

Safety Culture Connection



SEAT BELTS



IMPAIRED
DRIVING



LANE
DEPARTURES



INTERSECTIONS



PEDESTRIANS

Zero Fatalities Billboard Campaign

Motorists across Nevada may have noticed new billboards that highlight ways to stay safe on the roadway. The educational effort is part of the state's **Zero Fatalities** campaign that reminds people to:

- Always buckle up;
- Don't drive impaired;
- Stop on red;
- Focus on the road; and
- Be pedestrian safe.

So far, the campaign, supported by more than 50 agencies and safety organizations across the state, has generated more than 63 million impressions among Nevada residents and has reached nearly 85 percent of urban Nevadans. Approximately that same amount of Nevadans report they now understand such driving behaviors as driving while distracted to be unsafe, thanks in part to the Zero Fatalities campaign. Nearly half of Nevadans age 45-54 also reported being aware of the campaign.

The billboard messages tell road users that "Today is not a good day to die," "Just Drive," "Drivers: Look for Walkers, Walkers: Look for Drivers," and "Don't Be Color Blind, Stop on Red." To learn more about the campaign, go to <http://www.zerofatalitiesnv.com/>.

*Today's not a
good day to die.*

zero[®]
Fatalities
Drive Safe Nevada

Always Buckle Up | Don't Drive Impaired | Stop on Red | Focus on the Road | Be Pedestrian Safe

Click it or Ticket Campaign

Nevada recently concluded the annual National Seat Belt Enforcement Mobilization **Click It or Ticket** campaign. This campaign, conducted May 21 through June 3, 2012, involves high visibility enforcement efforts conducted by law enforcement agencies across Nevada through the state's unique Joining Forces program.

The campaign also includes a safety belt daytime observational survey conducted by researchers at the UNLV in Washoe, Clark, Elko, Lyon, and Nye counties. A nighttime survey was also conducted in Washoe and Clark counties. Results from the survey will indicate Nevada's safety belt use rate and are used to target efforts in future **Click It or Ticket** campaigns and other safety belt programs. Those results will be out in late August. For more information, visit the NHTSA Click It or Ticket website at <http://www.nhtsa.gov/nhtsa/2012ciot/index.html>.

Nevada Is the First to License Autonomous Vehicles

Nevada became the first state in the nation to issue a license for an autonomous vehicle, which uses sensors, laser, radar, GPS, and other devices to interpret the driving environment and navigate to a destination chosen by the human “driver.” Nevada was also the first state to pass a law on the operation of these vehicles, which went into effect on March 1, 2012. On May 7, 2012, the Department of Motor Vehicles issued the first license to a Toyota Prius modified with experimental driverless technology from Google.

The Department reported the technology was tested along freeways, state highways, and neighborhoods in Carson City and the Las Vegas Strip, after which the Department approved the application. New red license plates with an infinity symbol indicate the test car is autonomous although regulations require at least two individuals to be in the vehicle at all times.

“I felt using the infinity symbol was the best way to represent the ‘car of the future,’” DMV Director Bruce Breslow said. “The unique red plate will be easily recognized by the public and law enforcement and will be used only for autonomous test vehicles.”

Although autonomous cars are in the early stages of implementation, automatic functions on cars have been around for some time including automatic cruise control, automatic transmissions, and fully automatic parking. Advanced control systems will allow cars to interpret information around them and identify appropriate navigation paths, as well as obstacles and relevant signage.

Google was the first company to file an application with the department to test their system, but it will not be the last. Other auto manufacturers have indicated their desire to test and develop autonomous technology in Nevada.



This is the autonomous test vehicle and new license plate issued by the Nevada Department of Motor Vehicles for the driverless car.

Traffic Safety Symposium Pedestrian Safety Is the Focus

From 2005 to 2011, 346 pedestrians lost their lives and in the last six years, 1,071 pedestrians were seriously injured on Nevada roadways in pedestrian crashes. The causes of these fatalities relate to the actions of the driver, the pedestrian, or both.

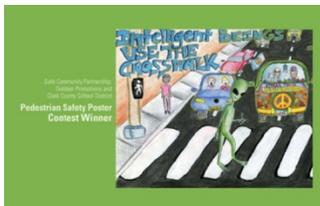
Traffic related fatalities are increasing in Southern Nevada compared to the same time a year ago. Pedestrian crashes are one of the reasons. To address the issue, the Las Vegas Metropolitan Police Department hosted a Traffic Safety Symposium so state, regional and local government agencies could join with private sector organizations, businesses, and community representatives in examining the problem, and developing ways to communicate traffic safety messages to the public.

Pedestrian Safety Poster Contest Winner

The Safe Community Partnership in Las Vegas along with the Regional Transportation Commission of Southern Nevada, Outdoor Promotions, and the Clark County School District sponsored a



pedestrian safety poster contest for young people called "Save a Life...Win a MacBook." Eighty-two entries were received from children of all ages from the first grade to seniors in high school. The winner was Logan Honea from Arbor View High School (yellow poster above) and second place went to Dasha Gazzo, an 8th grader at Fertitta Middle School (see green poster below).



In a related effort, SAVE (Students Against Violence Everywhere) in the Las Vegas area are conducting a campaign called

"SAVE Your Own Life" where older students teach younger students about crossing the street responsibly. A video shoot involving over 150 students from Silvestri Junior High and a football team from Liberty High School generated tremendous news coverage and enthusiasm among the students. In addition, Channel 13 KTNV in Las Vegas is also conducting a "Be Smart, Be Safe, Be Seen" campaign that asks drivers to sign a pledge to keep Las Vegas' crosswalks safe. For more information go to:

<http://www.ktnv.com/youaskweinvestigate//133472108.html>.

Aging Impacts Safe Driving

A recent article in the Las Vegas Review-Journal focused on older drivers and a study from the AAA Foundation for Traffic Safety, which found driver risk "begins to increase about age 70, and more rapidly after age 75." Given the large number of older drivers expected on the nation's roadways in the next decade, the impact on overall traffic safety may be significant.

The Nevada Aging and Disability Services Division 2012-2016 Strategic Plan reports, "Nevada's population of adults age 60 and older increased by 56.3 percent compared with only a 22 percent increase of this age group nationwide. Nevada seniors age 85 and older also increased 77.7 percent compared with only a 29.75 percent increase of this age group nationwide."



Erin Breen, director of the University of Nevada, Las Vegas Safe Community Partnership Program, as quoted in the Review-Journal article, indicated older drivers are overrepresented in the number of fatalities, but this may be due to the fact they do not survive crashes. "It has been the elephant in the room for a long time. No one in our community has really picked up on all of the ramifications for drivers aging in place," she said. The increased fragility is not the only impact of aging on driving. Breen noted other skills decline including looking over the shoulder, depth perception, and difficulty gauging the speed of on-coming traffic.

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Aging Road Users

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Providing services, particularly transportation alternatives to older drivers, is a challenge in Nevada particularly in the rural areas. Small, remote communities lack the infrastructure to provide transportation, which forces older drivers to continue driving or isolates them when they stop driving. Some of the solutions include driver training, evaluating a person's driving abilities, and observing the person when they are driving.

Mining Expo Draws Thousands

Northeastern Nevada has some of the largest gold mines in the country where thousands of workers travel to and from the mines every day on Nevada roadways. That is why the Nevada Highway Patrol (NHP) works closely with the mining community to ensure safe driving. "We are very involved in the community," says Trooper Jim Stewart, Public Information Officer for the NHP. "The NHP goes out to mine sites and gives safety presentations on seat belts, distracted driving, accident prevention, hazardous winter driving, and other related topics. It's all about saving lives!"

Each year the NHP participates in the Elko Mining Expo which draws over 10,000 people. The NHP displays patrol cars, radar trailers, scale and weight enforcement tools, and a seat belt convincer. In addition, NHP has a booth, gives out brochures, safety items, and stickers for the kids.

"The NHP is the leader in traffic safety," says Trooper Stewart. "Participating in the Mining Expo lets the community visit with us, see our safety equipment, ask questions, and know that we are out there doing our jobs." The NHP booth is very popular, and staffed with several Troopers to handle the large volume of visitors.



Individuals can participate in a number of safety related activities at the NHP booth at the Elko Mining Expo.

Traffic Safety Calendar

August 17-September 03

Impaired Driving Enforcement Crackdown
Drive Sober or Get Pulled Over

For more information:

<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Drive+Sober+or+Get+Pulled+Over/National+Crackdown/Campaign+Materials>

August 2012

Back to School Safety Month

For more information:

<http://www.trafficsafetymarketing.gov/CAMPAIGNS/Child+Safety/Chuggington>

September 4, 2012

SHSP Technical Working Group Meeting

Time: TBD

Location: TBD

September 25, 2012

Nevada Executive Committee for Traffic Safety

Time: TBD

Location: Northern Nevada, TBD

Safe Community Partnership Awards

11:30 a.m. to 1:30 p.m.

Embassy Suites

3600 Paradise Road, Las Vegas, NV

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