



# Impaired Driving Prevention

## Meeting Summary

<b>Date/Time:</b>	Friday, September 18, 2020   10:00am – 11:30am
<b>Chair:</b>	Shannon Bryant, Washoe County District Attorney's Office, TSRP
<b>Vice Chair:</b>	Victoria Hauan, NV DPS, Office of Criminal Justice Assistance
<b>Facilitator:</b>	Karen Sprattler, Kimley Horn

### Attendees

- Ames, Justin, NHP
- Bennett, Andrew, OTS
- Bryant, Shannon, Washoe Co. District Attorney's Office, TSRP
- Close, Mike, NHTSA
- Colety, Mike, Kimley Horn
- Cord, Zachary, DMV
- Cox, Dave, NHP
- Davey, Amy, OTS
- Gryder, Laura, UNLV School of Medicine
- Hafeman, Dani, OTS
- Hauan, Victoria, DPS
- Honea, Rob, OTS
- Matta, Meg, OTS
- Murga, Kim, LVMPD Lab
- Rangel, Jennifer, Draeger, Inc.
- Scoles, Doug, MADD
- Sprattler, Karen, Kimley Horn
- Suffecool, Theresa, LVMPD Lab
- Tisler, Lacey, NDOT
- Tuddao, Jaime, NDOT
- Wetzel, Lynn, Kirvin Doak Communications
- Zepeda, Narcisa, OTS

### Topics

1. **Welcome and Introductions**
2. **Approve Meeting Minutes from June 18 Meeting**
3. **Data Update**
  - Monthly Fatality Data
  - TRCC: Power BI Online Crash Data Tool
4. **Zero Fatalities Campaign Updates**
5. **Impaired Driving Program Update**
6. **Impaired Driving Prevention Strategies and Action Steps**
  - Proposed Strategies and Action Steps Discussion

## 6. Upcoming Meetings

### Decisions

- There were no comments on the meeting minutes from the June meeting.
- Next Meeting – Thursday, December 17, 2020, 10:00 AM

### Actions

- Link to Power BI Online Crash Data Tool :  
<https://app.powerbi.com/view?r=eyJrIjoiZGZiY2YwMmQtZWU2ZC00OTQyLThjNzgtZTNkMmRmMGY4YzQ4IiwidCI6IjdlMjIwZDMwLTBiNTktNDdINS04YTgxLWE0YTlkOWFmYmRjNCIsImMiOiN9&pageName=ReportSection>
  - It can also be found on the [www.zerofatalitiesnv.com](http://www.zerofatalitiesnv.com) website
- New Strategies and Action Steps
  - Impaired Driving Task Force Members were asked to review proposed Strategies and Action Steps; Amy Davey identified OTS staff as Action Step leaders; send suggestions for Action Step leaders or additional Strategies or Action Steps to Shannon Bryant or Karen Sprattler by **COB Wednesday, September 30.**

### Discussion

- Monthly fatality update. 2020 data through August 31 was presented at the meeting. See attached.
- 2021 will be the 10-year anniversary of Zero Fatalities
  - “Drive Safe Nevada” tagline is being updated for anniversary campaign
- Upcoming campaign will include impaired driving; “This has been the worst year ever” will run Oct-Jan and Jan-July.
- Andrew Bennett presented the impaired driving-focused results from the Public Awareness Survey. Presentation slides are attached.
- OTS program updates: working on beverage server training; working with the National Judicial College on a Judicial Outreach Liaison (JOL) position.
- Brief discussion of SHSP Strategies and Action Steps; OTS and others to offer input on wording and possible Action Step leaders or other additional Action Steps.
- Legislative updates: a change in regulation rather than law will enable POST to require ARIDE for category 1 law enforcement training starting in spring 2021; no information or BDR on DRE call out proposal; OTS will follow BDR 367 on increasing penalties for DUI criminal vehicular manslaughter as there is a current inability to charge offenders with murder; OTS working with NHP to get Ignition Interlock Device (IID) updates.
- NHTSA’s Mike Close reported that Region 8 will hire a Law Enforcement Liaison (LEL) in FY21; a JOL working with specialty courts will be hired; and work with the National Liquor Law Association will provide resources on compliance checks, Place of Last Drink programs, home delivery, and other technology updates in the near future.

### Attachments:

- A. Monthly State Fatality Report
- B. Public Awareness Survey – Impaired Driving Summary
- C. Proposed Impaired Driving Strategies and Action Steps

DATE OF REPORT: 09/04/2020  
 DATA AS OF: 08/31/2020

TO: PUBLIC SAFETY, DIRECTOR NDOT, HIGHWAY SAFETY COORDINATOR, NDOT TRAFFIC ENGINEERING, FHWA, LAW ENFORCEMENT AGENCIES  
 FROM: THE OFFICE OF TRAFFIC SAFETY, STATE FATAL DATA  
 PREPARED BY: AMANDA BRANDENBURG FARS ANALYST  
 SUBJECT: FATALITIES BY COUNTY, PERSON TYPE, DAY, MONTH, YEAR AND PERCENT CHANGE.

Month	2019 Crashes	2020 Crashes	% Change	Month	2019 Fatals	2020 Fatals	% Change
JAN	22	25	13.64%	JAN	24	25	4.17%
FEB	18	22	22.22%	FEB	18	26	44.44%
MAR	23	13	-43.48%	MAR	23	13	-43.48%
APR	23	25	8.70%	APR	23	28	21.74%
MAY	27	15	-44.44%	MAY	27	15	-44.44%
JUN	19	26	36.84%	JUN	19	27	42.11%
JUL	22	21	-4.55%	JUL	23	23	0.00%
AUG	24	27	12.50%	AUG	25	32	28.00%
SEP			0.00%	SEP			0.00%
OCT			0.00%	OCT			0.00%
NOV			0.00%	NOV			0.00%
DEC			0.00%	DEC			0.00%
<b>Reporting Period Total</b>	<b>178</b>	<b>174</b>	<b>-2.25%</b>	<b>Reporting Period Total</b>	<b>182</b>	<b>189</b>	<b>3.85%</b>
<b>Total</b>	<b>283</b>			<b>Total</b>	<b>302</b>		

KNOWN FATAL COMPARISON BETWEEN 2019 AND 2020.

COUNTY	2019 Crashes	2020 Crashes	% Change	2019 Fatalities	2020 Fatalities	% Change	2019 Occupants	2020 Occupants	% Change	2019 Unrestrained	2020 Unrestrained	% Change
CARSON	1	1	0.00%	1	1	0.00%	1	0	-100.00%	0	0	0.00%
CHURCHILL	2	4	100.00%	2	4	100.00%	2	2	0.00%	1	1	0.00%
CLARK	115	104	-9.57%	116	112	-3.45%	50	52	4.00%	21	20	-4.76%
DOUGLAS	6	5	-16.67%	6	5	-16.67%	3	3	0.00%	1	2	100.00%
ELKO	3	7	133.33%	4	12	200.00%	2	11	450.00%	0	6	600.00%
ESMERALDA	2	0	-100.00%	2	0	-100.00%	1	0	-100.00%	0	0	0.00%
EUREKA	3	1	-66.67%	4	1	-75.00%	4	1	-75.00%	0	1	100.00%
HUMBOLDT	1	3	200.00%	1	3	200.00%	1	3	200.00%	0	2	200.00%
LANDER	0	1	100.00%	0	1	100.00%	0	1	100.00%	0	0	0.00%
LINCOLN	4	1	-75.00%	4	1	-75.00%	4	1	-75.00%	3	0	-100.00%
LYON	6	4	-33.33%	6	4	-33.33%	5	2	-60.00%	4	1	-75.00%
MINERAL	2	0	-100.00%	2	0	-100.00%	2	0	-100.00%	1	0	-100.00%
NYE	4	6	50.00%	5	7	40.00%	4	6	50.00%	1	4	300.00%
PERSHING	1	6	500.00%	1	6	500.00%	1	5	400.00%	1	2	100.00%
STOREY	0	1	100.00%	0	1	100.00%	0	1	100.00%	0	1	100.00%
WASHOE	26	30	15.38%	26	31	19.23%	9	13	44.44%	7	5	-28.57%
WHITE PINE	2	0	-100.00%	2	0	-100.00%	1	0	-100.00%	0	0	0.00%
<b>Reporting Period Total</b>	<b>178</b>	<b>174</b>	<b>-2.25%</b>	<b>182</b>	<b>189</b>	<b>3.85%</b>	<b>90</b>	<b>101</b>	<b>12.22%</b>	<b>40</b>	<b>45</b>	<b>12.50%</b>
<b>Total</b>	<b>283</b>			<b>302</b>			<b>171</b>			<b>59</b>		

KNOWN COMPARISON OF FATALITIES BY PERSON TYPE BETWEEN 2019 AND 2020.

COUNTY	2019 Pedestrian	2020 Pedestrian	% Change	2019 Motorcyclist	2020 Motorcyclist	% Change	2019 Bicyclist	2020 Bicyclist	% Change	2019 Other Scooter, Moped, ATV	2020 Other Scooter, Moped, ATV	% Change
CARSON	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
CHURCHILL	0	2	200.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
CLARK	37	41	10.81%	24	19	-20.83%	4	0	-100.00%	1	0	-100.00%
DOUGLAS	0	0	0.00%	3	2	-33.33%	0	0	0.00%	0	0	0.00%
ELKO	1	1	0.00%	0	0	0.00%	0	0	0.00%	1	0	-100.00%
ESMERALDA	0	0	0.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
EUREKA	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
HUMBOLDT	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
LANDER	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
LINCOLN	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
LYON	1	0	-100.00%	0	2	200.00%	0	0	0.00%	0	0	0.00%
MINERAL	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
NYE	0	0	0.00%	0	0	0.00%	0	1	100.00%	1	0	-100.00%
PERSHING	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
STOREY	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
WASHOE	8	10	25.00%	8	8	0.00%	1	0	-100.00%	0	0	0.00%
WHITE PINE	0	0	0.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
<b>Reporting Period Total</b>	<b>47</b>	<b>54</b>	<b>14.89%</b>	<b>37</b>	<b>33</b>	<b>-10.81%</b>	<b>5</b>	<b>1</b>	<b>-80.00%</b>	<b>3</b>	<b>0</b>	<b>-100.00%</b>
<b>Total</b>	<b>70</b>			<b>51</b>			<b>7</b>			<b>3</b>		

THIS DATA DOES NOT INCLUDE DATA FIELDS MARKED BY THE OFFICER AS UNKNOWN.  
 2020 DATA IS PRELIMINARY AND DOES NOT NECESSARILY INCLUDE FINAL REPORTS (FORM 5, CORONER, AND/OR TOXICOLOGY).  
 2019 DATA IS NOT FINAL UNTIL THE END OF DECEMBER 2020.  
 NOTE: The monthly report will be distributed by the 7th of each month.

**Key:** Fatalities= Total number of reported fatals (vehicle occupants, pedestrian, motorcyclist, bicyclist, and other).  
 Vehicle Occupants = Driver and occupant fatalities in a motor vehicle.  
 Vehicle Unrestrained = Driver and occupant fatalities in a motor vehicle unrestrained.  
 Pedestrian = Any person on foot, on a personal conveyance, or in a building.  
 Motorcyclist= A person riding any motor vehicle that has a seat or saddle for the use of its operator and is designed to travel on not more than three wheels in contact with the ground.  
 Bicyclist= A person on a non-motorized other road vehicle propelled by pedaling (bicycle, tricycle, unicycle, pedalcar).  
 Other = A person on a scooter, moped, ATV, or other motorized vehicle not captured above on a roadway.

# zero Fatalities<sup>®</sup>

*Drive Safe Nevada*

Annual Statewide Survey



BrandOutlook

Brand Strategy + Market Research

KIRVIN | DOAK

COMMUNICATIONS

# PROJECT OVERVIEW

Changes from last year's survey include:

- An expanded questionnaire (34 -> 49 questions)
- Breakouts by North, South and rural

Respondents were recruited using a trusted consumer panel provider and were compensated for their participation. The survey was distributed to licensed drivers who reside in Nevada, ages 18+.

A total of 1,002 surveys were completed between August 4-11, 2020 in the configuration shown below:

North (n=174)  
South (n=661)  
Rural (n=167)

County of Residence	Count	Percentage	Geographic Segment
Carson City	50	5.0%	Rural
Churchill	8	0.8%	Rural
Clark	661	66.0%	South
Douglas	22	2.2%	Rural
Elko	15	1.5%	Rural
Esmeralda	0	0.0%	Rural
Eureka	5	0.5%	Rural
Humbolt	5	0.5%	Rural
Lander	6	0.6%	Rural
Lincoln	5	0.5%	Rural
Lyon	19	1.9%	Rural
Mineral	2	0.2%	Rural
Nye	20	2.0%	Rural
Pershing	3	0.3%	Rural
Storey	4	0.4%	Rural
Washoe	174	17.4%	North
White Pine	3	0.3%	Rural
<b>TOTAL</b>	<b>1,002</b>	<b>100.0%</b>	

# CAMPAIGN AWARENESS AND INFLUENCE

Unless otherwise noted, the sample sizes are as follows:

- Overall Sample: n=1002
- South: n=661
- North: n=174
- Rural n=167

*Note: The approximate margin of error for the overall sample is +/-3% at a 95% confidence level.*

**zero Fatalities<sup>®</sup>**  
*Drive Safe Nevada*

# CAMPAIGN IMPACT (2019 VS. 2020)

## Has the Zero Fatalities campaign influenced you?



From  
**59% to 60%**  
Always buckle up



From  
**63% to 61%**  
Don't drive impaired



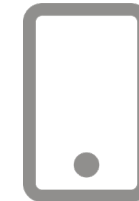
From  
**63% to 61%**  
Focus on the road



From  
**60% to 61%**  
Stop on red



From  
**64% to 64%**  
Be pedestrian safe



From  
**61% to 60%**  
Avoid talking or texting  
on your handheld device



From  
**55% to 51%**  
Slow down



From  
**60% to 47%**  
Ride safe



From  
**50% to 53%**  
Avoid eating, changing the radio  
station, applying make-up, or  
having an unsecured pet in your  
vehicle while driving?

# IMPACT OF ZERO FATALITIES - BY AGE

- ▶ Consistent with 2019, the Zero Fatalities campaign appears to have had a relatively greater impact on younger drivers, (with the exception of “Slow Down” and “Avoid talking or texting on your handheld cell phone while driving”), whereas those over 65 tended to report the least impact on their driving behaviors.

Has the Zero Fatalities campaign influenced you to... (Top Score only – “Definitely”)						
Activity	18-24 (n=61)	25-34 (n=137)	35-44 (n=127)	45-54 (n=111)	55-65 (n=48)	Over 65 (n=25)
Always Buckle Up?	67%	61%	61%	56%	58%	56%
Don't Drive Impaired?	69%	61%	64%	57%	60%	52%
Focus on the Road?	70%	63%	65%	55%	56%	52%
Stop for Red Lights and Stop Signs?	70%	61%	64%	53%	58%	60%
Be Pedestrian Safe?	69%	66%	66%	58%	60%	60%
Slow Down?	52%	51%	50%	50%	58%	44%
Avoid talking or texting on your handheld cell phone while driving?	62%	64%	55%	59%	63%	56%
Avoid eating, changing the radio station, applying make-up, or having an unsecured pet in your vehicle while driving?	62%	57%	50%	47%	50%	48%

*\*The percentages in the table reflect the proportion of respondents who selected ‘Definitely’ on a rating scale from ‘Definitely not’ to ‘Definitely.’ This question was only asked of respondents who could recall seeing or hearing about Zero Fatalities. Please note there are relatively small sample sizes associated with some of the age segments.*



# PERCEPTIONS OF RISK- BY AGE

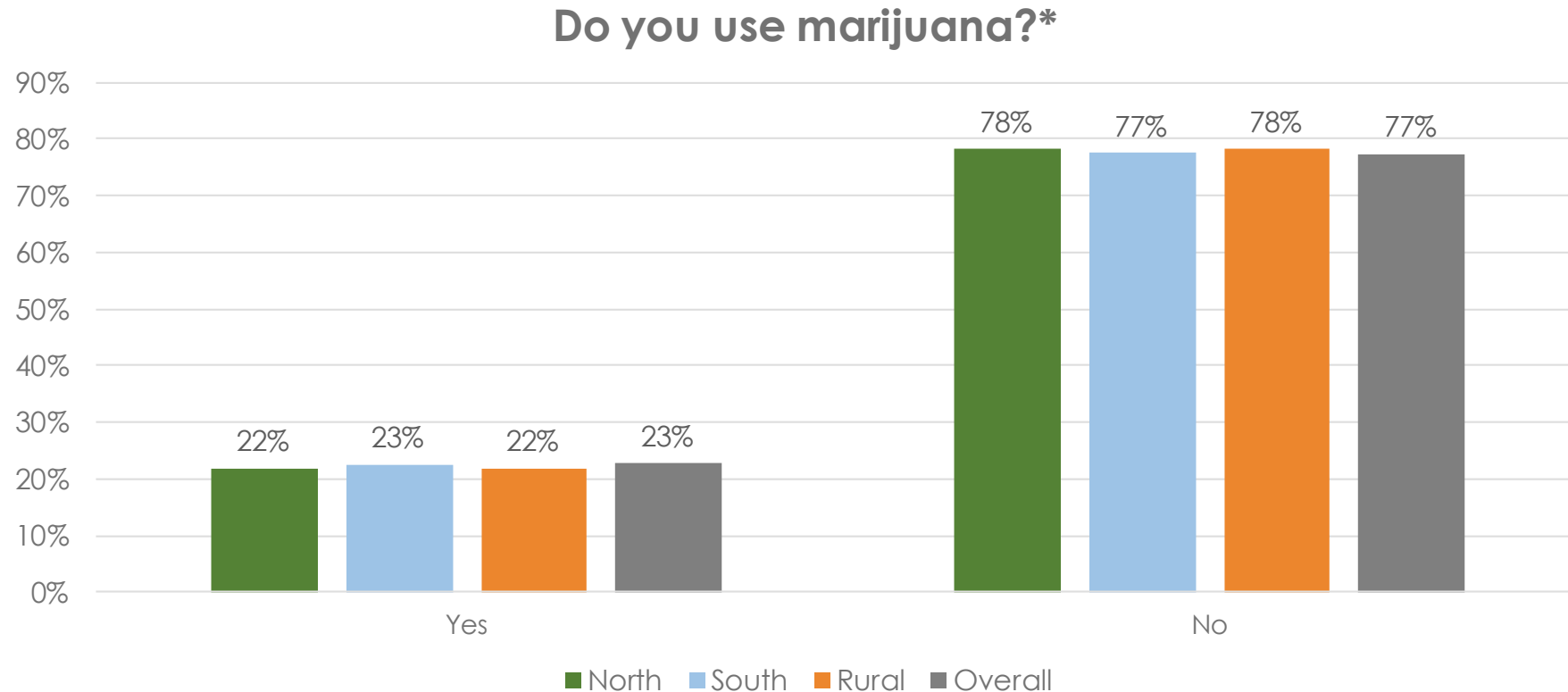
- ▶ Consistent with 2019, respondents over 55 years of age were more likely to identify each of the activities evaluated in the survey as “Very Dangerous.” Younger respondents were particularly less likely to feel that driving under the influence of marijuana and prescription drugs and speed were “Very Dangerous.”

How dangerous do you feel it is to... (Top Score only – “Very Dangerous”)*						
Activity	18-24 (n=117)	25-34 (n=261)	35-44 (n=224)	45-54 (n=210)	55-65 (n=114)	Over 65 (n=76)
Not wear your seatbelt?	45%	67%	64%	70%	70%	<b>76%</b>
Drive under the influence of alcohol?	89%	89%	95%	92%	<b>99%</b>	91%
Drive under the influence of marijuana?	45%	51%	60%	63%	69%	<b>89%</b>
Drive under the influence of prescription drugs?	39%	52%	52%	61%	54%	<b>74%</b>
Not focus on the road? (phone, text, eat, read, apply make-up, etc.)	58%	67%	65%	75%	87%	<b>93%</b>
Not stop for red lights and stop signs?	76%	84%	78%	92%	91%	<b>96%</b>
Not yield to pedestrians?	67%	78%	77%	86%	<b>87%</b>	86%
Not cross at a crosswalk as a pedestrian?	47%	49%	57%	61%	50%	<b>68%</b>
Talk on your handheld cell phone while driving?	40%	51%	58%	64%	75%	<b>87%</b>
Speed	37%	45%	46%	53%	49%	<b>66%</b>

\*The percentages in the table reflect the proportion of respondents who selected ‘5’ on the 5-point rating scale where ‘1’ was ‘Not at all dangerous’ and ‘5’ was ‘Very dangerous.’”

# Use of Marijuana

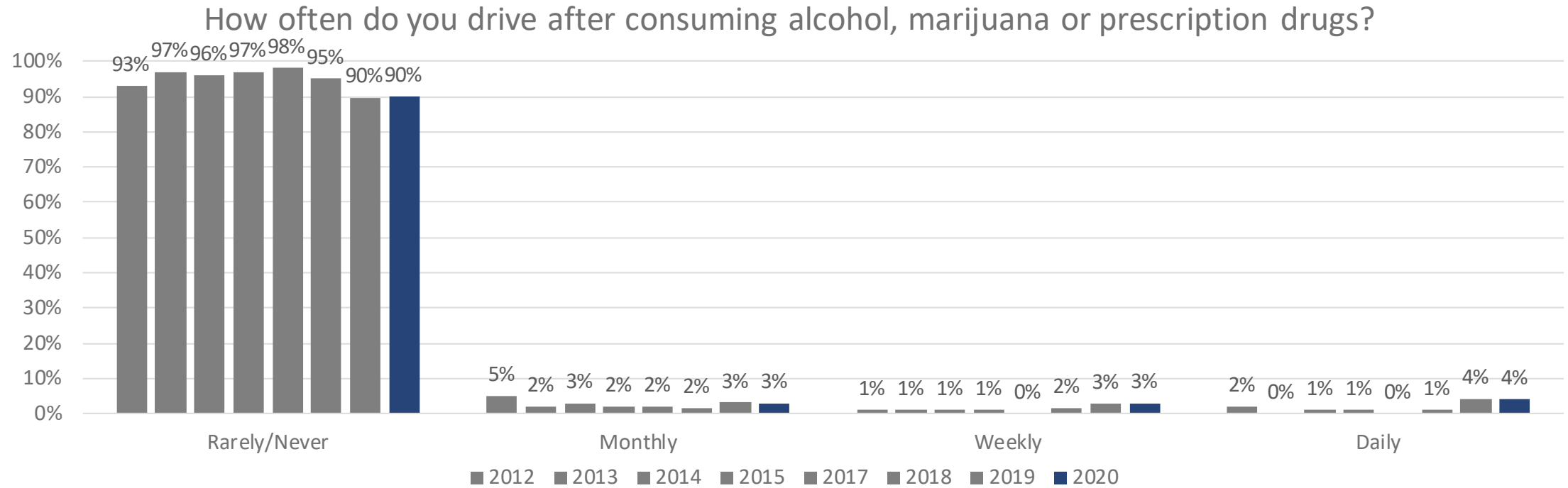
- ▶ Marijuana usage was consistent across all three geographies, with nearly eight out of ten respondents indicating that they do not use it.



\*NOTE: This question was added for the first time in 2020.

# DRIVING WHILE IMPAIRED

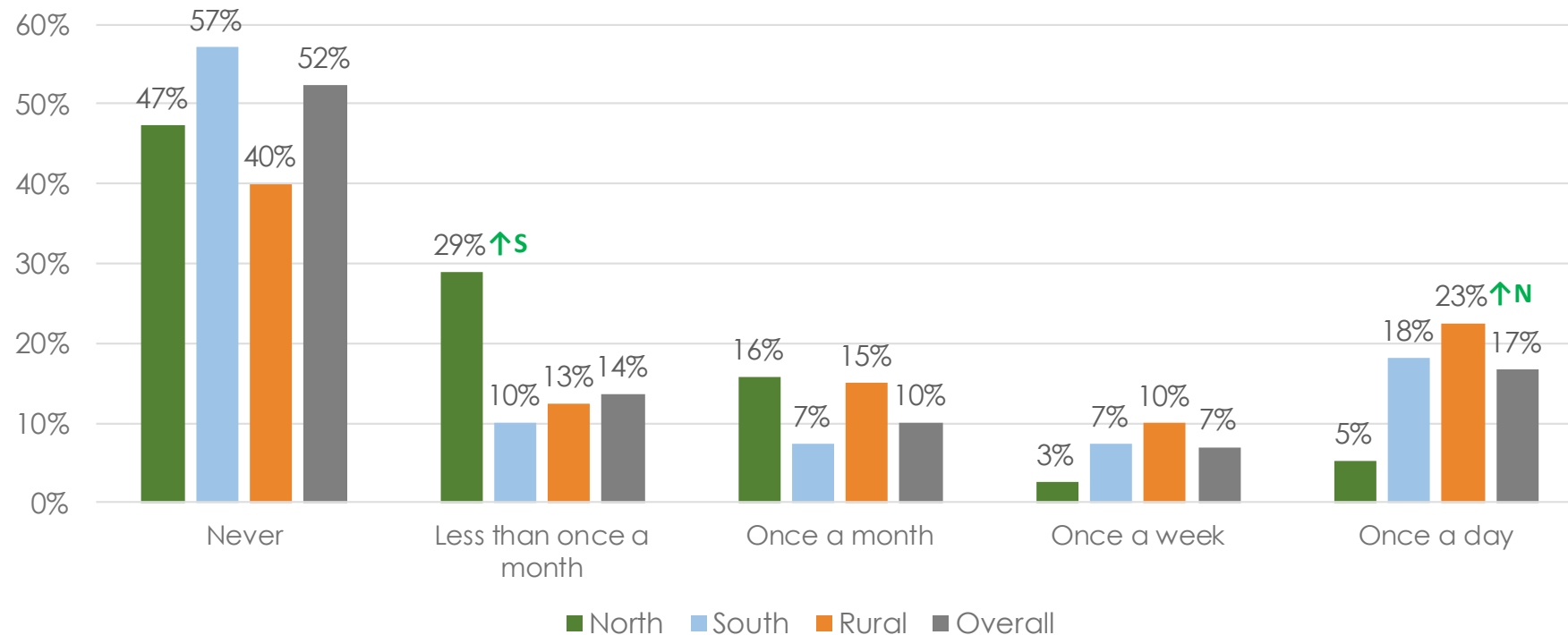
- ▶ The results for 2020 were highly consistent with those from 2019, with 90% reporting rarely or never driving after consuming alcohol, marijuana or prescription drugs.



# Frequency of Marijuana Use and Driving

- ▶ 57% of those who use marijuana in the South never used it while driving as compared to 47% in the North and 40% in the Rural areas. More than one in five in the Rural areas reported driving while using marijuana on a daily basis.

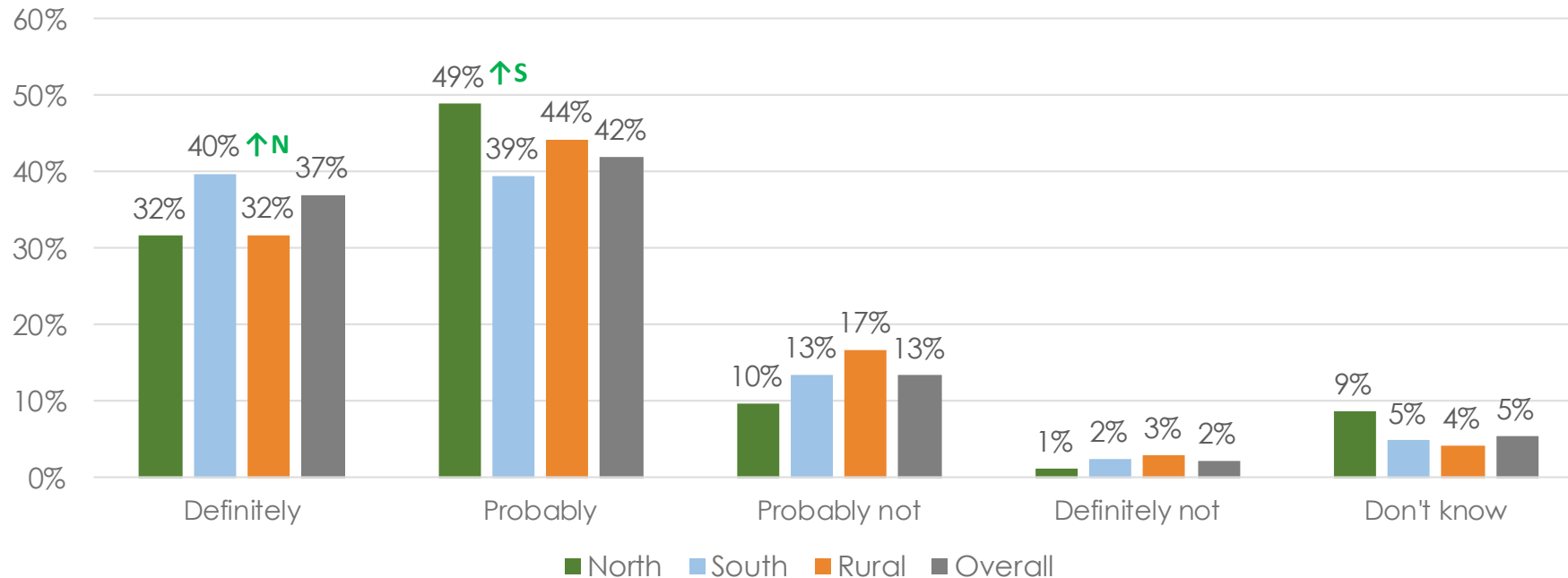
How often do you use marijuana and drive?\*



# Likelihood of Reporting Someone Who is Impaired

- ▶ More than seven out of ten respondents in all three geographies would 'probably' or 'definitely' report someone they think is driving impaired. 20% of Rural area drivers would probably not or definitely not report someone.

How likely are you to report someone who you believe is driving impaired?\*



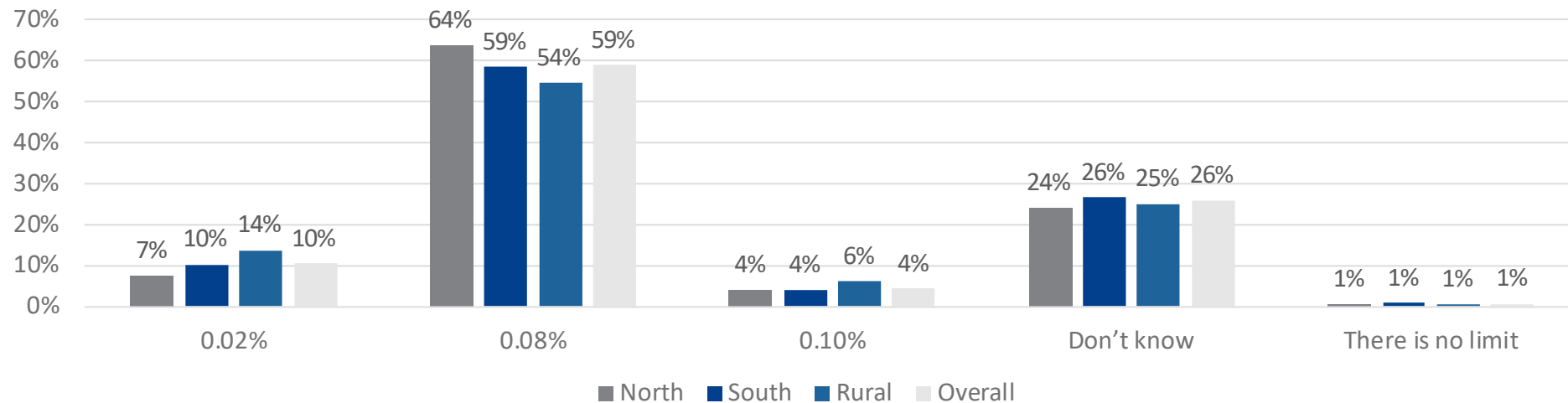
\*NOTE: This question was added for the first time in 2020.

↑ Denotes a statistically significant difference at a 95% confidence level.

# AWARENESS OF BAC LIMIT – BY GEOGRAPHY

- ▶ A solid majority of Nevada drivers across all geographies identified 0.08% as the legal BAC limit for Nevada, with Northern drivers being most likely to choose this level. Rural drivers were more likely than those in the North and South to identify 0.02% as the legal limit.

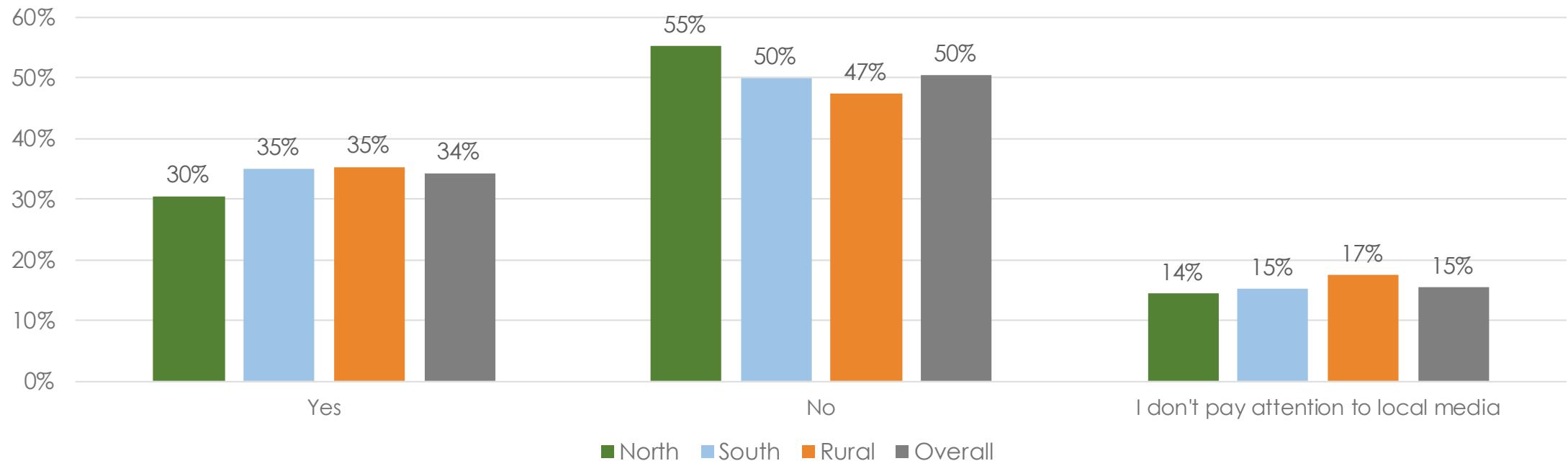
What is the legal limit of blood alcohol concentration (BAC) for drivers over the age of 21 in Nevada?\*



# Common Dangerous Driving Behaviors

- ▶ About half of the respondents in all three geographies do not feel that common dangerous driving behaviors and statistics in the media apply to them.

When you see local media report common dangerous driving behaviors and statistics in Nevada, do you feel they apply to you?\*



\*NOTE: This question was added for the first time in 2020.

**zero Fatalities<sup>®</sup>**

*Drive Safe Nevada*



Strategy/Action Step	Action Leader	Effectiveness	CTW	Outcome Measures	Notes
<b>1. Enhance DUI deterrence through improved criminal justice system response</b>					
1.1 Support of DUI Courts in Nevada	Meg Matta	****	Yes	# of judges reached # of contacts # of trainings	To be carried out by the JOL and Tribal Court Liaison
1.2 Support Court Monitoring programs	Meg Matta	***	Yes	Continue Court Monitoring programs	Do not specify which counties
1.3 Implement chemical use assessments for all DUI offenders	Courts	*****	Yes		OK to go for all offenders? Legislative effort
1.4 Expand Ignition Interlock usage by DUI offenders and address loopholes	Dani Hafeman	*****	Yes	# of DUI offenders installing Ignition Interlocks Loopholes identified Loopholes addressed	Legislative effort. Efforts are being made to expand communication with the vendors/manufacturers to obtain data to start getting statistical information. *
1.5 Expand 24/7 Sobriety Program to Clark County	Rob Honea	****	Yes	Implementation of a 24/7 program in Clark County	
1.6 Improve the ability of the criminal justice system to effectively and appropriately manage impaired driving cases, through coordination among and education directed to prosecutors, toxicologists, law enforcement, and judges.	Shannon Bryant		No	LE trainings Prosecutor trainings Joint LE/Pros trainings Online database of recorded and printed media (video presentations and brief banks) Present to limited Jx judge conferences Work with JOL to train judges, when JOL position filled	Need numeric measures
1.7 Enhance law enforcement training in alcohol and drug detection and equipment training	Rob Honea Scott Swain			ARIDE, DRE, Interlock, Intoxilyzer, interlock device and phlebotomy training	The budget portion of the BDR being submitted by the DPS has fee collection portion that will allow for officer training on interlock devices.

1.8 Establish and support a Nevada Judicial Outreach Liaison (JOL) position.	Meg Matta			Establishment of new program	
1.9 Establish and support a Tribal Court Liaison	Meg Matta			Establishment of new program	
<b>2. Support aggressive DUI enforcement</b>					
2.1 Continue High Visibility Enforcement DUI saturation patrols	Meg Matta Dani Hafeman Rebecca Barnett	****	Yes	# HVE saturations Increase # of arrests	Support vs. increase? Get monthly stat sheets reported by the subgrantees
2.2 Continue Joining Forces integrated impaired driving and seatbelt enforcement	Rebecca Barnett	***	Yes	# of integrated enforcement efforts Increased arrests	Joining Forces reports this information three to four times a year
2.3 Support and expand DRE and ARIDE training	Rob Honea Scott Swain	****	Yes	# officers training in DRE and ARIDE	
2.4 Public awareness of impaired driving enforcement efforts	Andrew Bennett	***	Yes	Track public information or outreach efforts that focus on impaired driving	Do we know what the baseline is now?
2.5 Sustain Law Enforcement Liaison (LEL) Program	OTS		yes		
<b>3. Improve understanding of impaired driving issues through better data</b>					
3.1 Improve alcohol and drugged driving data and testing			No	Improved Data	Labs report on trends, uptick in an area of testing, or emergence of new drugs. Data from FAA (Forensic Analyst of Alcohol) or toxicology testing. Has COVID changed testing in any way?
<b>4. Improve Primary Prevention efforts aimed at driving under the influence or riding with an impaired driver</b>					
4.1 Expand programmatic efforts toward DUI Prevention	Meg Matta		no	Implement additional programs to address prevention	

4. Provide education to young drivers regarding impaired driving	Narcissa Zepeda		yes	Prevention efforts aimed at populations and areas at greatest risk.	
--	-----------------	--	-----	---	--

\*1.4 Loopholes in the ignition interlock program (per Dani Hafeman, OTS):

- Lack of authority in the program
  - Regs and Statute will improve on this.
  - Expanding communication with the courts, vendors/manufacturers and the DMV to establish rules and authority boundaries.
- Stats
  - Good communications with multiple vendors and am receiving data for statistical information
  - Communication needs to be expanded
    - Quarterly roundtables with vendors/manufacturers
- Work with MADD to have data provided to me regarding court ordered devices
  - In progress