Belt Use and Five-Year Average (2013-2022)

3.13. Performance Measure A-1: Child Passenger Safety

On Track?: No

Nevada is not on track to reach the 2023 performance target for children aged 0-4 fatalities from the FY 2023 HSP (0.8). As shown in **Figure 18**, Nevada's preliminary five-year average of 2.0 children aged 0-4 fatalities for 2018-2022 is on not on track to be below the 2023 target. Nevada's target setting methodology has been based on an aspirational goal of achieving zero fatalities by 2050 and using a projected trendline to

meet that goal. This methodology seeks the best outcomes for roadway users but has not produced targets that are attainable, particularly within the current pandemic/post-pandemic surge in risky driving. Future performance targets for all programs have been set using historical crash reduction data to align our efforts with meaningful outcomes.

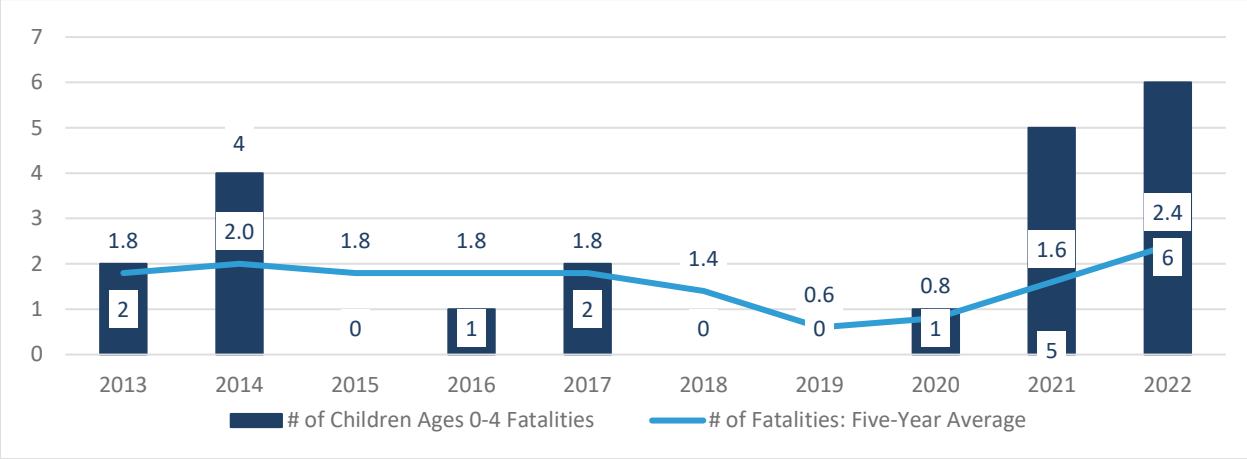


Figure 18: Child Age 0-4 Fatalities and Five-Year Average (2013-2022)

3.14. Performance Measure A-2: Number of Traffic Fatalities Reported as Distracted Driving

On Track?: Yes

Nevada is on track to reach the 2023 performance target for fatalities from the FY 2023 HSP (7.7). As shown in **Figure 19**, Nevada's preliminary five-year average of 7.4 distracted driving fatalities for 2018-2022 is on track to be below the 2023 target.

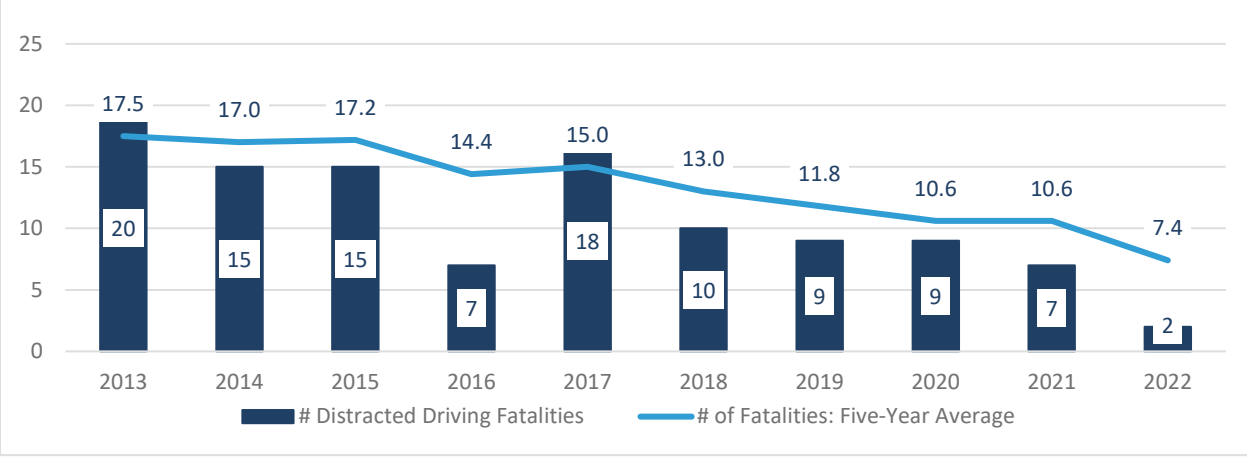


Figure 19: Distracted Driving Fatalities and Five-Year Average (2013-2022)

3.15. Traffic Records Performance Measure 1: Number and Percent of Citations that Include Valid Race and/or Ethnicity Information

Core Database Improvement Citation and Crash Data Completeness

Progress: Met

Nevada increased the completeness of citation data and met the 2023 target of 79.8% race and 9.7% ethnicity by increasing the number and percent of citations that include valid race and ethnicity to 99% for each of race (402,196/406,177) and ethnicity (402,085/406,177).

Information on this performance measure is included in the Traffic Records Performance Measure Supporting Information, included in **Attachment C**.

3.16. Traffic Records Performance Measure 2: Number of and Percent of Crashes that have a Valid Yes/No Response for Secondary Collision or Not

Core Database Improvement Crash Data Completeness

Progress: Met

Nevada increased the completeness of crash data and met the 2023 target of 100% of crashes that have a valid yes/no response for secondary collisions. All 57,725 crashes had a valid response for yes/no of secondary collision or not.

Information on this performance measure is included in the Traffic Records Performance Measure Supporting Information, included in **Attachment C**.

4. HSP Problem Identification

The Nevada 2024-2026 HSP is closely aligned with the Nevada SHSP. Both plans identify issues with the greatest involvement in fatal and serious injury crashes and prioritize the actions that can best mitigate them. Official FARS data from NHTSA is used for fatalities whenever possible, with state data providing additional crash parameters and VMT.

This information, along with strategies for addressing the identified critical issues (found in NHTSA's *"Countermeasures That Work"* publication), help to determine where to focus HSP and SHSP efforts and resources and to evaluate effectiveness. Visit Countermeasures That Work | NHTSA for a full reference to this resource.

The HSP will continue to support the strategies and goals of the SHSP. The 2024-2026 HSP is supportive of the following nine CEAs as established within the 2021-2025 SHSP:

- Impaired Driving Prevention
- Intersection Safety
- Lane Departure Prevention
- Motorcycle Safety
- Occupant Protection
- Older Drivers
- Safe Speed
- Vulnerable Road User Safety
- Young Driver Safety

Powered by the collective experience of diverse safety stakeholders, traffic safety task forces associated with each CEA meet quarterly to discuss strategies and assess the implementation of defined actions for each CEA. Additional areas of interest such as tribal safety, bicycles, older drivers, and outreach to minority populations are incorporated into the strategies of each task force. OTS staff are actively involved in all task forces, with a lead role in the CEAs that have a behavioral safety focus.

The following table includes a crash data summary for the key elements of Nevada's safety program over the past 10 years. A detailed data analysis to be used in the selection of specific strategies to reduce fatal and serious injury crashes is included in the separate *2023 Nevada Traffic Safety Crash Facts* document.

Crash Data Summary	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Fatalities (Actual)	266	291	326	329	311	328	304	333	385	417
Serious Injuries	1,213	1,214	1,249	1,282	1,101	1,048	969	960	1,097	1,636
Fatality Rate/100 Million VMT	1.13	1.14	1.30	1.17	1.16	1.19	1.09	1.36	1.39	1.52
Unrestrained Passenger Vehicle Occupant Fatalities	57	65	72	72	69	76	55	71	74	87
Fatalities Involving Driver or Motorcycle Operator w/ ≥ .08 BAC	81	93	99	102	85	88	92	66	67	59
Speeding-Related Fatalities	90	100	112	126	95	93	87	90	119	95
Motorcyclist Fatalities	59	63	55	74	54	58	56	55	80	81
Unhelmeted Motorcyclist Fatalities	7	8	11	12	8	8	3	3	4	4
Drivers Age 20 or Younger Involved in Fatal Crashes	30	37	39	39	27	34	31	40	30	14
Pedestrian Fatalities	65	71	66	80	91	79	62	79	87	88
Children Age 0-4 Fatalities	2	4	0	1	2	0	0	1	1	3
Bicycle Fatalities	7	8	10	6	9	8	8	11	7	14
Distracted Driving Fatalities	20	15	15	7	15	10	9	9	7	2
Percent Observed Seat Belt Use for Passenger Vehicles—Front Seat Outboard Occupants	94.8%	94.0%	92.1%	89.4%	90.6%	91.89%	94.19%	94.19%	93.20%	93.06%

Table 2: Crash Data Summary

5. Performance Plan

Targets for the 2024-2026 HSP were set based on historical crash trends within Nevada. Unfortunately, performance measures data has been on the rise in Nevada over the last few years since the pandemic started, similar to many states across the country. Past performance measure data was reviewed, to determine a specific multiyear reduction of fatalities that has been sustained in Nevada since the end of the Great Recession in 2010. The sustained reduction calculated was a 7.6% reduction over the three-year period starting with 329 fatalities in 2016 and reducing to 304 fatalities in 2019. The reduction of 7.6% will be applied as the target reduction for all performance measures for the three-year performance period of 2024 – 2026, with the exception of Percent Observed Belt Use (B-1) that was set as an increase of 0.5% for the performance period of 2024 – 2026.

A summary of Nevada's performance measures is shown in the following tables. Additional details on the three performance measures shared by the Nevada SHSP, HSP, and HSIP (fatalities, serious injuries, and fatality rate) are included on the following pages. Details on the remaining HSP performance measures are incorporated into the HSP program area sections in Section 7.

Annual	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
C-1 Fatalities	328	304	333	385	417	406*	396	385
C-2 Serious Injuries	1,048	969	960	1,097	1,636	1,595*	1,553	1,512
C-3 Fatality Rate/100 Million VMT	1.19	1.09	1.36	1.39	1.52	1.48*	1.44	1.41
C-4 Unrestrained Passenger Vehicle Occupant Fatalities	76	55	77	71	87	85	83	80
C-5 Fatalities Involving Driver or Motorcycle Operator w/ ≥ .08 BAC	88	89	83	67	59	58	56	55
C-6 Speeding	92	89	103	112	95	93	90	88
C-7 Motorcyclist	58	56	63	88	81	79	77	75
C-8 Unhelmeted	8	3	2	4	4	4	4	4
C-9 Drivers Age 20 or Younger	34	30	42	31	14	14	13	13
C-10 Pedestrians	79	62	81	80	88	86	84	81
C-11 Bicyclists	8	8	11	6	14	14	13	13
A-2 Distracted Driver	10	9	9	7	2	2	2	2
A-1 Children Age 0-4 *(only when restraint use was known)*	0	0	1	5	6	6	6	6
B-1 Percent Observed Belt Use for Passenger Vehicles—Front Seat Outboard Occupants (%)	91.89	94.19	94.19	93.20	93.06	93.23	93.39	93.56

**Waiver requested to allow final target setting process with Nevada DOT to be established*

Table 3: Performance Measure Targets

The Performance Plan Chart below includes the Base Year (Historical Data) for the last five years of available crash data (2018 – 2022). The annual value and the 5-year average are shown. The five-year average is the average of the five year period ending in the year shown. For example, the 2018 five-year average is the average of the annual values from 2014 – 2018.

			Base Years (Historical Data)				
	GHSA/NHTSA PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2018**	**2019**	**2020**	**2021**	**2022[1]**
C-1	Traffic Fatalities	FARS Annual	328	304	333	385	417
	Reduce total fatalities from the current safety level of 417 by 7.6% to 385 prior to December 31, 2026	5-Year Average	317.0	319.6	321.0	332.2	353.4
C-2	Serious Injuries in Traffic Crashes	State Annual	1,048	969	960	1,097	1,636
	Reduce serious traffic injuries from a current safety level of 1,636 by 7.6% to 1,512 prior to December 31, 2026	5-Year Average	1,198.8	1,149.8	1,072.0	1,035.0	1,142.0
C-3	Fatalities/100M VMT	FARS Annual	1.19	1.09	1.36	1.39	1.52
	Reduce fatality rate from a current safety level of 1.52 by 7.6% to 1.41 prior to December 31, 2026	5-Year Average	1.19	1.18	1.19	1.24	1.31
C-4	Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions[2]	FARS Annual	1.19	1.18	1.19	1.24	1.31
	Reduce unrestrained passenger vehicle occupant fatalities, all seat positions, from a current safety level of 87 by 7.6% to 80 prior to December 31, 2026	5-Year Average	1.19	1.18	1.19	1.24	1.31
C-5	Alcohol-Impaired Driving Fatalities	FARS Annual	88	89	83	67	59

[1] States can opt to provide 2022 state level data as available.

[2] States have the flexibility to establish a target covering the triennial period (i.e., 2024-2026) for each measure or states may opt to set annual targets for each year covering the triennial HSP period (i.e., 2024, 2025 and 2026).

			Base Years (Historical Data)				
	GHSA/NHTSA PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2018**	**2019**	**2020**	**2021**	**2022[1]**
	Reduce alcohol-impaired driving fatalities from a current safety level of 59 by 7.6% to 55 prior to December 31, 2026	5-Year Average	93.4	92.6	89.4	82.4	77.2
C-6	Speeding-Related Fatalities	FARS Annual	92	89	103	112	95
	Reduce speeding-related fatalities from a current safety level of 95 by 7.6% to 88 prior to December 31, 2026	5-Year Average	105.0	102.8	101.0	98.2	98.2
C-7	Motorcyclist Fatalities	FARS Annual	58	56	63	88	81
	Reduce motorcyclist fatalities from a current safety level of 81 by 7.6% to 75 prior to December 31, 2026	5-Year Average	60.8	59.4	61.0	63.8	69.2
C-8	Unhelmeted Motorcyclist Fatalities	FARS Annual	8	3	2	4	4
	Reduce unhelmeted motorcyclist fatalities from a current safety level of 4 by 7.6% to less than 4 prior to December 31, 2026	5-Year Average	9.4	8.4	6.6	5.0	4.2
C-9	Drivers Age 20 or Younger involved in Fatal Crashes	FARS Annual	34	30	42	31	14
	Reduce drivers age 20 and younger involved in fatal crashes from a current safety level of 14 by 7.6% to 13 prior to December 31, 2026	5-Year Average	35.2	33.8	34.4	32.8	30.2
C-10	Pedestrian Fatalities	FARS Annual	79	62	81	80	88
	Reduce pedestrian fatalities from a current safety level of	5-Year Average	77.4	75.6	78.6	78.6	78.0

			Base Years (Historical Data)				
	GHSA/NHTSA PERFORMANCE PLAN CHART FY24 -26 Highway Safety Plan		**2018**	**2019**	**2020**	**2021**	**2022[1]**
	88 by 7.6% to 81 prior to December 31, 2026						
C-11	Bicyclist Fatalities	FARS Annual	8	8	11	6	14
	Reduce bicyclist fatalities from a current safety level of 14 by 7.6% to 13 prior to December 31, 2026	5-Year Average	8.2	8.2	8.4	8.4	9.4
B-1	Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	State Annual	91.89	94.19	94.19	93.20	93.06
	Increase observed seat belt use for passenger vehicles, front seat outboard occupants from a current safety level of 93.06 by 0.5% to 93.56 by December 31, 2026	5-Year Average	91.60	91.64	92.05	92.81	93.31
A-1	Child Passenger Aged 0-4 Fatalities	FARS Annual	0	0	1	5	6
	Reduce child passenger aged 0-4 fatalities from a current safety level of 6 by 7.6% to less than 6 prior to December 31, 2026	5-Year Average	1.4	0.6	0.8	1.6	2.0
A-2	Distracted Driving Fatalities	FARS Annual	10	9	9	7	2
	Reduce distracted driving fatalities from a current safety level of 2 by 7.6% to less than 2 prior to December 31, 2026	5-Year Average	13.0	11.8	10.6	10.6	7.4

5.1. Performance Measure C-1: Fatalities

The target for fatalities for the 2024-2026 HSP was set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	328	304	333	385	417	406	396	385

Table 4: Performance Measure C-1: Fatalities

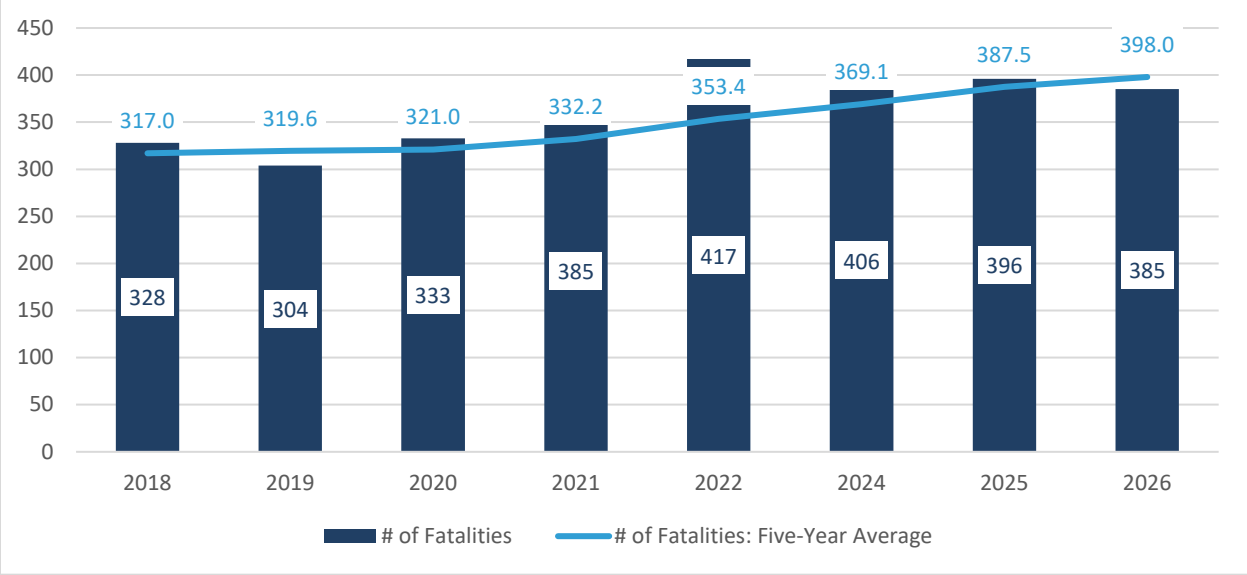


Figure 20: 2024-2026 Targets for Fatalities

5.2. Performance Measure C-2: Serious Injuries

The target for serious injuries for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Serious Injuries	1048	969	960	1098	1,636	1,595	1,553	1,512

Table 5: Performance Measure C-2: Serious Injuries

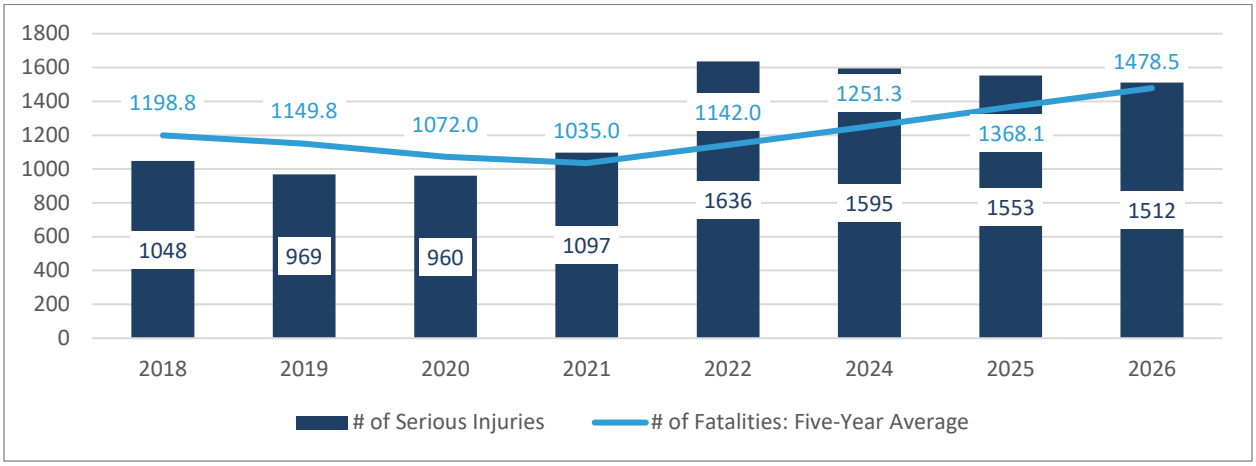


Figure 21: 2024-2026 Targets for Serious Injuries

5.3. Performance Measure C-3: Fatality Rate Per 100 Million VMT

The target for fatality rate for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6%for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatality Rate/100 VMT	1.19	1.09	1.36	1.39	1.52	1.48	1.44	1.41

Table 6: Total Fatality Rate Per 100 Million VMT

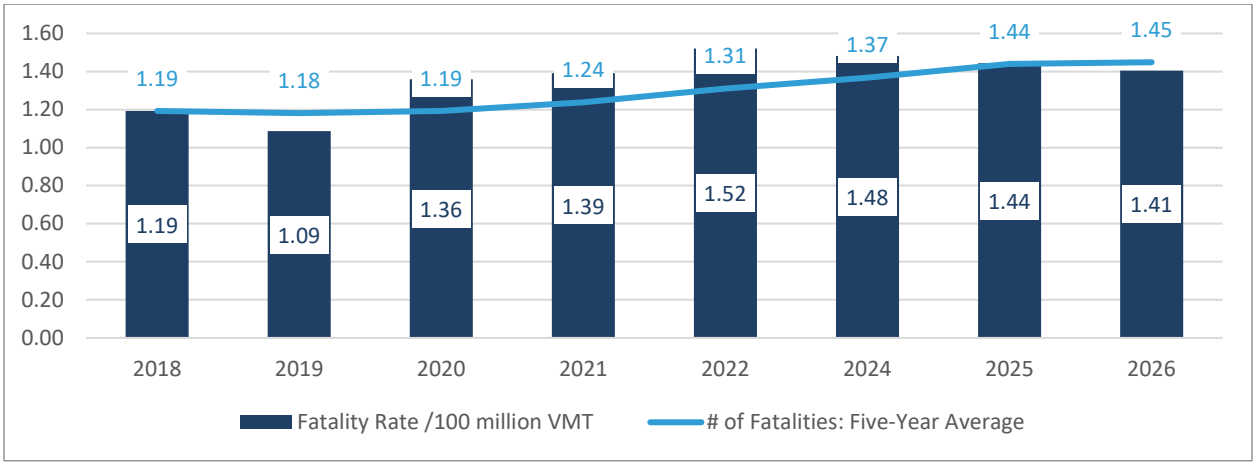


Figure 22: 2024-2026 Targets for Fatality Rate/100 Million VMT

6. HSP Program Areas and Countermeasure Strategies

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 (Drug and Alcohol)
- Speed Management
- Motorcycle Safety
- Young Drivers
- Non-Motorized/Vulnerable Road Users
- Distracted Driving
- Communications (Media)
- Traffic Records
- Other Safety Programs
- Racial Profiling Data Collection

6.1. Occupant Protection (Adult and Child Passenger Safety [CPS])

Nevada continues to adopt and implement effective occupant protection programs to reduce highway deaths and injuries resulting from individuals riding unrestrained or improperly restrained in motor vehicles. While most Nevadans buckle up (Observed Seat Belt Use Rate, 2022, 93.1%), unbelted passenger fatalities represent close to 40% of Nevada's vehicle occupant fatalities. During the period 2017- 2021, 322 fatal unrestrained occupant crashes resulting in 348 fatalities occurred on Nevada roadways. Of those 322 fatal unrestrained occupant crashes, 170 occurred in Clark County where the majority of the state's population resides. Male passengers between the age of 21-25 and female occupants between the age of 26-30 comprised the largest percentage of occupant fatalities. Additionally, the race and ethnicity breakdown for CPS-related violation citations were: White (37.5%), Black (21.5%), Hispanic (11.0%), Asian (3.4%), and Indian (Native American (1.4%), with 26.1% reported unknown.

Occupant protection includes planning and developing innovative traffic safety programs in the areas of seat belt and CPS seat usage. 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 legislative use requirements, enforcement (Countermeasure 2.2.1 and 2.5.1), communication (Countermeasure 2.3.1,2.3.2, 2.6.1 and 2.6.2), and education strategies (Countermeasure2.7.2) are necessary to achieve significant, lasting increases in seat belt and CPS seat usage. Nevada will add Unattended Passenger communications to it's Occupant Protection program through communications and outreach.

6.1.1. Description of Highway Safety Problem

A fatal unrestrained-occupant crash involves a person traveling in a passenger vehicle that did not use a restraining device, such as a seatbelt, that died in the crash. Passenger vehicles are constituted as passenger cars, light trucks, pickups, and vans. The FARS data uses the attribute "restraint system/helmet use (REST_USE)" in the person data set to determine if a person was using a seatbelt, and the attribute "injury severity (INJ_SEV)" to determine the level of the person's injuries. For this analysis, the two attribute codes used were "none used/not applicable" for restraint use and "fatal injury (K)" for injury severity. If a crash reported both attributes, the crash was deemed a fatal unrestrained-occupant crash.

What?

Between 2017 and 2021, **348 fatalities** and **322 fatal unrestrained-occupant crashes** occurred on Nevada roadways.

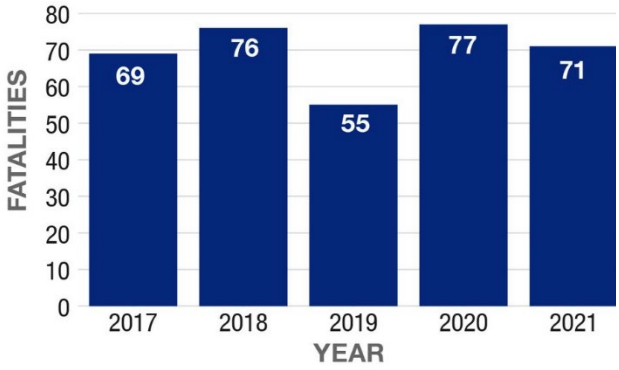


Figure 23: Unrestrained-Occupant Fatalities in Nevada (2017-2021)

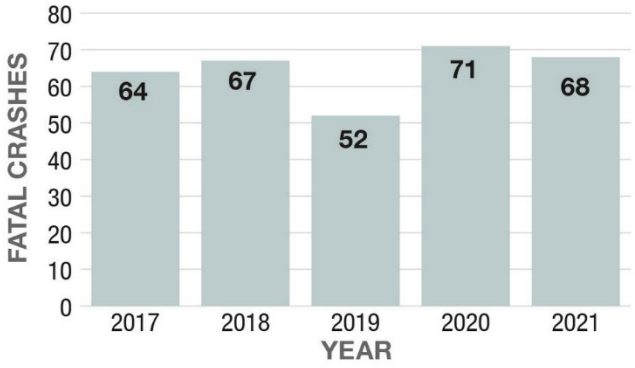


Figure 24: Fatal Unrestrained-Occupant Crashes in Nevada (2017-2021)

Where?

Between 2017 and 2021, 170 fatal unrestrained-occupant crashes occurred in Clark County. More than half of fatal unrestrained-occupant crashes occurred on urban roadways.

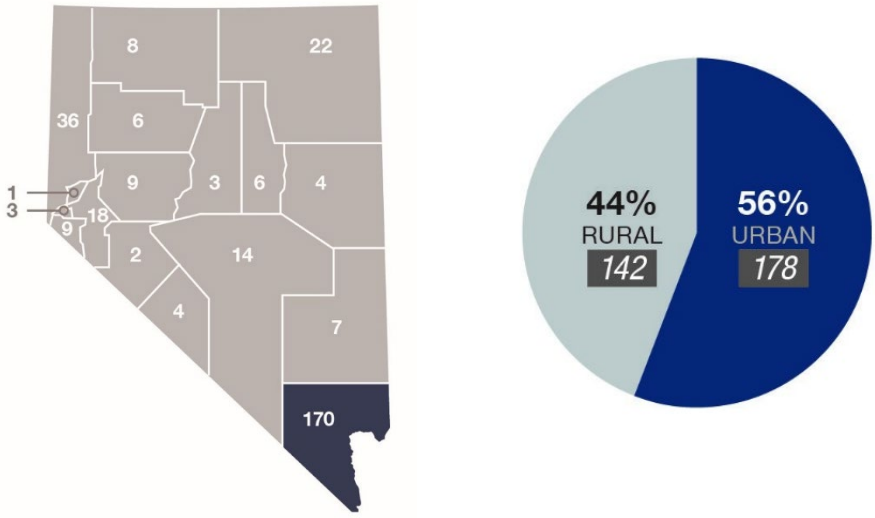


Figure 25: Fatal Unrestrained-Occupant Crashes in Nevada by Location (2017-2021)

Who?

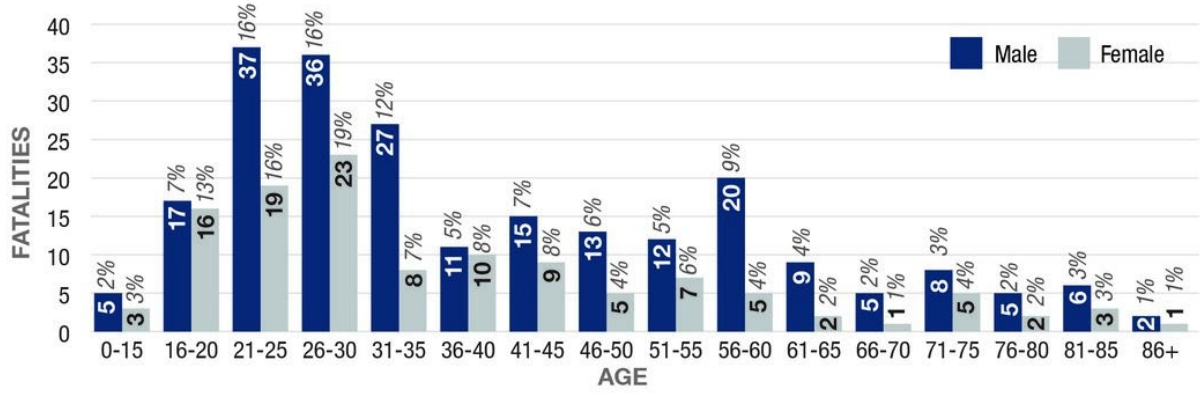


Figure 26: Age/Gender Breakdown of Unrestrained-Occupant Fatalities in Nevada

When?

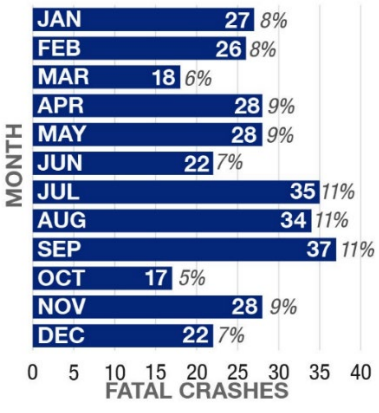


Figure 27: Fatal Unrestrained-Occupant Crashes by Month of Year (2017-2021)

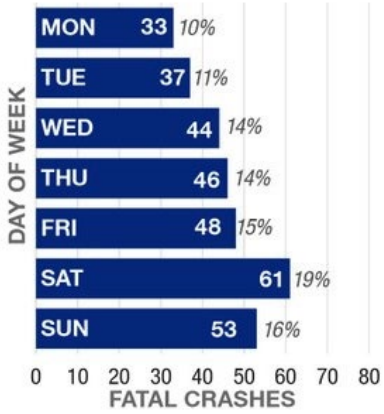


Figure 28: Fatal Unrestrained-Occupant Crashes by Day of Week

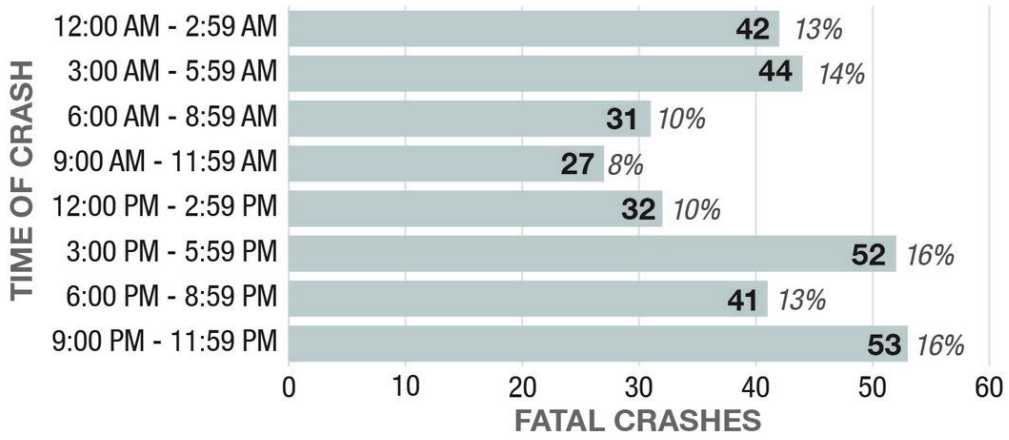


Figure 29: Fatal Unrestrained-Occupant Crashes by Time of Day (2017-2021)

Why?

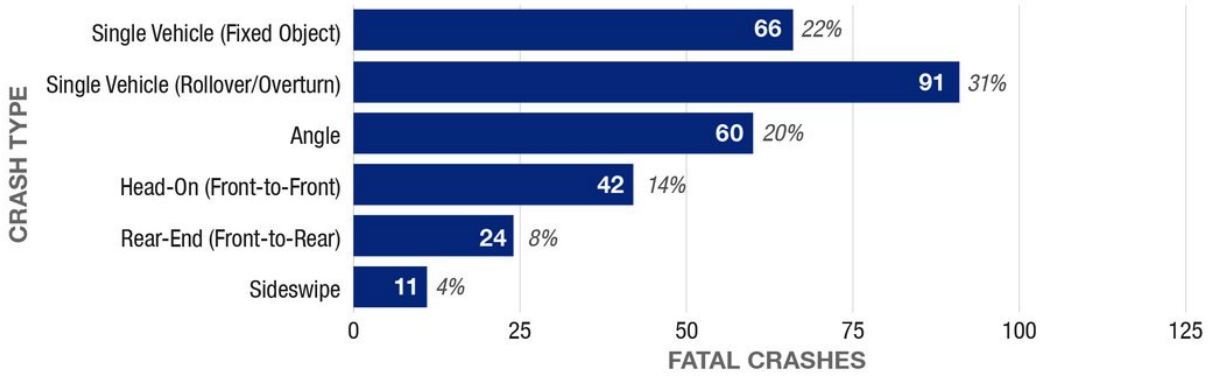


Figure 30: *Fatal Unrestrained-Occupant Crashes by Crash Type (2017-2021)*

Child Passenger Crashes

A child passenger crash involves a child between the ages of zero and 13 that dies in a crash. The FARS data uses the person data file attributes "age (AGE)," "person type (PER_TYP)," and "injury severity (INJ_SEV)." The following attribute codes were used: values equal to and between zero and 13 to identify age, "passenger of a motor vehicle in transport," and "fatal injury (K)." If a crash reported all the individual attribute codes, the crash was deemed a fatal child passenger crash. Fatal child passenger crashes make up too small of a percentage of all fatalities and fatal crashes in Nevada to perform a full analysis.

What?

During 2017-2021, **23 fatalities** and **22 child passenger fatal crashes** occurred on Nevada roadways.

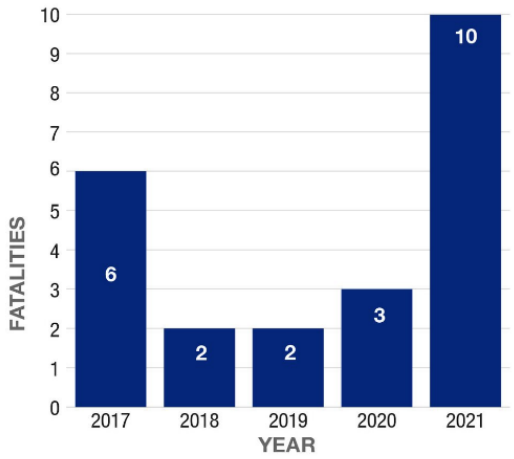


Figure 31: Child Passenger Fatalities in Nevada (2017-2021)

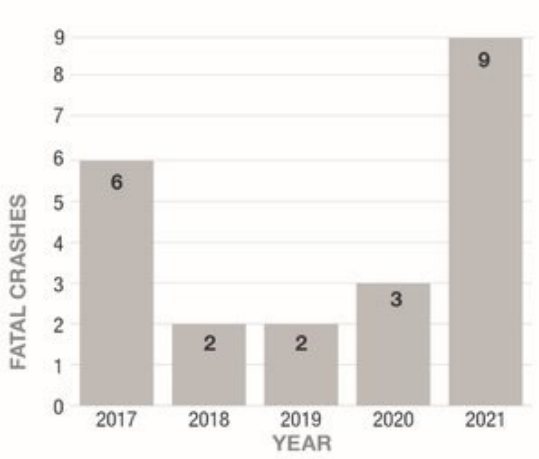


Figure 32: Fatal Child Passenger Crashes in Nevada (2017-2021)

Where?

Most fatal child passenger crashes occurred in Clark County and on urban roadways.

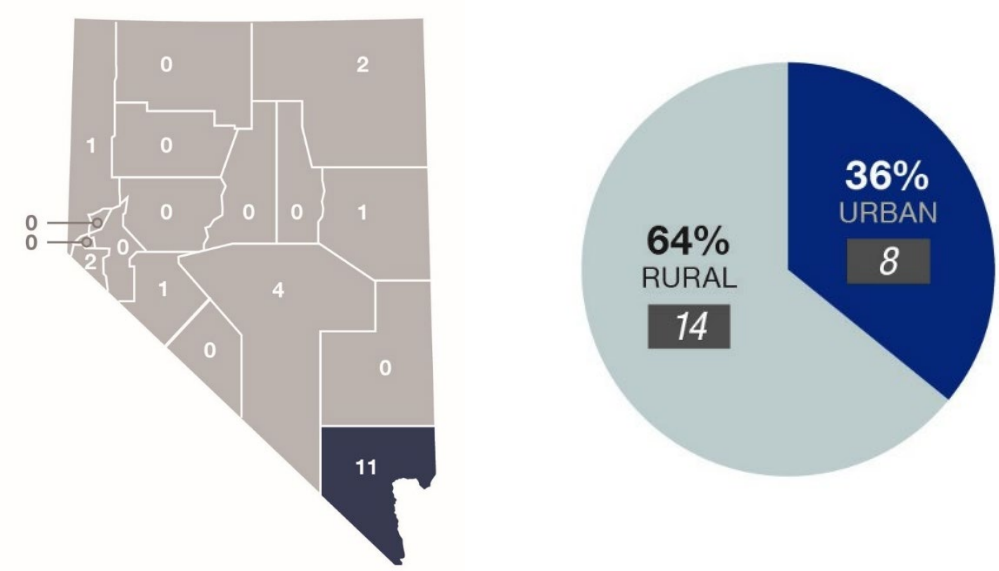


Figure 33: Fatal Child Passenger Crashes in Nevada by Location (2017-2021)

6.1.2. Performance Measure C-4: Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

The targets for unrestrained passenger vehicle occupants for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6%for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	76	55	77	71	87	85	83	80

Table 7: Performance Measure C-4: Unrestrained Passenger Vehicle Occupant Fatalities, All Positions

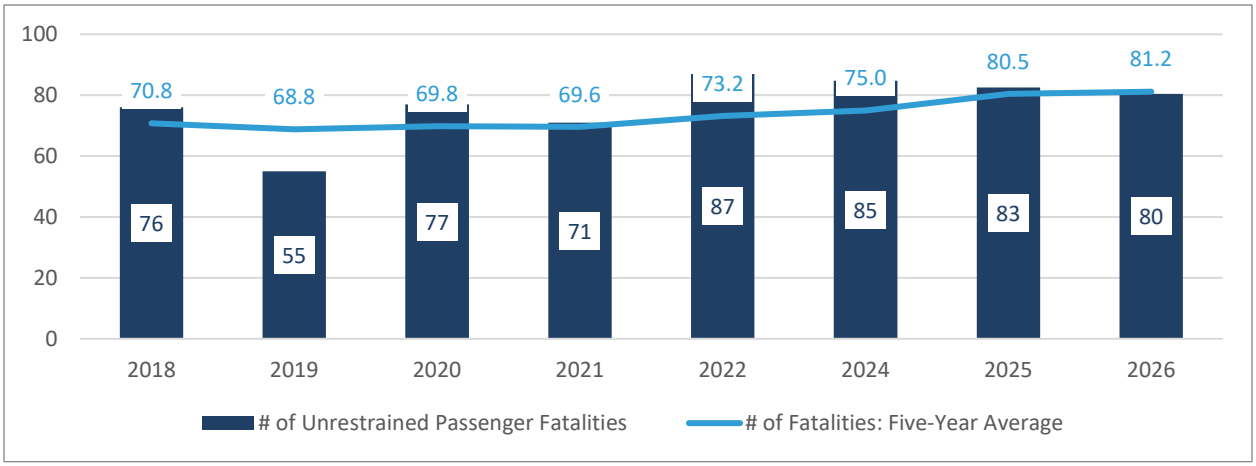


Figure 34: 2026 Target for Unrestrained Passenger Fatalities

6.1.3. Performance Measure B-1: Observed Seat Belt Usage

The targets for observed seat belt usage for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific increase of 0.5% for the 2026 target was calculated was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
% Observed Belt Use	91.89	94.19	94.19	93.20	93.06	93.23	93.39	93.56

Table 8: Performance Measure B-1: Observed Seat Belt Use

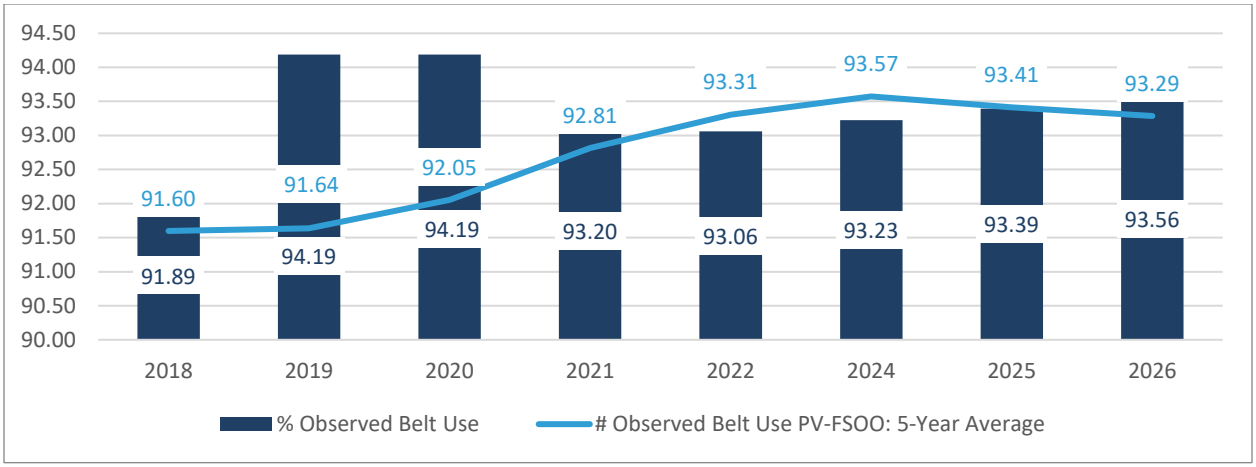


Figure 35: 2024-2026 Targets for Observed Seat Belt Use

6.1.4. Performance Measure A-1: Child Passenger Safety

The target for child passenger safety for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6%for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	0	0	1	5	6	6	6	6

Table 9: Performance Measure A-1: Child Passenger Safety

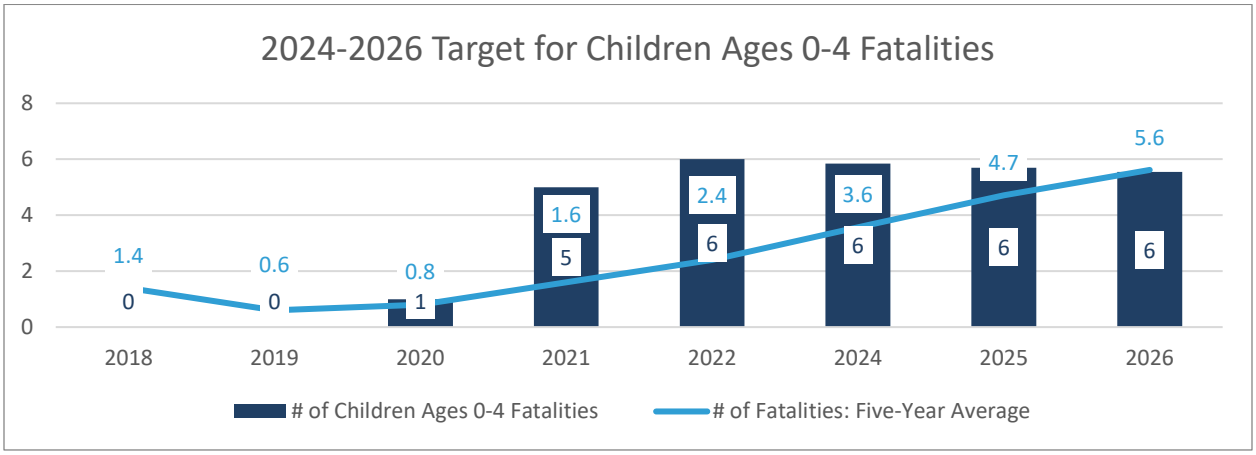


Figure 36: 2024-2026 Targets for Children Ages 0-4 Fatalities

6.1.5. Countermeasure Strategies

Strategy/TSEP	Occupant Protection Laws and Enforcement
Problem	During the period 2016 – 2020, 317 fatal unrestrained occupant crashes resulting in 356 fatalities occurred on Nevada roadways. In 2020, 48% of vehicle occupants killed in Nevada were unrestrained. Nevada does not have a primary seatbelt law.
Countermeasures	Primary Enforcement Seat Belt Use Laws, High Visibility Enforcement *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.4, A.1, B.1
Funding	402: $750,000.00 *Note: Seatbelt enforcement is integrated into all traffic safety enforcement.
Considerations	Traffic Crash and Citation Data Partnerships Impacted Locations
Strategy/Comms	**Communications and Outreach**
Problem	During the period 2016 – 2020, 317 fatal unrestrained occupant crashes resulting in 356 fatalities occurred on Nevada roadways. In 2020, 48% of vehicle occupants killed in Nevada were unrestrained. Nevada does not have a primary seatbelt law.
Countermeasures	Communications and Outreach *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target (link to strategy)	C.4, A.1, B.1
Funding	402: $3,000,000.00 *See Communications and Outreach Program. Occupant Protection education is included in our integrated education/communication program.
Considerations	Affected Communities Public Engagement – Occupant Protection Task Force, Diverse Populations Supporting Enforcement Partnerships
Strategy/OP1	**CPS Training and Installation/Inspection**
Problem	During the period 2016 – 2022, nine child passenger fatal crashes resulting in 12 child passenger fatalities occurred on Nevada roadways. Children who are properly restrained for their age were 47.8% less likely to be seriously injured in a crash compared to children who were not properly restrained.
Countermeasures	Inspection Stations *Countermeasures That Work, 2020* Occupant Protection for Children *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines

Target (link to strategy)	C.4, A.1
Funding	$500,000.00 405(b), $100,000.00 402 *Nevada is a High Belt Use State and flexes it's 405(b) funds to 402 as needed
Considerations	Affected Communities Partnerships Solicitation of Proposals
Strategy/YD1	**School Based and Other Youth Programs**
Problem	185 vehicle occupant fatalities under the age of 20 occurred in Nevada between 2011 - 2020
Countermeasures	School Based Programs *Countermeasures That Work* *Uniform Guidelines*
Justification	Recommended in Uniform Guidelines, Occupant Protection is included in all Youth Based Programs
Target (link to strategy)	C.4, A.1
Funding	402: $1,000,000.00 *Note: Occupant Protection education is part of our comprehensive youth program. See Young Driver program information.
Strategy to project considerations	Solicitation of Proposals Partnerships

Table 10: Countermeasure Strategies

6.2. Impaired Driving Prevention (Drug or Alcohol)

From 2015 to 2019 Nevada saw a slight but steady decline in Substance Involved Fatal Crashes. Beginning in 2019 through 2021 Nevada has seen a 26% increase in substance involved fatal crashes. Altogether, impaired driving fatalities make up about 43% of the five-year total crash fatalities in Nevada. Even in the years prior to the pandemic, data showed an increase in poly substance DUI fatalities surpassing both alcohol only and cannabis only. Where driver alcohol related fatalities have risen 18% and driver marijuana fatalities have risen 8%, driver poly substance fatalities have risen 75%. The majority of those convicted for DUI were males aged 21-25. Older drivers and female drivers tend to have lower levels of alcohol involvement while drivers of motorcycles, followed by light trucks have the highest levels of alcohol involvement.

Nevada DUI laws, consistent with all states, places increasing penalties on the number of DUIs arrests an individual has had whether first, second or third-plus offenses. However, we can neither arrest nor penalize our way out of the problem. New studies show that even a first time DUI offender is already a recidivist with as many as 100 previous offenses. The Nevada Impaired Driving Program completed a NHTSA Technical Assessment in early 2023 and will evaluate and implement select recommendations throughout the 2024-2026 HSP performance period. Planned activities include the following: High Visibility Enforcement, 1.2.2; Integrated Enforcement 1.2.5; Alcohol and Drug Impaired Driving Laws, 1.7.2; Specialized Law Enforcement Training; and Testing Devices and Toxicology Programs.

6.2.1. Description of Highway Safety Problem

Impaired driving crashes are fatal crashes involving a driver with a BAC of 0.08% or greater and/or tested positive for drugs in their system. The FARS data uses the attribute "person type (PER_TYP)" in the person data set to determine if the person was the driver, the attribute "alcohol test result (ALC_RES)" in the person data set to report the BAC test result, and the attribute "drug test result (DRUGRES)" in the person data set to report the type of drug(s) present in a person's system at the time of the crash. For this analysis, the following attribute codes were used for drug involvement: "narcotic," "depressant," "stimulant," "hallucinogen," "cannabinoid," "phencyclidine," "anabolic steroid," and "inhalant." If the driver in a fatal crash had either a BAC greater than or equal to 0.08% and/or had any of the listed drug attribute codes, the crash was deemed a fatal impaired driving crash.

What?

Between 2017 to 2021, the number of impaired driving fatalities and fatal crashes generally increased. A total of **735 fatalities** and **666 fatal impaired driving crashes** occurred on Nevada roadways during that time.

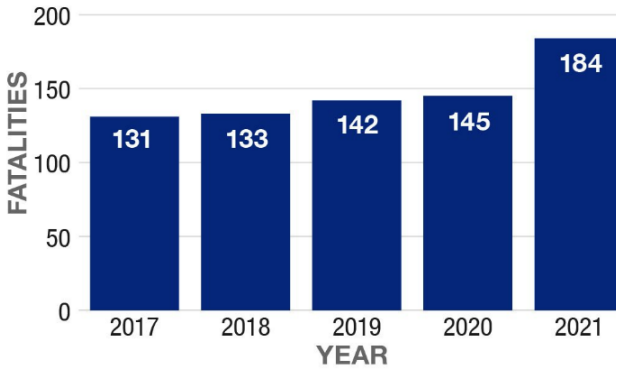


Figure 37: Impaired Driving Fatalities in Nevada (2017-2021)

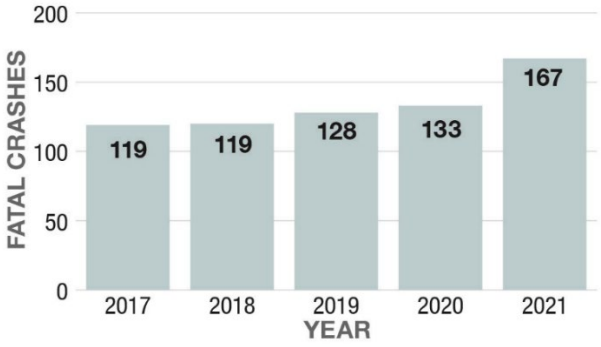


Figure 38: Impaired Driving Fatal Crashes in Nevada (2017-2021)

Where?

From 2017 to 2021, 64% of fatal impaired driving crashes occurred on urban roadways. Clark County reported the highest number of fatal impaired driving crashes in Nevada.

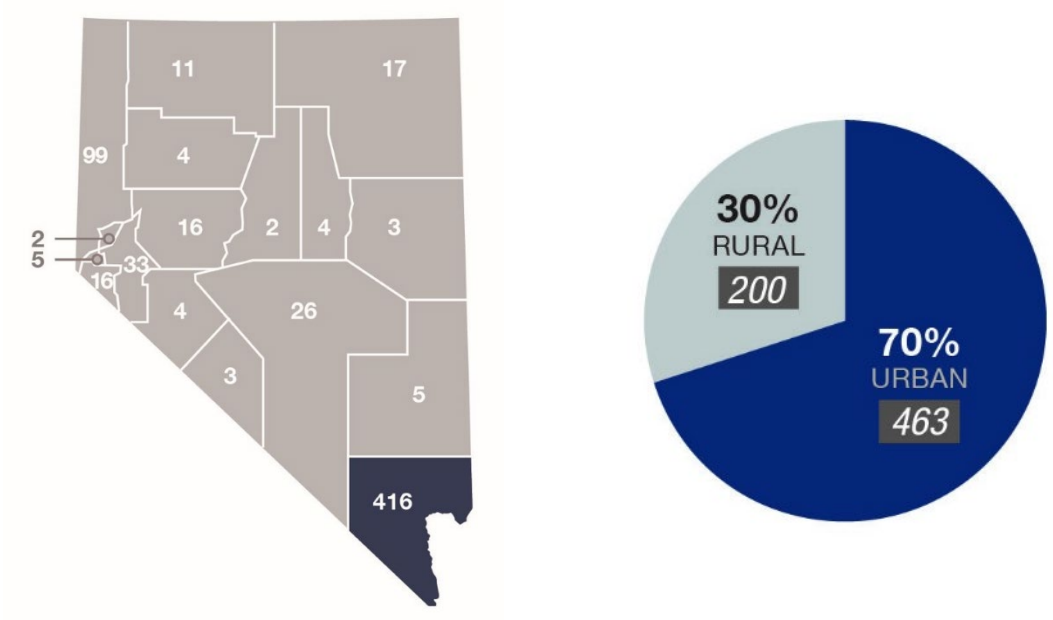


Figure 39: Impaired Driving Crashes in Nevada by Location (2017-2021)

Who?

From 2017 to 2021, males ages 21 to 25 comprised the greatest number of at-fault drivers in fatal impaired driving crashes in Nevada.

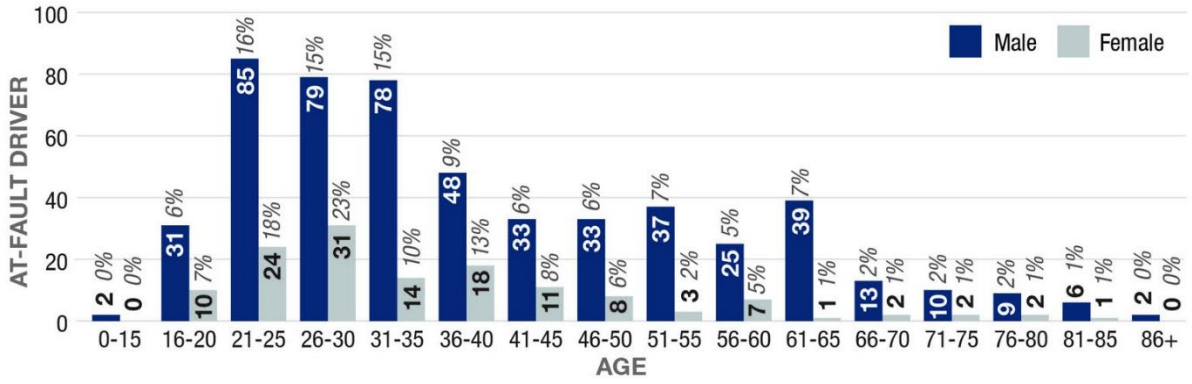


Figure 40: Age/Gender Breakdown of At-Fault Drivers in Impaired Driving Fatal Crashes

When?

From 2017 to 2021, over half of fatal impaired driving crashes took place at night.

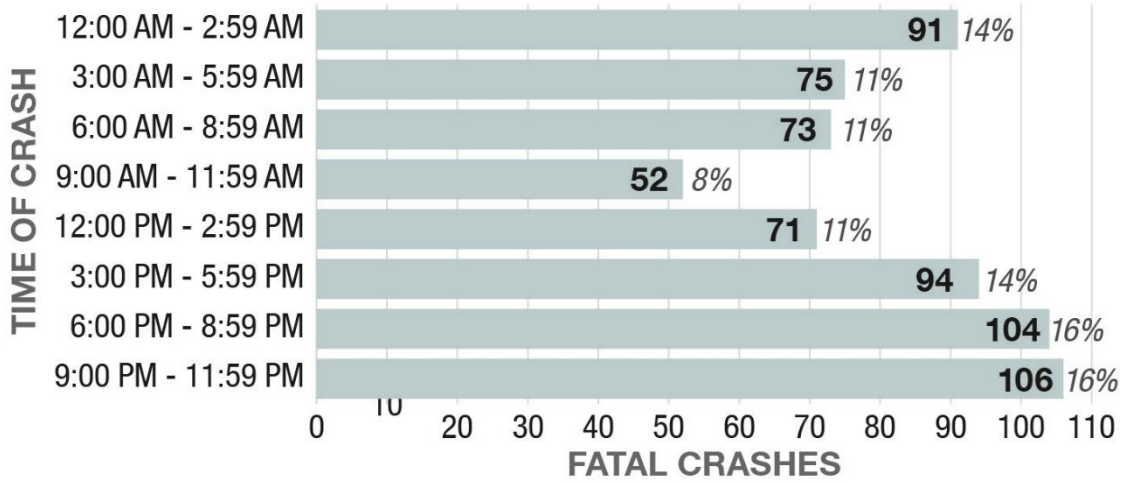


Figure 41: Fatal Impaired Driving Crashes in Nevada by Time of Day (2017-2021)

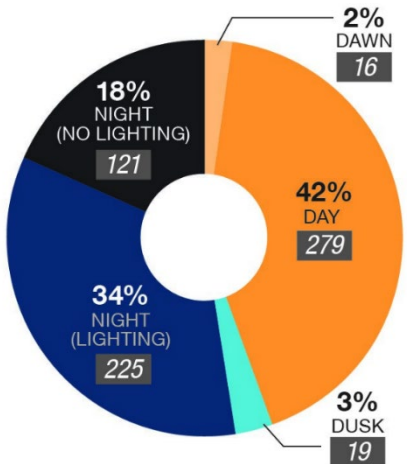


Figure 42: Lighting at Time of Fatal Impaired Driving Crashes in Nevada (2017-2021)

From 2017 to 2021, 38% of fatal impaired driving crashes occurred on Saturdays and Sundays. The most reported month of the year for fatal impaired driving crashes was September.

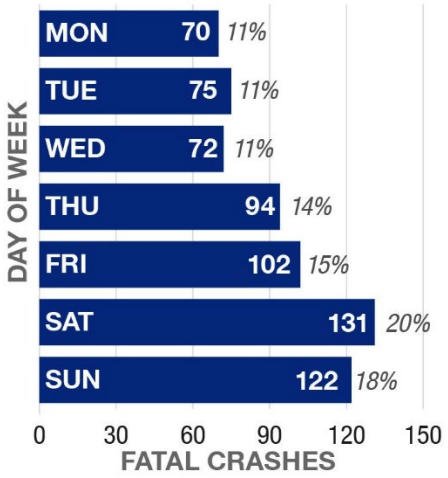


Figure 43: Fatal Impaired Driving Crashes in Nevada by Day of Week (2017-2021)

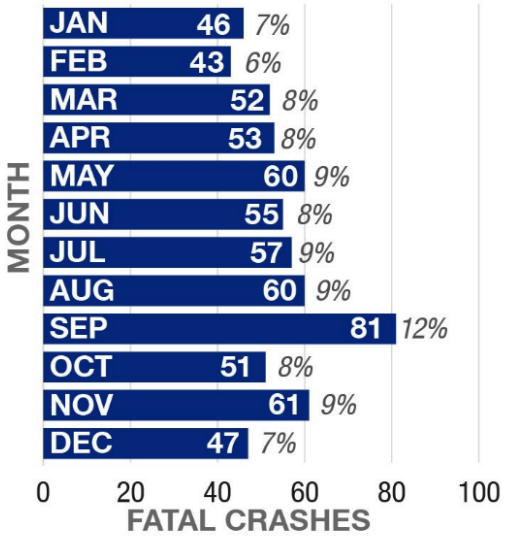


Figure 44: Fatal Impaired Driving Crashes in Nevada by Month of Year (2017-2021)

Why?

From 2017 to 2021, 36% fatal impaired driving crashes most frequently involved a motor vehicle hitting another motor vehicle in an angle crash.

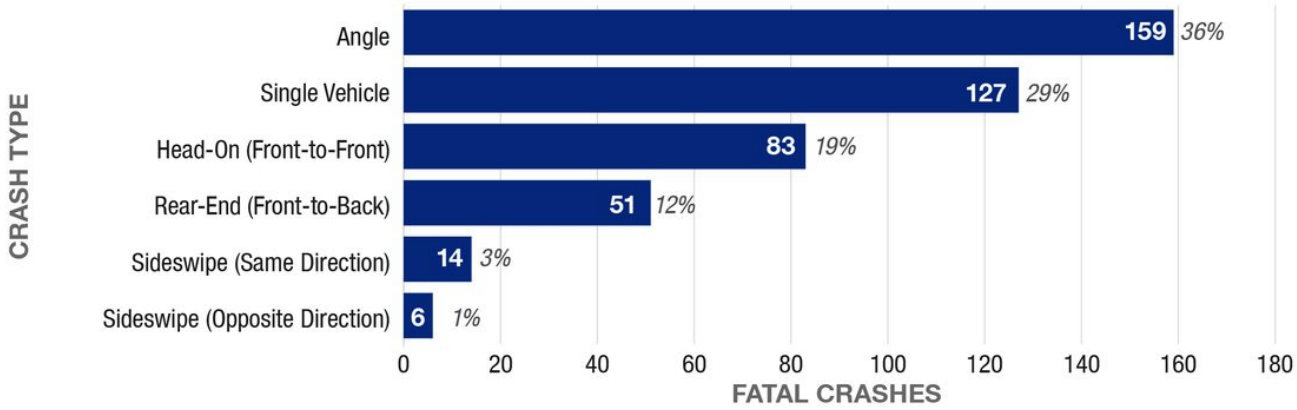


Figure 45: Fatal Impaired Driving Crashes in Nevada by Crash Type (2017-2021)

6.2.2. Performance Measure C-5: Number of Fatalities in Crashes Involving a Driver or Motorcycle Operator with a BAC of 0.08% and Above

The target for the number of fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 and above for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	88	89	83	67	59	58	56	55

Table 11: Performance Measure C-5: Number of Fatalities in Crashes with BAC >0.08%

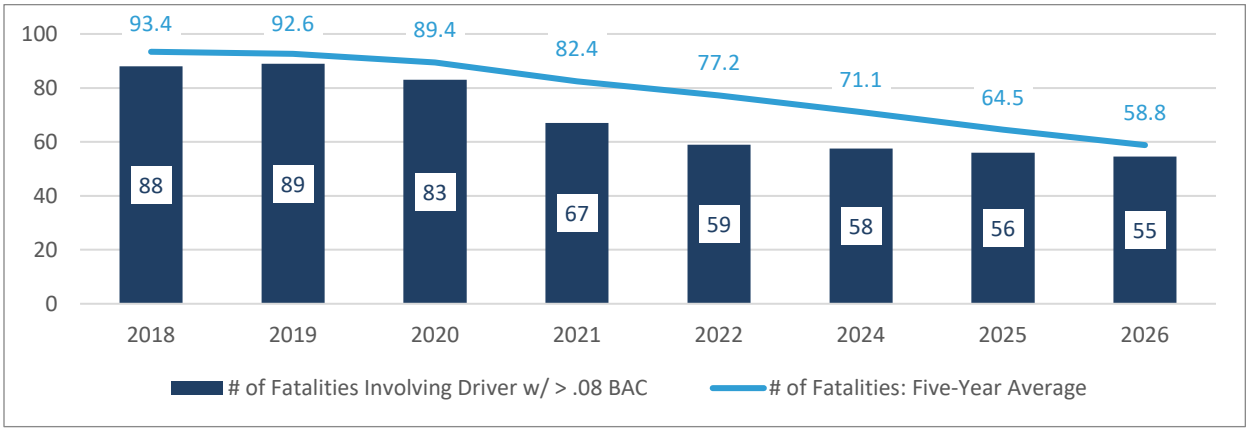


Figure 46: 2024-2026 Targets for Fatalities Involving Driver with BAC>0.08%

6.2.3. Countermeasure Strategies

Strategy/TSEP	DUI Laws and Enforcement
Problem	Fifty to fifty-five percent of fatal crashes in Nevada are substance involved. Polysubstance (combination of alcohol and/or drugs) use is increasing.
Countermeasures	High Visibility Enforcement Integrated Enforcement Alcohol and Drug Impaired Driving Laws Specialized Law Enforcement Training Testing Devices and Toxicology Programs *Countermeasures that Work, 2020*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Targets	C.5
Funding	405(d) 2,000,000.00, 164: $6,500,000.00 *Note: ID enforcement is also funded in our TSEP program section
Considerations	Traffic Crash and Citation Data Partnerships Impacted Locations
Strategy/ID1	**Prosecution, Adjudication, Education and Offender Programs**
Problem	Substance Impaired Driving represents a significant percent of fatal and serious injury crashes in Nevada. 11,000 to 12,000 DUI arrests are made every year. Nevada recently legalized recreational cannabis use.
Countermeasures	DUI Courts Judicial Outreach Liaison Court Education Programs Ignition Interlock Program

	Offender Monitoring Programs Testing Devices and Toxicology Programs *Countermeasures that Work, 2020*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Targets	C.5
Funding	405(d) $1,000,000.00; 164: $1,000,000; 402: $250,000.00
Considerations	Sociodemographic data Locations Partnerships Behavioral Change Models Solicitation of Proposals
Strategy/ID2	**Prevention and Intervention**
Problem	Substance Impaired Driving represents a significant percent of fatal and serious injury crashes in Nevada. 11,000 to 12,000 DUI arrests are made every year. Nevada has legalized recreational cannabis use.
Countermeasures	Screening and Intervention Responsible Service Alternative Transportation *Countermeasures that Work*, 2020 *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Targets	C.5
Funding	405(d) $1,000,000.00; 164: $1,000,000.00, 402: $200,000.00
Considerations	Partnerships Sociodemographic data Locations Partnerships Behavioral Change Models Solicitation of Proposals
Strategy/Comms	**Communications and Outreach**
Problem	Fifty to fifty-five percent of fatal crashes in Nevada are substance involved. Polysubstance (combination of alcohol and/or drugs) use is increasing. Nevada has a very permissive alcohol and cannabis consumption environment.
Countermeasures	Communications and Outreach *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work
Targets	C.5
Funding	405(d) $2,000,000.00; 164: $1,000,000.00 “Note: Impaired Driving is part of our comprehensive education/communication program and may also be reflected in 402 funds.
Considerations	Affected Communities Public Engagement, Impaired Driving Task Force/Coalitions Focus Groups Supporting Enforcement Partnerships

Table 12: Impaired Driving Countermeasure Strategies

6.3. Speeding Prevention

Speed continues to be one of the highest contributing factors to crashes in both the country and Nevada. In Nevada, during the most recent 5-year period with available data (2017-2021), 30% of all fatal injuries from crashes were attributable to speed (STSI). Over a separate five-year study period (2015-2019) as detailed in the Nevada Speed Management Action Plan (Nv-SMAP), speeding-related crashes resulted in a $4.4 billion economic impact for the state of Nevada in comprehensive costs to society. Speed-related crashes also tend to be more severe. Just .55 percent of non-speeding-related crashes result in fatal injury, but a full 1 percent of speeding-related crashes do, meaning a speed-relating crash is nearly twice as likely to result in a fatality. Whereas just six percent of Nevada's population lives in rural counties, 15 percent of all speed-related crashes occurred in those counties. Additionally, Hispanic and African American race/ethnicities have a slightly higher speeding-related fatality rate per 100,000 population when compared to the total population fatality rate in Nevada.

The Nevada Department of Transportation completed and released the Nv-SMAP which guides jurisdictions throughout the state on several speed mitigation measures including high-visibility enforcement (Countermeasure 3.2.2). The Nevada Office of Traffic Safety makes a significant investment here through our Traffic Safety Enforcement Program which includes the Joining Forces program. The Nevada Office of Traffic Safety uses communication and outreach to the driving public with messaging through the Zero Fatalities media/outreach program and collaboration with the Nevada Department of Transportation and their Dynamic Messaging System (Countermeasure 3.4.1). The Nevada Department of Transportation, via strategies and actions detailed in the Nv-SMAP, will establish a task force to engage on target speed and speed limit setting throughout the state (Countermeasure 3.1.1). Between the 2023 and 2025 Nevada legislative sessions, OTS will continue to pursue strategies and best practices for the implementation of automated traffic enforcement (Countermeasure 2.2.1). During the interim this will include working with a law enforcement partners to install speed cameras in school zones for data collection and an increased understanding of the public safety concerns speed constitutes.

6.3.1. Description of Highway Safety Problem

A speeding-related crash is defined as a crash in which the responding officer deemed the crash to be related to the vehicle speeding. The FARS data uses the attribute "speeding-related (SPEEDREL)" in the vehicle file to indicate if a fatal crash was speeding-related. For this analysis, five attribute codes were used: "yes," "yes, racing," "yes, exceeded speed limit," "yes, too fast for conditions," and "yes, specifics unknown." If a crash reported any of the attribute codes, the crash was deemed a fatal speeding-related crash.

What?

Between 2017 to 2021, there was a slight increase in the number of fatal speeding crashes. A total of **491 fatalities** and **436 fatal speed-related crashes** occurred on Nevada roadways during that time.

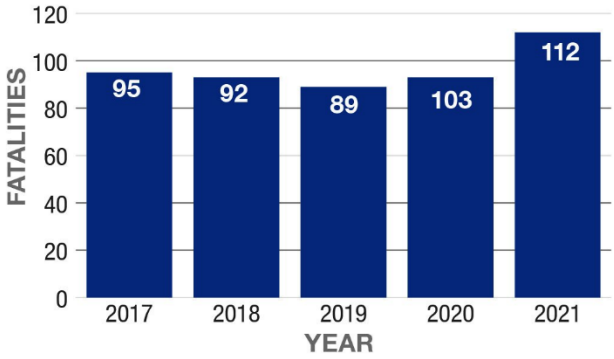


Figure 47: Speed-Related Fatalities in Nevada (2017-2021)

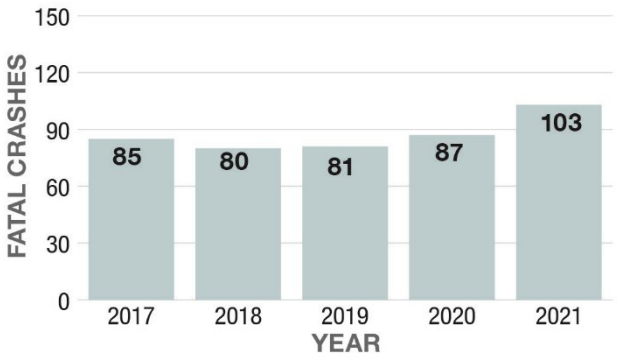
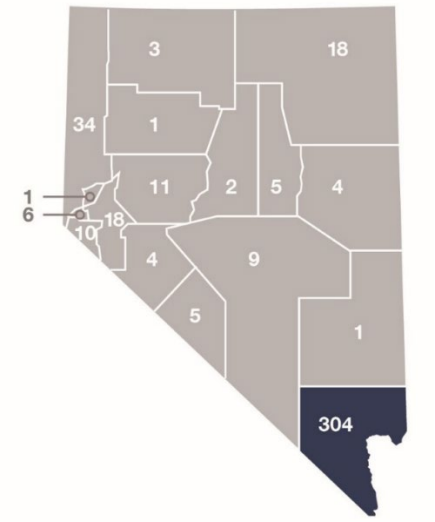


Figure 48: Fatal Speed-Related Crashes in Nevada (2017-2021)

Where?



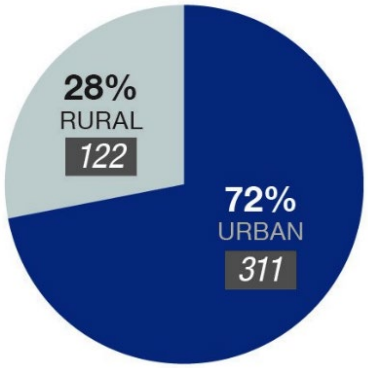


Figure 49: Fatal Speed-Related Crashes in Nevada by Location (2017-2021)

Who?

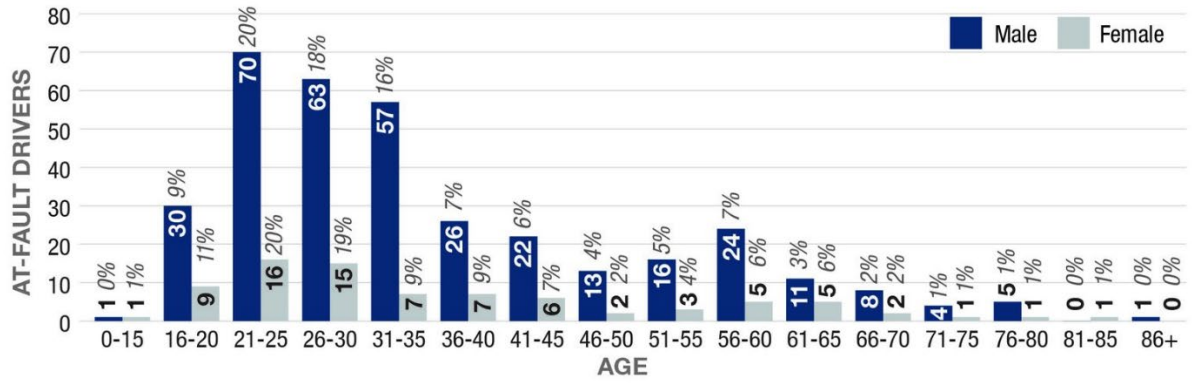


Figure 50: Age/Gender Breakdown of At-Fault Drivers in Fatal Speed-Related Crashes (2017-2021)

When?

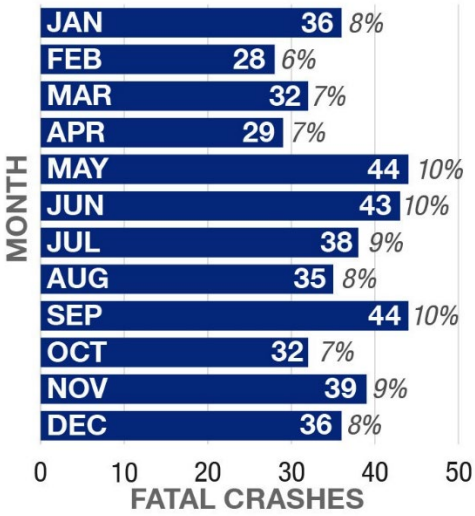


Figure 51: Speed-Related Fatal Crashes in Nevada by Month of Year (2017-2021)

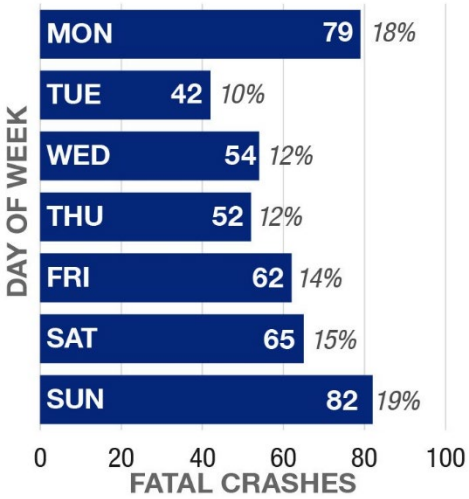


Figure 52: Speed-Related Fatal Crashes in Nevada by Day of Week (2017-2021)

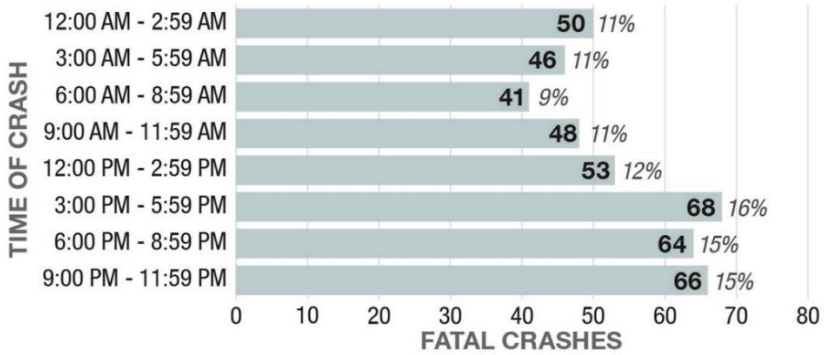


Figure 53: Fatal Speed-Related Crashes in Nevada by Time of Day (2017-2021)

Why?

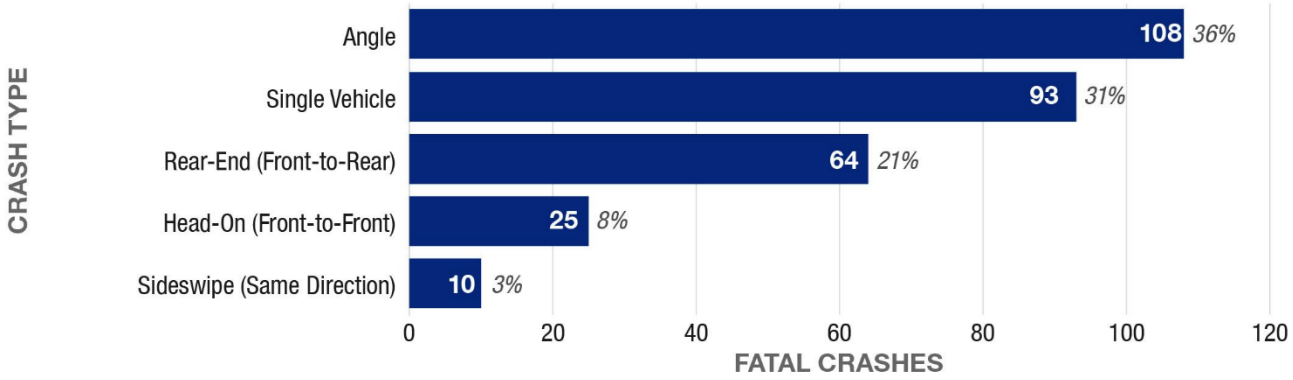


Figure 54: Fatal Speed-Related Crashes in Nevada by Crash Type (2017-2021)

6.3.2. Performance Measure C-6: Speeding-Related Fatalities

The target for speeding-related fatalities for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	92	89	103	112	95	93	90	88

Table 13: Performance Measure C-6: Speeding-Related Fatalities

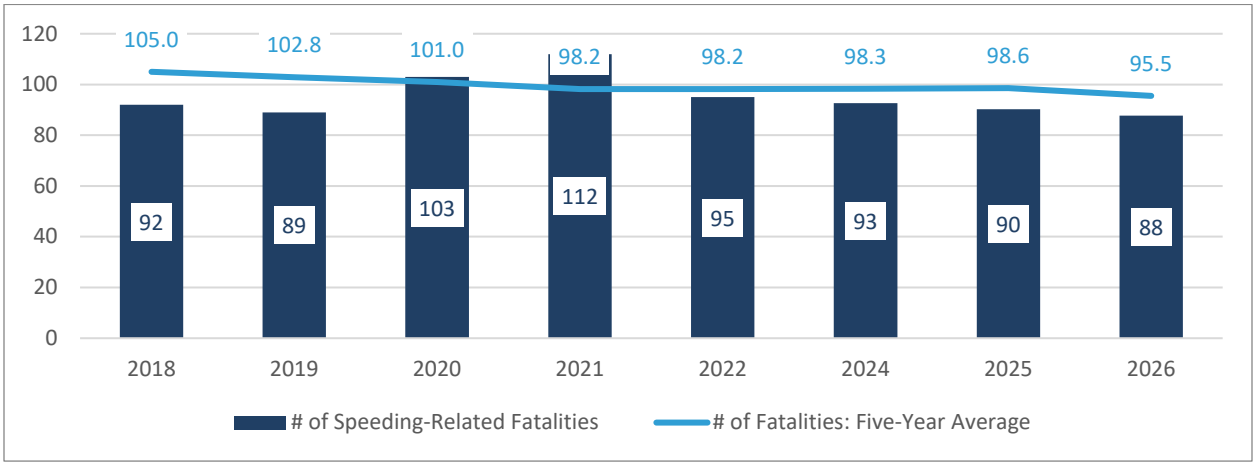


Figure 55: 2024-2026 Targets for Speeding-Related Fatalities

6.3.3. Countermeasure Strategies

Strategy/TSEP	Speed and Reckless Driving Enforcement
Problem	Speed related fatal crashes account for 30% of Nevada's total fatalities. From 2015-2019, speeding related fatalities resulted in 4.4B dollar economic impact to Nevada in comprehensive societal costs.
Countermeasures	High Visibility Enforcement Automated Enforcement Other Enforcement Methods *Countermeasures That Work, 2020*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Targets	C.6
Funding	402, $2,000,000.00; Note: Speed enforcement funds are also listed in our TSEP section, see also Traffic Safety Enforcement Program
Considerations	Traffic Crash and Citation Data State Laws Impacted Locations
Strategy/Comms	**Communications and Outreach**
Problem	Speed citation issued for Nevada averaged 175K for the data period (2015-2019). 57% of those were issued in Clark County, 13% In Washoe County and 30% in the remaining counties.
Countermeasures	Communications and Outreach
Justification	Recommended in Uniform Guidelines
Targets	C.6
Funding	402: $3,000,000.00, See Communications and Outreach Program, *Note: Speed messaging is part of our comprehensive behavioral education and outreach program.
Considerations	Sociodemographic Data Impacted Locations Traffic Crash Data

Table 14: Speed-Related Countermeasure Strategies

6.4. Motorcycle Safety

Nevada has a comprehensive motorcyclist safety program designed to reduce motorcyclist crashes and related fatalities and injuries. The primary factors contributing to fatalities and serious injury crashes are impaired riding, speed and right-of-way violations. Between 2017 and 2021 57% of the motorcyclist fatalities were impaired and 37% of the fatalities involved speed as a factor. Motorcycle licensing is a correlated factor as 47% of Nevada motorcyclist fatalities in 2022 were improperly licensed. Male riders are 95% of fatalities. The highest age range for motorcyclist fatalities is under age 30 comprising 28% of the total. The percentage of motorcyclist fatalities are highest in urban areas with Clark County (Las Vegas) having the highest at 68.2% and Washoe county (Reno) at 14.6%

Planned activities and countermeasures include: Education through social and traditional media, 5.4.1, 5.4.2, 5.3.2, 5.3.1, 5.2.2, 5.1.2); maintaining the state's universal helmet law, 5.1.1; Continuing the successful rider training program, 5.3.2; and developing projects to increase motorcycle licensing, 5.3.1

6.4.1. Description of Highway Safety Problem

Fatal motorcycle crashes are crashes involving a motorcyclist where one or more people on a motorcycle were killed in the crash. The FARS data uses the attribute "body type (BODY_TYP)" in the vehicle data set to identify if a motorcycle was involved and the attribute "deaths (DEATHS)" in the vehicle data set to determine if one or more people on a motorcycle died. Ten attribute codes were used: two-wheel motorcycle, moped or motorized bicycle, three-wheel motorcycle (two rear wheels), off-road motorcycle, motor scooter, unenclosed three-wheel motorcycle/ unenclosed autocycle (one rear wheel), enclosed three-wheel motorcycle/enclosed autocycle (one rear wheel), unknown three-wheel motorcycle type, other motored cycle type, and unknown motored cycle type. If a fatal crash had any of the listed attribute codes assigned and one or more people on a motorcycle died in the crash, the crash was deemed a fatal motorcycle crash.

What?

Between 2017 to 2021, there were **319 fatalities** and **314 fatal motorcycle crashes** on Nevada roadways.

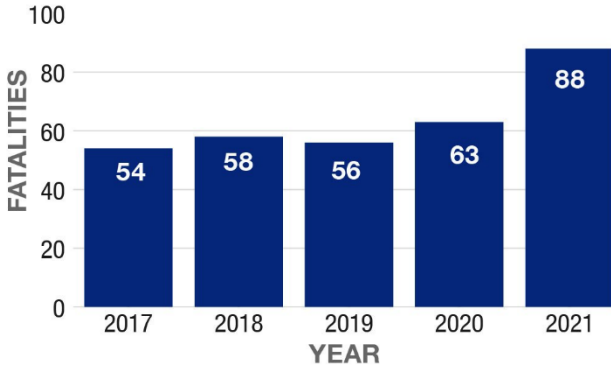


Figure 56: Motorcycle Fatalities in Nevada (2017-2021)

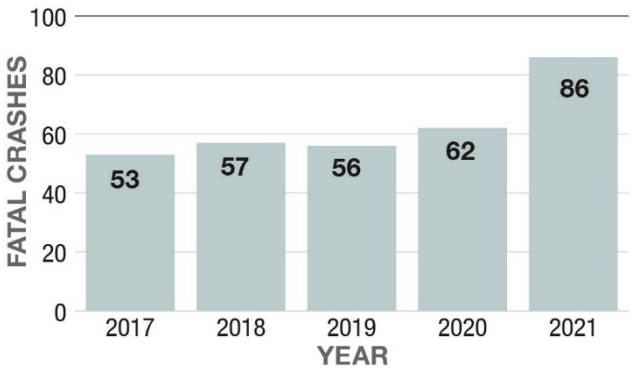


Figure 57: Fatal Motorcycle Crashes in Nevada (2017-2021)

Where?

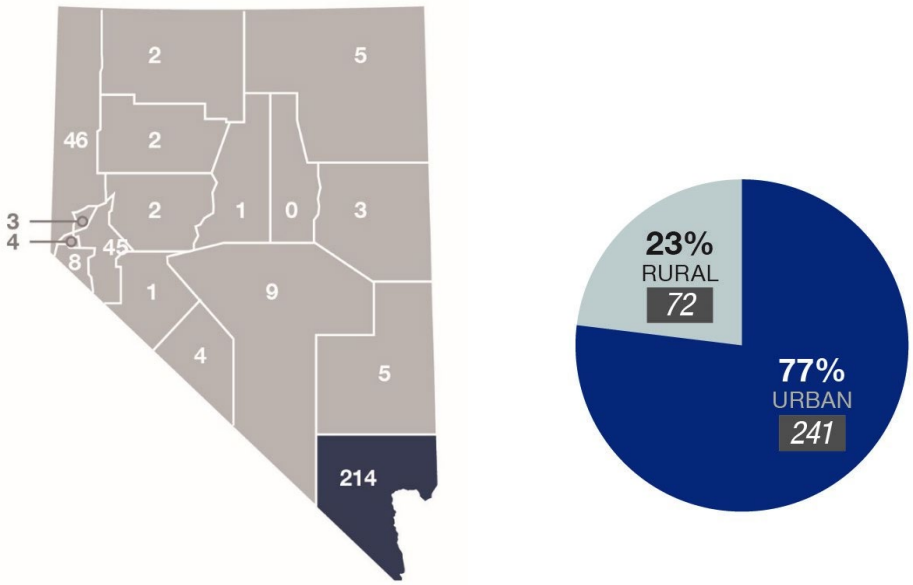


Figure 58: Fatal Motorcycle Crashes in Nevada by Location (2017-2021)

Who?

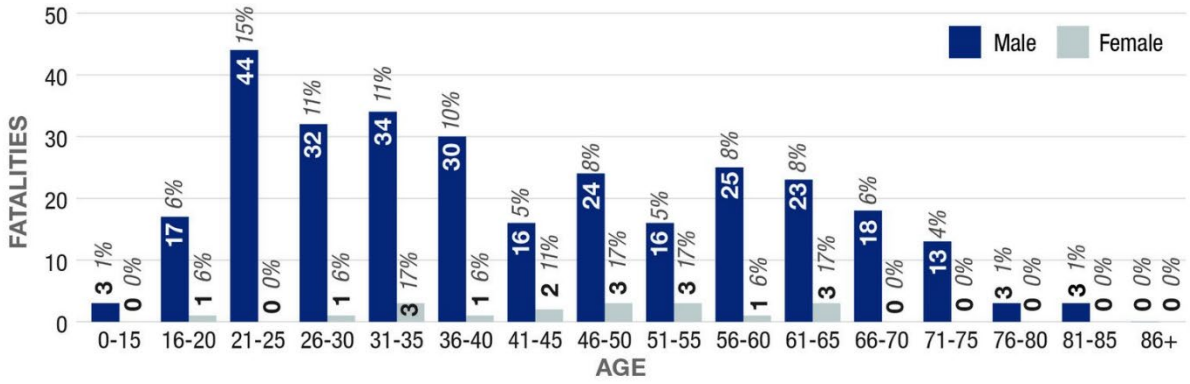


Figure 59: Age/Gender Breakdown of Motorcycle Fatalities in Nevada (2017-2021)

When?

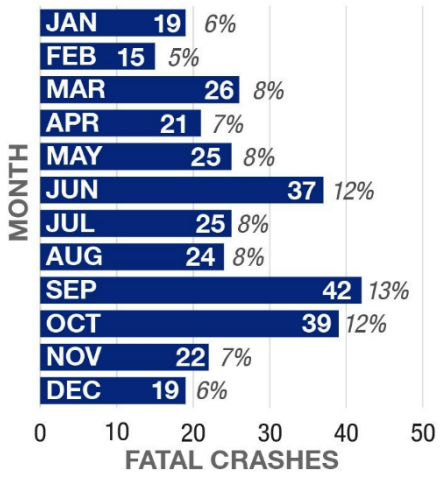


Figure 60: Fatal Motorcycle Crashes in Nevada by Month of Year (2017-2021)

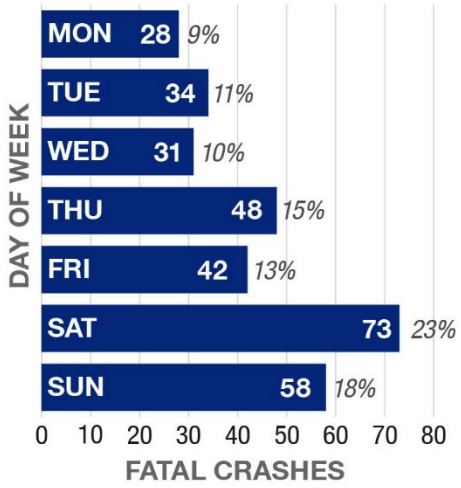


Figure 61: Fatal Motorcycle Crashes in Nevada by Day of Week (2017-2021)

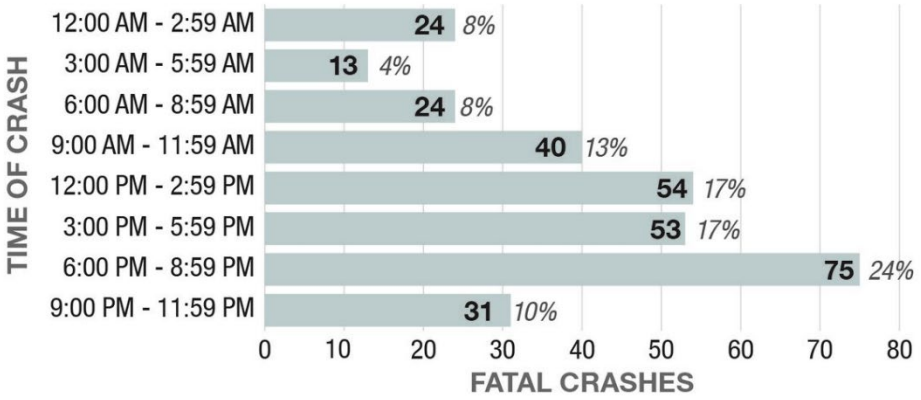


Figure 62: Fatal Motorcycle Crashes in Nevada by Time of Day (2017-2021)

Why?

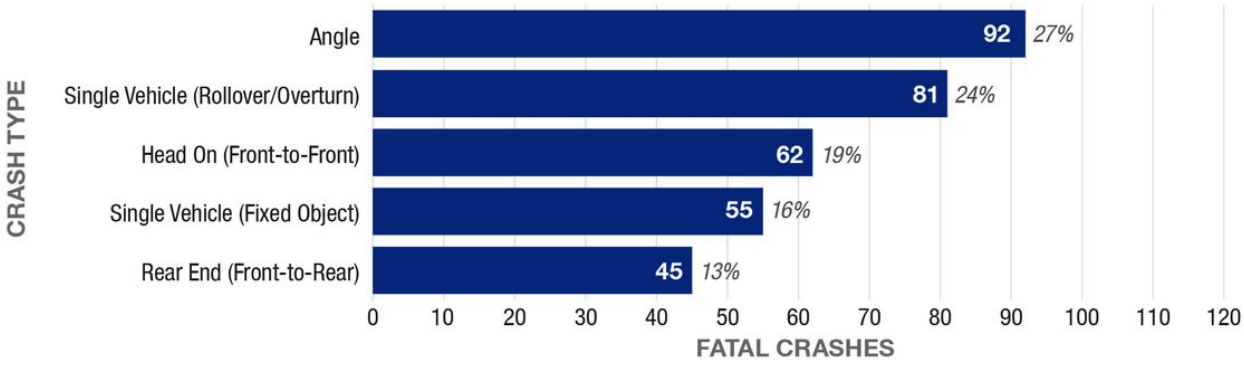


Figure 63: Fatal Motorcycle Crashes in Nevada by Crash Type (2017-2021)

6.4.2. Performance Measure C-7: Number of Motorcyclist Fatalities

The target for the number of motorcyclist fatalities for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	58	56	63	88	81	79	77	75

Table 15: Performance Measure C-7: Number of Motorcyclist Fatalities

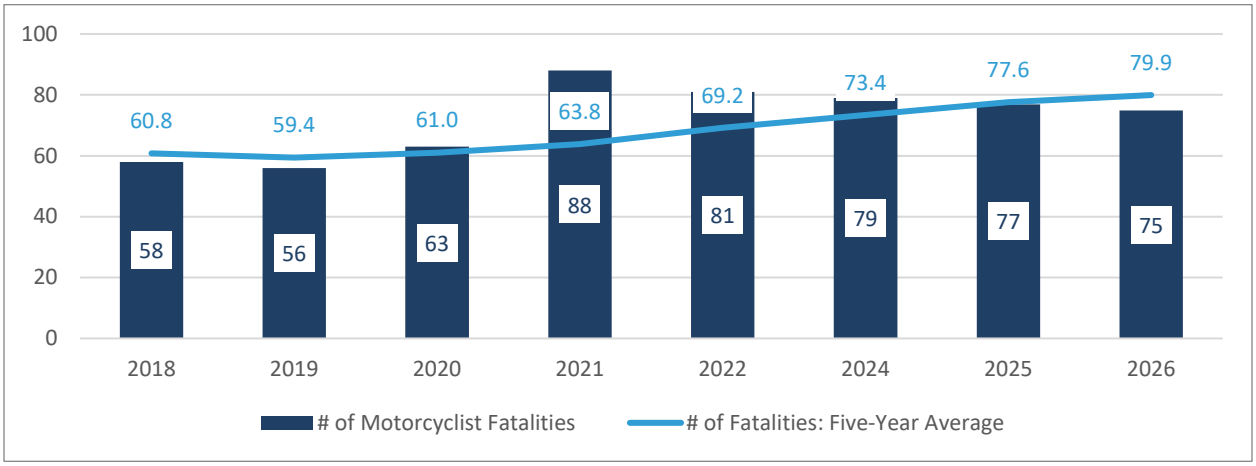


Figure 64: 2024-2026 Targets for Motorcyclist Fatalities

6.4.3. Performance Measure C-8: Number of Unhelmeted Motorcyclist Fatalities

The target for the number of unhelmeted motorcyclist fatalities for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	8	3	2	4	4	4	4	4

Table 16: Performance Measure C-8: Number of Unhelmeted Motorcyclist Fatalities

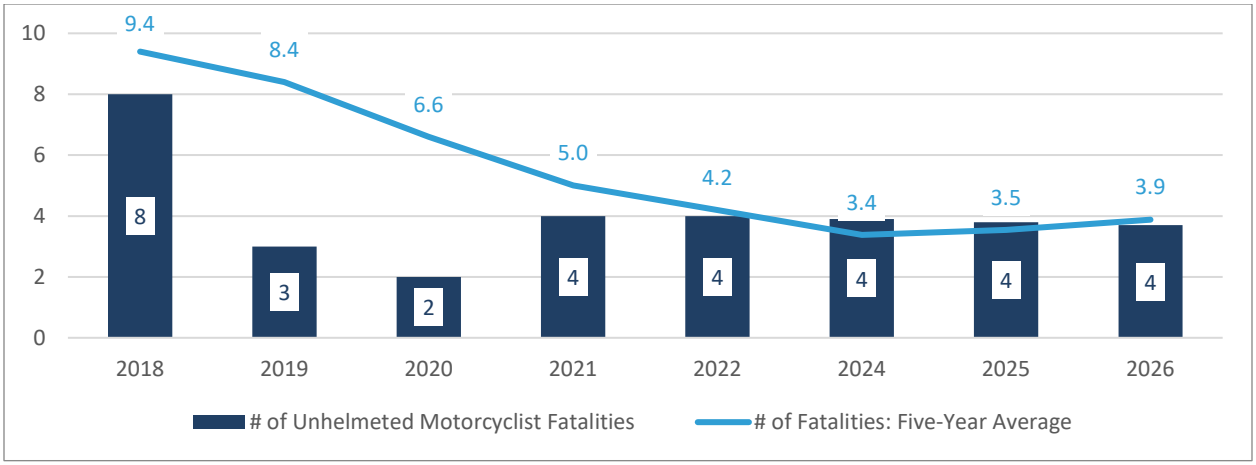


Figure 65: 2024-2026 Targets for Unhelmeted Motorcyclist Fatalities

6.4.4. Countermeasure Strategies

Strategy/MS1	Rider Education, Licensing and Training
Problem	2021 and 2022 showed a significant upward trend in fatal motorcycle crashes in Nevada, between 20 – 40% increase. Nevada data shows 47% of motorcyclists involved in fatal crashes were unlicensed.
Countermeasures	Licensing and Training *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Rider Education, Licensing and Training is discussed in Countermeasures That Work and Uniform Guidelines. Nevada OTS is participating in a BTSCRP study to evaluate training and licensing best practices
Target	C.7, C.8
Funding	405(f) $150,000
Considerations	Partnerships Traffic and Citation Data State laws
Strategy/TSEP	**Laws and Enforcement**
Problem	Nevada data shows 47% of motorcyclists involved in fatal crashes were unlicensed. Impairment was a significant factor among motorcyclists, as was speed.
Countermeasures	Impaired Riding Enforcement Speeding and Reckless Riding Enforcement Countermeasures That Work, 2020 Uniform Guidelines
Justification	Enforcement of traffic laws requires a wholistic approach to achieve behavioral change. Motorcyclists are particularly vulnerable in high speed incidents.
Target	C.7, C.8
Funding	402 $6,000,000.00; See Traffic Safety Enforcement Program *Note: Enforcement is not based on vehicle type but on driver behavior and includes motorcyclists.

Considerations	Impacted Locations Traffic Crash and Citation Data State Laws
Strategy/Comms	**Communications and Outreach**
Problem	2021 and 2022 showed a significant upward trend in fatal motorcycle crashes in Nevada, between 20 – 40% increase.
Countermeasures	Communications and Outreach
Justification	Found in Countermeasures That Work, effectiveness unknown. Justification is based on general messaging principles, social norming models, and congruence with other program areas. Also found in Uniform Guidelines. OTS takes a wholistic approach to messaging all traffic safety behaviors
Target	C.7, C.8
Funding	405(f) $150,000
Considerations	Impacted Locations Sociodemographic Data Traffic Crash and Citation Data State Laws

Table 17: Motorcycle Countermeasure Strategies

6.5. Young Drivers

Vehicle crashes are one of the leading causes of death among teen drivers. During the period of 2017 to 2021 there were approximately 155 young driver crash fatalities and 164 young driver fatalities. This accounts for approximately 11% of Nevada's total fatalities while young drivers are just 5% of the driving population. Their inexperience and risky behavior are contributing factors to crashes and injuries roadway users. Speed accounts for 9% of the fatal crashes with young drivers, unrestrained occupants accounts for 11%, distracted driving accounts for 20% of the fatal crashes with young drivers, and impaired driving accounts for 7% of the fatal crashes for young drivers. Young driver fatalities are primarily an urban issue with 81% in Clark County (Las Vegas) The remaining 19% occurred Washoe County and other rural areas. Male drivers were reported at fault in 55% of fatal young driver crashes.

With most high Schools in Nevada not providing Driver's Education in their curriculum, the Nevada Office of Traffic Safety continues to fund several programs designed to help educate, train, and provide guidance to young drivers on the importance of safe driving behaviors before and after licensure (countermeasure 6.2.1, 6.2.2). These programs also address the importance of parental involvement in their young drivers as well as technologies that are available to monitor their teens driving. (Countermeasure 6.3.1,6.3.2) The Nevada Office of Traffic Safety will continue to work closely with Law Enforcement to help educate officers on current GDL laws to help them be able to identify and enforce laws with our young driver population and will continue to provide recommendations to the state Legislature for improvements to strengthen Nevada's current Graduated Driver Licensing (countermeasure 6.1.1).

6.5.1. Description of Highway Safety Problem

A young driver crash is a crash in which at least one driver is between the ages of 15 and 20, regardless of fault. The FARS data uses the attribute "person type (PER_TYP)" in the person data file to determine if the person was the driver and "age (AGE)" in the person data file to determine the age of the driver. For this analysis, the two attribute codes that were used were "driver of a motor vehicle in transport" to indicate the person was the driver and age values of 15 to 20 to designate the specified age range. If a crash reported both attributes, the crash was deemed a fatal young driver crash.

What?

During 2017 to 2021, the number of young driver crashes and crash fatalities in Nevada generally increased. There was a total of **164 fatalities** and **155 fatal young driver crashes** during this time frame.

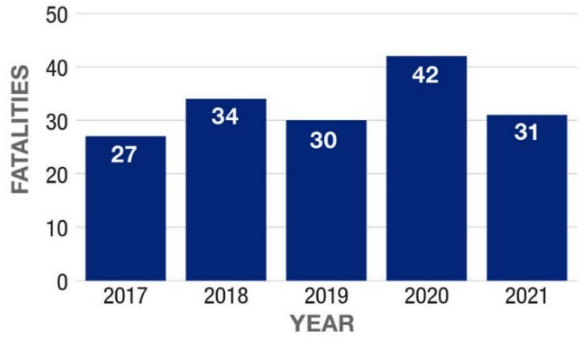


Figure 66: Young Driver Crash Fatalities in Nevada (2017-2021)

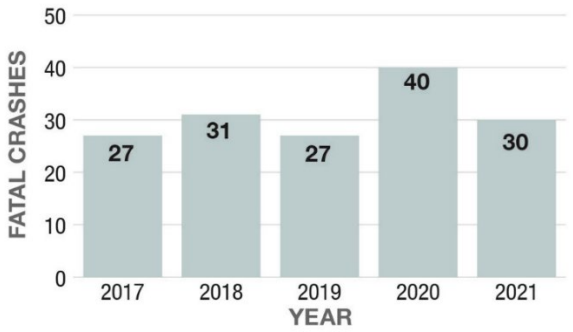


Figure 67: Fatal Young Driver Crashes in Nevada (2017-2021)

Where?

Between 2017 and 2021, 81% of young driver fatal crashes occurred on urban roadways. Clark County reported the highest number of fatal young driver crashes.

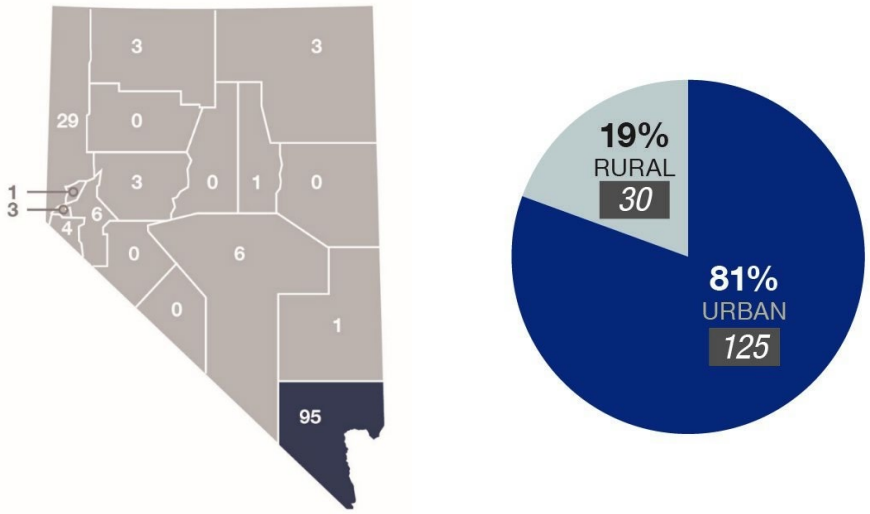


Figure 68: Fatal Young Driver Crashes in Nevada by Location (2017-2021)

Who?

Between 2017 and 2021, young males 16 to 20 years old were the highest reported age group of at-fault drivers in fatal young driver crashes.

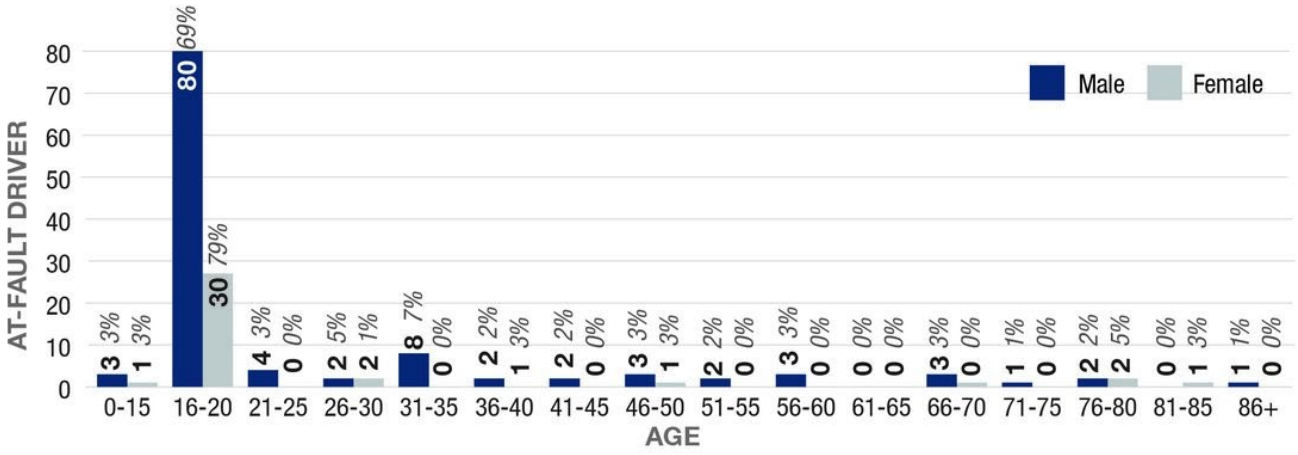


Figure 69: Age/Gender Breakdown of At-Fault Driver in Fatal Young Driver Crashes in Nevada (2017-2021)

When?

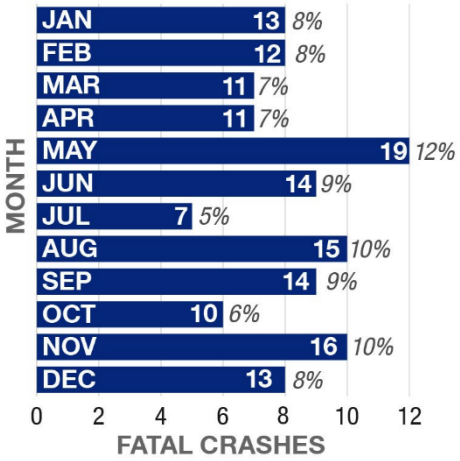


Figure 70: Fatal Young Driver Crashes in Nevada by Month of Year (2017-2021)

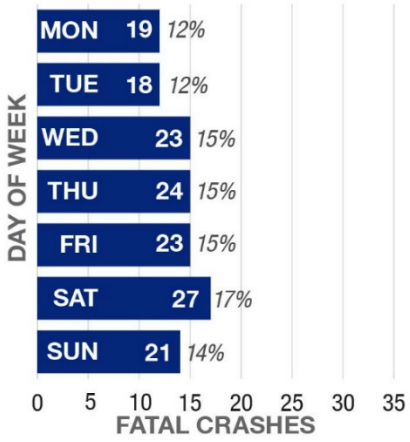


Figure 71: Fatal Young Driver Crashes in Nevada by Day of Week (2017-2021)

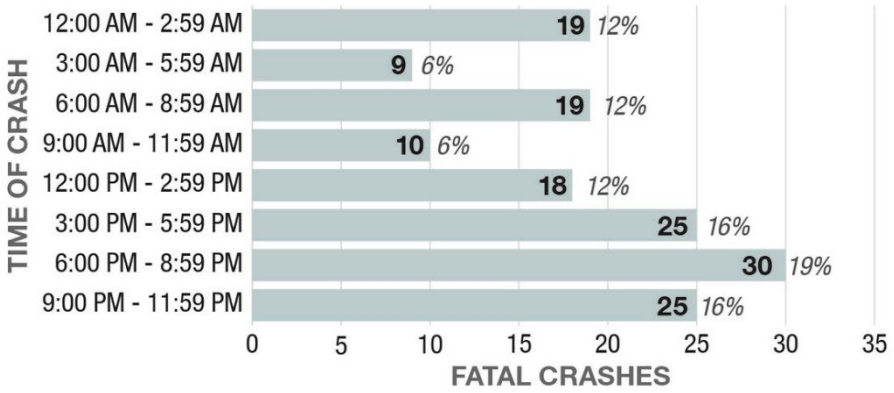


Figure 72: Fatal Young Driver Crashes in Nevada by Time of Day (2017-2021)

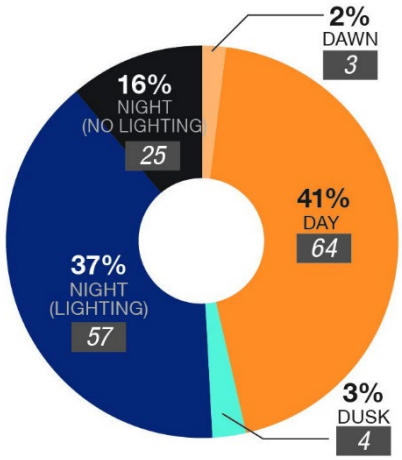


Figure 73: Fatal Young Driver Crashes in Nevada Lighting (2017-2021)

From 2017 to 2021, most reported time frame for fatal young driver crashes was 6:00 PM to 8:59 PM, totaling 19%. More than half of fatal young driver crashes took place at night in areas with and without street lighting. Saturday was the most reported day of the week for fatal young driver crashes. The most reported month of the year for fatal young driver crashes was May with 12%.

Why?

From 2017 to 2021, fatal young driver crashes most frequently involved a motor vehicle hitting another motor vehicle in an angle crash.

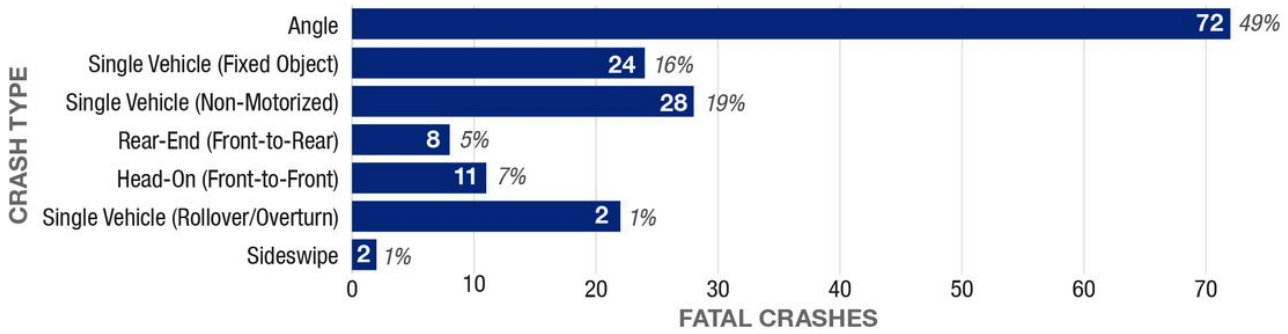


Figure 74: Fatal Young Driver Crashes in Nevada by Crash Type (2017-2021)

6.5.2. Performance Measure C-9: Number of Drivers Age 20 or Younger Involved in Fatal Crashes

The target for the number of drivers aged 20 or younger involved in fatal crashes for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	34	30	42	31	14	14	13	13
Five-Year Average	35.2	33.8	34.4	32.8	30.2	26.1	22.8	17.0

Table 18: Performance Measure C-9: Number of Young Drivers Involved in Fatal Crashes

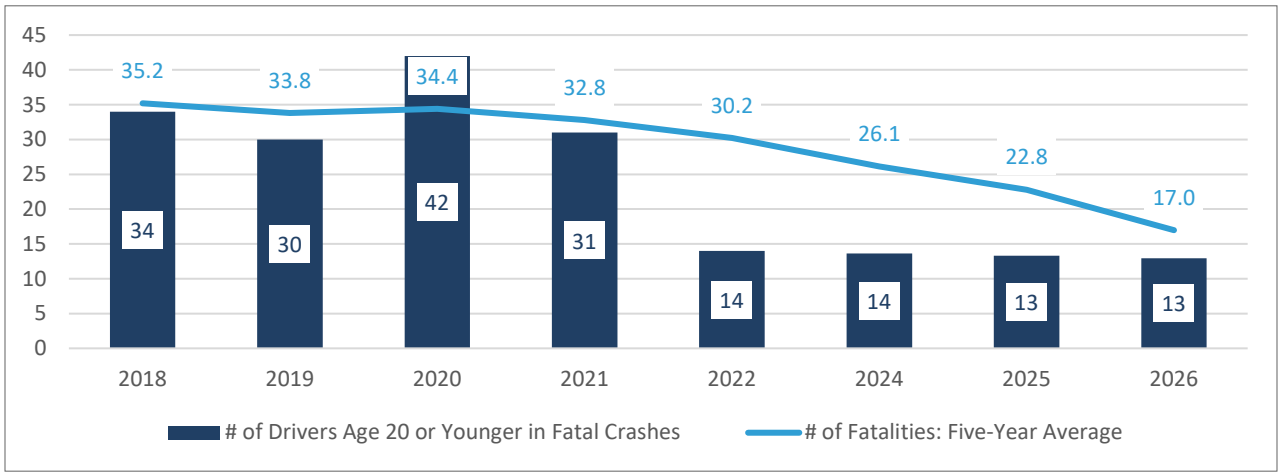


Figure 75: 2024-2026 Targets for Drivers Aged 20 or Younger in Fatal Crashes

6.5.3. Countermeasure Strategies

Strategy/YD1	School Based and Other Youth Programs
Problem	Vehicle crashes are one of the leading causes of death among teen drivers. During the period of 2016 to 2020 there were approximately 169 young driver crash fatalities. This accounts for approximately 11% of Nevada's total fatalities. Their inexperience and risky behavior are contributing factors to crashes and injuries to teen drivers. Speeding and restraint use were top contributing factors.
Countermeasures	Driver Education School Programs *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.9
Funding	402: $1,000,000.
Considerations	Solicitation of Proposals Partnerships Sociodemographic Data Traffic Crash and Citation Data State Laws
Strategy/TSEP	**Laws and Enforcement**
Problem	Vehicle crashes are one of the leading causes of death among teen drivers. During the period of 2016 to 2020 there were approximately 169 young driver crash fatalities. This accounts for approximately 11% of Nevada's total fatalities. Their inexperience and risky behavior are contributing factors to crashes and injuries to teen drivers. Speeding and restraint use were top contributing factors.
Countermeasures	Graduated Driver Licensing Traffic Law Enforcement *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.9
Funding	402, $6,000,000.00, See Traffic Safety Enforcement Plan *Note: Enforcement is not based on age but on driver behavior and includes young drivers.
Considerations	Solicitation of Proposals Partnerships Sociodemographic Data Traffic Crash and Citation Data State Laws
Strategy/Comms	**Communications and Outreach**
Problem	During the period of 2016 to 2020 there were approximately 169 young driver crash fatalities.
Countermeasures	Communications and Outreach *Countermeasures That Work*, 2020 *Uniform Guidelines*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines

Target	C.9
Funding	402, $3,000,000.00 *Note: Young driver messaging is integrated into our Communications Program.
Considerations	Partnerships Traffic Crash and Citation Data Sociodemographic Data

Table 19: Young Drivers Countermeasure Strategies

6.6. Non-Motorized/Vulnerable Road Users

Between 2017-2021 vulnerable road users accounted for 25% of all fatalities in Nevada. 90% of these are in our urban communities with Clark County reporting the highest in the state. 29% of pedestrian fatalities were identified as Hispanic or Latino and Males represented 66% of pedestrian fatalities and 88% of bicycle fatalities. Substance involvement and speeding are top contributors in vulnerable road user fatalities. Between 2017-2021 Nevada's older road users represented 22% of traffic fatalities. 68% of fatal crashes involving an older driver were angle crashes and 77% are male.

Planned activities and countermeasures include: Pedestrian Safety, High-Visibility Enforcement 8.4.4, Safe Routes to School 8.2.2, Conspicuity Enhancement 8.4.3 Bicyclist Safety Promote bicycle helmets 9.3.2, Enforcement Strategies 9.3.3, Safe Routes to School 9.1.2 Older Drivers, countermeasure 7.1.2.

6.6.1. Description of Highway Safety Problem (Pedestrians)

A pedestrian fatal crash is a motor vehicle crash in which a pedestrian dies. Pedestrian crash fatalities are the total number of pedestrians killed in crashes. The FARS data uses the attribute "person type (PER_TYP)" in the person data set to determine if the person was a pedestrian and "injury severity (INJ_SEV)" to determine the level of the person's injuries. For this analysis, the two attribute codes used were "pedestrian" for the person type, and "fatal injury (K)" for injury severity. If a crash reported both attributes, the crash was deemed a fatal pedestrian crash.

What?

During 2017 to 2021, A total of **393 fatalities** and **383 fatal pedestrian crashes** occurred on Nevada roadways.

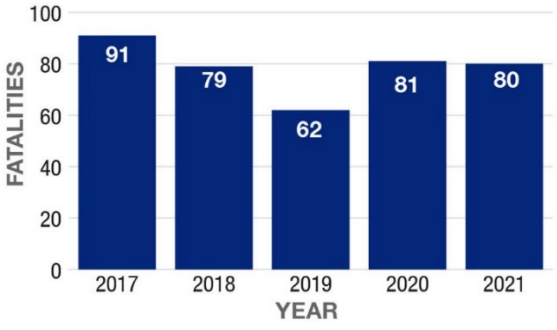


Figure 76: Pedestrian Traffic Fatalities in Nevada (2017-2021)

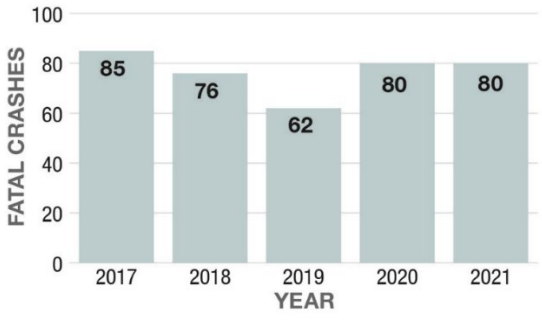


Figure 77: Fatal Pedestrian Crashes in Nevada (2017-2021)

Where?

Between 2017 and 2021, 90% of fatal pedestrian crashes occurred on urban roadways. Clark County reported the highest number of fatal pedestrian crashes in Nevada.

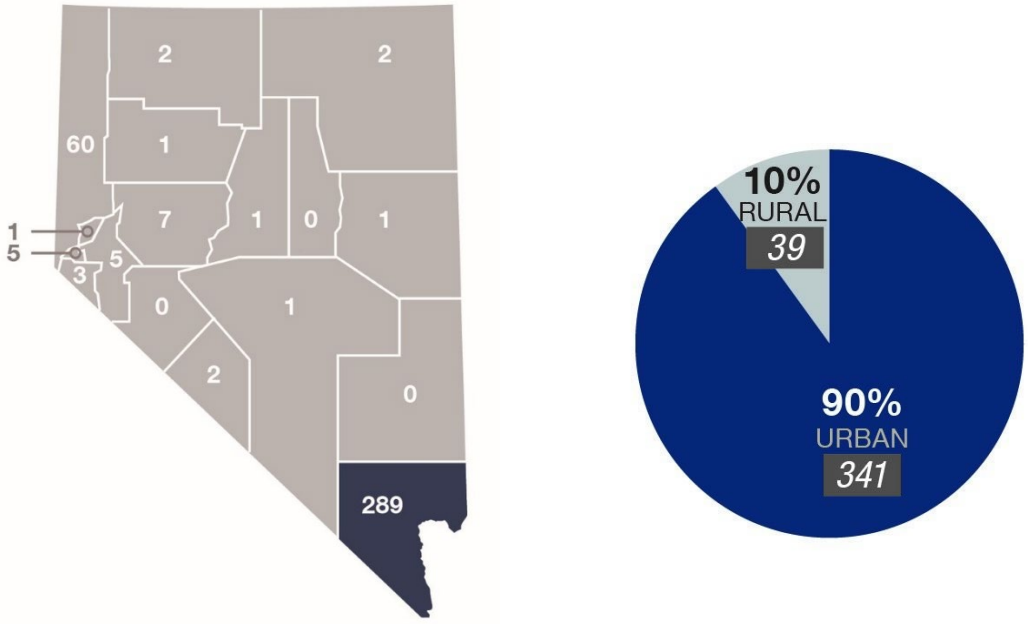


Figure 78: Fatal Pedestrian Crashes in Nevada by Location (2017-2021)

Who?

From 2017 to 2021, males age groups 51 to 55, 56-60, and 61 to 65 years old comprised the greatest number of pedestrian fatalities in Nevada.

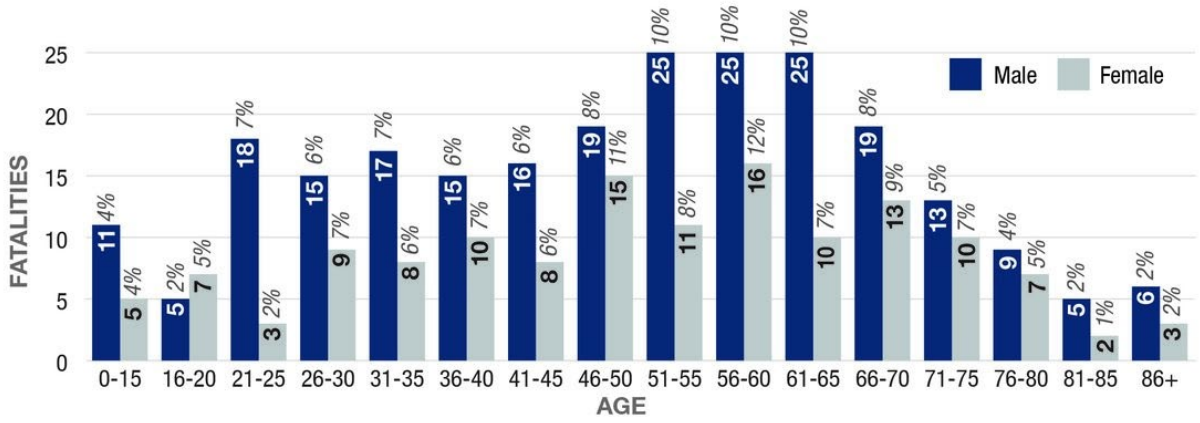


Figure 79: Age/Gender Breakdown of Pedestrian Fatalities in Nevada (2017-2021)

When?

The hours of 3:00 PM to 8:59 PM had the greatest number of fatal pedestrian crashes. From 2017 to 2021, 62% of fatal pedestrian crashes took place at night in areas with street lighting.

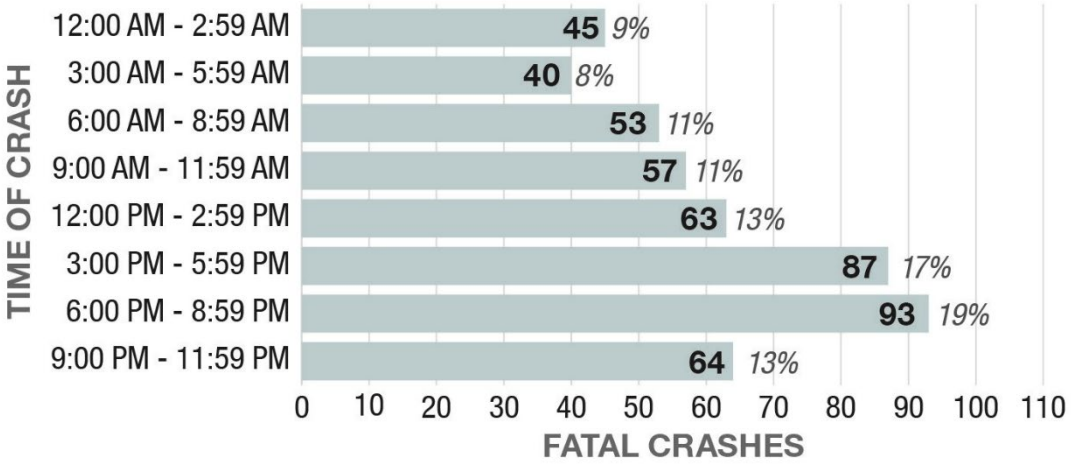


Figure 80: Fatal Pedestrian Crashes in Nevada by Time of Day (2017-2021)

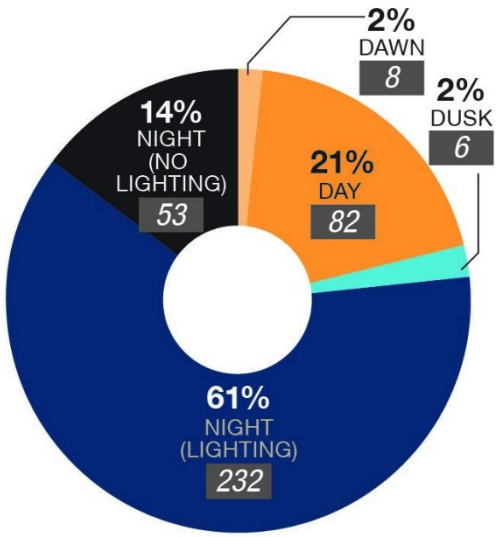


Figure 81: Lighting at Time of Fatal Pedestrian Crashes in Nevada (2017-2021)

From 2017-2021, 52% of fatal pedestrian crashes occurred from Thursday to Saturday. More pedestrian fatal crashes occurred in January than any other month during this time frame.

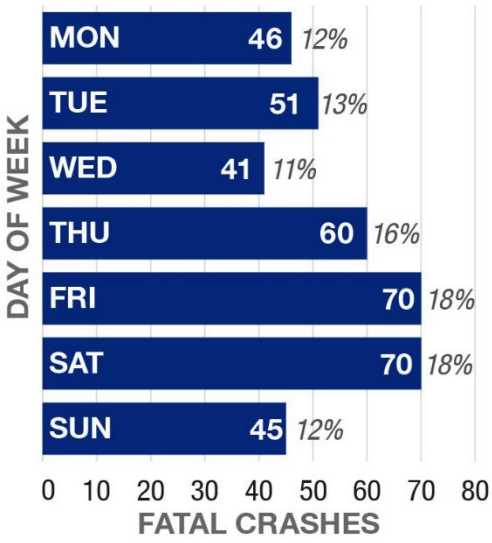


Figure 82: Fatal Pedestrian Crashes in Nevada by Day of Week (2017-2021)

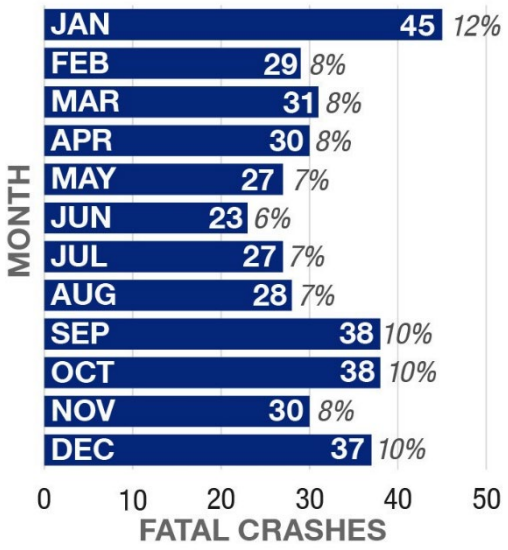


***Figure 83:** Fatal Pedestrian Crashes in Nevada by Month of Year (2017-2021)*

Why?

Sixty-one percent of fatal pedestrian crashes took place on the roadway, not at a designated intersection.

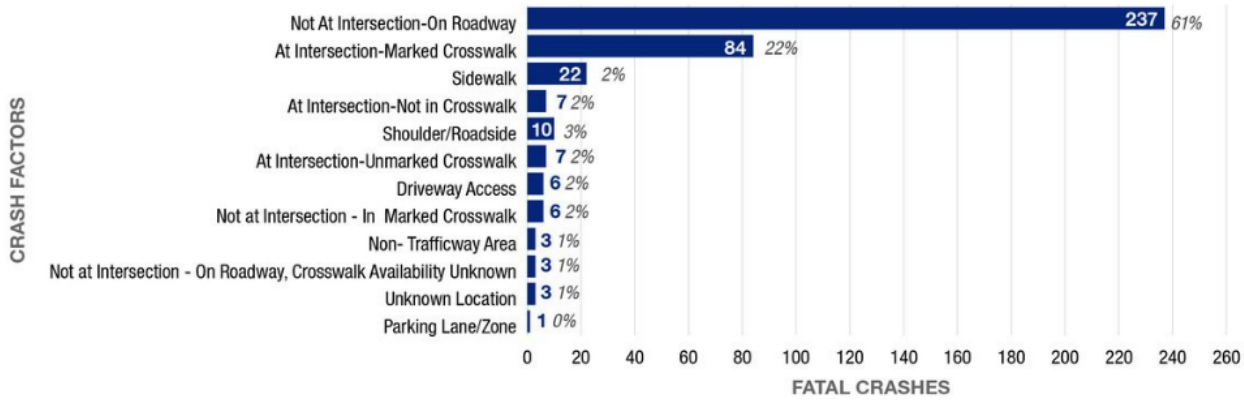


Figure 84: Pedestrian Fatal Crashes in Nevada by Crash Factors (2017-2021)

6.6.2. Description of Highway Safety Problems (Bicyclists)

A fatal bicycle crash is a motor vehicle crash in which a bicyclist is killed. Bicycle crash fatalities are the total number of bicyclists who died in a crash. The FARS data uses the attribute “person type (PER_TYP)” in the person data file to determine if the person was a cyclist, and “injury severity (INJ_SEV)” to determine the level of the person’s injuries. For this analysis, three attribute codes were used: “bicyclist” and “other cyclist” for person type and “fatal injury (K)” for injury severity. If a crash reported either “bicyclist” or “other cyclist” and a “fatal injury (K),” the crash was deemed a fatal bicycle crash.

What?

Between 2017 and 2021, there were **42 fatalities** and **38 fatal bicycle crashes** on Nevada roadways.

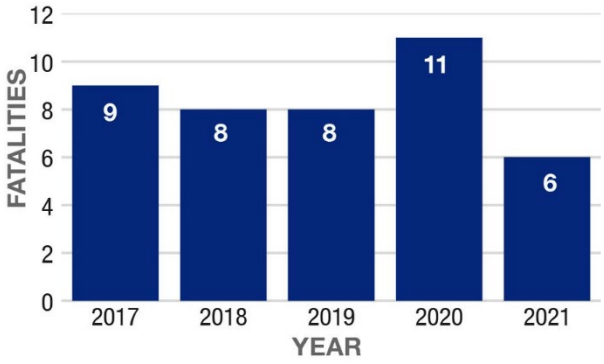


Figure 85: Bicycle Traffic Fatalities in Nevada (2017-2021)

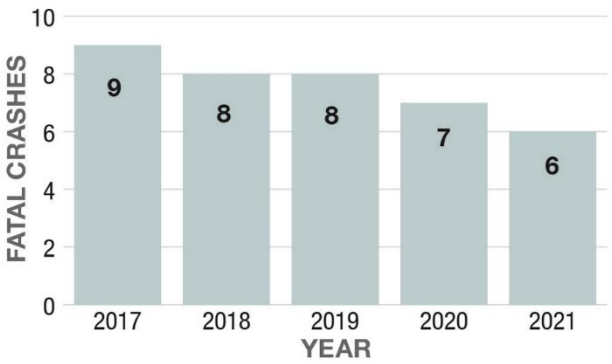


Figure 86: Fatal Bicycle Crashes in Nevada (2017-2021)

Where?

Between 2017 and 2021, 95% of fatal bicycle crashes occurred on urban roadways. Clark County reported the highest number of fatal bicycle crashes in Nevada.

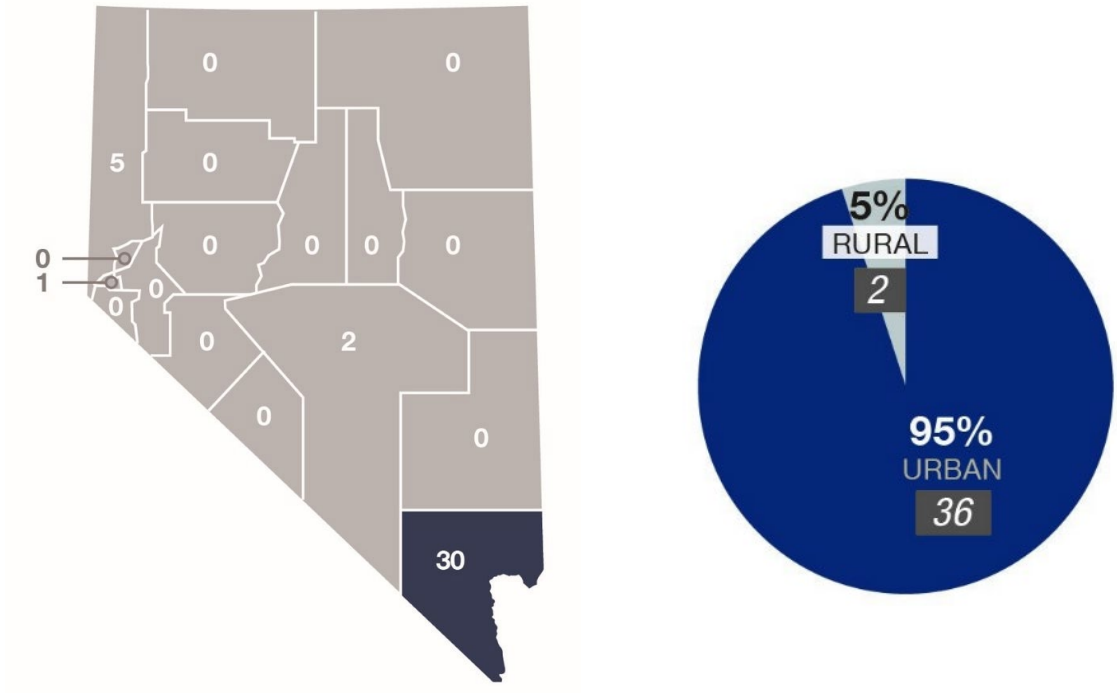


Figure 87: Fatal Bicycle Crashes in Nevada by Location (2017-2021)

Who?

From 2017 and 2021, males ages 51 to 55 comprised the largest number of bicycle fatalities in Nevada.

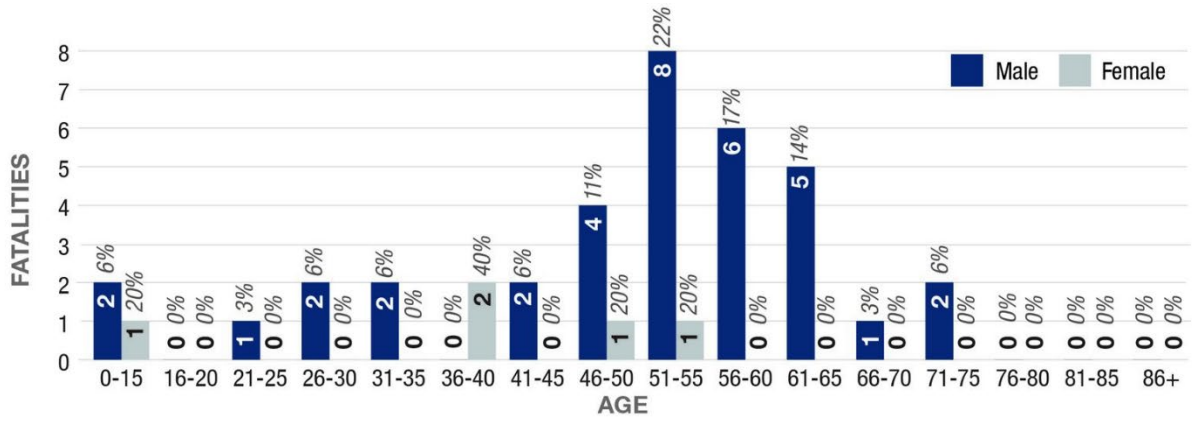


Figure 88: Age/Gender Breakdown of Bicycle Fatalities in Nevada (2017-2021)

When?

From 2017 to 2021, 24% of fatal bicycle crashes occurred between the hours of 6:00 PM and 8:59 PM. Fifty-eight percent of fatal bicycle crashes occurred during daylight hours.

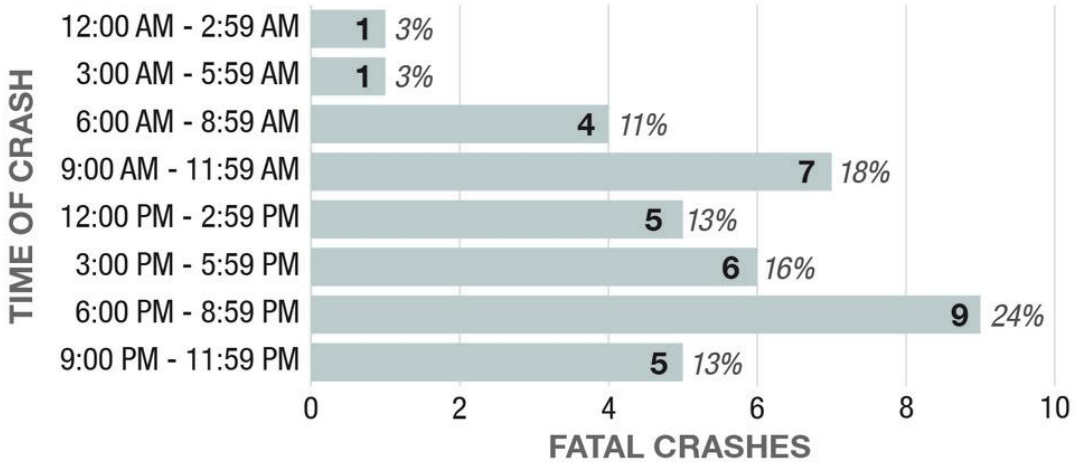


Figure 89: Fatal Bicycle Crashes in Nevada by Time of Day (2017-2021)

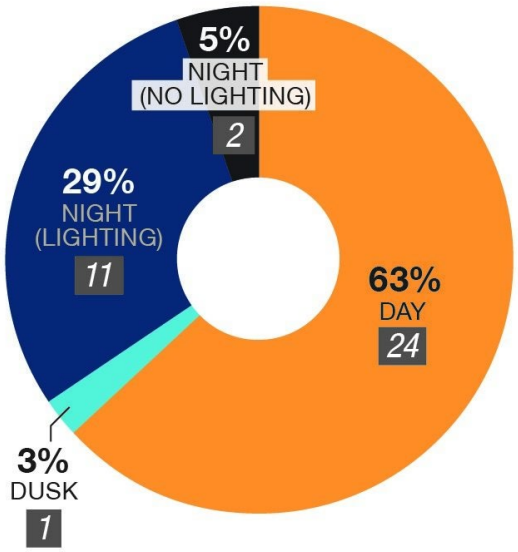


Figure 90: Lighting at Time of Fatal Bicycle Crashes in Nevada (2017-2021)

Seventy-three percent of fatal bicycle crashes occurred on Friday, Saturday, Sunday, and Monday. October and November were the highest reported months for fatal bicycle crashes, totaling 26% of all crashes.

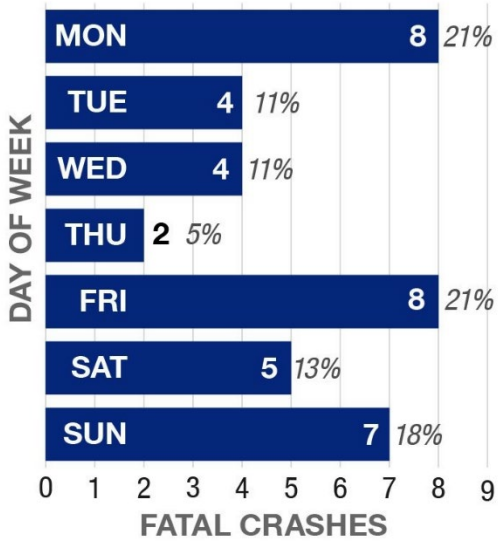


Figure 91: Fatal Bicycle Crashes in Nevada by Day of Week (2017-2021)

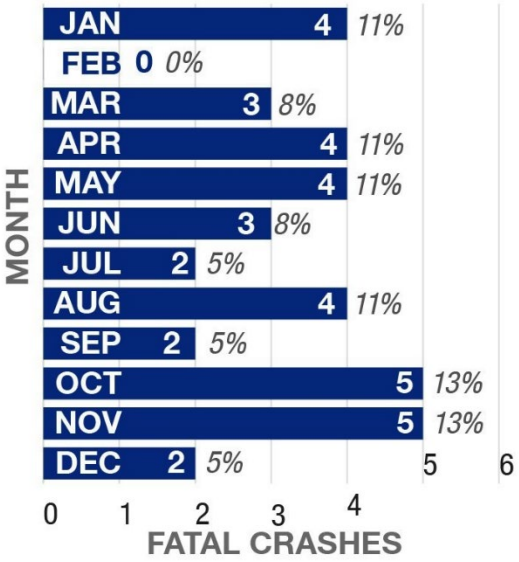


Figure 92: Fatal Bicycle Crashes in Nevada by Month of Year (2017-2021)

Why?

From 2017 to 2021, the facility type that resulted in the most fatal bicycle crashes was "not at an intersection, on the roadway."

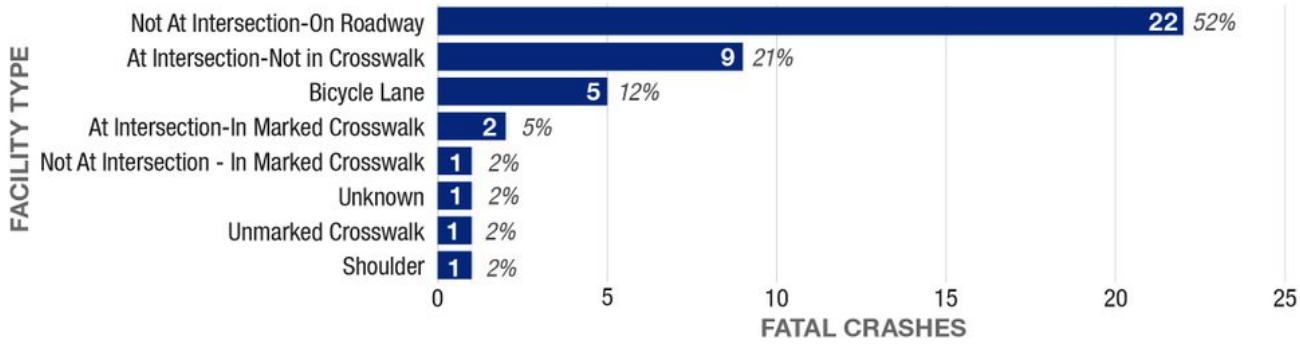


Figure 93: Bicycle Fatal Crashes in Nevada by Crash Factors (2017-2021)

6.6.3. Performance Measure C-10: Pedestrian Fatalities

The target for the number of pedestrian fatalities for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	79	62	81	80	88	86	84	81

Table 20: Performance Measure C-10: Number of Pedestrian Fatalities

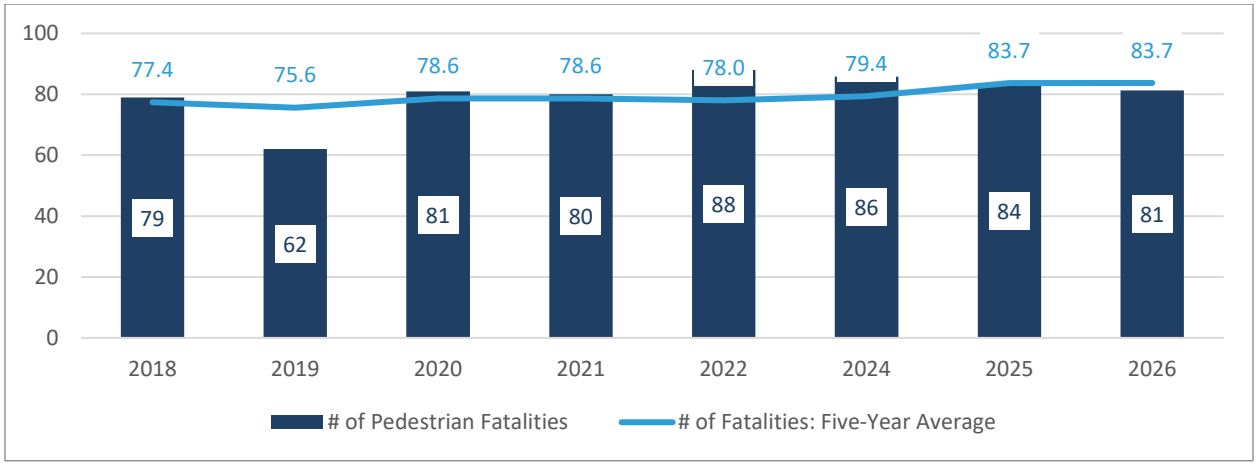


Figure 94: 2024-2026 Targets for Pedestrian Fatalities

6.6.4. Performance Measure C-11: Bicyclist Fatalities

The target for the number of bicyclist fatalities

The target for child passenger safety for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	8	8	11	6	14	14	13	13

Table 21: Performance Measure C-11: Number of Bicyclist Fatalities

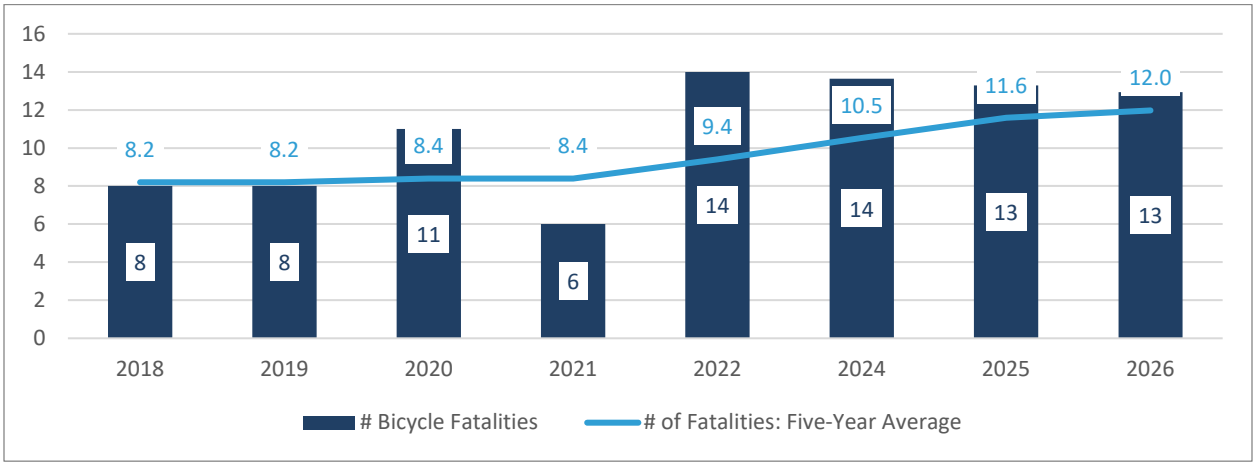


Figure 95: 2024-2026 Targets for Bicyclist Fatalities

6.6.5. Countermeasure Strategies

Strategy/TSEP	Laws and Enforcement
Problem	Twenty-nine percent of Nevada's traffic fatalities include a pedestrian or bicyclist.
Countermeasures	High Visibility Enforcement for Vulnerable Road User Safety *Countermeasures That Work*, 2020
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.10, C.11
Funding	402: $500,000.00. *Note: VRU traffic safety enforcement is integrated into all enforcement programs. See Traffic Safety Enforcement Program
Considerations	State Laws Impacted Locations Affected Communities Partnerships
Strategy/VRU1	**Education, Prevention, and Intervention**
Problem	Twenty-nine percent of Nevada's traffic fatalities include a pedestrian or bicyclist. Twenty-two percent of fatal crashes include someone over the age of 65.
Countermeasures	Community Based Programs for Vulnerable Road Users including Bicyclists, Pedestrians, micro-Mobility Users, Older Drivers. Education, Share the Road Awareness, Conspicuity Enhancement, Skills Training, Helmet Use, School-based Programs. *Countermeasures That Work, 2020*
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.10, C.11
Funding	402: $500,000.00; 405(g): $150,000.00
Considerations	Sociodemographic Data Impacted Locations Affected Communities Partnerships Traffic Crash Data Solicitation of Proposals
Strategy/Comms	**Communications and Outreach**
Problem	Twenty-nine percent of Nevada's traffic fatalities include a pedestrian or bicyclist. Twenty-two percent of fatal crashes include someone over the age of 65.
Countermeasures	Communications and Outreach
Justification	Recommended in Countermeasures That Work and Uniform Guidelines
Target	C.10, C.11
Funding	402: $3,000,000.00. Note: Vulnerable Road User education/communications are part of the comprehensive communications program.
Considerations	Sociodemographic Data Traffic Crash Data Affected Communities

Table 22: Bicyclists Countermeasure Strategies

6.7. Distracted Driving

Distracted Driving continues to be a high-focus concern for the Nevada Office of Traffic Safety. During the period of 2017 to 2021 there were approximately 53 fatalities and 52 fatal distracted driving crashes in Nevada. Between 2017 and 2021, approximately 50% of fatal distracted driving crashes occurred on rural roadways with Clark County reporting the highest. Male drivers ages 21-25 were the largest reported group of at-fault drivers in fatal distracted driving crashes at 12%. The most common collision type in a fatal distracted driving crash was a sideswipe (same direction) and single vehicle crash.

The Nevada Office of Traffic Safety focuses on eliminating distracted driving fatalities and serious injury crashes through education, communications, and High Visibility Enforcement (HVE). With drivers ages 21-25 as the largest group of at fault drivers in fatal distracted driving crashes, the Nevada Office of Traffic Safety recognizes the importance of a strong Graduated Driver License (GDL) and provides recommendations to Legislature for such changes to strengthen the current law. These changes are a proven measure to reduce young driver crashes and injuries (countermeasure 4.1.1). The Nevada Office of Traffic Safety continues to fund programs on distracted driving that currently focus on the young driver population but will be expanding to all driver population with communications and outreach programs (countermeasure 4.2.1) The Nevada Office of Traffic Safety appropriates funding for the Joining Forces Program that works with law enforcement agencies to conduct High Visibility Enforcement (HVE) to help educate and enforce distracted driving laws with the motoring public (countermeasure 4.1.3).

6.7.1. Description of Highway Safety Problem

A distracted driving crash is a crash in which the driver of a motor vehicle involved in a fatal crash was distracted, and this contributed to the crash. The FARS data uses the attribute “driver distracted by (MDRDSTRD)” in the distracted (DISTRACT) data file to indicate what distracted the driver. For this analysis, all attribute codes for the attribute “driver distracted by” were used with the exception of “not distracted,” “no driver present/unknown if driver present,” “not reported,” and “unknown if distracted.” The other 19 attribute codes cover a range of situations and activities such as: “while talking or listening to cellular phone,” “eating or drinking,” “careless/inattentive,” etc. If a crash reported any of the 24 attribute codes, the crash was deemed a distracted driving crash. It is likely the number of recorded distracted driving crashes is much less than the actual number of distracted driving crashes due to the difficulty of a police officer being able to confirm a driver was distracted when they arrive at the crash scene.

What?

Between 2017 and 2021, a total of **53 fatalities** and **52 fatal distracted driving crashes** occurred in Nevada.

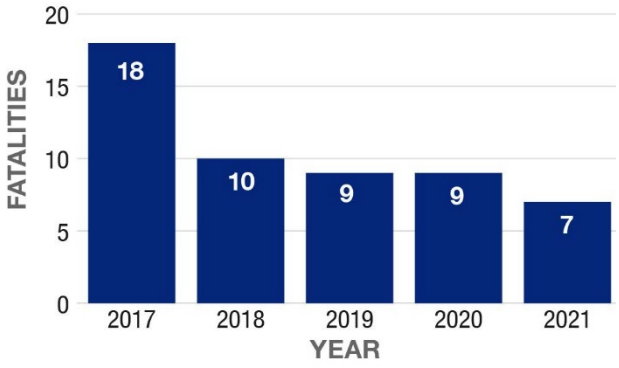


Figure 96: Distracted Driving Fatalities in Nevada (2017-2021)

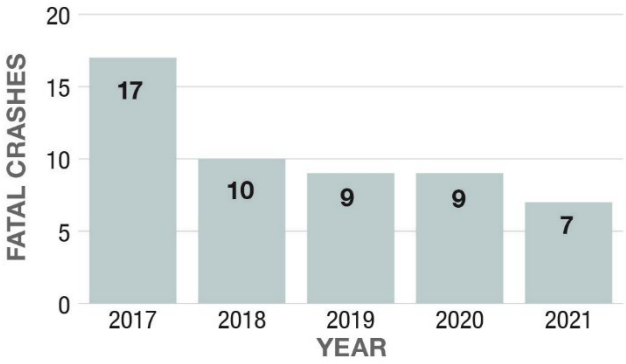


Figure 97: Fatal Distracted Driving Crashes in Nevada (2017-2021)

Where?

Between 2017 and 2021, 50% of fatal distracted driving crashes occurred on rural roadways. Clark County reported the greatest number of fatal distracted driving crashes in Nevada.

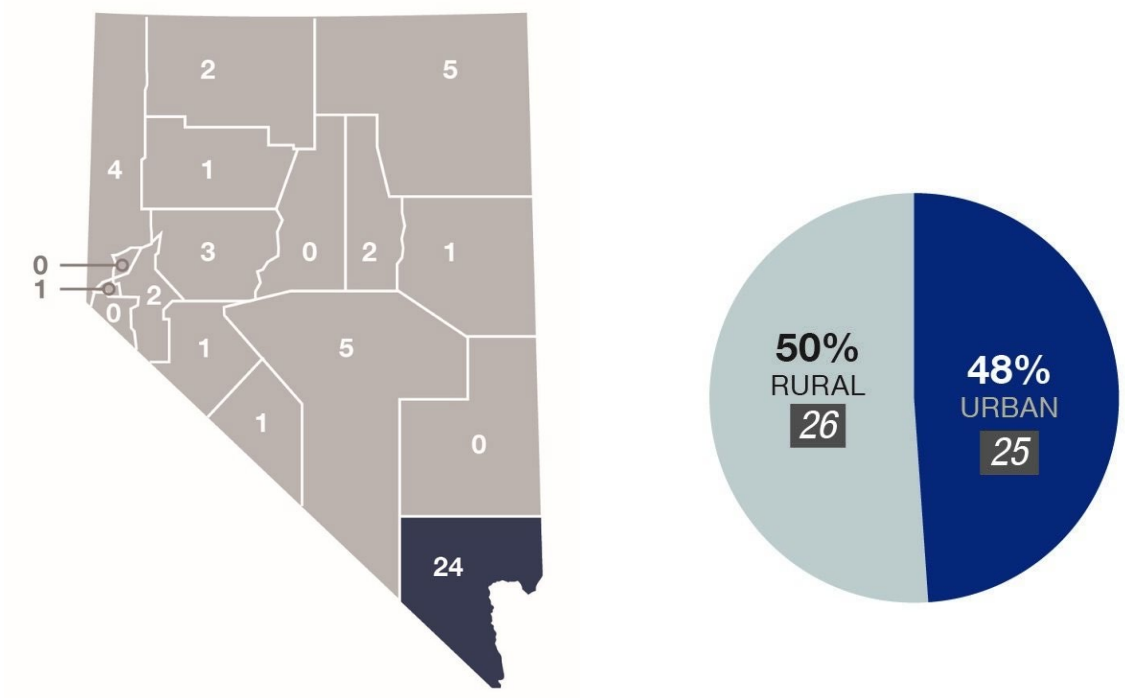


Figure 98: Fatal Distracted Driving Crashes in Nevada by Location (2017-2021)

Who?

From 2017 to 2021, males ages 21-25 were the largest reported age groups of at-fault drivers in fatal distracted driving crashes in Nevada.

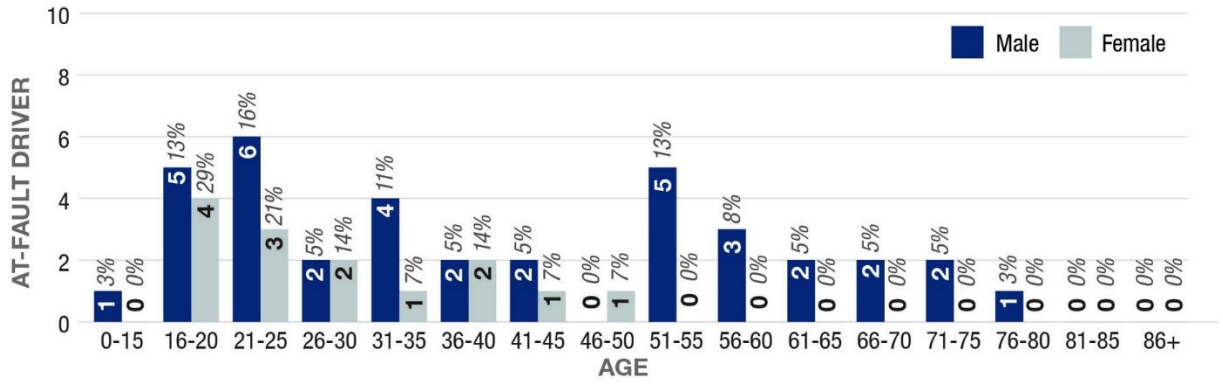


Figure 99: Age/Gender Breakdown of At-Fault Drivers in Fatal Distracted Driving Crashes in Nevada (2017-2021)

When?

The most commonly reported time frames for fatal distracted driving crashes were 6:00 AM to 8:59 AM, and 12:00 PM to 2:59 PM, each with 19% of all fatal distracted driving crashes. 58% of fatal distracted driving crashes occurred during the day.

Between 2017 and 2021, the most reported day of the week for fatal distracted driving crashes was Sunday. October was the highest reported month of the year for fatal distracted driving crashes.

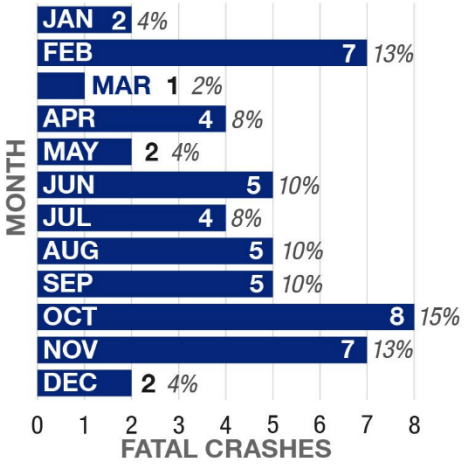


Figure 100: Fatal Distracted Driving Crashes in Nevada by Month of Year (2017-2021)

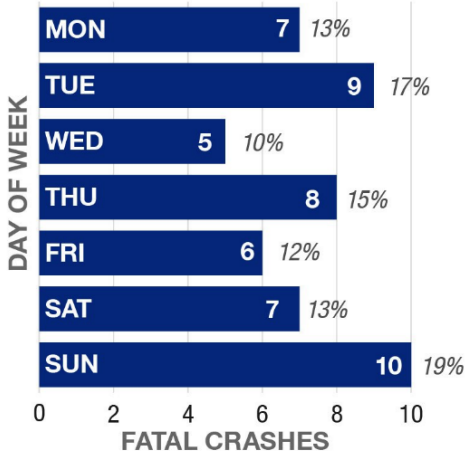


Figure 101: Fatal Distracted Driving Crashes in Nevada by Day of Week (2017-2021)

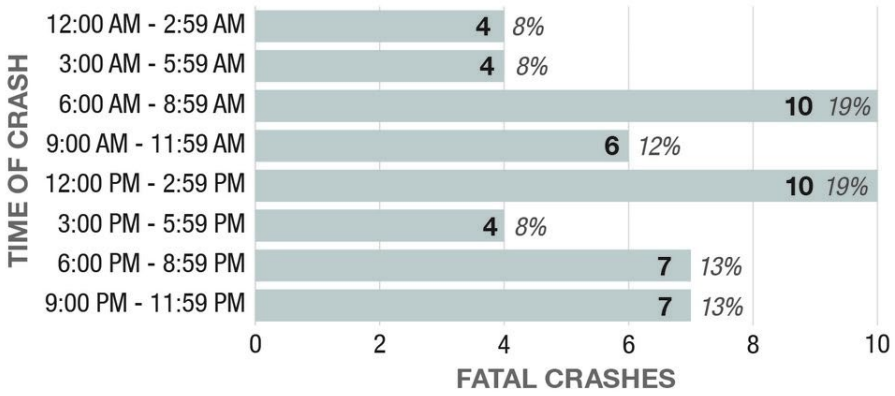


Figure 102: Fatal Distracted Driving Crashes in Nevada by Time of Day (2017-2021)

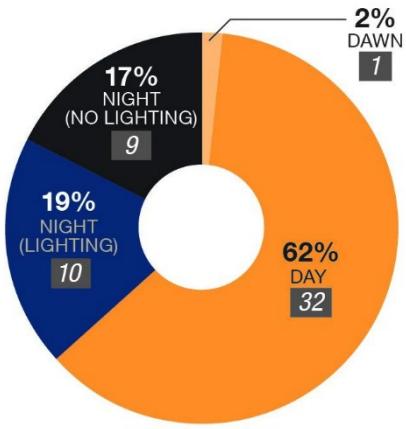


Figure 103: Lighting at Time of Fatal Distracted Driving Crashes in Nevada (2017-2021)

Why?

From 2017 to 2021, sideswipe (same direction) and single vehicle crash types were reported more often than all other crash types in distracted driving crashes.

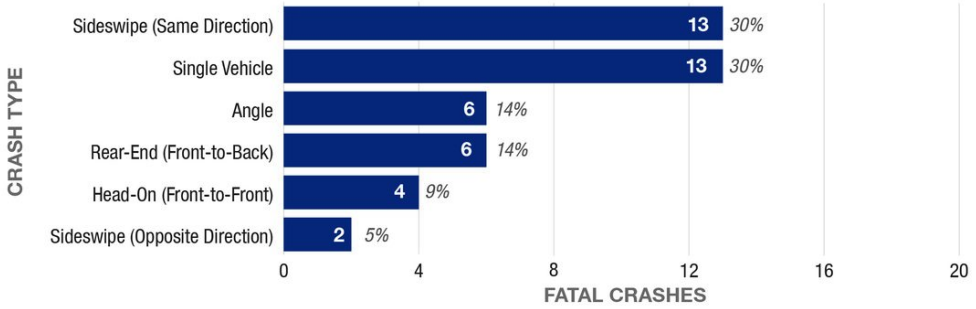


Figure 104: Fatal Distracted Driving Crashes in Nevada by Crash Type (2017-2021)

6.7.2. Performance Measure A-2: Number of Traffic Fatalities Reported as Distracted Driving

The target for the number of traffic fatalities reported as distracted driving for the 2024-2026 HSP were set based on historical crash trends within Nevada. Past performance measure data was reviewed, and a specific reduction of 7.6% for the 2026 target was calculated based on an actual sustained multiyear reduction during the last 15 years.

The following table includes the 2018-2022 fatalities and the 2024-2026 targets.

Crash Data and Trends	2018	2019	2020	2021	2022 Prelim	2024 Target	2025 Target	2026 Target
Fatalities	8	3	2	4	2	2	2	2

Table 23: Performance Measure A-2: Distracted Driving Fatalities

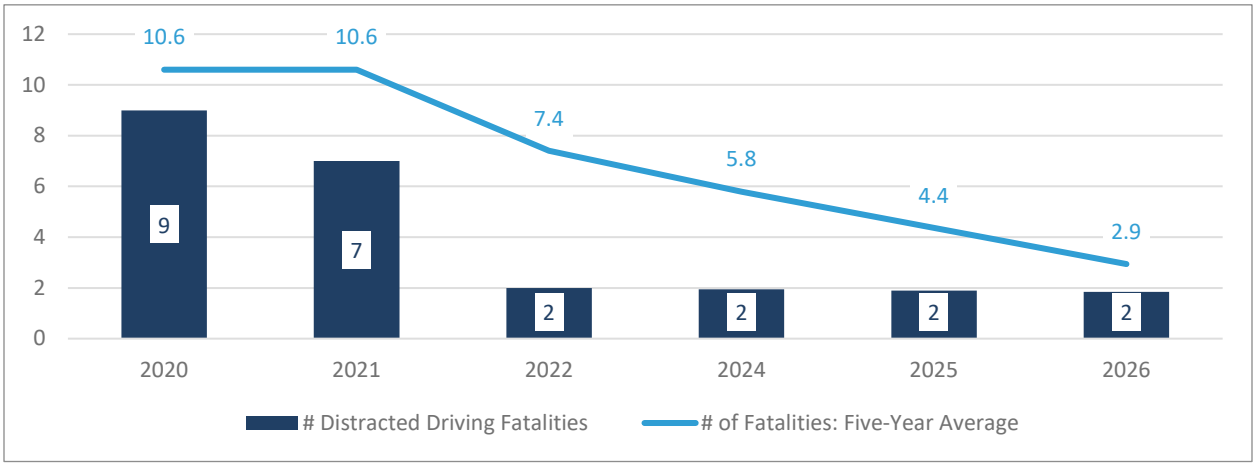


Figure 105: 2024-2026 Targets for Distracted Driving Fatalities

6.7.3. Countermeasure Strategies

Strategy/TSEP	Laws and Enforcement
Problem	Eighteen thousand Distracted Driving citations are written each in year in Nevada, representing 7-8% of all citations. Distracted Driving crash data is underreported due to lack of self-reported information of driver or user behavior prior to crash.
Countermeasures	Cell Phone Laws High Visibility Enforcement *Countermeasures That Work, 2020*
Justification	Recommended in Countermeasures That Work
Target	A.2
Funding	402: $1,000,000.00
Considerations	Sociodemographic Data Traffic and Citation Data Partnerships
Strategy/Comms	**Communications and Outreach**
Problem	Eighteen thousand Distracted Driving citations are written each in year in Nevada, representing 7-8% of all citations. Distracted Driving crash data is underreported due to lack of self-reported information of driver or user behavior prior to crash.
Countermeasures	Communications and Outreach
Justification	Found in Countermeasures That Work, effectiveness unknown. Justification is based on general messaging principles, social norming models, and congruence with other program areas
Target	A.2
Funding	402: $3,000,000.00
Considerations	Sociodemographic Data Traffic and Citation Data
Strategy/YD1	**School Based and Other Youth Programs**
Problem	From 2017 to 2021, males ages 21-25 were the largest reported age groups of at-fault drivers in fatal distracted driving crashes in Nevada. Reaching younger drivers with education and information on the dangers of distracted driving is important, with school-based programs being the most effective way to engage with a younger population.
Countermeasures	School Based Programs *Countermeasures That Work* *Uniform Guidelines*
Justification	Communications and outreach on cell phone and other distractions is found in Countermeasures That Work within Distracted Driving and Young Drivers sections (GDL Cell Phone Restrictions)
Target	C.1, C.2, A.2
Funding	402: $500,000.00
Considerations	Solicitation of Proposals Partnerships

Table 24: Distracted Driving Countermeasure Strategies

6.8. Communications and Outreach (Media)

OTS and many other Nevada agencies work together year-round to make Nevada's roadways safe. However, in 2022, an estimated 396 people were killed on public roads. Many of these deaths can be directly traced to people choosing to not practice specific safety-driven behaviors while occupying the roadways. Threats to public safety on the road are still present today and are evolving with time and culture. Therefore, the public must be educated about the dangers and virtues of making the right choices on the roadways now more than ever. Communications, training, education, and media are supportive of all program areas and are adapted to meet highway safety needs.

The goal of **Zero Fatalities** is to raise awareness of the need to change poor driver behavior and educate the motoring public, pedestrians, and bicyclists on safe driving behaviors. OTS will develop and publish behavior-altering messaging that addresses impaired driving, seat belt usage, pedestrian safety, motorcycle safety, distracted driving, and other critical behaviors to establish a downward trend in fatalities and serious injuries. All messaging is a part of and supports the State's Zero Fatalities mission and messaging designed to educate road users and eliminate serious injuries and fatalities in Nevada.

OTS also works with SHSP partners and other traffic safety advocates to saturate the media with educational, life-changing, effective traffic safety messaging that supports Nevada's HSP and SHSP strategies.

Zero Fatalities Survey

Annually, the Zero Fatalities program conducts a public awareness survey to measure levels of awareness, impact, and effectiveness of Zero Fatalities messaging, as well as the public's level of education regarding traffic laws. This valuable data helps identify where the Zero Fatalities program needs to focus future campaign efforts and policy initiatives.

Nevada Traffic Safety Summit

NDOT and DPS host the annual Nevada Traffic Safety Summit, which brings together transportation agencies, law enforcement, and other safety partners to discuss the latest traffic safety trends and implement strategies and programs to help save lives on Nevada roadways.

The purpose of these efforts is to raise awareness of critical traffic safety issues (2024-2026 Triennial HSP Performance Measures 1-14) and the need to change risky driver behavior. OTS will coordinate targeted and effective public information campaigns that may address impaired driving, seat belt usage, pedestrian safety, motorcycle safety, distracted driving, and other problematic driving behaviors to eliminate fatalities and serious injuries. All campaigns are part of and support the State's Zero Fatalities mission.

OTS will strive to accomplish specific and measurable objectives related to safety marketing during the 2024-2026 HSP performance period. 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:

- Increase or maintain seat belt usage in the observational survey
- Reduce impaired driving crashes and fatalities
- Reduce pedestrian fatalities
- Effectively reach and educate drivers, motorcyclists, and pedestrians through high-impact and engaging media channels

Traffic safety is a daily issue, where one event can change the course of conversation. The communication program will balance a strategic focus on supporting behavioral areas of emphasis for the year, with ongoing efforts that support all behaviors by:

- Maintaining high awareness of the Zero Fatalities brand, building on the baseline in place.
- Increasing public education and awareness of safe driving behaviors for motorists.
- Driving positive behavioral change that will result in a decrease in the total number of fatalities.
- Sharing campaign information with existing partners to support shared initiatives and increase effectiveness.
- Forging new and mutually beneficial partner relationships that will contribute to a culture of traffic and community safety.
- Developing and growing a diverse network of organizations committed to the shared goal of zero fatalities by supporting community safety, public health, well-being, and risk reduction.
- Collaborating with partners to increase education and encouraging behavioral change, helping to build a culture of traffic safety in Nevada and continually striving to eliminate fatalities and serious injuries on our roadways.
- Providing opportunities for organizations to receive updated traffic safety training, focusing on the key factors contributing to crashes (e.g., impaired driving, occupant protection, pedestrian safety, distracted driving, and intersection safety).
- The “Always On” approach will leverage an integrated mix of paid, earned, owned, partnerships to support initiatives. Some behaviors, such as impaired driving and speeding, will receive paid media, while others (bicycle safety, distracted driving, pedestrian safety, occupant protection, motorcycle safety, and intersection safety) will receive coverage via owned and earned channels.

6.8.1. Countermeasure Strategies

Strategy/Comms	Communications and Outreach – All Programs
Problem	Fatal and serious injury crashes increased significantly in Nevada in years 2020-2022. Nevada OTS co-sponsors a comprehensive traffic safety education and outreach program with Nevada DOT and other partners, that addresses all traffic safety behavioral issues.
Countermeasures	Communications and Outreach *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Communications, Education and Outreach are discussed throughout Countermeasures That Work and Uniform Guidelines. Creating behavioral change requires communicating information, establishing social norms for safe behavior, and creating awareness of safety risks.
Target	All Targets
Funding	402: $3,000.000.00; 405(d) $3,000,000.00
Considerations	Traffic Crash and Citation Data Affected Communities Sociodemographic Data Partnerships Laws
Strategy/PPE	**Public Engagement/HSP Planning**
Problem	Fatal and serious injury crashes increased significantly in Nevada in years 2020-2022. Nevada OTS co-sponsors a comprehensive traffic safety education and outreach program with Nevada DOT and other partners, that addresses all traffic safety behavioral issues.
Countermeasures	Communications and Outreach *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Communications, Education and Outreach are discussed throughout Countermeasures That Work and Uniform Guidelines. Creating behavioral change requires communicating information, establishing social norms for safe behavior, and creating awareness of safety risks.
Target	All Targets
Funding	402: $250,000;
Considerations	Affected Communities Sociodemographic Data Traffic Crash Data Partnerships Laws Requests for Support

Table 25: Distracted Driving Countermeasure Strategies

6.9. Traffic Records

In support of Nevada's HSP and SHSP, there is a focus on improving data quality attributes for the primary data components. This allows for more effective use of existing traffic records to target strategies that reduce serious injuries and traffic fatalities. The following are the primary data components and primary data quality attributes:

Six Primary Data Components:

- Crash
- Driver
- Vehicle
- Roadway
- Citation/Adjudication
- EMS/Injury Surveillance

Six Primary Data Quality Attributes:

- Timeliness
- Accuracy
- Completeness
- Uniformity
- Integration
- Accessibility

Nevada is making improvements on all data components and attributes. The current effort is focused on implementing recommendations from the 2021 Traffic Records Program Self-Assessment.

Challenges and associated efforts will continue to focus on the recommendations provided in the Traffic Records Program Self-Assessment. Focus areas of Nevada's traffic records program are timeliness, completeness, and integration with trauma data and other available data sets. Additionally, crash data quality improvements to accuracy and uniformity within the statewide electronic crash/citation reporting system is underway. Improvements are also being made to improve the completeness of the data and integration of the trauma data. Nevada will apply for Section 1906 Racial Profiling grant funds to initiate data collection and analysis of race and ethnicity information in traffic stops.

Nevada will apply for Section 1906 Racial Profiling Data Collection grant funds to support a statewide implementation of data collection, analysis, and reporting of traffic stop data that includes race/ethnicity, traffic stop outcomes, and other pertinent data. The University of Nevada, Las Vegas (UNLV) is leading the project and is basing their model on successful examples in Connecticut and Oregon. This effort is further enhanced by the passage of Senate Bill 236 in the 2021 Legislative Session, which requires collection of this information.

The following table describes the performance measures and the 2024-2026 targets for Traffic Records.

2023 Annual Performance Measures	2023 Base Value	2024 Target Value	2025 Target Value	2026 Target Value
Performance Measure 1: Percentage of Geolocated Crash Data within the Enforcement Mobile	42.6%	45%	50%	55%
Performance Measure 2: Percentage of Geolocated Crash Data within NDOT Crash Database	90.7%	91%	92%	93%
Performance Measure 3: Number and Percent of Citations that Include Valid Race and/or Ethnicity Information	99.0%	99.2%	99.4%	99.6%

Table 26: Traffic Records Performance Measures

6.9.1. Countermeasure Strategies

Strategy/TR1	Data Accuracy, Completeness and Uniformity
Problem	Through March 2023, only 42.6% of the crash reports entered into Enforcement Mobile were geolocated and 57.4% were not, leading to data integration and accessibility issues
Countermeasures	Location tool for use within e-crash that geolocates crashes accurately and in a uniform manner
Justification	Recommended in Uniform Guidelines
Target	PM-1
Funding	405c: $3,000,000.00, 402: $200,000.00
Considerations	Solicitation of Proposals and Partnerships Issues Identified in Assessments, Evaluations, etc. Practical Application User Needs Laws
Strategy/TR2	**Data Accuracy, Completeness and Uniformity**
Problem	Through March 2023, only 90.7% of the crash reports in the NDOT crash database were geolocated and 9.3% were not, leading to data integration and accessibility issues.
Countermeasures	Standard process that geolocates crashes based on road name, intersection and offset accurately and in a uniform manner.
Justification	Recommended in Uniform Guidelines
Target	PM-2
Funding	405c: $3,000,000.00, Other (NDOT)
Considerations	Solicitation of Proposals and Partnerships Issues Identified in Assessments, Evaluations, etc. Practical Application User Needs Laws
Strategy/TR3	Data Accuracy, Completeness and Uniformity
Problem	Per SB 236 from the 2021 Nevada Legislative Session race/ethnicity data must be collected for all traffic stops and reported to the Department of Public Safety and that data is not currently collected on all 100% of citations.
Countermeasures	Implementation of Racial Profiling Data Collection Program
Justification	NHTSA approved 1906 grant program
Target	PM-3
Funding	1906 $2,500,000.00
Considerations	Sociodemographic Data Traffic citation information Affected Communities Solicitation for Proposals and Partnerships

Table 27: Traffic Records Countermeasure Strategies

6.10. Evidence-Based Traffic Safety Enforcement Program

The Nevada Traffic Safety Enforcement Program (TSEP) includes frequent review of traffic data at a statewide and local level to inform funding and deployment of High-Visibility Enforcement (HVE). Extensive data resources are provided to law enforcement agencies, in addition to their own traffic data, including an annual Traffic Safety Crash Facts publication. Each HVE event is completed through the Joining Forces Program and complimented by additional law enforcement agency grants. Joining Forces is an evidence-based traffic safety enforcement program which has been successful in enhancing traffic safety through all program areas. In the fiscal year 2023, 30 agencies participated in this program. The efforts of multiple law enforcement officers in a specific location for a set period of time amplifies the effectiveness of HVE and reduces dangerous driving behaviors, crashes, injuries and fatalities. Using crash and citation data and agency knowledge of high incident locations, the Office of Traffic Safety (OTS) engages and funds Nevada law enforcement agencies to conduct HVE events throughout the state. A set calendar of events supporting NHTSA's national campaigns is created and provides law enforcement a focus for HVE.

- Nevada's largest urban county, Clark County located in the southern portion of the state represents the highest percent of fatalities 64.81% in 2022 (FARS 2023). Clark County also ranks in the top 50 counties in the country with the highest fatalities. (Our Nation's Roadway Safety Crisis data)
- In the rural areas Nye County which has a fatality percentage of 3.04%, it has been designated as one of NHTSA's target areas with high fatality to population rate, one of Nevada's Disadvantaged Communities and in 2019 a high risk factor in community resilience estimates for equity & disasters. In 2020 Nevada Diversity Index was at 68.8%. (Our Nation's Roadway Safety Crisis data)
- 52% of traffic citations in Nevada were speed related. Additionally, 34% of those were for driving over the state's maximum speed limit of 80 MPH. (UNLV, The Traffic Safety Research Group at the Kerkorian School of Medicine)
- In Nevada, five percent of all traffic citations were for distracted driving, which includes handheld cellphones, drivers illegally viewing a TV receiver, and inattentive driving. (UNLV, The Traffic Safety Research Group at the Kerkorian School of Medicine)

6.10.1. Deployment of Resources

High-visibility activities to increase public awareness and decrease crashes may include checkpoints, saturation patrols, and Selective Traffic Enforcement Programs (STEP).

STEP enforcement partners meet with the Office of Traffic Safety STEP Program Manager annually at the beginning of the program year to plan the calendar of enforcement events. Quarterly meetings are held in each region of the state to review procedures, discuss emerging issues, and analyze citation data from enforcements. Interagency coordination is required for each event to maximize visibility and effectiveness. Each agency is also required to submit a press release to local media.

Now included in the TSEP program are Driver and Officer Safety Education and Roadside Safety for first responders and others.

OTS staff are working closely with Nevada DOT and first responders through the Traffic Incident Management (TIM) Coalition and a roadside safety work group to build a program plan for roadside safety. From 2011 through 2020 there were 80 fatal crashes that resulted in 96 fatalities in work zones in Nevada. According to Nevada State Police, between January 2020 and June 2022, 59 patrol vehicles were struck while on the roadside. Nevada's plan will include all of the approaches described in the BIL, including optical visibility enhancement, digital alert technology, and emphasis on Move Over laws.

6.10.2. National Mobilizations and High Visibility Enforcement

Nevada shall implement activities in support of national highway safety goals to reduce motor-vehicle-related fatalities that also reflect the primary data-related crash factors within the State, as identified by the State highway safety planning process, including participation in the national high-visibility law enforcement mobilizations in accordance with 23 U.S.C. 404.

The planned high-visibility enforcement strategies to support the national mobilizations shall include not less than three mobilization campaigns in each fiscal year to reduce alcohol-impaired or drug-impaired operation of motor vehicles and increase use of seatbelts by occupants of motor vehicles. This is achieved through Nevada's comprehensive statewide HVE program Joining Forces which requires law enforcement agencies to participate in three mandatory events per year, a mobilization which coincides with *Click it or Ticket* (*CIOT*), and two Impaired Driving mobilizations.

Traffic safety enforcement is listed and used throughout Nevada's program areas as an effective countermeasure to unsafe driving behavior.

6.10.3. Community Engagement

As an integral part of the Nevada Traffic Safety Enforcement Program the OTS will encourage law enforcement agencies to continue and further enhance community collaboration within their jurisdiction to increase public safety, and data collection and analysis to ensure transparency, identity disparities in traffic enforcement, and inform traffic enforcement policies, procedures, and activities.

6.10.4. Countermeasure Strategies

Strategy/TSEP	Enforcement and LE Training
Problem	Unsafe and/or illegal driving and road use behaviors contribute to traffic fatalities in Nevada
Countermeasures	High Visibility Enforcement/Saturation Enforcement Integrated Enforcement *Countermeasures That Work, 2020* *Uniform Guidance*
Justification	Recommended in Countermeasures That Work, Uniform Guidelines
Target	All Targets

Funding	402 $6,000,000.00, 164 $6,500,000.00; 405(g), $250,000.00, 405(h) $250,000.00
Considerations	Traffic Crash and Citation Data Laws Impacted Location Partnerships Solicitation of Proposals
Strategy/Comms	**Communications and Outreach**
Problem	Unsafe and/or illegal driving and road use behaviors contribute to traffic fatalities in Nevada
Countermeasures	Communications and Outreach *Countermeasures That Work, 2020* *Uniform Guidelines*
Justification	Required component of HVE, NHTSA regulations, Countermeasures That Work, Uniform Guidelines
Target	All Targets
Funding	402: $3,000,000.00 See Communications and Outreach Program
Considerations	Laws NHTSA Requirements

Table 28: TSEP Countermeasure Strategies

6.11. Program Management and HSP/PPE Planning (P&A)

6.11.1. Countermeasure Strategies

Strategy/PPE	**Public Engagement Planning**
Problem	395 people killed in roadway crashes in 2022; this is the highest number in a decade.
Countermeasures	Program Management, HSP Planning, Communications and Outreach
Justification	Countermeasures That Work
Target	All Targets
Funding	402(P&A): $250,000.00
Considerations	Traffic Crash and Citation Data Socioeconomic Data Affected Communities NHTSA Requirements Partnerships Program Support
Strategy/PM	**Program Management – All Programs**
Problem	From 2016 – 2020 1,590 people were killed in traffic crashes in Nevada
Countermeasures	Program Management *Uniform Guidelines* *CFR 1300* *Bipartisan Infrastructure Law*
Justification	Recommended in Countermeasures That Work, Uniform Guidelines
Target	All Targets

Funding	402: $5,500,000
Considerations	Traffic Crash and Citation Data Laws NHTSA requirements Affected Communities Impacted Locations

Table 29: Other Program Countermeasure Strategies

7. Legislative Initiatives

The NVACTS put forward six policy priorities for legislative consideration in 2023, however, it appears none of those recommendations will see adoption in law. Policy Priorities can be found on the NVACTS page here: Nevada Advisory Committee on Traffic Safety - Zero Fatalities (zerofatalitiesnv.com). The OTS continues to work with policy makers to identify and address state and local policy to improve traffic safety.

8. Public Participation and Engagement Planning (1300.11(2)(i)

Nevada OTS incorporates public participation, outreach, intentional engagement, and feedback and evaluation as an integral part of its Highway Safety Planning, program development, and project funding and has been analyzing sociodemographic data and how it relates to traffic fatalities. The Racial Equity in Traffic Fatalities in Nevada Fact Sheet is included in **Attachment D**.

OTS Program Managers are actively engaged, alongside partners, stakeholders and community members and are embedded in traffic safety programs and services from working with young drivers, to attending community meetings and events, to hosting workshops, trainings, and listening sessions. Recent examples of activities that provide feedback opportunities, include:

- Presentations and discussions with young drivers throughout Nevada high schools, private schools, juvenile services programs, vocational programs for young people, court ordered services and foster programs. All presentations include before-and-after knowledge surveys and feedback sessions with attendees.
- Partnership and participation in multiple child passenger safety and vehicle occupant protection events throughout the state. These events actively engage community members who need these services, often in underserved and rural communities, and provide OTS staff with community connections.
- Frequent attendance at community planning meetings and engagement with community-based groups such as local vision zero programs, neighborhood redevelopment meetings, city or county planning meetings, and advocacy groups.

Nevada OTS has an open and accessible HSP planning and development process, utilizing an RFP mechanism that has been simplified to one page. This invites partners and potential partners to begin the discussion about needs in their communities in a simple way, while also identifying Nevada's traffic safety focus areas. The Nevada LOI Form (LOI) and Invitation Letter are included in **Attachment A**, along with the list of recipients of the Invitation Letter (**Attachment B**). Nevada OTS conducts a public opinion/feedback survey each year, primarily focused on communications and traffic safety attitudes, which helps to bring new perspective to outreach and programming efforts. The survey results can be found here: https://zerofatalitiesnv.com/app/uploads/2023/05/Annual-Tracker-2022.pdf

In 2022 Nevada OTS established a new position within its agency, Community Engagement and Diversity Outreach (CEDO) Coordinator, and added equity supporting language to all project agreements. The CEDO Coordinator works with OTS program staff to identify and develop diversity, equity and inclusion opportunities within their existing programs and projects to instill public participation and coordinate feedback and planning. The coordinator fosters interagency collaboration and local engagement utilizing the US Department of Transportation (US DOT) framework (see "Features of

meaningful public involvement"). The Nevada's CEDO Coordinator Job Description is included in **Attachment E**.

Starting Goals

- Continue to identify relevant specific and local data to inform public engagement for HSP planning utilizing crash data, census data, social vulnerability data, EMS data and other sources for major program areas (where available).
- Identify existing and new program partners within target populations or communities.
- Initiate feedback opportunities and interactive discussions with target communities.
- Assess information received and develop plan to address issues and concerns, within scope of funding requirements.

8.1. Triennial HSP Engagement Outcomes 1300.11(2)(ii)

Several approaches have been used to engage in public engagement opportunities that collected important information and feedback. Some of these opportunities have coincided with existing OTS sponsored events, programs and projects such as increasing public participation in the annual Traffic Safety Summit, collecting feedback from Native American tribal communities through a funded tribal liaison position and participation in tribal community roadway safety analysis and action planning, participation in North Las Vegas community workshops, Rancho Drive Complete Street Project community workshops, and others. The 2022 Nevada Traffic Safety Summit agenda and list of attendees are included in **Attachment F**.

Accessibility measures are generally defined by US DOT as pertaining to two elements: physical accessibility to facilities, locations, and/or services, and accessibility to information available to the public. Using this as a guideline we describe these elements below.

Identification of affected and potentially affected communities at the outset of our engagement:

Native American tribal communities in Nevada are overrepresented in traffic incidents. Additionally, many tribal communities in Nevada are located in very rural areas that traditionally have less access to information and services (underserved). Our Occupant Protection Program staff, Law Enforcement Liaisons and Tribal JOL solicited input from tribal leaders that informed our HSP program planning. Nevada's socio-demographic analysis (See Attachment D) identified Native Americans as overrepresented in crash data.

While five percent of licensed drivers in Nevada are between the ages of 15-20, data shows they are historically overrepresented in crashes (10%). Utilizing data from the Clark County Department of Education Nevada OTS identified schools that serve

socioeconomically disadvantaged students (Title 1 designated schools) to determine effective methods of meeting special needs of students/young drivers who are socioeconomically disadvantaged and their ability to access Nevada OTS young driver programs. OTS collected feedback from educators, students, and school district staff to consider new approaches to its programs and HSP.

Nevada OTS used crash data and driver's license data to identify a significant overrepresentation (44%) of unlicensed motorcycle riders involved in fatal crashes. Geospatial crash data was used to pinpoint roadway segments that have proven especially hazardous to motorcyclists.

Per the Nevada DOT's Strategic Highway Safety Plan, Older Drivers are identified as a key area emphasis area https://zerofatalitiesnv.com/app/uploads/2021/03/2021-2025_NV_SHSP.pdf (see pages 7, 29, and 30).

The communities that have been identified are ***Low-income Communities***; These areas may lack proper infrastructure, traffic calming measures, and adequate pedestrian facilities, leading to higher risks for accidents and fatalities. These areas may lack proper infrastructure, traffic calming measures, and adequate pedestrian facilities, leading to higher risks for accidents and fatalities.

Minority and Marginalized Communities: Minority and marginalized communities face similar challenges due to historical patterns of disinvestment such as redlining, neglect in infrastructure planning and safety initiatives. Immediate investments begin with emphasis on *African American, Tribal/Native American, Hispanic and LGBTQIA+ communities, as well as populations with key vulnerabilities such as age, experience, or mode of transportation.*

Vulnerable road users, such as pedestrians, bicyclists, and motorcyclists, are at a higher risk of incidents and fatalities in many areas, especially where infrastructure is inadequate or neglected. ***Children and the Elderly:*** Young children and older adults are also more susceptible to traffic safety issues due to their limited mobility and reduced ability to navigate traffic safely. ***Rural Areas:*** Traffic safety concerns in rural areas can differ from those in urban settings. Factors like higher speeds, lack of lighting, and long stretches of road with limited resources for safety measures contribute to the higher risks faced by rural communities.

The resources/data used to gather information on the most affected communities come from numerous sources to include: **Data Analysis** from **National and local transportation departments** often collect and analyze traffic safety data, including accident statistics, demographic information, and accident hotspots from ***FARS data***. **Academic Research**: Universities and research institutions study traffic safety problems and provide insights into the most vulnerable communities. ***GIS technology*** is used to map traffic crashes and identify hotspots where communities are disproportionately affected. This can help visualize the patterns and concentrate resources in specific regions.

According to NHTSA initiatives regarding intentional public participation and engagement, OTS is actively conducting Public Participation in the affected areas identified in order to

receive **Community Surveys and Feedback** whereas Local communities often play a significant role in reporting and highlighting traffic safety concerns in their areas.

*Additional problem identification data points are found in section 8.2, below.

- Traffic Safety Community Engagement Workshop: Planned and hosted by the OTS Community Engagement and Diversity Outreach Coordinator this workshop brought together members of the Truckee Meadows Vision Zero project, Tribal Transportation Coordinator for the Pyramid Lake Paiute tribe and outreach coordinator for OTS' Zero Fatalities program to engage with attendees from a broad spectrum of roles. Using Nevada crash data the workshop was designed to focus on local communities and affected populations and to include representatives of the communities as well as service organizations. Live feedback via Q&A was conducted, as well as follow-up conversations regarding tribal projects. Attendees included legislators, members of community organizations, law enforcement and first responders, local planning organizations. Accessibility measures: This workshop was conducted within rented commercial facilities which are required by state and federal law to provide access to disabled individuals. Direct invitations were sent to participants via email and by telephone to ensure representatives of affected or potentially affected communities received the information. Issues discussed included community accessibility to safe transportation, local safety projects and their outcomes, and identification of specific community transportation needs. Approximately 80 people attended. Feedback from this workshop has informed our Communications and Outreach and Occupant Protection/CPS countermeasures and HSP to develop additional CPS programs that serve Native American tribal groups and to develop our future PPE sessions.
- Native American Tribal Reservation Safe System Workshop: Hosted by FHWA and Nevada DOT this two-day workshop included tribal members from Pyramid Lake Paiute tribe, roadway and community planners, law enforcement, and safety professionals to comprehensively assess issues related to speed and lack of pedestrian access in a tribal community bisected by a state highway. Feedback included need for improved pedestrian access, education, and behavioral safety messaging. Using feedback from discussions in the workshop OTS has created outreach and support for this tribe's traffic safety needs through adding occupant protection education and child passenger safety services that include training and installation events. Accessibility measures: This workshop was conducted within ADA compliant government facilities. Invitations to tribal members from the affected community were provided as well as to service organizations that work with the tribal community, such as public works, law enforcement, etc. Issues discussed included roadway improvements, traffic volumes, pedestrian and vulnerable road user access, and cultural norms related to traffic safety behaviors. Feedback was used by the OTS to develop additional child passenger safety resources for this community within the HSP (see below).
- Motorcycle Safety Charette: The full-day intensive feedback and planning workshop focused on a roadway segment that spans three counties and is

historically dangerous for motorcyclists. Attendees included county leaders, law enforcement, transportation planning officials and business owners. A multifaceted approach was taken to identifying and including participants which included representatives of motorcycling groups, public works and road engineers, law enforcement agencies, EMS/first responders, and area residents. Accessibility measures: Invitations to participants were provided via email and phone call. The charette was conducted within a commercial business/building required by state and federal law to meet accessibility standards. Attendance was approximately 30 people and issues were focused on developing roadway design countermeasures and communications. Feedback included requests for enhanced support for law enforcement of speed and impaired driving, road design changes and education of those that use the road. Feedback was received from the community via an online community blog. This has informed our Communications and Outreach countermeasures to provide specific messaging in the areas around this roadway, and to work with local businesses, law enforcement and public organizations to increase awareness of impaired driving and speeding.

- Child Passenger Safety Workshop: The workshop brought together CPS technicians, non-profit community organizations, local government agencies and OTS staff for intensive planning and program training. Gaps in CPS services were identified, specifically related to availability of services for tribal communities, rural areas (see data discussion above), and low-income populations, and strategies for providing these services are addressed in the Triennial HSP and in the funding of annual projects (see below). These include providing services with a focus on rural communities, tribal communities, and neighborhoods around Title 1 designated schools. Accessibility measures: The workshop was conducted within a commercial business/building required by state and federal law to meet accessibility standards. Invitations to participate were sent individually to all community providers. Bilingual English/Spanish translation was available.
- Older Driver Summit: Community based discussion and feedback session on the needs of older drivers. Feedback was received through live Q&A and discussion and participants requested further development of resources for older drivers. Participants in the workshop included community members and a variety of service providers to older adults. In addition to scheduling future workshops, OTS will work with Nevada DMV and community service providers to publish information and resources relevant to older driver issues. Approximately 150 attendees were present. Accessibility measures: the facility was ADA compliant.
- Host Equity and Engagement Workshops at Annual Traffic Safety Summit: Policy makers, community leaders and community members are invited to attend and participate in discussions about specific issues in their communities and development of programs and approaches to improve safety. These are future planned events.

8.2. Triennial HSP Ongoing Engagement Planning 1300.11(2)(iii)

8.2.1. Engagement Goals, Problem Identification and Specific Approaches

Data

Nevada OTS has initiated cross-referencing of traffic safety and sociodemographic data to inform project and program approaches for the 2024-2026 HSP. The Racial Equity in Traffic Fatalities in Nevada is included in the attachment. Longer term and broader scope data analysis is scheduled to include social vulnerability analysis as well as in-depth evaluation of local crash and citation data. Nevada OTS uses partnerships with the Nevada DOT, external consultants, and the University of Nevada, Las Vegas to analyze and report this information. Currently Nevada sociodemographic information is produced at a fairly high level and has not yet been fully integrated amongst the various data users/data sets.

- Goal: Increase data analysis year over year to identify overrepresented and/or underserved populations, develop increased programming to address issues, and make information publicly accessible.

Tribal Traffic Safety Services

Nevada's crash fatality rate compared to population shows American Indian populations as the highest in nine (9) of the 13 tracked categories. The Racial Equity in Traffic Fatalities in Nevada is included in the attachment. In Nevada, there are 20 federally-recognized tribes, comprised of 27 separate reservations, bands, colonies and community councils. Many of these locations are remote and have limited access to services, specifically child passenger safety services. In 2022 and 2023 OTS funded a Tribal Traffic JOL/Outreach position to meet with tribal courts and discuss DUI best practices. Law enforcement liaisons regularly reach out to the tribal jurisdictions to offer support, and the Occupant Protection/CPS program managers actively engage with tribal representatives.

- Goal: Provide child passenger safety services, occupant protection, and traffic safety information to tribal populations within an accessible radius and/or within each county. Host child safety seat installation events on or near tribal reservations and solicit feedback from participants and community members to determine additional services or program support.

New Driver and Youth Safety Programs

Nevada OTS sponsors several programs directed at young/new driver safety, all under the umbrella program "Zero Teen Fatalities" (ZTF). These programs include actively working alongside subrecipients and program partners such as MADD, Driver's Edge Foundation, Safe Routes to Schools, DRIVE (Juvenile Courts and State Police), and school districts throughout the state. As availability of driver's education classes in schools has declined, OTS has ensured widespread educational outreach and staffs two positions dedicated to these programs, who work alongside program partners and actively engage with youth through a myriad of programs and agencies. ZTF programs have built in feedback through pre and post training surveys. ZTF is evaluating all programs and

feedback mechanisms to enhance program features to meet the needs of youth throughout communities in Nevada.

- Goal: Identify gaps in school-based services and unique needs of school populations by cross referencing availability of driver training programs and school demographics. Clark County, Nevada is the fifth largest school district in the U.S. and contains 72 high schools. Schools with and without access to driver's education programs will be identified. Additionally, student population demographics will be analyzed so programs can be tailored to meet the needs of low-income students. Feedback from students and educators will be sought to build available programs and to tailor educational materials to students' needs. https://sites.google.com/nv.ccsd.net/dzgwebsite/dzg
- Goal: Evaluate all current programs to ensure materials are relevant to a variety of audiences, are available in English and Spanish, and to increase accessibility of programming for low-income youth.

Motorcycle Safety Education and Licensing

2021 and 2022 saw a significant increase in fatal motorcycle crashes in Nevada. Legislation proposed during the 2023 legislative session prompted OTS' to examine in detail the licensure status of motorcyclists and to begin a process of working with motorcyclists to improve licensure and training. During the 2022 Nevada Traffic Safety Summit a full-day charette was conducted that produced extensive and detailed feedback from community partners on a roadway segment that has proved particularly dangerous for motorcyclists.

- Goal: Conduct feedback sessions with motorcyclists to determine ways to increase licensure and skills training through the Nevada Rider Motorcycle Safety Program.

Older Driver Program

Sixteen percent of Nevadans are over the age of 65 however they represent twenty-two percent of Nevada's crash fatalities.

- Goal: Continue conducting community events, surveys and feedback sessions to inform development of older driver educational resources, outreach opportunities and potential for legislation or additional programs.

2024 – 2026 Ongoing Engagement Planning

- Goal: Increase intentional public engagement in low income urban areas, vulnerable rural populations, and disadvantaged communities.

Using US DOTs Justice40 Initiative framework and ETC data mapping tool to assess equitable transportation availability, in addition to research provided by partner programs and crash data analysis, the OTS will apply recommended engagement strategies to collect input and information that will help it make continuing meaningful adjustments to its Highway Safety Plan programming.

Figure 106: U.S. DOT Justice40 Public Engagement

9. Acronyms

Acronyms of the Nevada Highway Safety Office	
ARIDE	Advanced Roadside Impaired Driving Enforcement
ASAM	American Society of Addition Medicine
BAC	Blood Alcohol Content
BIL	Bipartisan Infrastructure Law
CEA	Critical Emphasis Area
CIOT	Click it or Ticket
CPS	Child Passenger Safety
DMV	Department of Motor Vehicles
DPS	Department of Public Safety
DRE	Drug Recognition Expert
DUI	Driving Under the Influence
DUID	Driving Under the Influence of Drugs
EMS	Emergency Medical Systems
FARS	Fatality Analysis Reporting System
FHWA	Federal Highways Administration
FFY	Federal Fiscal Year
HSP	Highway Safety Plan
HSIP	Highway Safety Improvement Plan
HVE	High-Visibility Enforcement
LEA	Law Enforcement Agency
LOI	Letter of Interest
LVMPD	Las Vegas Metropolitan Police Department
NCSA	National Center for Statistics and Analysis
NDOT	Nevada Department of Transportation
NECTS	Nevada Executive Committee on Traffic Safety
NHTSA	National Highway Traffic Safety Administration
NVACTS	Nevada Advisory Committee on Traffic Safety
OTS	Department of Public Safety-Office of Traffic Safety
RTC	Regional Transportation Commission
SHSP	Strategic Highway Safety Plan
STEP	Selective Traffic Enforcement Program
TRC	Transportation Research Center
TRCC	Traffic Records Coordinating Committee
TREND	Traffic Research and Education Newsletter
TSEP	Traffic Safety Enforcement Program
US DOT	US Department of Transportation
VMT	Vehicle Miles Traveled

10. 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.

10.1. Websites

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

10.2. Documents

- NHTSA's *"Countermeasures That Work"*
- 2021-2025 Nevada Strategic Highway Safety Plan

Attachments

A – Letter of Interest Form and Invitation Letter

B – List of Recipients of Invitation Letter

C – Traffic Records Performance Measure Supporting Information

D – Racial Equity in Traffic Fatalities in Nevada Fact Sheet

E – CEDO Coordinator Job Description

F – 2022 Nevada Traffic Safety Summit Agenda and List of Attendees

ATTACHMENT A

LETTER OF INTEREST FORM AND INVITATION LETTER

ATTACHMENT B

LIST OF RECIPIENTS OF INVITATION LETTER

ATTACHMENT C

TRAFFIC RECORDS PERFORMANCE MEASURE SUPPORTING INFORMATION

ATTACHMENT D

RACIAL EQUITY IN TRAFFIC FATALITIES IN NEVADA FACT SHEET

ATTACHMENT E

CEDO Coordinator Job Description

ATTACHMENT F

2022 Nevada traffic Safety Summit Agenda and List of Attendees