



INSIDE

SAFETY CULTURE CONNECTION

- The Zero Fatalities Program **1**
- A New Vision for Boulder Highway **2**
- Cinco De Mayo Drunk Driving Prevention **3**
- What's Trending: NDOT's 2016 Pedestrian Safety Programs **4**
- Calendar **5**



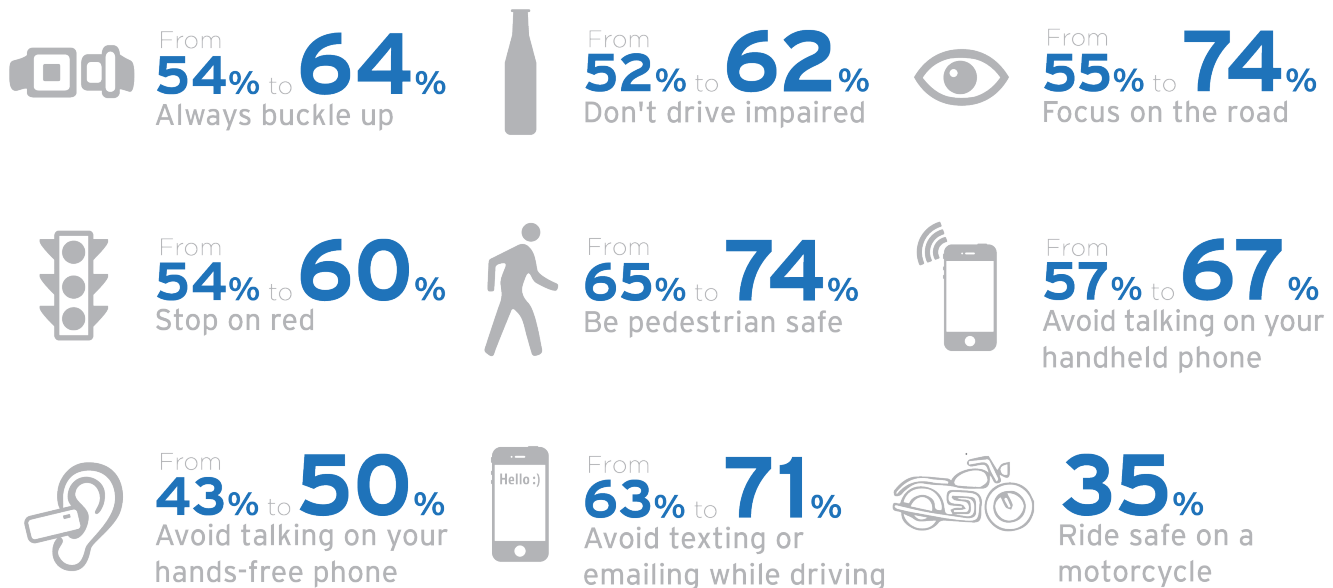
THE ZERO FATALITIES PROGRAM: INCREASING AWARENESS AND INFLUENCING BEHAVIOR

Each year, Penna Powers works with the Nevada Departments of Transportation (NDOT) and Public Safety (DPS) to conduct quantitative research in order to assess public awareness of the Zero Fatalities program, as well as its influence on changes in behavior. The overarching goal is to achieve 70% awareness of the Zero Fatalities program by the end of 2017 and to ensure that there is a steady increase in safe driving behaviors.

The Zero Fatalities marketing and outreach efforts in 2015 reached 97% of Nevadans in some form with a 65% awareness (up from 30% in 2012). This could have been through a TV commercial, billboard, radio commercial, outreach event interaction, social media post, etc.

Has the Zero Fatalities campaign influenced you?

2012 numbers vs 2015



* Graphics Courtesy of Penna Powers

A NEW VISION FOR BOULDER HIGHWAY

Last September, the Southern Nevada Pedestrian Safety Task Force decided it was time to have a conversation about safety along Boulder Highway (SR 582).

The bottom line is countless lives have been lost crossing the street. In the past five years there have been 1,700 crashes, 30 pedestrian deaths and 8 percent of the total fatalities for Clark County as a whole—an amount that warrants change.

On January 27, nearly 70 stakeholders gathered for the Boulder Highway Coalition day-long summit. Engineers, planners, law enforcement, elected officials and advocates came to the table to discuss ways to improve Boulder Highway. Many ideas were discussed at the day long summit, culminating in both short- and long-term goals and plans for the corridor.

Boulder Highway is a state route, and NDOT has identified several short-term projects which will help jump start the new Boulder Highway.



Front Row: Sherri Bush, Adrienne Packer, Tony Illia, Senator Mark Manendo, Judge Janiece Marshall, Michelle Nath, Congresswoman Dina Titus, Geoff Sample, Chelsea Stuenkel, Sgt. Peter Kisfalvi

Back Row: John Penuelas, Bill Ortiz, Ron Floth, Maggie Saunders, Nadia Fulkerson, Dorothy Pewitt, Erin Breen.

SHORT-TERM GOALS

- » Utilize pedestrian safety zone law to enhance safety message
 - » Increase enforcement of actions putting lives in jeopardy
 - » Increase penalties for violations
- » Enhance pedestrian lighting and add median lighting corridor wide
- » Using delineators, take away inside travel lanes to reduce distance for crossing, Make street safer and determine feasibility of long-term plan
- » Video public service announcements on busses about safe crossing in English and Spanish
- » Broaden education efforts to include area businesses, schools, weekly housing facilities and developers as partners to deliver safety message
- » Increase awareness of life's fragility by using alert system on cell phones to notify residents of every road fatality community-wide

LONG-TERM GOALS

- » Redesign Boulder Highway using a complete streets approach:
 - » Reduce and narrow travel lanes
 - » Add wider sidewalks and protected bike lanes
 - » Add more crosswalks and shorten crossing distances at intersections
 - » Add rapid flashing beacon signals to all crosswalks
 - » Add art and landscaping to support calming effect and enhance beauty
- » Reduce speed limit to 35 mph
- » Consider alternative intersections such as roundabouts
- » Working with neighborhoods, rename Boulder Highway to remove "highway" to reflect revised character of corridor
- » Adopt smart growth strategies to assure land use and zoning work for the betterment of the area

2016 CINCO DE MAYO DRUNK DRIVING PREVENTION

Cinco de Mayo is a historical day celebrating Mexico's 1862 victory over France at the Battle of Puebla during the Franco-Mexican War. In the United States, Cinco de Mayo has become a day to celebrate with friends and family, eat some good Mexican food, and drink some cold brews and salty margaritas. But when it comes to road safety, Cinco de Mayo is not a day to be celebrated. Below are some national cold hard facts about "Cinco de Drinko".

- » The Cinco de Mayo holiday period (6:00 p.m. May 4 to 5:59 a.m. May 6) is especially deadly on our nation's roads, with more than one-third of all crash fatalities from 2010-2014 involving a drunk driver with a blood alcohol concentration (BAC) of .08 grams per deciliter (g/dL) or higher. In fact, from 2010-2014, there were 268 people killed in drunk-driving crashes over the Cinco de Mayo holiday period, with 33 people killed in 2014 alone.
- » Over the 2014 Cinco de Mayo holiday period, almost one-fifth (18%) of drivers in fatal crashes had BACs of .15 or higher—that's almost twice the legal limit in every state.
- » Twenty-five percent (25%) of drivers in those fatal crashes had BACs of .08 or higher. That's a sobering statistic.
- » Fortunately, Cinco de Mayo holiday period drunk-driving fatalities have decreased slightly from 90 in 2012 (45% of all crash fatalities), to 65 in 2013 (40% of all crash fatalities), to 33 people in 2014 (33% of all crash fatalities).

Let's not become another sobering crash statistic. Think about it and designate a sober driver. **Buzzed Driving Is Drunk Driving. When you drive drunk, you risk killing yourself or someone else.** And if you live, you risk your freedom, time, money, and much more. You will be looking at jail time, the loss of your driver's license, and attorney and court fees. Your car or motorcycle could be totaled, leaving you without. Your insurance rates will sky rocket and you could incur numerous other expenses. Keep in mind the average DUI costs about \$10,000. Wouldn't it be smarter and cheaper just to arrange for a ride home? For more information, visit www.trafficsafetymarketing.gov.



Tips for Getting Home Tipsy:

- » If you are planning on drinking, leave your car keys at home.
- » Know how you're getting home before you start drinking.
- » Save the phone numbers of Uber or local taxi companies in your phone.
- » Download NHTSA's SaferRide app, available on iTunes at <https://itunes.apple.com/us/app/saferide/id950774008?mt=8> or you can find it through Google Play. The app allows you to pinpoint your location and helps you call a friend or local taxi to pick you up.
- » If available, use your community's sober ride program.
- » If you can't find a safe ride or you choose to walk home, remember that walking impaired can be dangerous, too. Find a sober friend to walk you home.

Facts courtesy of <http://www.trafficsafetymarketing.gov/CAMPAIGNS/Drunk+Driving/Buzzed+Driving+is+Drunk+Driving/Cinco+de+Mayo/2016+Fact+Sheet>

WHAT'S TRENDING: NDOT'S PEDESTRIAN SAFETY PROGRAM

NDOT is dedicated to traffic safety, and many NDOT road projects add important safety enhancements to keep us safe on Nevada roads. As part of that, NDOT is building approximately \$10 Million in pedestrian safety improvements primarily in Clark and Washoe counties in 2015 and 2016. The funding will be used to construct pedestrian safety improvements, including enhanced crosswalks, pedestrian-activated crossing signals and other safety enhancements in Nevada's urban areas. The engineering improvements in addition to integrated enforcement, public education, engineering and emergency response programs to save lives on Nevada roads.

For more information on these projects as well as future projects, please visit

http://www.nevadadot.com/Projects_and_Programs/Road_Projects/Pedestrian_Safety_Projects.aspx.

LAS VEGAS

Lake Mead Boulevard (SR 147) from Civic Center Drive to Pecos Road

- » Narrowing roadway width to widen sidewalks and provide bike lanes.
- » Creating American's with Disabilities Act (ADA) handicap complaint driveways and crossway ramps.
- » Replacing two-way left turn lane with a raised median to eliminate pedestrian and vehicle conflicts.
- » Constructing two new pedestrian crossings with refuge islands and beacon warnings.

Charleston Boulevard (SR 159) from Hillside Place to Burnham Avenue, and between Arden Street and Nellis Boulevard

- » Adding pedestrian bulb outs and rectangular rapid flashing beacons at the intersections of Hillside Place, 17th Street and Burnham Avenue.
- » Widening the median and restriping the travel lane from Arden Street to Nellis Boulevard.
- » Constructing ADA sidewalk ramps and raised median islands.

Boulder Highway (SR 582) at Sun Valley Drive near the Eastside Cannery

- » Installing overhead rectangular rapid flashing beacons and median island.
- » Modifying the left turn vehicle access to eliminate pedestrian conflicts.

Blue Diamond Road (SR 160) at El Capitan Way and Fort Apache Road

- » Installing traffic and pedestrian crossing signals.
- » Making sidewalk improvements.

RENO

North Virginia Street, Kietzke Lane and Sun Valley Boulevard will receive pedestrian safety enhancements, including:

- » Pedestrian activated rectangular rapid flashing beacons.
- » Pedestrian islands will be constructed in the median of some crosswalks to serve as an additional safety refuge.
- » Sidewalks will be improved for safer and easier pedestrian travel.
- » Enhanced light-emitting diode (LED) overhead lighting will be installed for increased visibility in pedestrian crossing areas.

LAKE TAHOE

SR 28 pedestrian safety improvements in Incline Village, including:

- » Relocation of crosswalk on SR 28 west of Village Boulevard closer to existing bus stop.
- » Pedestrian crossing warning signs equipped with rectangular rapid flashing beacons on either side of Village Boulevard.
- » Additional street lighting and ADA sidewalk ramps, along with pedestrian crossing signs in the crosswalks.
- » New left turn lanes from Country Club Drive to SR 28 were also installed with new traffic detection systems to help drivers most efficiently and safely get through the intersection.

NEVADA TRAFFIC SAFETY Calendar of Events

2016 NEVADA TRAFFIC SAFETY SUMMIT

The Nevada Department of Transportation and

the Office of Traffic Safety invite you to attend the annual Nevada Traffic Safety Summit! The 2016 Summit will take place May 24 and 25 at the South Point Resort in Las Vegas.

The purpose of the Summit is to gather safety professionals, partners and advocates from across the state to share best practices for implementing strategies and action steps, to move forward toward the ultimate goal of Zero Fatalities in Nevada.

The Summit will kick off with the Motorcycle Safety Forum Tuesday morning, followed by a keynote luncheon and sessions in the afternoon. Breakout sessions are scheduled for Wednesday, along with the SHSP Awards presentation over lunch.

Visit www.safetysummitnv.com to register and book your hotel. Registration is free; the event is funded annually by Nevada Department of Transportation and Department of Public Safety-Office of Traffic Safety.



Nevada Department of
Public Safety
Office of Traffic Safety

NEW TRAINING OPPORTUNITY FOR MOTORCYCLE SAFETY INSTRUCTORS

The Office of Traffic Safety Nevada Rider Program has received approval to sponsor additional training for motorcycle safety instructors. All instructors will be given the opportunity to take the Accident Scene Management Bystander Assistance course. This course helps them remain certified as Nevada Rider motorcycle safety instructors and satisfies a recommendation from the National Agenda for Motorcycle Safety to "Integrate a motorcyclist treatment component in first-aid/bystander training and encourage motorcyclists to obtain this training." For more information, please visit www.nevadarider.com.

ZERO FATALITIES OUTREACH EVENTS

April 24

Reno Earth Day, Reno

June 9, 16, 23, and 30

39 North Marketplace, Reno

STRATEGIC HIGHWAY SAFETY PLAN MEETINGS

March

28 Pedestrians CEA

April

25 Technical Working Group

25 Intersections CEA

May

9 Occupant Protection CEA

18 Lane Departures CEA

24-25 Nevada Traffic Safety Summit

TRAININGS

Highway Safety Manual Practitioners
Training - Freeway and Interchanges

April

13-14 CSN, Henderson

May

10-11 TMCC, Reno

JOINING FORCES HIGH VISIBILITY EVENTS

March

17-31 Impaired Drivers/Riders

April

1-20 Distracted Drivers

April 25 - May 9

Impaired Drivers/Riders

May 16 - June 1

Click It or Ticket (Mandatory Event)