

# zero<sup>®</sup> Fatalities Safety Cultural Connection

Drive Safe Nevada

**INSIDE**

Zero Fatalities Campaign .....	1
SHSP Leadership Awards .....	1
Program Updates .....	2
Legislation .....	3
National News Clips .....	3



SEAT BELTS



IMPAIRED DRIVING



LANE DEPARTURES



INTERSECTIONS



PEDESTRIANS

## ZERO FATALITIES CAMPAIGN

For most people, zero fatalities is the goal each time they drive. Whether it is driving to work, on an errand, or even out for a night on the town, most people expect to complete their journeys safely. That is also the goal of Nevada's Zero Fatalities campaign because, as noted by Nevada Department of Transportation (NDOT) Director Susan Martinovich, no number other than zero deaths is acceptable.

At the launch of the campaign in May 2011, NDOT Director Martinovich indicated zero fatalities "tragically doesn't always happen on Nevada roads." Reports show 184 have died in Nevada traffic-related crashes since January 1, 2011. "Zero Fatalities begins today with each Nevadan deciding to drive safely each time they get in their car," Director Martinovich said.

The new Zero Fatalities goal is part of a revamped Nevada Strategic Highway Safety Plan (SHSP), which identifies five Nevada-specific emphasis areas with the greatest potential for reducing traffic-related deaths and serious injuries. Those areas include impaired driving, safety belt use, pedestrian and intersection safety, and lane departures. There was an update of the plan in 2010 with additional life-saving strategies to help reach the new Zero Fatalities goal.

Over and above the life-saving strategies included in the safety plan, outreach for Nevada's Zero Fatalities goal includes a public education campaign educating motorists about traffic safety through a web site, public service announcements, and other educational materials. For more information on the campaign, visit <http://zerofatalitiesnv.com/>.

## SHSP LEADERSHIP AWARDS

The development, implementation, and recent update of Nevada's SHSP are due to the hard work and dedication of hundreds of safety stakeholders who devote their time, resources, and energy. In recognition of their significant contribution that is saving lives and preventing injuries, the SHSP partners have established an awards program. At a ceremony on September 27, 2011, held in conjunction with the annual Safe Communities Partnership's Leadership Awards, eight individuals were recognized for their support of the SHSP including the following:



Trooper Jim Stewart of the Nevada Highway Patrol (NHP), at left, is shown with his SHSP Strategic Communications Award and NHP Sergeant Kevin Honea.

- *Michael Lemley*, Las Vegas Metropolitan Police Department, Pedestrian Safety Award
- *Brian O'Callaghan*, Las Vegas Metropolitan Police Department, Intersection Safety Award
- *Randy Hesterlee*, Nevada Department of Transportation, Lane Departures Award
- *Laurel Stadler*, Northern Nevada DUI Task Force, Impaired Driving Award
- *Brian and Tina LaVoie*, Las Vegas, Seat Belt Award
- *Chris Wright*, Nevada Department of Transportation, Data Award
- *Jim Stewart*, Nevada Highway Patrol, Strategic Communications Award
- *Dr. John Fildes*, University of Nevada School of Medicine, Leadership Award

## PROGRAM UPDATES

### Flex Funding Awards

Thirty-five agencies and organizations submitted applications for funding through the Nevada Department of Transportation's (NDOT) Flex Funding initiative. Each fiscal year, the Federal Highway Administration (FHWA) allows states to flex up to 10 percent of their Highway Safety Improvement Program (HSIP) funds to implement behavioral and noninfrastructure-related projects, e.g., marketing, communications, education, and enforcement programs as long as they have met certain requirements. A volunteer group of multidisciplinary partners reviewed the submissions and selected the final projects, which involve high-visibility enforcement at intersections as well as for DUI; several pedestrian safety initiatives; a safe rides program; two young driver efforts; and support for the Office of Traffic Safety's media and marketing efforts.

### Preventing Speed-Related Crashes

Drive on virtually any Nevada highway and you will find a large number of cars exceeding the speed limit. Speeding is not only common, but on some roads almost universal. Research indicates speeding usually falls into two categories - speed creep, or the historical tendency for travel speeds to increase, and risky drivers. There are any number of reasons for speed creep, including newer vehicles with smooth rides that are quieter which makes it difficult for drivers to have a clear sense of how fast they are going. Roadway design, including smooth surfaces, wide lanes, and open stretches is another factor. Many of Nevada's roadways that are flat with few if any distractions contribute to speeding.

Speeding is a major factor in lane departure crashes. According to the National Highway Traffic Safety Administration (NHTSA) in 2009 speeding was a contributing factor in 31 percent of all fatal crashes, and 10,591 lives were lost in speeding-related crashes. One of the ways that engineers and law enforcement agencies have sought to address this problem is with



*This photo shows a speed trailer used by the Nevada Highway Patrol (NHP) on I-80 near Osino, Nevada*

Dynamic Speed Monitoring Display (DSMD) signs or speed trailers. These signs measure the speed of the approaching vehicles and then feed this information back to the driver in real time via a dynamic message display. Research has shown them to be an effective tool for short-term speed control, but once removed, speeds soon return to their previous levels.

### Drive Sober or Get Pulled Over

Law enforcement officers from agencies around Nevada once again "joined forces" as part of the nationwide "Drive Sober or Get Pulled Over" alcohol- and drug-impaired driving crackdown. The campaign was conducted from August 19 to



September 5, coinciding with the traditional end of summer. The intent is to get impaired drivers off the streets through a high-visibility enforcement initiative and a variety of outreach activities including news events and paid advertising. According to the Nevada Office of Traffic Safety (OTS), during 2010 89 people died in alcohol-related crashes on Nevada's roads. For the purposes of funding, the Federal government now classifies Nevada as a low-fatality state. There also were over 17,000 DUI arrests in 2010, 40 percent of which also involved drugged driving.

### Thursday Night Lights and STARS Programs

Thursday Night Lights is used by the Nevada Office of Traffic Safety (OTS) to reach young and beginning drivers with traffic safety messages. Through the program, which is in its third year, OTS obtains sponsorship and naming rights for a number of selected high school football games broadcast in the Las Vegas area. Some of the ads used in the effort are those developed by young people who participate in the STARS (Supporting Teens and Roadway Safety) program.

STARS, which is also supported by OTS, is a three-part youth driving program that includes creating a traffic safety message relevant to young drivers, a hands-on driving competition, and the Fatal Vision Olympic Relay. The relay features teams wearing goggles that simulate alcohol impairment. The teams try to ride a tricycle, bat a ball, pick up pennies, and pass a field sobriety test. Teams must produce a traffic safety message in any medium, including video, audio, RAP songs, posters, or bus shelters in order to participate in STARS. The winning videos are produced by a variety of stations throughout the State.

## LEGISLATION

### New Distracted Driving Law

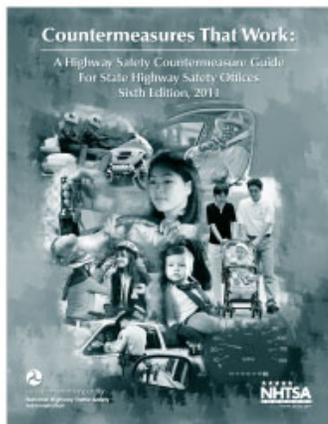
Starting October 1, all hand-held cell phone use, including texting, is prohibited while operating a motor vehicle in Nevada. Individuals who are found to be in violation by law enforcement will receive a warning. After January 1, 2012, however, law enforcement will ticket individuals making illegal hand-held use of a cell phone while driving.

### Vulnerable Road Users

When motorists see a bicycle on the roadway, they will now be required to move to an adjacent lane when available to pass a bicycle or to give the bicycle three feet if another lane is not available. A new law also increases fines for motorists who strike a bicyclist with their vehicle while driving. For more information, contact the Nevada Department of Transportation Bike Program Manager Bill Story at (775) 888-7433.

## NATIONAL NEWS CLIPS

### Countermeasures that Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices, Sixth Edition, 2011



The latest edition of The National Highway Traffic Safety Administration's Countermeasures that Work is available. The publication identifies the use, effectiveness, costs, and implementation time for a number of behavioral safety countermeasures. To download a copy of the report, go to <http://www.nhtsa.gov/staticfiles/nti/pdf/811444.pdf>.

### Evaluation of Pedestrian and Bicycle Engineering Countermeasures

A report from the Federal Highway Administration (FHWA) quantifies the effectiveness of four engineering countermeasures in improving safety and operations for pedestrians and bicyclists. The report examined rectangular rapid flashing beacons, HAWKs (The High-Intensity Activated Crosswalk), sharrows (Shared Lane Markings), and crosswalk markings. To view a copy of the report, go to <http://www.fhwa.dot.gov/publications/research/safety/pedbike/11039/11039.pdf>.

### Safety Evaluation of the Safety Edge Treatment

The Safety Edge, which is designed to reduce crashes caused when vehicles drop off the roadway, has been evaluated by the Federal Highway Administration (FHWA). The study looked at the effectiveness of the treatment done in conjunction with resurfacing projects. To view a copy of the report, go to <http://www.fhwa.dot.gov/publications/research/safety/11024/11024.pdf>.

### Key Features for Ignition Interlock Programs

This NHTSA report documents the programs or program features of ignition interlock programs that are best able to serve traffic safety interests.



The report also includes recommendations for states that are considering developing this type of program. To view the full report go to [http://www.nhtsa.gov/staticfiles/nti/impaired\\_driving/pdf/811262.pdf](http://www.nhtsa.gov/staticfiles/nti/impaired_driving/pdf/811262.pdf).

### IIHS Release Report on Red Light Cameras

The Insurance Institute for Highway Safety (IIHS) released a study of red light camera enforcement in 14 large cities and found the cameras reduced the rate of fatal red light running crashes by 24 percent. The IIHS Status Report indicates that 815 lives could have been saved if red light cameras were in place in all 99 U.S. cities with populations more than 200,000 during the period they studied (2004-2008). To view a copy of the full report, go to [www.iihs.org/news/2011/iihs\\_news\\_020111.pdf](http://www.iihs.org/news/2011/iihs_news_020111.pdf).

### HSIP Noteworthy Practices Series

The FHWA Office of Safety has released a series of noteworthy practices for the Highway Safety Improvement Program (HSIP). The practices emphasize multidisciplinary, multimodal, system wide strategies for planning, implementing, and evaluating safety projects and programs. All total the series documents 23 noteworthy practices within 6 HSIP-related topics, including SHSP Stakeholder Involvement; Safety Data Collection, Analysis, and Sharing; Revisiting SHSP Emphasis Areas; HSIP Project Identification; HSIP Project Evaluation; and Use of the HSIP Flexible Funding Provision. To download copies of the practices go to <http://safety.fhwa.dot.gov/hsip/resources/fhwasa1102/toc.cfm>.