

# zero Fatalities Safety Culture Connection

Drive Safe Nevada

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SEAT BELTS



IMPAIRED DRIVING



LANE DEPARTURES



INTERSECTIONS



PEDESTRIANS

## NEVADA SUMMIT FOCUSES ON REACHING ZERO

The focus of the Nevada 2012 Safety Summit was ZERO – Zero Fatalities – a goal that will take everyone to achieve. The event, held November 7 and 8 in North Las Vegas, featured prominent guest speakers and workshops, educated safety stakeholders on successful programs, highlighted the latest in research, and suggested ways to promote traffic safety in local communities. Nearly 250 safety stakeholders attended.

The Summit opened with remarks from Nevada Department of Transportation (DOT) Director Rudy Malfabon and Chris Perry, Director of the Department of Public Safety (DPS). Both speakers congratulated the crowd on continuing Nevada's progress to reduce fatalities and serious injuries on the State's roadways. Between 2008 and 2010, fatalities dropped 22 percent and serious injuries declined 15 percent.

*"Everyone in this room has the power to save a life."*

Chris Perry, Director, Nevada Department of Public Safety

DOT Director Malfabon indicated priorities for 2013 were passage of a primary safety belt law and standardization in data collection. He also congratulated DOT Senior Safety Engineer Jaime Tuddao who received American Association of State Highway Transportation Officials (AASHTO) President's Award for Highway Traffic Safety for his leadership in administering the Strategic Highway Safety Plan (SHSP), road safety audits, and a public outreach campaign to help Nevada move closer to zero fatalities.

Chris Perry, Director of DPS and former chief of the Nevada Highway Patrol (NHP) focused on zero fatalities. He noted people get involved in traffic safety because it's personal. "We do it for those who have lost their lives, for our families, and for ourselves," he said. To achieve zero fatalities, his department is requiring all grant programs to use data driven, proven countermeasures.



Nearly 250 people attended Nevada's 2012 Safety Summit held November 7-8 in North Las Vegas.

Brent Whilhite from Penna Powers, and Valerie Evans from the Office of Traffic Safety (OTS), and Meg Ragonese from DOT offered some insight into the implementation of the State's SHSP, the blueprint that is moving Nevada toward Zero Fatalities. Brent noted, 90 people die every day somewhere in the U.S., which is equivalent to a regional jet going down. Changing behavior is not so easy, which is why people must hear a message at least seven times before they remember it, he said. All the speakers requested attendees to do their part in spreading the zero fatalities message.

One company that is stepping forward and making a difference is MGM Resorts International. Jim Briare from MGM described their Operation Safe Drive program, which has made traffic safety part of the corporate culture. MGM Resorts has over 60,000 employees at 15 properties in Nevada, Mississippi, and Michigan. They make sure employees remember “safe driving is no accident.” As part of the effort, MGM developed the “It Only Takes One...one text, one drink, one distraction, one moment” to be involved in a traffic-related crash. This and other traffic safety messages are communicated to employees year-round. The award-winning program uses communication devices such as daily in-house newsletters, the employee television network, preshift announcements, and back-of-the-house posters to communicate the program messages.



Prior to the opening of the Summit, interested individuals could attend a Child Passenger Safety (CPS) session for CPS technicians conducted by Wes Binder from SafeKids Worldwide, Shaurya Agarwal from the University of Nevada Las Vegas (UNLV), and Doug Fleming from Henderson Chevrolet. The remainder of the conference involved a series of breakout sessions that focused on a variety of traffic safety issues. Following is a summary of those breakout sessions:

**Impaired Driving.** This session focused on the impact of impaired driving trends in Nevada and the success of several community-based programs to combat the problem. Workshop presenters discussed programs to evaluate offenders, efforts to reduce the number of repeat offenders, and programs to reduce underage drinking and driving.

**Judiciary Issues.** This workshop included remarks from two sitting judges, law enforcement, and a treatment provider, which gave participants an overview of several key components in the criminal justice system from arrest, conviction to treatment. Information in the session included how the first DUI Court was started in Nevada, problems faced by law enforcement, and how technology can help deal with hard-core drinking drivers.

**Lane Departures.** It is common for most drivers to experience a moment when they accidentally drive outside their travel lane due to fatigue or distraction. Whatever the reason, lane departures are a major cause of traffic crashes in Nevada. This workshop discussed ways to reduce lane departure crashes through education and outreach and engineering improvements.

**Intersections.** No other location in the roadway system has such a high potential for conflict than an intersection because it is where all road users come together. This workshop included information on what Nevada’s Intersection Critical Emphasis Area Team is doing to improve safety at intersections along with a discussion on the challenges in the future.



*Participants attended plenary sessions and had choices for workshops on a variety of traffic safety topics.*

**Complete Streets.** This workshop provided information on what Nevada is doing to implement Complete Streets, which ensures transportation planners and engineers design and operate the roadway with all users in mind, including bicyclists, public transportation vehicles and riders, and pedestrians of all ages and abilities. In Nevada, some of the activities include walking audits, programmable multimodal flashers, road diets, wide sidewalks, and bike lanes.

**Crash Reconstruction.** The causes(s) of a traffic crash may seem obvious, but it is often the crash reconstruction specialist that finds out what happened. Investigating a crash is not an easy task. Those who specialize in reconstructing the events before, during, and after a crash provide a valuable and needed service as highlighted during this session.

*“A technicality is just a law that people don’t like.”*  
Sergeant Eddie Bowers, Nevada Highway Patrol

**Young Drivers.** This workshop focused on the driving habits of teen drivers who crash up to four times more than any other age group. Presenters provided information on safe driving techniques for new drivers, how to share the road and avoid driving hazards.

**Distracted Driving.** Eating in the car, talking with a friend, disciplining children, putting in a CD – there are many things that can take attention away from the

important task of driving. Tragically, not being attentive behind the wheel can be deadly. At this workshop, Brian and Hillary LaVoie talked about the death of their daughter in a distracted driving crash. Law enforcement and community partners detailed what they are doing to prevent tragedies in the future.

**Employer Programs.** An employee that is involved in a traffic crash can be, depending on the severity of the crash, an employee who is not on the job or one that affects the company's health care costs. Starting employer traffic safety programs is not easy. This workshop focused on what has worked so far.

*"It's better to be chicken than chicken salad."*

Bette LaCombe, AARP Zone Coordinator for Southern Nevada

**Older Drivers.** Nevada is experiencing an increase in the number of road users who are 65 and older. This presents some challenges for safety professionals since the aging process can negatively affect driving. Speakers at this workshop session focused on available resources such as driver training classes conducted by AARP, and referrals for testing and assessment.

**Seat Belts.** The best defense in a crash is a seat belt. It only takes a few seconds to put one on, and yet hundreds die every year because they failed to buckle up. This session provided information from recent public opinion surveys on seat belt use as well as details of successful community-based programs. As part of the workshop, participants learned what actually happens to an unbelted person in a crash.

**Emergency Medicine.** Advances in emergency medicine and faster EMS response has often made the difference between life and death in a motor vehicle crash. This workshop focused on the current state of practice and expected changes in the future.

**Pedestrians/Bicycles.** The safety of the most vulnerable road users – pedestrians and bicyclists – is a critically important issue. This session provided information on the trends in pedestrian fatalities and serious injuries in Nevada and the current behavioral and infrastructure countermeasure solutions currently in use.

**Crash Data.** Crash data may seem to be a bunch of numbers. It is, however, the backbone of any successful traffic safety program, which in some cases can save lives. Linking DOT traffic records to trauma records allows safety professionals to examine medical outcomes of severe traffic-related injuries. This

workshop focused on how state and local agencies are using this information to improve traffic safety programs.

**Highway Safety Manual.** A safely designed roadway is no accident. It happens when there is a concerted, planned effort that uses the latest tools and techniques to make the roadway as safe as it can be. This session discussed the uses and benefits of the Highway Safety Manual, which help engineers and planners achieve a safe roadway.

**Speed Management.** What driver has not driven over the speed limit? Speeding is a reality on today's roadways particularly in Nevada where miles of open roadway can lead to faster speeds. This workshop explored the process involved in setting speed limits and the law enforcement initiatives to address speed limit violations.

**Public Transit.** Public transit provides a vital community service to thousands of people who may have no other way to get around or those who choose to leave their car at home. This session focused on the initiatives being conducted by the RTCs in Washoe County and Southern Nevada to improve bus shelters, and promote greater safety on and off the buses.

*"There's no way to develop and implement a multi-disciplinary approach except to get everyone together."*

Tom Greco, Nevada Department of Transportation

**Motorcycle Safety.** Improving safety for motorcycle riders may be easier than once thought. This session examined crash reduction strategies from Europe and ideas on implementation in Nevada. Other topics included efforts to increase awareness of motorcycle safety.

**Communications.** Communications professionals from Nevada and the firm that provides communications and marketing support provided ideas on communicating the zero fatalities message. For instance, there are educational presentations available to educate the public and innovative messaging tools (window clings and car tag frames). Nevada also is targeting messaging to Hispanics, which represent a third of the State's population ("Zero Fatalities: No More Tears"), and sponsoring events for youth such as the Fatal Vision Olympics award ceremony.

The closing session on November 8 focused again on the theme for the Summit – getting everyone involved! To find out how you can get involved – visit the Zero Fatalities web site at <http://www.zerofatalitiesnv.com/>.

## SAFETY HEROES AND LEADERS HONORED

One of the highlights of the Nevada Safety Summit are the Strategic Highway Safety Plan (SHSP) awards which recognize people who have gone above and beyond the call of duty in their efforts to improve traffic safety in Nevada. Following is a list of the 2012 winners.



*Chuck Reider, DOT, announces the Emeritus Award given to former DOT Director Susan Martinovich.*

**Emeritus Award.** Susan Martinovich, former director of the Nevada Department of Transportation (DOT). This is the first year for this award given in recognition of her advocacy of traffic safety in Nevada that will be a legacy for partners to build upon.

**Impaired Driving Safety Award.** Washoe County Regional Transportation Commission for their Safe Ride program, which delivered more than 20,000 people home safely.

**Pedestrian Safety Award.** Jeanne Cosgrove, Safe Kids Clark County, and Sunrise Hospital for the pedestrian safety program for middle and elementary schools and an innovative video on crosswalk safety.

**Lane Departure Award.** Jim Ceragioli, Nevada DOT Safety Engineering, for his expertise and dedication in identifying and implementing roadway safety improvements to reduce lane departure crashes in Nevada.

**Seat Belt Safety Award.** Matt Zobrist, City of Henderson Police Department, for his creativity in supporting this year's "Click It or Ticket" campaign, which included innovative door decorating that reached thousands of people at Galleria Mall.

**Leadership Award.** Jim Stewart, the Nevada Highway Patrol, for his efforts that have reached thousands of Nevadans with heartfelt and impactful messages covering all SHSP emphasis areas.

**Intersection Award.** John Gayer, City of Henderson Police Department, for actively targeting high-traffic, high-crash intersections to decrease injuries and fatalities.

**Strategic Communications Alliance Award.** Meg Ragonese, Public Information Officer for the Nevada Department of Transportation, for a proven record of success in reaching diverse media outlets throughout Nevada with exceptional traffic safety messages.

**Data Award.** Shirley Visger, Las Vegas Metropolitan Police Department, for her excellence in interpreting and applying traffic data to inform and engage local enforcement, education, emergency, and engineering personnel.



*Jim Stewart with the NHP thanks the audience for his SHSP Leadership Award.*

## SANTA'S GIFT OF CAR SEATS

Santa Claus came to town and brought car seats to parents in need. At a special child safety seat check on November 28 in the Las Vegas area, Santa with a host of elves from the University Medical Center (UMC) Family to Family Program and Safe Kids Clark County car seat technicians provided families with a properly installed car seat for their children. Las Vegas Metropolitan Police Department officers were on hand to help give the seats rather than citations. The program was made possible through a grant from the Nevada Office of Traffic Safety.



## SURVIVING WINTER – SAFELY!

It may be cold and snowy outside, but that does not mean Nevada residents in snowy parts of the State do not have to drive. Safe driving habits and new snow removal technology from Nevada DOT and the Nevada Highway Patrol can make trips on winter roads safer.

According to DOT, there were three fatalities statewide last winter attributable to unsafe driving behaviors in snow, ice and other wet conditions.

New automatic bridge anti-icers have been put in place on several bridges and tow plow, which swings out to the lane next to the lead snow plow, will be used to clear traffic lanes faster and more efficiently. Updated state road conditions, from winter road closures to traffic and road incident information, also will be available by dialing "511" or logging on to [www.nevadadot.com](http://www.nevadadot.com) before driving.

The most effective way to stay safe, however, is to be a safe winter driver, which means only traveling in winter weather when necessary and with plenty of time to reach your destination. Other tips include:

- Remove snow and ice from all windows, mirrors, lights, turn signals and license plates.
- Buckle up.
- Turn on headlights to see and be seen.
- Avoid quick starts, stops, and fast turns. Accelerate, brake, and steer smoothly and gradually.
- Reduce speed.
- Do not slam on brakes.
- Keep additional distance from other vehicles.
- Watch carefully for snow removal equipment.
- Use extra caution on bridges, ramps, overpasses, and shaded areas – they may freeze first.

## PEDESTRIAN SAFETY IS A TWO-WAY STREET

The Pedestrian Education and Legislation Task Force and the SHSP Pedestrian Critical Emphasis Area Team have joined forces to launch a campaign to promote pedestrian safety. The campaign's slogan "Pedestrian Safety is a Two-Way Street" was featured on bus shelters in Spanish and English around Las Vegas and education efforts by the Las Vegas Metropolitan Police Department who boarded buses to educate riders about the dangers of crossing streets. Education cards in the appropriate language reinforced the message. The RTC of Southern Nevada played a role in the success of the program, welcoming officers aboard and placing corresponding messages inside the bus. Officers even followed up with parents dropping children off at schools reminding them of their role in promoting pedestrian safety.

Pedestrian fatalities have risen sharply in Clark County this year, which is a concern for individuals in lower-income areas who walk more often and are more likely to be involved in a pedestrian crash. To stay safe as a pedestrian, follow these simple rules:

- Always cross at intersections, corners, or marked midblock crossings;
- Stop before crossing and make eye contact with the driver to ensure they see you; and
- Wear reflectors or lights at dusk, dawn, and at night as well as bright clothing so motorists see you.

## REMEMBER MOTORISTS – ITS THREE FEET!



Nevada has a new law that requires motorists passing a bicycle to move into an adjacent lane to the left, if possible. If not, the motorist must pass with at least three feet of space between the vehicle and the bicycle. Motorists may be charged with reckless driving if they are at-fault in a collision with a bicyclist or a pedestrian. Penalties include a driver license suspension.