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Always Buckle Up



Don't Drive Impaired



Focus on the Road



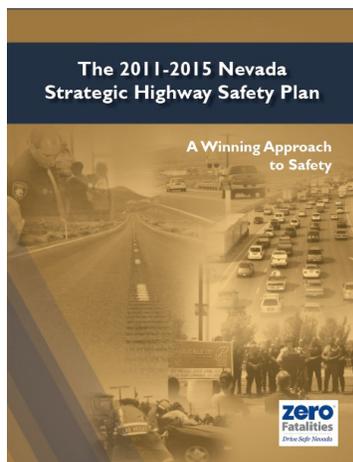
Stop on Red



Be Pedestrian Safe

AGENCY VISITS RESULT IN NEW NECTS MEMBER AGENCIES

Following the Road Show in September, the SHSP Team traveled around the state again in December to spread the word about the Strategic Highway Safety Plan. A series of one-on-one agency meetings (seven total) were held the week of December 9-13, 2013 to initiate or enrich involvement from agencies that have not been active with SHSP activities.



The agencies visited include:

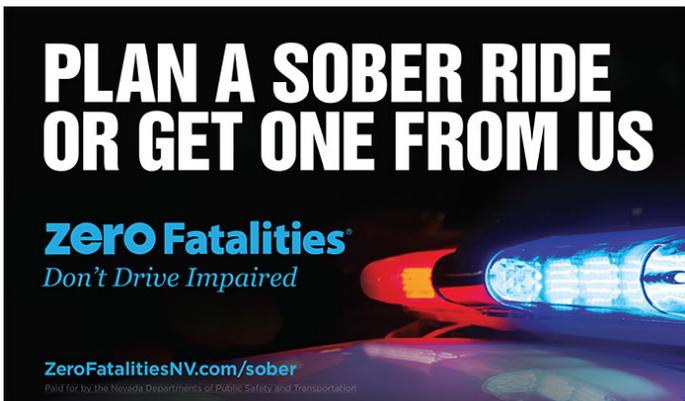
- » Clark County School District
- » Eighth Judicial District Felony DUI Court
- » Fallon Paiute-Shoshone Tribe Public Works
- » Nevada Department of Education
- » Second Judicial District Felony DUI Court
- » Southern Nevada Emergency Medical Services
- » Washoe County School District

The agency visits provided valuable feedback into enhancing the role of education, judiciary, and tribal safety in the SHSP.

Another positive outcome from the 2013 agency visits is that two new organizations have accepted invitations to participate in the SHSP as agency members of the Nevada Executive Committee on Traffic Safety (NECTS). Formal invitations were sent in June to the Inter-Tribal Council of Nevada and the Southern Nevada Health District. Representatives from both agencies will participate in future NECTS meetings to support the SHSP and Nevada's goal of Zero Fatalities.

The NECTS comprises transportation officials from 19 member agencies statewide who work together to identify, prioritize, promote, and support a coordinated effort to save lives and reduce injuries on the roads of Nevada. The next NECTS meeting is scheduled for Tuesday, September 16 in Las Vegas.





IMPAIRED DRIVING OUT-REACH RAMPED UP DURING THE 4TH OF JULY HOLIDAY

Outreach efforts were in full effect over the 4th of July holiday weekend to spread the word about the dangers of impaired driving and riding. The campaign focused on enforcement as well as “planning ahead” by encouraging designated drivers. Impaired driving and riding is tied to nearly one-third of the 2013 Nevada traffic fatalities, and the 4th of July holiday is one of the deadliest times of year due to drunk driving crashes.

Nevada’s Strategic Highway Safety Plan has helped reduce the number of impaired driving fatalities by identifying Impaired Driving as one of the five Critical Emphasis Areas (CEA). Since 2006, fatalities involving impaired drivers have declined (144 in 2006, 66 in 2013). To continue reducing the number of fatalities and serious injuries due to impaired driving, three key strategies are the focus of the CEA team:

1. Increase the number of high-visibility DUI programs
2. Enhance programs on impaired driving for young drivers
3. Reduce the number of repeat DUI offenders

The campaign included all media channels — television and radio spots were played in the Las Vegas and Reno areas, as well as rural Nevada markets. Online banners and social media were used to spread the “Don’t Drive Impaired” message, as well as sports sponsorships with Las Vegas 51’s and Reno Aces. Billboards and posters were used for additional coverage in the Las Vegas area. Core safety messages reinforced throughout the campaign included “find a sober ride or we’ll find one for you,” “a cab ride is cheaper than a DUI,” “drinking and riding a motorcycle don’t mix,” “a good time can quickly turn into a deadly one,” and “don’t let this one be one too many.”

The Zero Fatalities outreach team attended several events during the campaign period, including the Beasley June Fest concert, Entravision Baile Privado concert, and the Lotus Stars and Stripes and Sparks to engage the public and further spread the word about impaired driving.

TRAFFIC SAFETY CALENDAR

AUGUST 15 – SEPTEMBER 1

National Stop on Red Week

Drive Sober or Get Pulled Over

SEPTEMBER 6 – SEPTEMBER 10

Governors Highway Safety Association (GHSA)
2014 Annual Meeting

SEPTEMBER 9 – SEPTEMBER 12

AASHTO Standing Committee on Highway
Traffic Safety (SCOHTS) 2014 Safety
Management Annual Meeting

SEPTEMBER 14 – 20

Child Passenger Safety Week

Over 10,000 people are killed in alcohol-impaired-driving crashes every year in the United States. Drunk driving is reckless and preventable. Drivers continue to break the law by driving impaired, putting thousands of travelers at risk every day.

Facts About Impaired Driving:

- » The average cost of a DUI is \$10,000 when you consider legal fees, fines, and higher insurance rates.
- » In the U.S. somebody dies every 51 minutes from a drunk driving crash.
- » 25% of the 2013 traffic fatalities in Nevada were alcohol related.
- » In Nevada, most of the fatal impaired driving crashes involved a single vehicle.

Even though the 4th of July celebrations have ended, reducing impaired driving in Nevada and nationwide is a year-long concern. This year's Nationwide "Drive Sober or Get Pulled Over" high-visibility crackdown will run August 15 through the Labor Day holiday on September 1.

MOTORCYCLE SAFETY TIPS

Statistically, driving a car is safer than riding a motorcycle. A few simple tips can increase motorcycle safety:

- » Have the right bike and the right gear
- » Wear a helmet. Motorcyclists and passengers in Nevada are required to wear helmets that meet standards set by the U.S. Department of Transportation
- » Avoid bad weather
- » Pay close attention to road hazards
- » Pay attention to other drivers



DID YOU KNOW: NEVADA TRAFFIC SAFETY LAWS

Vehicles overtaking a bicycle traveling in the same direction must pass on the left of the bicycle, move over a lane (if there is more than one lane in the direction of travel), or pass at a safe distance no less than three feet. If a driver violates the three foot rule and causes a collision with the bicyclist, it is considered reckless driving, punishable by a fine (\$250-\$1,000) and/or imprisonment (NRS484B.653).

NRS 484B.270 States:

1. The driver of a motor vehicle shall not intentionally interfere with the movement of a person lawfully riding a bicycle or an electric bicycle.
2. When overtaking or passing a bicycle or electric bicycle proceeding in the same direction, the driver of a motor vehicle shall exercise due care and:
 - (a) If there is more than one lane for traffic proceeding in the same direction, move the vehicle to the lane to the immediate left, if the lane is available and moving into the lane is reasonably safe; or (b) If there is only one lane for traffic proceeding in the same direction, pass to the left of the bicycle or electric bicycle at a safe distance, which must be not less than three feet between any portion of the vehicle and the bicycle or electric bicycle, and shall not move again to the right side of the highway until the vehicle is safely clear of the overtaken bicycle or electric bicycle.



WHAT'S TRENDING



Nevada law enforcement continues to issue citations to distracted drivers that are violating the hands-free law that went into effect in 2012. The Nevada Office of Traffic Safety, the Nevada Highway Patrol, and Zero Fatalities

have introduced a unique program to help violators break these bad habits.

Called the “It Can Wait for 28 Challenge”, the program is named for the common perception that it takes 28 days to effectively overcome a bad habit. The program helps violators break the distracted driving habits by participating in assigned activities posted on the program’s website. Participants are required to note their progress or share their accomplishments on social media.

Distracted driving includes some of the simplest tasks, both legal and illegal, and can cause you to lose control of a vehicle making a situation go from good to bad in a matter of seconds. Tasks include:

- » Using a cell phone or texting
- » Putting on makeup or grooming
- » Eating or drinking
- » Using a GPS device
- » Adjusting music players
- » Talking to passengers
- » Reading
- » Watching a video

FACTS TO KNOW

- » There are more than 3,500 distraction-related crashes in Nevada every year
- » The National Highway Traffic Safety Administration reports approximately 16% of all fatal crashes involved distracted driving
- » Fines for violating the hands-free law can range from \$50 for a first offense to an upwards of \$250 and a suspended license for subsequent offenses

- » Penalties may increase if the violation occurs in a work zone

With today’s technology readily available at our fingertips, it can be easy to get distracted. However, distractions take your focus off the road and the safety of those around you. Driving requires a combination of visual, manual, and cognitive skills and full attention from every driver. Don’t risk it! Stay focused on the road, Nevada!

For more information about the “It Can Wait for 28 Challenge”, please visit www.itcanwaitfor28.com and www.zerofatalitiesnv.com/focus.php.

ILLEGAL VS. APPROVED

As of January 1, 2012, it is illegal in the state of Nevada to handle a cell phone or other electronic device while driving in Nevada.

ILLEGAL

- » Handling a cell phone or other electronic device while driving (including talking, texting, or accessing the internet)
- » Using an electronic device at a stoplight
- » Picking up or programming a GPS device
- » Playing music on a device that requires the device to be in the driver’s hand at any time

APPROVED

- » Using a hands-free device or in-car system that acts on voice command
- » Voice-operated GPS devices that are affixed in the vehicle
- » Pulling off the road and using a handheld device while reporting a medical emergency, a safety hazard, or crime
- » Law enforcement officers, firefighter or emergency medical personnel acting with the scope of their duties