



DPS-Office of Traffic Safety

**Nevada's 'State Highway Safety Office' (SHSO)
NRS 223.200**

**James M. Wright, DPS Director &
Governor's Representative for Highway Safety
Traci Pearl, Highway Safety Coordinator**

DPS-OTS

- Grants Office
- Behavioral vs. Engineering
 - Annual Highway Safety Plan (HSP)
 - Education, **Enforcement**, EMS, and Data
- Funded grant projects must:
 - Be evidence-based
 - Align with **SHSP** priority areas and strategies
www.zerofatalitiesnv.com
 - Exhibit proven countermeasures



SHSP Partnership

- OTS on board since 2004 initial planning meetings
- Ying-Yang with NDOT and Law Enforcement
- Resource sharing
- 'Zero Fatalities' media campaign



NV HSP 2014

- \$ 10M
 - \$2M funded by NDOT
- 45 Projects
- 52 sub-grantee agencies
 - “***Joining Forces***” HVE
 - Impaired, Seat Belts, Speed, Distracted, and Pedestrian emphases

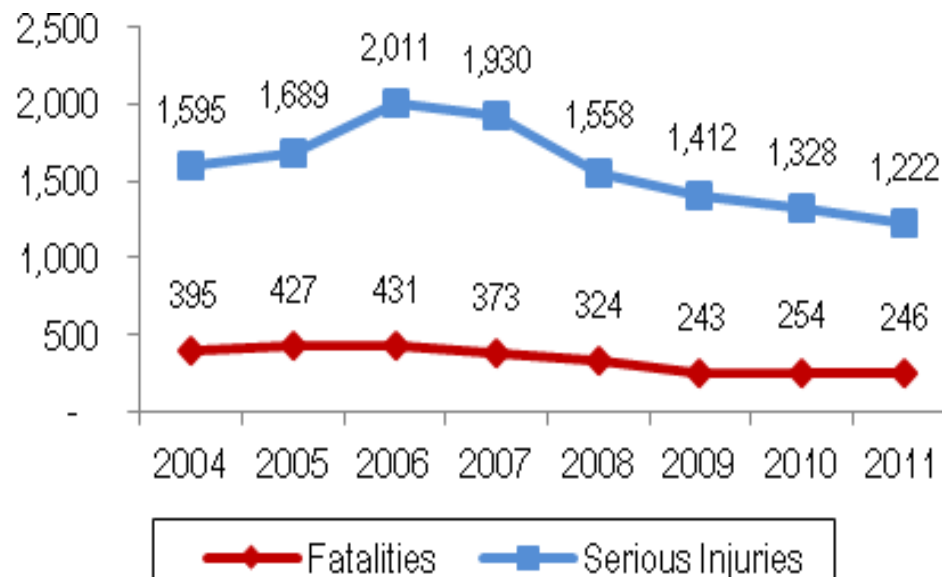


Chris Perry, Director
Governor's Representative for Highway Safety

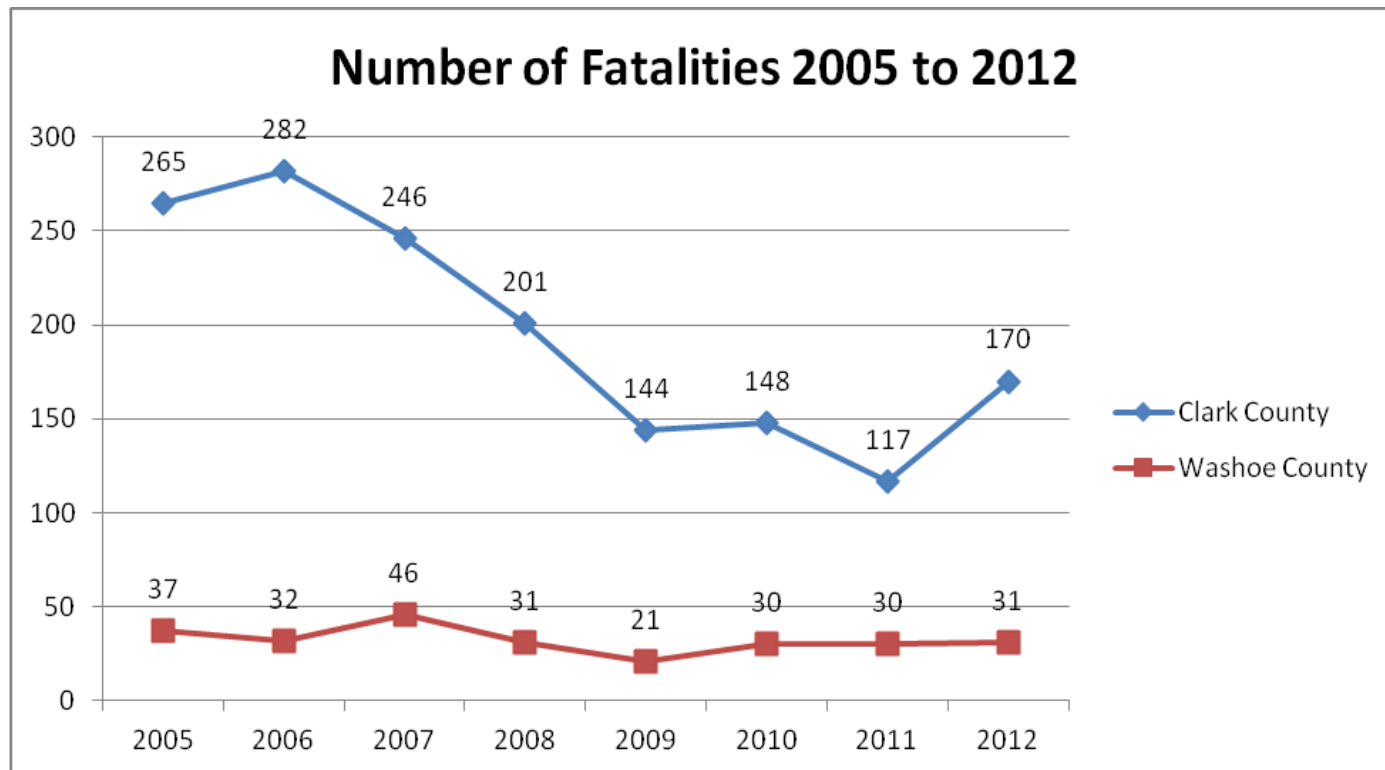


Is the *Strategic Highway Safety Plan* making a difference?

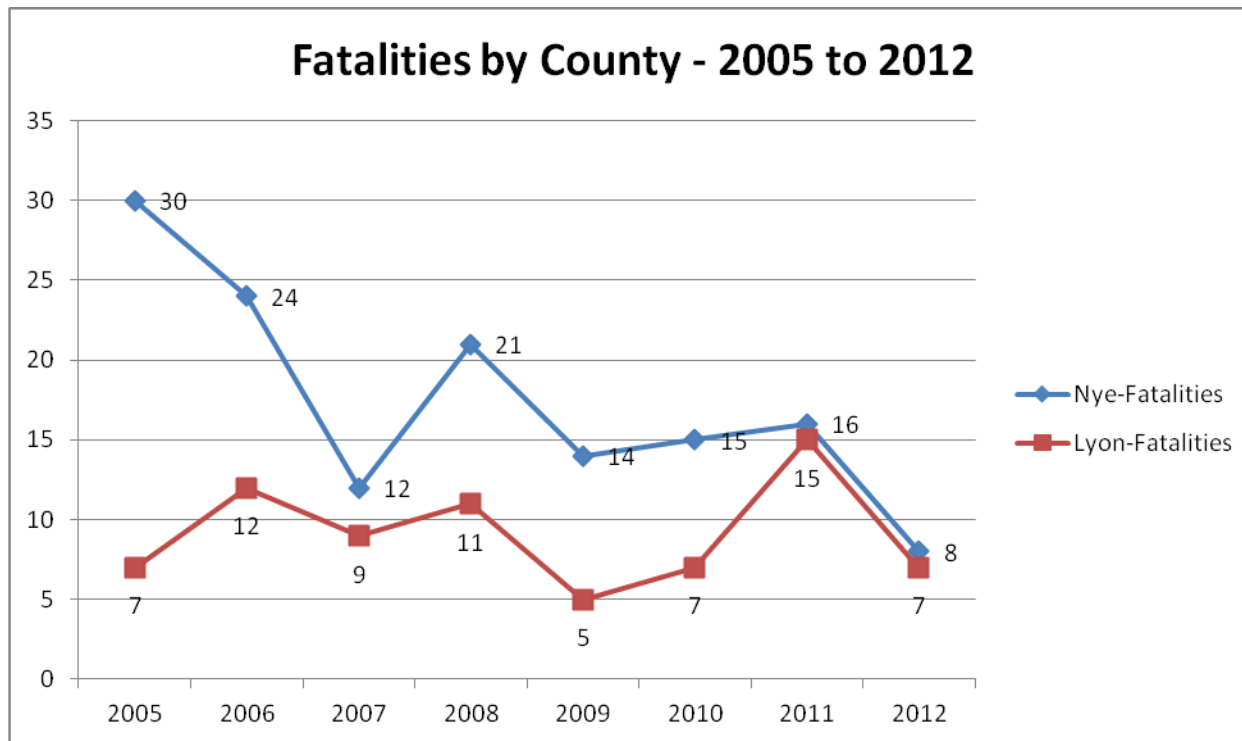
- First implemented FFY 2006
- Updated in FFY 2010 (2011-2015 Plan)



County Trends: All fatalities



County Trends: All fatalities

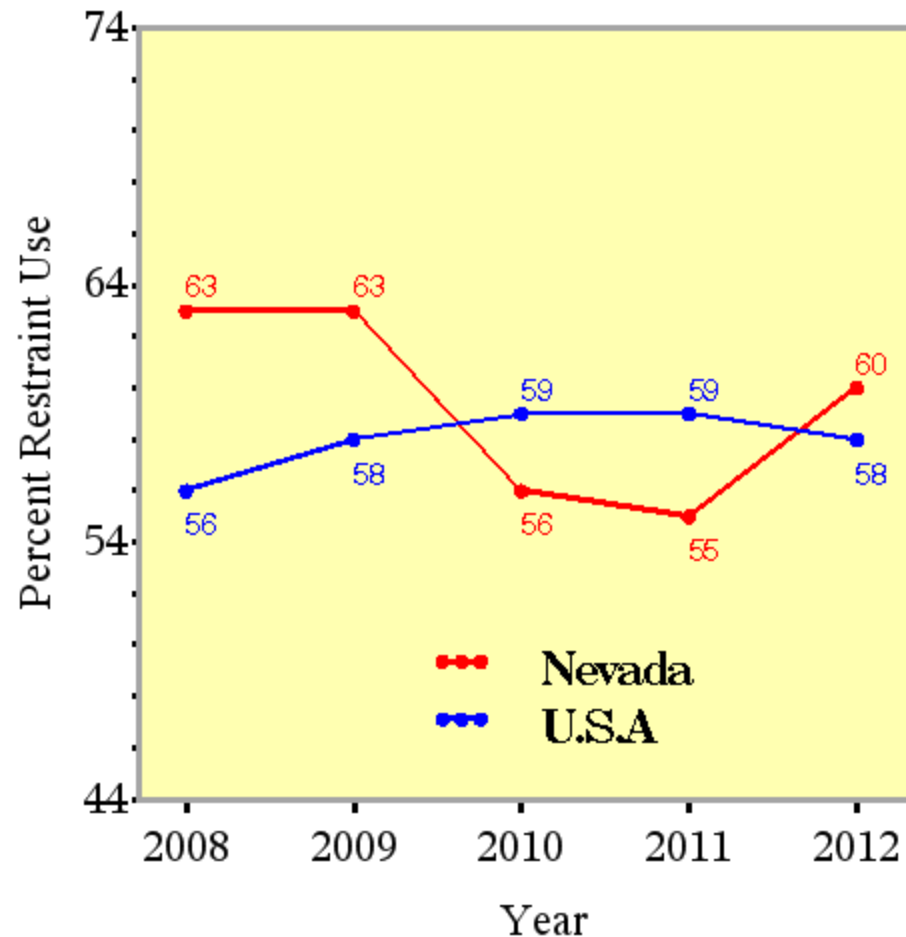


MILESTONES.....SUCCESSES

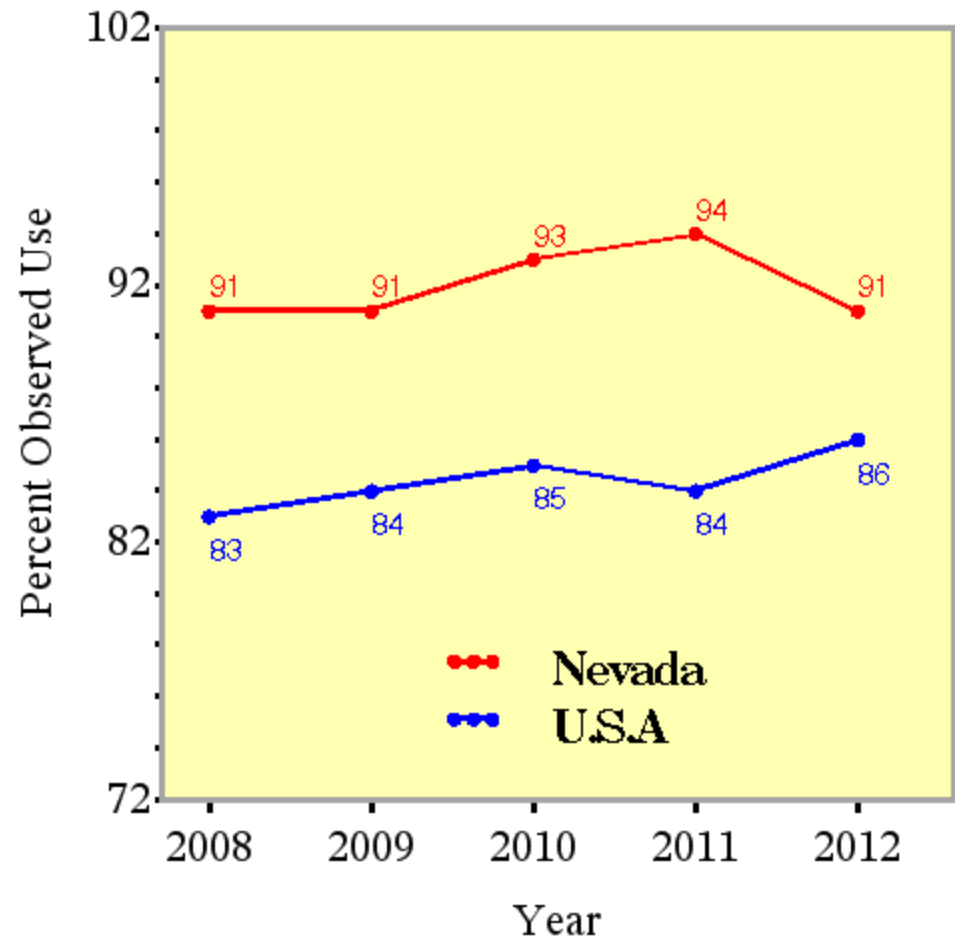
Past experience has shown when there is a decrease in fatalities followed by an increase, *the increase never brings fatalities up to previous high levels.*

Despite the slight increase in fatalities for 2013, Nevada and the nation have been tremendously successful in reducing motor vehicle deaths and injuries. Comparing preliminary 2013 data with the same period in 2005, fatalities are down 21 percent.

Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupant **Fatalities**
Aged 5 and Over, by Percent Restraint
Use



Daytime Front Seat (Outboard Only)
Passenger Vehicle Occupants **Observed**
Aged 5 and Over, by Percent Restraint
Use



NHTSA, REGION 8 – FATALITIES AND FATAL CRASHES

January 2014



FATALITIES

FATAL CRASHES

| | 2014 | | 2013 | | YTD | |
|--------|-------|-----|-------|-----|--------|--------|
| | MONTH | YTD | MONTH | YTD | CHANGE | % |
| CO | 22 | 22 | 32 | 32 | -10 | -31.3% |
| NV | 15 | 15 | 22 | 22 | -7 | -31.8% |
| ND | 7 | 7 | 5 | 5 | 2 | 40.0% |
| SD | 11 | 11 | 3 | 3 | 8 | 266.7% |
| UT | 16 | 16 | 4 | 4 | 12 | 300.0% |
| WY | 6 | 6 | 5 | 5 | 1 | 20.0% |
| REGION | 77 | 77 | 71 | 71 | 6 | 8.5% |

| | 2014 | | 2013 | | YTD | |
|--------|-------|-----|-------|-----|--------|--------|
| | MONTH | YTD | MONTH | YTD | CHANGE | % |
| CO | 22 | 22 | 29 | 29 | -7 | -24.1% |
| NV | 15 | 15 | 22 | 22 | -7 | -31.8% |
| ND | 7 | 7 | 5 | 5 | 2 | 40.0% |
| SD | 10 | 10 | 3 | 3 | 7 | 233.3% |
| UT | 16 | 16 | 3 | 3 | 13 | 433.3% |
| WY | 6 | 6 | 3 | 3 | 3 | 100.0% |
| REGION | 76 | 76 | 65 | 65 | 11 | 16.9% |

Paid & Earned Media



- Significant investment since 2009
- Coupled with specific *Joining Forces* enforcement events
= HVE countermeasure
- Co-sponsor of 'Zero Fatalities'

Paid & Earned Media

PSA's

(Public Safety Announcements)



zero Fatalities
Drive Safe Nevada

Friends
Don't Let
Friends
Drive Drunk.



Using Comedy To Communicate

Target: Male 21-49, including
Generation Y a.k.a. Millennials



The Designated Driver

“Every great event needs one thing: fun. But if your party involves drinking, it needs something else: a designated driver.”



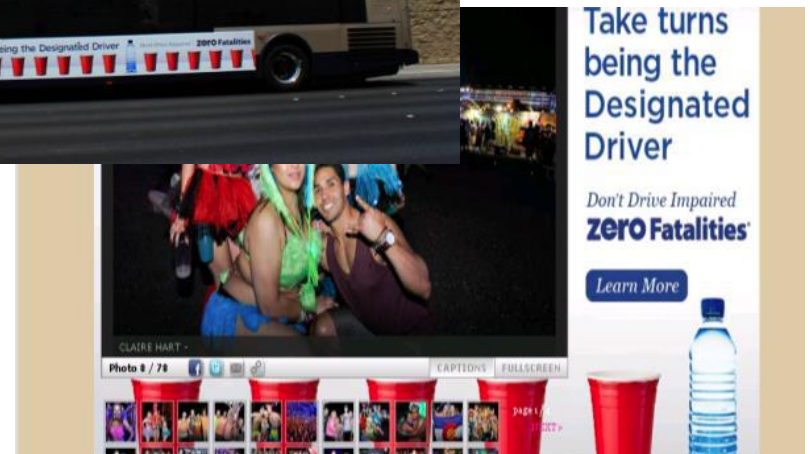
Red Solo Cups & Markers



Marker Face TV Spot



Extending the Message



April 7, 2014

Currently: 66° - Complete forecast | Log in | Create an account



MIKE SMITH: SMITH'S WORLD

0 COMMENTS



436

Smith's World for April 7, 2014

VEGAS RISK TAKERS

GAMBLER



PEDESTRIAN

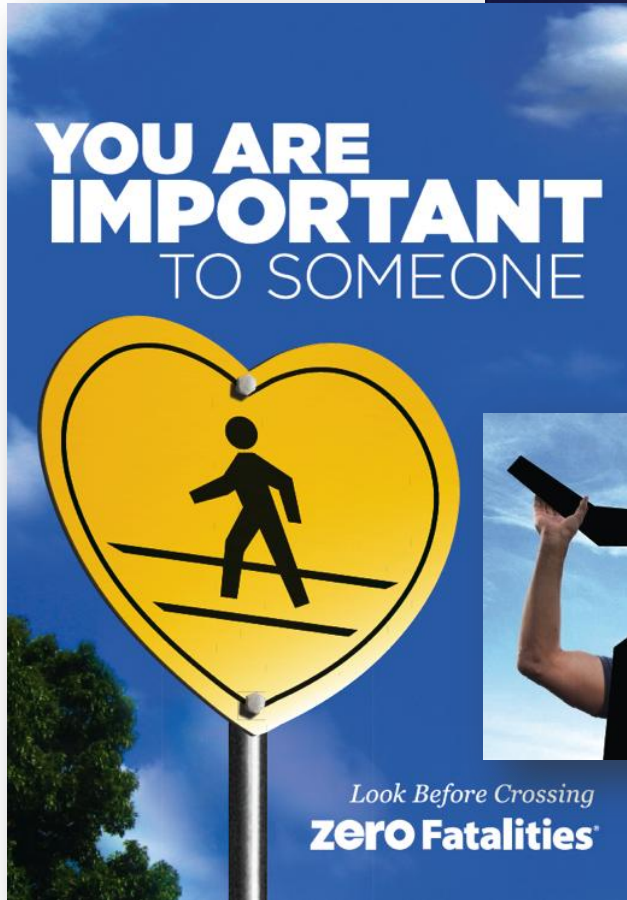


MOST POPULAR

Viewed Discussed Trending

1. Polaroid hits the Ling. Moon says goodnight

Every Pedestrian



Walking Wife TV Spot



Blue Men For Zero Fatalities



The image displays three promotional posters for the Blue Men's 'Zero Fatalities' campaign in Nevada. The posters are arranged in a collage: one at the top, one on the left, and one on the right. Each poster features the iconic Blue Men characters, who are bald with blue skin and white hair on the sides. The top poster shows a close-up of one Blue Man's face. The left poster shows the faces of three Blue Men. The right poster shows the silhouettes of three Blue Men with their arms raised in a celebratory gesture against a background of radiating lines.

BLUE MAN GROUP
BLUEMAN.COM

**FOCUS ON THE ROAD.
DRIVE SAFE,
NEVADA.**

ZERO FATALITIES

**FOCUS ON THE ROAD.
DRIVE SAFE, NEVADA.**

For more information visit
ZeroFatalitiesNV.com

BLUE MAN GROUP

zero Fatalities®
Drive Safe Nevada



Traci Pearl

tpearl@dps.state.nv.us

775.684.7476