



Safer Drivers and Passengers

Meeting Summary



Date/Time: Thursday, October 14, 2021

Chair: Dr. Shashi Nambisan, UNLV Transportation Research Center

Vice Chair: Andrew Bennett, OTS; Laura Gryder-Culver, KSOM UNLV

Facilitator: Lindsay Saner, Kimley Horn

Attendees

- Bennett, Andrew, DPS OTS
- Brandenburg, Amanda, DPS OTS
- Browett, Mike, Reno PD
- Ceballos, Francisco, REMSA
- Close, Michael, NHTSA Region 8
- Colety, Mike, Kimley Horn
- Crocket, Alexandra, State of NV Aging and Disability Services Division
- Davey, Amy, DPS OTS
- Fleming, Shelley, DPS OTS
- Gryder, Laura, KSOM UNLV
- Habig, Keith, CCSD PD/ZTF
- Hafeman, Danielle, DPS OTS
- Hartline, Todd, DPS OTS
- Kambak, Xochitl, UMC Healthy Living Institute
- Krupp, Carrie, DPS OTS
- Mata, Judith, DPS OTS
- Morrison, Johnean, DPS OTS
- Nambisan, Shashi, UNLV TRC
- Perez, Lorena, DPS NHP
- Ryan, Katie, Dignity Health
- Saner, Lindsay, Kimley Horn
- Shivuni, Rithesh, UNLV TRC
- Stefik, Samantha, DPS NHP
- Strickler, Emily, KSOM UNLV
- Tea, Nathan
- Tisler, Lacey, NDOT Traffic Safety Engineering
- Vander Aa, Pete, DPS OTS
- Vargas, Sandy, Foster Kinship
- Want, Cristina, MADD
- Watson, Heather, Safe Kids Clark County

Topics

- Data Update – see attachments (including September 2021 Monthly Fatality Report)
 - On track to have the worst year in a decade.
 - Impaired driving fatalities are not reported monthly, there is typically a six month lag in the data. Reported quarterly and at the end of the year.
 - Nevada fatalities are high this year but follow national trends. Most common factors are unrestrained, impaired driving and speed.
- All campaign materials are available on <https://zerofatalitiesnv.com/>.

- **Action:** If not already, please follow Zero Fatalities on Twitter, Instagram and Facebook
- Impaired Driving campaign running through early November.
- Andrew Bennett presented the results of the focus groups that were conducted over the summer. Please see attached for occupant protection slides for more information.
- Casey Smith (NDOT) provided an update from the Traffic Records Coordinating Committee
 - NDOT has added five new staff members to analyze crash data for NCATS. The 2020 data is about 45% completed. Geolocating crashes.
 - NDOT is doing a project to collect roadway features using LiDAR. Will be useful to have to locate crashes.
 - There is a pilot project with some law enforcement agencies to automate geolocating crashes when preparing the crash report.
 - TRCC working on changes to data collection process due to SB236 and SB169. New data to collect.
 - Brazos system is moving to Tableau for reporting. New platform is in test mode now. Should improve standard reporting tools.
- 2021 NV Traffic Safety Summit will be held in person October 19-21 in Las Vegas at Palace Station;.
- Plans, Strategies and Action Item update – see attached Occupant Protection, Young Driver and Older Driver reports.
 - Occupant Protection:
 - Child Passenger Safety Week was held in September. An infographic was developed to explain the child restraint system and the changes to the law. This is being used by 2 hospitals in SNV to give to new parents.
 - Change 1.4 to Sherry Ely-Mendez and Jan Morris
 - Young Driver:
 - Keith Habig with CCSD PD is the Zero Teen Fatalities contact for Southern Nevada and Nick Nordyke is the contact for Zero Teen Fatalities in Northern Nevada.
 - Proposing one “clean up” bill for GDL process in next legislative session.
 - Move 2.2 to Strategy #1. On 4.1, change “Parental” to “Adult”
 - Law Enforcement Liaisons are promoting high-visibility enforcement events and traffic safety enforcement grantees.
 - Updating ZTF website with information on the traffic laws.
 - Older Driver:
 - Xochitl Kambak will be taking on the role of Vice Chair for the Older Drivers Critical Emphasis Area.
 - Action: If you would like to volunteer for one or more of the Action Steps under Older Drivers, please contact Lindsay (lindsay.saner@kimley-horn.com)
- OTS Update – Amy Davey announced that new projects are underway for FY 2022 and thanked safety partners and subgrantees.

- NDOT Update – Lacey Tisler provided an update on NDOT’s Speed Management Plan and how an analysis of the crash data shows a correlation between speed and unrestrained. It was noted that a number of citations for 100+mph also included unrestrained passengers.
- NHTSA Region 8 Update – Mike Close shared links to NHTSA reports and resources. See listing and links at the end of this summary.

Decisions

- Occupant Protection, Older Drivers, and Younger Drivers CEA Action Update Meetings – **Thursday, December 16** (OP – 10:00-11:00am, OD – 11:00am-12:00pm and YD – 1:30-2:30)
- Next meeting of the Safer Drivers and Passengers Key Area is **Thursday, January 20**, from 1:00-2:30pm.

Actions

- Reach out to Shashi Nambisan or Lindsay Saner if interested in volunteering as an Action Step Leader.

Attachments and Resources

- September 2021 Fatality Data (attachment)
- All Zero Fatalities outreach campaign materials are available here:
 - <https://youtube.com/playlist?list=PLcXFHlbARreYL8luT4R0zgE5bLVgv0LLU>
- Focus Group Results Presentation (attachment)
- Occupant Protection update (attachment)
- Young Drivers update (attachment)
- Older Drivers strategies and action steps (attachment)
- NHTSA links:
 - *NHTSA in Spanish: [NHTSA en Español](#)*
 - *Early Estimate of Motor Vehicle Traffic Fatalities for the First Quarter of 2021: <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813149>*
 - *Update to Special Reports on Traffic Safety During the COVID-19 Public Health Emergency: Fourth Quarter Data: <https://rosap.ntl.bts.gov/view/dot/56125>*

FATALITIES BY COUNTY:

TOTAL LIVES LOST YTD:
289 ↑ 28%
 UP 28% FROM LAST YEAR

FATALITIES

- PEDESTRIANS **59**
- UNRESTRAINED MOTORISTS **63**

TOP CAUSES: IMPAIRMENT & SPEEDING

10
 YEAR ANNIVERSARY
Zero Fatalities
Lives are on the Line

ZeroFatalitiesNV.com
[@ZeroFatalitiesNV](https://www.facebook.com/ZeroFatalitiesNV)
[@ZeroFatalitiesNV](https://www.instagram.com/ZeroFatalitiesNV)
[@ZeroFatalitiesNV](https://www.youtube.com/channel/UCZeroFatalitiesNV)
[@ZeroFatalitiesNevada](https://www.linkedin.com/company/ZeroFatalitiesNevada)

DATE OF REPORT: 10/07/2021
 DATA AS OF: 09/30/2021

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	2020 Crashes	2021 Crashes	% Change	Month	2020 Fatalis	2021 Fatalis	% Change
JAN	25	29	16.00%	JAN	25	34	36.00%
FEB	22	17	-22.73%	FEB	26	21	-19.23%
MAR	14	24	71.43%	MAR	14	27	92.86%
APR	25	30	20.00%	APR	28	32	14.29%
MAY	16	32	100.00%	MAY	16	35	118.75%
JUN	26	37	42.31%	JUN	27	37	37.04%
JUL	21	28	33.33%	JUL	23	28	21.74%
AUG	29	34	17.24%	AUG	34	38	11.76%
SEP	31	36	16.13%	SEP	33	37	12.12%
OCT			0.00%	OCT			0.00%
NOV			0.00%	NOV			0.00%
DEC			0.00%	DEC			0.00%
Reporting Period Total	209	267	27.75%	Reporting Period Total	226	289	27.88%
Total	293			Total	317		

KNOWN FATAL COMPARISON BETWEEN 2020 AND 2021.

COUNTY	2020 Crashes	2021 Crashes	% Change	2020 Fatalities	2021 Fatalities	% Change	2020 Occupants	2021 Occupants	% Change	2020 Unrestrained	2021 Unrestrained	% Change
CARSON	1	2	100.00%	1	2	100.00%	0	2	200.00%	0	1	100.00%
CHURCHILL	7	7	0.00%	7	8	14.29%	4	5	25.00%	3	2	-33.33%
CLARK	128	161	25.78%	137	171	24.82%	65	77	18.46%	28	26	-7.14%
DOUGLAS	5	4	-20.00%	5	4	-20.00%	3	4	33.33%	2	2	0.00%
ELKO	7	8	14.29%	12	10	-16.67%	11	10	-9.09%	7	3	-57.14%
ESMERALDA	0	5	500.00%	0	5	500.00%	0	4	400.00%	0	1	100.00%
EUREKA	2	2	0.00%	2	2	0.00%	2	2	0.00%	2	2	0.00%
HUMBOLDT	3	4	33.33%	3	5	66.67%	3	4	33.33%	2	2	0.00%
LANDER	1	0	-100.00%	1	0	-100.00%	1	0	-100.00%	0	0	0.00%
LINCOLN	1	4	300.00%	1	4	300.00%	1	2	100.00%	0	2	200.00%
LYON	5	12	140.00%	5	14	180.00%	3	13	333.33%	2	4	100.00%
MINERAL	1	3	200.00%	1	4	300.00%	1	4	300.00%	1	1	0.00%
NYE	7	12	71.43%	9	17	88.89%	8	13	62.50%	5	7	40.00%
PERSHING	6	1	-83.33%	6	1	-83.33%	6	0	-100.00%	3	0	-100.00%
STOREY	1	2	100.00%	1	2	100.00%	1	0	-100.00%	1	0	-100.00%
WASHOE	34	36	5.88%	35	36	2.86%	15	20	33.33%	8	7	-12.50%
WHITE PINE	0	4	400.00%	0	4	400.00%	0	3	300.00%	0	3	300.00%
Reporting Period Total	209	267	27.75%	226	289	27.88%	124	163	31.45%	64	63	-1.56%
Total	293			317			167			78		

KNOWN COMPARISON OF FATALITIES BY PERSON TYPE BETWEEN 2020 AND 2021.

COUNTY	2020 Pedestrian	2021 Pedestrian	% Change	2020 Motorcyclist	2021 Motorcyclist	% Change	2020 Bicyclist	2021 Bicyclist	% Change	2020 Other Scooter, Moped, ATV	2021 Other Scooter, Moped, ATV	% Change
CARSON	0	0	0.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
CHURCHILL	3	2	-33.33%	0	1	100.00%	0	0	0.00%	0	0	0.00%
CLARK	47	47	0.00%	24	37	54.17%	1	5	400.00%	0	5	500.00%
DOUGLAS	0	0	0.00%	2	0	-100.00%	0	0	0.00%	0	0	0.00%
ELKO	1	0	-100.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
ESMERALDA	0	1	100.00%	0	0	0.00%	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	1	100.00%	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	2	200.00%	0	0	0.00%	0	0	0.00%
LYON	0	1	100.00%	2	0	-100.00%	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	1	100.00%	0	2	200.00%	1	1	0.00%	0	0	0.00%
PERSHING	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
STOREY	0	0	0.00%	0	2	200.00%	0	0	0.00%	0	0	0.00%
WASHOE	10	7	-30.00%	10	8	-20.00%	0	1	100.00%	0	0	0.00%
WHITE PINE	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
Reporting Period Total	61	59	-3.28%	39	55	41.03%	2	7	250.00%	0	5	500.00%
Total	82			57			11			2		

THIS REPORT IS A POINT IN TIME COMPARISON
 THIS DATA DOES NOT INCLUDE DATA FIELDS MARKED BY THE OFFICER AS UNKNOWN
 2021 DATA IS PRELIMINARY AND DOES NOT NECESSARILY INCLUDE FINAL REPORTS (FORM 5, CORONER, AND/OR TOXICOLOGY).
 2020 DATA IS NOT FINAL UNTIL THE END OF DECEMBER 2021.
 NOTE: The monthly report will be distributed by the 7th of each month.

Key: Fatalities= Total number of reported fatalities (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 an other road vehicle that can be propelled by pedaling (bicycle, tricycle, unicycle, pedalcar, electric bike).
 Other = A person on a scooter, moped, ATV, or other motorized vehicle not captured above on a roadway.



Consumer Insights | August 25, 2021

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Participants

Zero Fatalities conducted a total of eight in-person focus groups on July 27th-29th, 2021. Five out of the eight groups were held in Las Vegas and the other three were in Reno. Each group lasted 90 minutes. A total of 58 respondents participated in the research in the composition shown below:

8 Focus Groups Audience:	Clark County	Washoe County	Total # of Groups	# of Participants
Pedestrians	2 Groups	1 Group	3	21
Impaired Drivers	2 Groups	1 Group	3	21
Occupant Protection	1 Group	1 Group	2	16
TOTAL	5 Groups	3 Groups	8	58

2

Participant Screening

- ▶ Pedestrians:
 - ▶ Ages 40-70
 - ▶ The primary mode of transportation is walking or riding the bus
 - ▶ Walk at least three times per week to get around, other than for recreation or exercise
- ▶ Impaired Drivers:
 - ▶ Ages 21-45
 - ▶ Have a valid or suspended license
 - ▶ Rely on a car, truck, motorcycle or moped as their primary mode of transportation
 - ▶ Drive at least three times per week on a road, street or highway
 - ▶ Drive after consuming alcohol, marijuana and/or illicit drugs at least once a month or more
- ▶ Occupant Protection:
 - ▶ Ages 21-45
 - ▶ Have a valid or suspended license
 - ▶ Rely on a car or truck as their primary mode of transportation
 - ▶ Drive at least three times per week on a road, street or highway
 - ▶ Do not always wear a seat belt when driving a vehicle or as a passenger
- ▶ A mix of gender, age, employment status and ethnicity

3

Executive Summary

4

Executive Summary



OCCUPANT
PROTECTION

- On average, respondents indicated they choose not to wear their seatbelts about 45% of the time. For most, the decision not to wear a seatbelt was more situational than habit-driven – not traveling far or a fear of being trapped in their vehicle.
- Respondents agreed that safety is a major concern to them when driving, especially when others are in their vehicle.
- Most respondents stated they are more focused on their driving when they have passengers in their vehicle, especially with children.
- A majority of respondents said they often feel safe when not following some of Nevada traffic safety laws, particularly speeding.
- Some felt it was safe to drive short distances without wearing a seatbelt because of the lower speed they were traveling or the limited traffic.
- Half are confident that it does improve safety, however half believe it depends on the situation.
- While participants generally knew that Nevada law requires drivers and all passengers to wear seatbelts, for many the seatbelt laws and their enforcement had no impact on whether or not they wear a seatbelt.

5

Perceptions Around Safety

6

Perceived Safety as a Driver

- Respondents largely considered themselves to be safe drivers. When asked to rate their safety as a driver on a scale from 1 to 10, where 1 is not at all safe and 10 is extremely safe, the average score was 7.2. The lowest score was a 3 and the highest score was a 10.
- The most common reasons given for lower scores were:
 - Emotional distraction – anxious, thinking about other things, distracted by kids
 - Speeding
 - In a rush

Average Safety
Score 7.2

"7 - I have other things on my mind. So, I might not always be paying a hundred percent attention."

"7 - Probably going back to the not paying attention. The funny thing is, I don't text and drive, sometimes I'm just...not there. I'm kind of in my head."

"8 - Because I consider myself a good driver. I've no accidents since getting my license."

"9 - I've had no accidents. I'm safe and I'm aware of everything that's around me, even bopping to music."

"10 - See, the thing is that when I'm driving, I'm driving. I'm not doing anything else, I know every car around me and I'm paying really good attention."

7

Steps Taken to Ensure Safety

- Respondents agreed that safety is a major concern to them when driving, especially when others are in their vehicle.
- Most take some steps to help ensure their safety while driving.

Steps to Ensure Safety When Driving*

- Pay attention to surroundings, stay alert
- Take time, watch speed
- Use seatbelts
- Practice defensive driving
- Use blinkers

"Other people's safety is more of a concern than my own."

"It depends on who is in the vehicle, if kids I want to be safer, if just me I don't care."

"It is important, you don't want to injure yourself or others."

"It's a number one priority. Because someone's life could just be ended for no reason, for not paying attention."

"It's high for me because I mean, I know it could be deadly – one bad move."

"Pretty high. I've had a lot of friends that have been careless in cars and have gotten in accidents and a lot of them didn't make it through."

*Shown in order of most mentions. Bold indicates three or more comments.

8

Feel Safe When Not Following Nevada Traffic Safety Laws

- When respondents were asked if they feel safe when not following Nevada traffic safety laws, a majority of them said it depends on which laws, making a distinction between speeding and other violations.*

Sometimes
(7)

"Sometimes, when I'm going 80 in a 65, I feel safe."

"To a point, I know my limitations, in a comfort zone I know how fast I can go without going crazy."

"I feel like it depends on which law. I feel safe, I feel confident when I'm speeding."

"I agree with that. It just depends on the laws. Speeding and stuff, I feel comfortable, but I trust my own driving, my own intuition."

"For instance, if I'm going down the 395 and everyone had a matching speed of 80, 75 or 80, I feel totally comfortable. If I am blowing through red lights, that's just taking a chance."

Yes
(2)

"That's a trick question. Yes, because I have so many hours on the road, I have experience, so many hours in a simulator, so many hours of training."

"I feel completely safe even if I'm not following the law."

No
(2)

"Less safe than I should be, but I'm not conscious of it in the moment."

"I tend to follow the safety road rules, because it's not right. Like I said, everybody on the road is important."

* Not all respondents answered this question.

9

Attitudes & Perceptions Around Seatbelts

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Unaided: Seatbelt Top of Mind

Respondents were asked unaided to write down what comes to mind when they hear 'seatbelt.'

- For about a third of participants, seatbelts were associated with confinement and potential harm.

What comes to mind when you hear the word 'seatbelt'* (n=16)	
Categories:	Number of Mentions
SAFETY – security, safety measure	11
THE LAW – 'click it or ticket,' getting pulled over for not wearing it	9
LIFE SAVING – potential life saver, prevents people from flying around or through the windshield	7
CONFINEMENT – restrictive, restraints, uncomfortable	6
POTENTIALLY HAZARDOUS – sometimes they do save lives, sometimes they don't (can cause death)	5
ESSENTIAL – always wear, never know when an accident will occur	4
PRECAUTION – preemptive thinking, taking precautions	3

* Respondents were permitted to make multiple comments; numbers represent the count of respondents' comments that fell into each category.

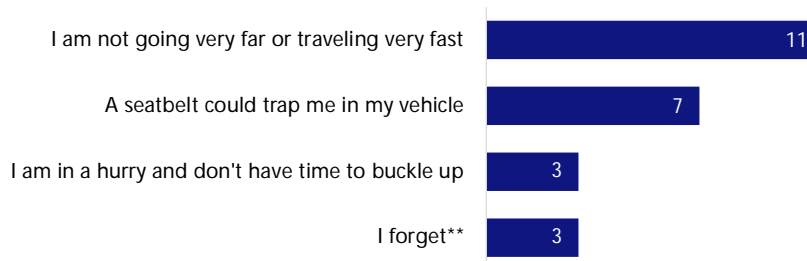
11

Choosing Not to Wear a Seatbelt When Driving



- On average, respondents indicated they choose not to wear their seatbelts about 45% of the time.
- For most, the decision not to wear a seatbelt was more situational than habit-driven.

Sometimes I choose not to wear a seatbelt because...*



* Respondents could make multiple selections. **Other write in.

12

Safe to Drive Short Distances Without Wearing a Seatbelt

- Some felt it was safe to drive short distances without wearing a seatbelt because of the lower speed they were traveling or the limited traffic.

"It's based on speed, it's important if you are going to be going at a higher speed, extra safety precaution."

"I'm not driving fast, I put a lot trust in other drivers."

"It's easier to get in and out of the car faster, inconvenient to wear it. It is safe because of speed. I'm not going fast."

"When I don't wear it, it is early in the morning and there is no traffic or people walking around."

- However, others didn't necessarily feel it was safe to drive without their seatbelts for even short distances, it was just something they did out of habit or didn't think about.

"I don't feel safe, it just turns into a habit."

"I wouldn't say it's safe, it's just something I do."

"I wouldn't advocate for it, no it's not really safe, it is just the absence of thought."

"I don't know that it's because I feel safe, I just don't think it through, I just get in my car and go."

13

Role of Others in Decision to Wear Seatbelts

The role others play in their decision to wear a seatbelt is typically situational and often depends on who is in the car with them. Some want to set an example for kids, others don't want to get pulled over.

"Yes, it doesn't matter who it is. I will wear it because if they see me do it they will do it, I'm setting an example."

"If my kids are in the car I automatically put it on. With friends, if we have been drinking it goes out of the window, otherwise I will ask them to put it on so cops don't pull us over."

"If it's my nephew I will tell him to put his seatbelt on and I will put mine on to show him. If it is other adults we won't wear it."

"If someone else is in the car, I'm wearing my seatbelt, it makes me more aware of it, it doesn't matter the age."

"If we've been drinking we will wear seatbelts because you don't want to give the cops any reason to pull you over. With younger people in the car I am more likely to wear it, but with people my same age it is not as important."

"Yeah, I'll put a seatbelt on if somebody else is in the car. I don't want to look bad."

- Respondents were also divided on whether or not they tell passengers in their car to wear a seatbelt.

"If they are in the front passenger seat I tell them to buckle up, if they are in the back seat I don't notice."

"I have some friends who act stupid and try to hang out the window while I'm driving and I tell them to buckle up, if it's my roommate no."

"I leave it up to them unless there is a cop behind me."

"If they are in the backseat I don't care if they are grown. Now, kids is different. You're going to put your seatbelt on."

"I tell all passengers to buckle up."

14

Decision to Wear Seatbelt as a Passenger

Most respondents indicated they typically wear a seatbelt when riding as a passenger in someone else's car.

- Although, some will only belt up if they are asked to, and for others it depends on if they are in the front or back seat.

"I always do, yeah, out of respect."

"Yeah, I do. Just because it's their car and I just feel like it's the right thing to do."

"Yeah, I'm putting on my seatbelt because I don't trust nobody else's driving but my own."

"I would say that nine out of 10 times I do wear my seatbelt."

"Yes, I always wear my seatbelt if I'm in someone else's car, sometimes they drive faster than me."

"All the time unless it's my husband, because I don't have control of the vehicle."

"If someone else is driving I will wear it because I'm not in control but sometimes if I've been drinking I will forget or if I'm in the backseat I may fall asleep."

"Not in the backseat, but if riding shotgun, I don't want to go through the windshield."

"I forget, I'm usually in the backseat but if I'm in the front seat I usually buckle up."

- Interestingly, this changes somewhat if they are riding in an Uber or Lyft, with half stating they do not wear a seat belt in that instance.

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Does Wearing a Seatbelt Improve Safety?



When asked if wearing a seatbelt improves their level of safety, responses were divided.

- Half were confident that it does improve safety, however half had mixed feelings – believing it could provide safety in some situations but it could be unsafe to have it on in other situations.

The 11 respondents who stated they, or someone they know, had been in a major collision were asked what role seatbelts played in protecting the occupants from injury.

- Once again there were mixed responses, some were saved by seatbelts, others were not.

"My car got totaled, I wasn't in it, they were wearing a seatbelt, even though the door got pushed in, they were able to exit the vehicle with no harm."

"My friend's car flipped on the freeway and they were wearing seatbelts, he didn't fly out of the car because of the seatbelt."

"When I was a teenager I was following my friends on the interstate, and someone hit them. My friend flew through the windshield and then the other one was wearing a seatbelt, but they both died."

"My husband's been in two accidents. One of them, he was wearing his seatbelt and it saved his life or at least saved him from harm. And the other one, he wasn't wearing his seatbelt and if he had it would have killed him."

"I was dating a guy who was sitting in the backseat middle and the girl that was driving hit a tree doing 75 miles an hour and he was cut in half by the seat belt. Obviously, he didn't survive."

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Nevada Seatbelt Laws



Respondents generally knew that Nevada law requires drivers and all passengers to wear seatbelts.

- However, they were not sure of the penalty for not wearing a seatbelt, and gave ranges from \$50 to \$900. A few people believed the fine was dependent on the type of roadway they were on.

For many respondents, the seatbelt laws and their enforcement do not impact whether or not they wear a seatbelt.

- However, others stated they are more likely to wear a seatbelt when they see police because they want to avoid getting a ticket.



"I would wear it way less if I wasn't going to have to pay for a ticket."

"When I see the police is when I think about putting it on."

"For me, it's more like 50/50. I do think it's safer...I do think it has an impact because I don't want to get a ticket."

17

Likelihood of Being Cited for Not Wearing a Seatbelt

When asked how likely they felt they were to be cited for not wearing a seatbelt, most felt it was not very probable and they were not overly concerned.*

Not
Likely
(9)

"Unlikely, because if I weren't wearing a seatbelt, I think I'd be slick enough to put it on in time."

"I think it's unlikely, just because I've never been pulled over and I don't know anyone personally that has been pulled over for it."

"Unlikely, because I always have mine on."

"Unlikely, I'm pretty quick about putting it on when I see a cop."

"One in a thousand, it's hard for police to monitor it effectively."

"If you have dark interior it is hard for them to see inside the vehicle, and it's not their priority. If you get pulled over for something else then they will cite you."

Likely
(3)

"More likely when you are going slower, if you don't know they are there they can see into your car."

"I got pulled over for texting and was also cited for not wearing a seatbelt."

Maybe
(1)

"50/50, I guess. I've been driving in my car and driving down the road, there was a cop going this way and he saw me not wearing a seatbelt, turned around and pulled me over."



* Not all respondents answered this question.

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Message Types Most Likely to Have an Impact

Types of messages that would have the most significant impact on getting respondents to consider wearing a seatbelt.

Most Impactful Message Types*

- Fear
- Statistics
- Consequences
- Emotional

"I remember the commercial with the two dummies in the car, what if this was you? Fear based."

"A fear based message always gets it."

"Probably fear, like when I hear stories of people being ejected out of windows, they kind of stick with me."

"Fear and statistics, I see things posted on Facebook where a mom will post about the seatbelt saving their kid's life."

"Three messages in the same commercial – dead bodies, statistics, how much you have to pay; fear, statistics and money (consequences)."

"Statistics – I don't want to be one of them."

"I don't want a ticket, I'm scared of the consequences."

"I don't know. I mean, I think I might be persuaded with a nice emotional story."

"I would lean more towards emotional. Just because I have loved ones."

*Shown in order of most mentions. Bold indicates three or more comments

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Occupant Protection – Ad M

Initial Reaction - Overall		
+	Neutral	-
6	7	3

Initial Reaction - LV		
+	Neutral	-
5	1	2

Initial Reaction - Reno		
+	Neutral	-
1	6	1

Makes you rethink life and the people you love when you don't play safe on the road.

Makes me want to always wear a seatbelt.

+ Positive Elements*:

- Effective message
 - Direct, clear & concise
 - Informative – factual (statistics)
 - Emotional impact – makes you rethink life and the people you love
- Like play on 2020
- Good colors and layout

*Shown in order of most mentions, bold indicates three or more remarks.

○ Neutral / **⊘** Negative Elements*:

- Confusing message
 - More appropriate for DUI
 - Doesn't get seatbelt point across
 - Starts off with a question
- Comparison to 2020 is off-putting
- Image doesn't support message

Worst year ever turns me off from paying any more attention.

I look at the overall picture and think this could have happened for various reasons.

Just another fear based attempt to get me to wear a seatbelt. Don't believe what it is saying, feel like I'm being threatened.

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Occupant Protection – Ad C



*Word play to get the point across.
it's cool to wear a seatbelt, be like us.*



Positive Elements*:

- Happy, smiling couple
- Good message
 - Using pun, wordplay to get the point across
- Can relate to people in car
- Hip and modern look

*Shown in order of most mentions, bold indicates three or more remarks.

Initial Reaction - Overall		
+	Neutral	-
4	8	4

Initial Reaction - LV		
+	Neutral	-
1	5	2

Initial Reaction - Reno		
+	Neutral	-
3	3	2

Picture/people look pleasant but the message is confusing. If we weren't in a discussion group about seatbelts I am not sure the message would have come through.

Silly looking, not real life, questionable message, makes me feel talked down to.

Picture doesn't have anything to do with the headline.



Neutral / Negative Elements*:

- Message/Phrasing didn't work
 - Confusing, ambiguous (about first up the mountain)
- Image doesn't work
 - Silly, cheesy
 - Fake, not real life
 - Disconnect with message/headline
 - Lacks diversity



Occupant Protection Action Plan

Vice Chair: Laura Gryder, UNLV SOM

Strategy #1

Improve occupant protection use laws.

Action Step #	Action Step Leader	Description	Output Measure
1.1	Erin Breen, UNLV	Enact a primary enforcement seat belt law.	Enactment of primary seat belt law.
1.2	Erin Breen, UNLV	Strengthen child restraint laws for children between the ages of required child passenger safety (CPS) seat use and adult seat belt use.	Enactment of CPS laws covering children past CPS seats but not yet using adult seat belts.
1.3	Erin Breen, UNLV	Require seat belt use for young drivers and their passengers as a condition of Nevada's Graduated Driver Licensing (GDL) system.	Legislative action by 2023.
1.4	Shashi Nambisan, UNLVTRC, Tribal Judicial Outreach Liaison (JOL)	Encourage Local Primary Enforcement Seat Belt Use Laws for tribal lands.	Establish one local agency or tribe to enact a primary seat belt law.

Strategy #2

Maximize proper restraint use by coordinating training and checkpoints with enforcement and the medical community.

Action Step #	Action Step Leader	Description	Output Measure
2.1	Shelley Fleming, OTS	Utilize Joining Forces Coordinators across the state to conduct HVE of seat belt laws in each area (Clark County, Washoe County, and rural areas).	Conduct two HVE occupant protection events and record outcomes (e.g., Seat belt use rates, media coverage).

Strategy #3

Create awareness of proper restraint use with public outreach activities.

Action Step #	Action Step Leader	Description	Output Measure
3.1	Lt. Mike Browett, RPD	Prioritize outreach and communication activities that support occupant protection-related enforcement efforts.	Number and outcome of outreach campaigns or activities related to the support of occupant protection enforcement.
3.2	Andrew Bennett, OTS	Educate younger teen road users on safe behaviors through high school education programs (Zero Teen Fatalities).	Number and outcome of high school programs conducted.
3.3	Andrew Bennett, OTS	Target outreach efforts that support occupant protection enforcement to low-belt-use groups.	Number and outcome of campaigns or outreach activities supporting occupant protection enforcement that specifically target low-belt-use groups.
3.4	Judy Mata, OTS; Johnan Morrison, OTS; Sara Evans	Conduct public outreach on Child Passenger Safety issues throughout Nevada, including tribal communities.	Number and outcome of campaigns or outreach activities supporting CPS use.

Occupant Protection



Strategy #4

Analyze data and prepare documents to support occupant protection use.

Action Step #	Action Step Leader	Description	Output Measure
4.1	Laura Gryder, UNLV SOM; Brett Burnes, UNLV SOM	Improve the quality, integration, and analysis of occupant protection data.	<p>Improve the existing linked and standalone databases by: refactoring tables, creating a source-destination crosswalk, integration enhancement, accessibility enhancement, assuring data hygiene, and documentation (data dictionary).</p> <p>Maintain timely secondary traffic safety data, dependent upon availability and delivery from primary data owners.</p> <p>Incorporate new secondary data sets as they become available from data owners (e.g. Nevada Citation and Tracking System (NCATS), Emergency Medical Services (EMS), DMV, statewide hospital discharge data, etc.)</p> <p>Develop enabling agreements and use limitations documents.</p>
4.2	Pushkin Kachroo, UNLV TRC	Make multi-year Nevada seat belt usage data available online.	Publish data online.
4.3	Pushkin Kachroo, UNLV TRC	Collect observational seat belt data and compare with past data.	Analyze data and provide summary of analysis.
4.4	Pushkin Kachroo, UNLV TRC	Analyze seat belt attitudinal/observational data to develop systematic implementable feedback-based control countermeasure framework.	Finalize survey instrument, questions, and mechanisms to administer the surveys.
4.5	Shashi Nambisan, UNLV TRC	Create clearinghouse of occupant protection education and analysis; publicize to partners.	Publish materials online.



Young Drivers Action Plan

Vice Chair: Andrew Bennett, DPS-OTS

Strategy #1

Improve driver licensing for young drivers in Nevada to meet or exceed national Graduated Driver Licensing (GDL) best practices.

Action Step #	Action Step Leader	Description	Output Measure
1.1	Laura Gryder, UNLV SOM	Extend GDL requirements through age 20.	Legislative action by 2023.
1.2	Laura Gryder, UNLV SOM	Add an intermediate GDL step that spans months 6-12 after initial licensure.	Legislative action by 2023.
1.3	Laura Gryder, UNLV SOM	Add a cell phone restriction to Nevada GDL requirements.	Legislative action by 2023.
1.4	Erin Breen, UNLV	Require seat belt use for young drivers and their passengers as a condition of Nevada's GDL system.	Legislative action by 2023. Shared action step with Occupant Protection.

Strategy #2

Improve driver education for young drivers in Nevada.

Action Step #	Action Step Leader	Description	Output Measure
2.1	Laura Gryder, UNLV SOM	Investigate opportunities for Driver Education and Behind the Wheel training for low-income schools and/or students to improve access to driver education (in coordination with Safe Speed Action Step 2.3).	Identify possible sources or partners for Driver Education funding. Identify schools and/or students needing assistance.
2.2	Nathan Tea; Jeff Garrett, Nevada Drive Academy	Develop corrective recommendations and outreach materials for policymakers to rectify AB338 (passed in 2019).	Recommendations and materials developed for legislative effort in 2023.
2.3	Andrew Bennett, OTS	Convene a study group to complete a gap analysis of young driver education efforts in Nevada.	Recommendations and/or next step development.

Strategy #3

Support traffic law enforcement of young driver-related laws.

Action Step #	Action Step Leader	Description	Output Measure
3.1	Lt. Mike Browett, RPD; Andrew Bennett, OTS	Educate officers or law enforcement agencies on the importance of addressing GDL violations through HVE.	Number of education efforts and/or materials produced.

Young Drivers



Strategy #4

Conduct targeted young driver outreach to young drivers and their parents/guardians.

Action Step #	Action Step Leader	Description	Output Measure
4.1	Nathan Tea; Tiffany Ward, Dream Safe Project	Increase parental involvement in novice driver management through increased communication about parents' role in GDL success.	Number of outreach efforts targeted at parents.
4.2	Tiffany Ward, Dream Safe Project; Jeff Payne, Drivers Edge	Increase awareness of young driver issues by targeting outreach to high-risk drivers ages 15-20 at events and locations frequented by these drivers and their parents/guardians (e.g., military, car meets, tailgating events, etc.)	Number of outreach efforts targeted at high-risk young drivers.



Older Drivers Action Plan

Vice Chair: TBD

Strategy #1

Promote and educate older drivers and family members on comprehensive driving evaluations and encourage early planning to transition from driving.

Action Step #	Action Step Leader	Description	Output Measure
1.1	Andrew Bennett, OTS	Enhance information resources and conduct outreach for older driver safety screening for family, friends, physicians, and law enforcement to report at-risk drivers.	Prepare and publish resources.
1.2	DMV	Evaluate the need to expand the use of variable driver's licenses restrictions, or "graduated de-licensing" (e.g., restrictions on high-speed roadways, night-time driving, within geographic boundaries).	Complete evaluation and report on recommendations.

Strategy #2

Incorporate roadway design features to meet the mobility needs of older drivers.

Action Step #	Action Step Leader	Description	Output Measure
2.1	Lori Campbell, NDOT Traffic Safety	Improve traffic signs, pavement markings, overall lighting, and pedestrian-scale lighting to make the roadway, intersections, and pedestrians/bicyclists more visible to drivers in low light and poor weather conditions.	Review national guidance for older drivers and develop recommendations for Nevada.

Strategy #3

Expand transportation choices to improve the mobility options for older drivers.

Action Step #	Action Step Leader	Description	Output Measure
3.1	Mohammad Farhan, RTCSNV; Rebecca Kapuler, RTC Washoe	Establish accessible and safe mobility options for at-risk older drivers who are seeking to reduce or cease driving.	Review national best practices and develop recommendations for Nevada.
3.2	Andrew Bennett, OTS	Establish an interagency stakeholder team to assess existing programs, services, education, and public outreach that address the needs of at-risk mature drivers. An interagency team would include representatives from licensing, health care, roadway engineering, transit, law enforcement, health care, and aging and transportation stakeholder groups.	Establish team and complete assessment.