

TRAFFIC SAFETY BUREAU
NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

ANNUAL REPORT 2002



The mission of the Traffic Safety Bureau

... is to continuously reduce traffic-related fatalities and injuries by developing and supporting a comprehensive, multiple strategy approach that includes prevention, education, regulation, legislation, enforcement and deterrence initiatives.



For more information about New Mexico Safety Programs, please write or call:

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MESSAGE FROM THE BUREAU CHIEF

2002 has been an opportunity to reflect on the success and shortcomings of our previous efforts, a time to take inventory and to research innovations in the traffic safety field. As always, the efforts of our many partners have continued to save lives, reduce crashes and injuries, and create safer streets and highways.

The theme of "A Time for Action" is more than a slogan for a conference, it is the true conviction of our efforts and those of our partners to continue to advance toward our goals established in the Highway Safety & Performance Plan (2000 – 2005). The New Mexico Traffic Safety Bureau has made resources available to those partners with viable solutions for their local problems. The innovative efforts include actions dealing with underage drinking and the purchase of alcohol, "click it or ticket," legislation on ignition interlock, double fine for speeding in construction and safety zones, seat belt usage, bicycle and motorcycle helmet safety to name a few. In keeping with the safety corridor assessment, Motor Transportation has used the "IRIS" system to assist in addressing safety issues with large vehicles using the state roadways.

As always our success is the result of the cooperative efforts of our partners and advocates in the many diverse communities, especially the outstanding support from the New Mexico State Highway & Transportation Department.

We are truly following our mission and proud of the results achieved, the relationships established, and the difference our collective efforts have made. This year can be best described as "A Time for Action."

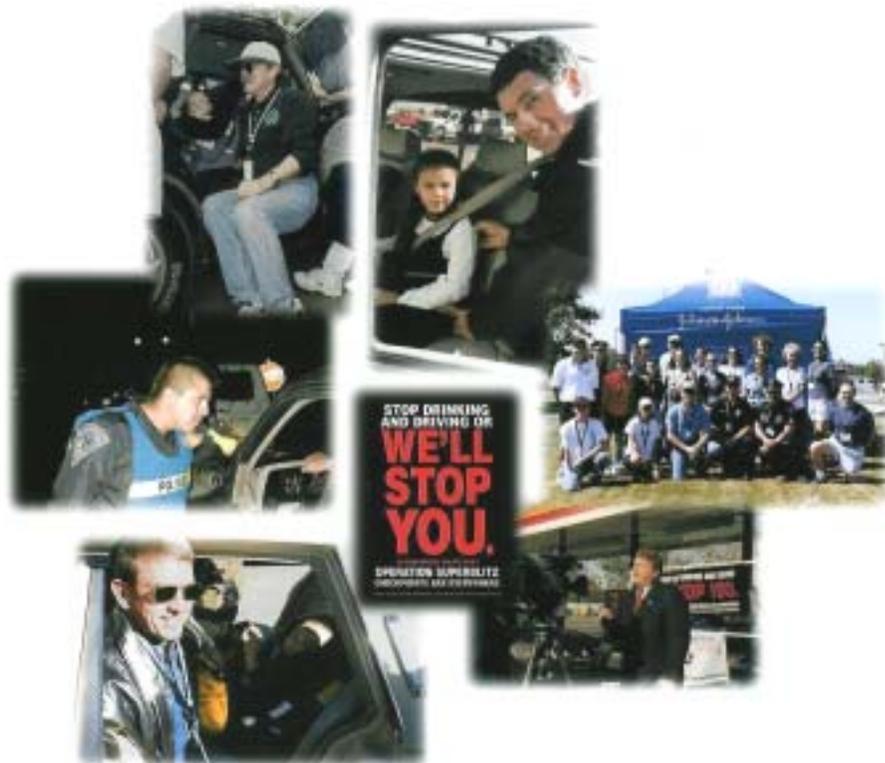
Sincerely,

A handwritten signature in black ink that reads "Virginia M. Jaramillo". The signature is written in a cursive, flowing style.

Virginia Jaramillo
Bureau Chief
NM Traffic Safety Bureau



SUCCESS THROUGH PARTNERSHIPS



Introduction

Motor vehicle crash deaths and injuries are preventable

The New Mexico Traffic Safety Bureau is dedicated to reducing and preventing deaths, injuries and crashes related to motor vehicles. This commitment is especially difficult in a poor, rural state that historically has been in the top three nationally for traffic related deaths per capita. In addition, New Mexico has been number one or number two for a decade in alcohol-related traffic deaths per capita. Motor vehicle crashes remain the leading cause of death for every New Mexican under the age of 44.



The New Mexico Traffic Safety Bureau (TSB) is part of the New Mexico State Highway and Transportation Department, Transportation Programs Division. The mission of the TSB is to continuously reduce traffic-related fatalities and injuries by developing and supporting a comprehensive, multiple strategy approach that includes prevention, education, regulation, legislation, enforcement, and deterrence initiatives.

The identification of traffic safety problems and the enabling of state and community leaders to develop effective activities and programs to address these issues at a local level are basic accomplishments of the efforts of the TSB. Within the context of this mission statement, the TSB works with the New Mexico State Legislature, county and municipal governing bodies, select elements of the State's judicial system, various law enforcement agencies, and specialized research and public service organizations.

The roles of the Bureau include providing leadership and coordination for New Mexico's highway safety efforts, conducting planning and capacity building efforts to achieve performance goals, coordinating implementation of proven, effective strategies, assessing the state's capacity to address highway safety issues, and evaluating the effectiveness of state and local efforts.

New Mexico has one of the highest seatbelt use rates in the nation at 88 percent. In addition, New Mexico has reduced alcohol-involved traffic fatalities by 25.2 percent since 1992. Both of these successful efforts have been brought about in part by highly visible traffic enforcement programs. Operation Buckle Down and Operation DWI are examples of proven, effective strategies that achieve results.

All successful traffic safety programs in New Mexico involve our vital partners in law enforcement, the judiciary, other state agencies, universities, local community DWI programs, non-profit and for profit partners such as Safer New Mexico Now, the American Automobile Association, the DWI schools and advocates from all walks of life, including Mothers Against Drunk Driving (MADD).

This annual report describes the progress New Mexico has made in reducing traffic deaths and injuries, and highlights successful efforts. While numbers are important measures in highway safety, we must never forget that these numbers represent mothers, fathers, children, neighbors, co-workers, and friends. TSB believes that every death resulting from a motor vehicle crash is one death too many.

Goals: The Quick Facts

The Traffic Safety Bureau has set a number of performance goals. The criteria used to set these goals include analysis of crash data; the ability of state and local entities, especially law enforcement, to implement strategies to attain the goals; and the willingness of state and local agencies to participate in the strategies. Performance goals are unique in that they are easily measured. These "quick facts" list some of the agency's 2002 performance goals and the numbers that tell the tale of the state's success or failure in attaining them.

Reduce New Mexico's traffic fatality rate per 100,000 Population to 22.5 in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
26.7	27.0	28.8	28.2	27.9	24.0	25.7	23.8	25.2	24.7

Reduce New Mexico's fatal traffic crash rate per 100 million vehicle miles (MVMs) traveled to 1.74 in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
1.93	1.89	2.01	1.92	1.83	1.69	1.73	1.71	1.83	1.77

Reduce alcohol-involved traffic fatalities to 42% in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
58%	51%	48%	49%	44%	44%	42%	45%	43%	44%

Reduce alcohol-involved fatal crashes to 44% in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
57%	52%	48%	50%	45%	44%	45%	44%	43%	45%

Reduce the percentage of alcohol-involved fatalities among young adults to 57% in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
69%	57%	63%	61%	54%	63%	51%	63%	56%	57%

Increase the front seat occupant seatbelt use rate to 89% in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
70%	79%	86%	86%	88%	83%	88%	87%	88%	88%

Reduce the pedestrian fatality rate per 100,000 Population from to 2.3% in 2002.

1993	1994	1995	1996	1997	1998	1999	2000	2001	2002
4.2%	4.4%	5.2%	3.6%	3.8%	3.3%	3.0%	2.6%	3.9%	3.1%

Notes:

Except for seatbelt observation, 2002 estimates are from October 2001 - September 2002, Alcohol-involved fatalities are those in which a driver or pedestrian was coded as being alcohol-involved. The person who died may not have had alcohol in his or her system.

ACCOMPLISHMENTS of 2002

The Statewide Traffic Records Coordinating Committee (STRCC) is comprised of multiple agencies involved in traffic records initiation, storage, transmission, and dissemination. The STRCC's mission is to establish a Statewide Traffic Records System (STRS) model, involving a statewide, multi-departmental effort that will facilitate the sharing of traffic records information, address quality issues and jointly implement solutions. In this way, a meaningful effort can be made to target and reduce traffic crashes and traffic fatalities.

Reduction of the number of injuries and deaths due to car crashes is the highest priority for the TSB. Their efforts and programs have focused on the areas of underage drinking; drinking and driving; vehicular occupant protection (including child safety seat restraints), speed, and aggressive driving behavior.

At the First Traffic Safety Summit held in May 2002, plans were made to restructure the New Mexico Traffic Safety Bureau. Under the previous system, program managers were responsible for specific programs on a statewide basis. This was changed to assign one program manager to each of the six Highway Department districts. In this way, each program manager not only has more direct contact with the local law enforcement agencies, other traffic safety organizations and the residents within the district, but is also more immediately aware of the needs of that district. Each program manager is skilled in a number of different program areas and can respond to needs accordingly.

As population continues to grow in New Mexico, it is very likely that, if left unchecked, the number of vehicular crashes would increase proportionately. The efforts of the TSB are focused on reducing the current number of incidents and victims as well as deterring any new growth incidents through education, engineering, legislation and enforcement.

General Programs in the Traffic Safety Bureau include: Prevention, Enforcement, Screening, Treatment, Intensive Supervision, Coordination-Planning-Evaluation, and Alternate Sentencing.



AWARDS

The public relations and advertising efforts of TSB were recognized and awarded in 2002.

ASSHTO National Public Affairs Workshop, First Place in Issues/Crisis Management - for the "First Annual Traffic Safety Summit".



Mothers' Against Drunk Driving Agency Award – for the on-going efforts by TSB in raising public awareness on drunk driving problems in New Mexico.

Public Relations Society of America - The New Mexico Chapter of PRSA awarded Traffic Safety Bureau the Cumbre Award for its efforts in raising public awareness on traffic issues/problems/solutions in New Mexico, through its aggressive use of the communications media and public events.

Public Awareness Campaign for DWI Occupant Protection and Underage Drinking – The Award of Achievement was received at the New Mexico Marketing Association Marketer of the Year Awards. This program award is based on effectiveness and quantifiable results.

Walk Your Kid to School Logo – was included both in the prestigious Communication Arts Design Annual and Print Magazine.

LEGISLATION PASSED IN 2002

SENATE BILL 133 – requires the installation of ignition interlock devices in the vehicles of repeat drunken drivers and first time offenders whose level of intoxication was twice the legal limit and above. The new law will take effect on January 1, 2003.

HOUSE BILL 95 – allows the imposition of doubling the fine for speeding within designated safety and/or construction zones.

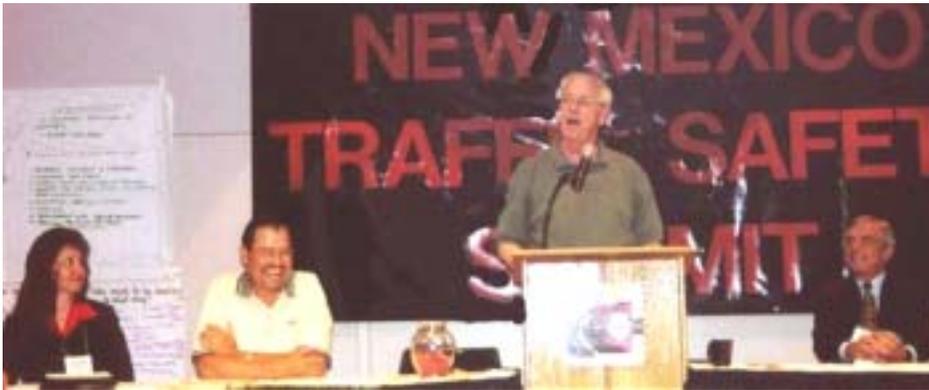
PROGRAMS

"Super-Blitz"

High profile checkpoints and saturation patrols, funded by TSB, which include Selective Traffic Enforcement (STEP), Wolf Packs and Party Patrols, focus on Driving While Intoxicated, occupant protection and other vehicular violations. These operations are held statewide during the months of March, May, August and November.

"First Annual Traffic Safety Summit"

The TSB premier assembly of traffic safety conscious New Mexicans representing each of the six districts was held May 7-9, 2002. The purpose was to begin a dialogue between the districts to establish common ground and to identify and share the traffic safety issues specific to their localities and the proposed solutions viable in their communities. Two hundred thousand dollars was made available to each district for allocation to fund traffic safety improvement projects. Action plans for each district have been developed and are in the process of being implemented.



"Cops in Shops"

The program mandates a zero tolerance for the underage purchasing and/or consumption of alcohol.

"Motorcycle Safety Awareness Day"

Local events sponsored by TSB, as part of National Motorcycle Safety Awareness Month, were used to increase awareness of motorcycles on the road and sharing the road with them, and to help motorcycle riders drive defensively in traffic.

"Click It or Ticket"

TSB was the state sponsor for a highly successful national seatbelt usage campaign. Public relations, in-store displays and radio announcements supported this program.

"Campus Office of Substance Abuse Prevention" (COSAP)

The TSB participates with the University of New Mexico to create a healthy campus environment for New Mexico colleges, free from the negative consequences of alcohol, tobacco and other drug abuse.



"Party Patrol"

The TSB funds the Albuquerque Police Department in an underage drinking prevention/enforcement program commonly referred to as the "Party Patrol". The Program provides teams of officers to work on Friday and Saturday nights to exclusively address the problem of underage drinking. These officers investigate all disturbance and party calls, which often involve minors. During 2002, from January to August, the "Patrol" received 2591 calls for service, 263 party calls; issued 1751 misdemeanor citations, 337 traffic citations; and made 23 DWI arrests.

NEW PROGRAMS / NEW EQUIPMENT

Safety Corridor Plan - Safety corridors are segments of highway with an incident of traffic crashes higher than the statewide average for that type of roadway. Typical actions to take place in designated safety corridors include – crash and conditions data collection, field evaluation, intensified law enforcement, engineering improvements, and driver education programs. The corridors are identified with signage and may include double fines for speeding within the designated roadway segment.

With the initial concept and enforcement activities, roadways identified as having not only high crash, but also high fatality rates, were targeted. The first unofficial operation to identify and test a safety corridor was on U.S. Highway 82, between Alamogordo and Cloudcroft, following several fatal and serious injury collisions. The TSB worked in conjunction with the NM State Police, NM Motor Transportation Police, Otero County Sheriff's Department, the High Rolls Volunteer Fire Department, Alamogordo Police Department, and the District 2 Traffic Safety Engineer.

Within each of the six Highway Department districts, at least two safety corridors are planned, based on crash and fatality rates.



Tools to Help: Infra-Red Inspection System

(IRIS) – Based on funding from TSB, the Motor Transportation Police assisted in the initial stages of reviewing U.S. Highway 82 as a potential safety corridor, by providing their newly activated, mobile Infrared Inspection System, on IRIS.

IRIS-IN-A-VAN is a unique screening tool that uses infrared technology to detect problems with braking systems, tires and running gears in heavy commercial vehicles. The surveillance equipment, attached to the rear of the van, can scan an entire truck at once while it is moving at a reduced speed and determine hot spots on the vehicle including the heat levels of the large vehicle's brakes, showing potential problems. The high-resolution monitor, housed in the van, displays temperature differences as varying shades of gray ranging from black (cold) to white (hot).

TSB COMMUNICATIONS PROGRAMS

A summary of the mass communication programs the Traffic Safety Bureau has promoted in 2002 include:

Driving While Impaired (DWI)

TSB Summit – Extensive media relations, which included a mock DWI Crash in front of the building. Law enforcement and fire department personnel took part in the process, showing what happens during a DWI-involved crash. Secretary Pete Rahn also held a press conference at the site, denouncing drunk driving and the problems it causes.

Super-Blitz checkpoints and saturation patrols

– these events were held statewide during the months of March, May, August and November, in addition to other local operations on a weekly basis. Promotions included paid media, press coverage of specific events and counter display cards, which identified the issues of drunk driving and the affects it has on family and community.



Balloon Fiesta - Developed inserts for balloonist packets and had PSA announcements every morning at the Fiesta concerning drinking and driving.

Designated Driver - Print ads during holiday season, plus public relations campaigns on social host liability, and drinking and driving prevention. During this process, many bars and other establishments serving alcohol were contacted and asked to provide special services for “designated drivers”. This ranged from free soft drinks to food and other benefits, which emphasized the safety of having a designated driver.

Blood Alcohol Truck - The Century Council’s blood alcohol educator truck was brought to UNM to educate students on Blood Alcohol Content and the dangers of drinking and driving. The truck provides a “virtual bar” with computer terminals and software, allowing people to “order” certain drinks with varying consistency, and food. It then shows what their blood alcohol would be, based on alcohol and food intake, plus height, weight, age, and sex. Also, with the assistance of the Albuquerque Police Department, “Fatal Vision” goggles (which are designed to blur the user’s vision) were used to demonstrate to the students



what it was like to physically function with the loss of equilibrium as with an alcohol impaired person. The students were asked to perform field sobriety tests, including walking a designated line. A press event was also held with representatives from TSB, Mothers Against Drunk Driving, the American Automobile Association, and various students representatives, including COSAP.



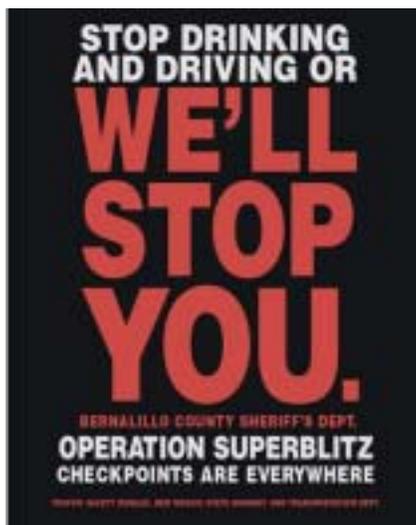
The Christmas and New Year's Holiday Season - Paid media, public relations, and an extended "blitz" period of checkpoints and saturation patrols were conducted to create awareness of the dangers and penalties of drinking and driving.

Underage Drinking

Cops in Shops - Posters and other information were distributed through Safer New Mexico Now, a distribution warehouse contractor for TSB. The program emphasizes the potential of law enforcement personnel working under cover either as a liquor or variety store employee, watching for underage persons attempting to purchase alcohol, or acting as an underage buyer, to ensure that store owners abide by the law.

Party Line - Party Line magnets are also distributed through Safer NM Now's clearinghouse.

Prom Night - Traffic Safety Bureau conducted a Prom Night Pledge promotion to make teens more aware of the hazards of drinking and driving, especially during celebrations such as Prom Night. In an attempt to bring volunteer non-drinking compliance to the teens, TSB partnered with Arby's and CompUSA to encourage kids not to drink and drive during Prom season. Students who signed a pledge not to drink were given the opportunity to win one of several prizes. Television and public relations promoted the program. A media event including go-karts and "Fatal Vision" goggles showed teens the affects of intoxication on driving skills.



Blood Alcohol Truck – As noted under communications programs, the Century Council's blood alcohol educator truck was brought to UNM to educate students on Blood Alcohol Content and the dangers of drinking and driving. Using computer interface, it showed them what their blood alcohol content would be after drinking, considering food consumption, age, sex, weight and height. Also available were the members of the Albuquerque Police Department, who, with the assistance of "Fatal Vision" goggles, walked students through a series of field sobriety tests.

Memorial Day and Labor Day - Paid media and public relations supported a two-week "Blitz" in an effort to lower alcohol-related crashes and raise seatbelt usage.

Halloween – Traffic Safety Bureau partnered with a radio station to ask teens not to drink and drive during Halloween. The radio station had a remote at an Albuquerque haunted house and handed out paraphernalia with an anti-underage drinking message. Giant Gasoline & Convenience Stores partnered by giving away free soft drinks.

School Fliers - Anti-DWI messages were inserted into fall registration packets for college students.

Pedestrian Safety

Walk Your Kids To School -

Support materials, including posters, letterhead, and flyers were used to inform students, parents and school teachers about teaching children the rules of pedestrian safety. A press event was held to draw media attention and other activities were sponsored by TSB to create awareness about youth pedestrian safety.



Motorcycle Safety - A press event was held to inform both motorists and motorcyclists about safe driving and riding habits. Print ads supported the effort.



Enforcement Activities and Training

Selective Traffic Enforcement (STEP) – TSB provides funding to train police officers in selective traffic enforcement techniques and procedures, the basics of which are also required by many of the contracts between TSB and law enforcement agencies. Course content includes instructing officers about the benefits of conducting proactive traffic enforcement, with an emphasis on traffic engineering as a problem solver, public information and education, data analysis of targeted areas, enforcing the laws, adjudication and program evaluation. Public relations and paid media supported the STEP program in a statewide effort.



Conducting the Complete Traffic Stop, or Looking Beyond the Ticket, is another aspect of law enforcement training that placed emphasis on the benefits of using valid traffic enforcement techniques to identify other misdemeanor activities or felony crimes. The training shows the relationship between traffic and criminal enforcement, techniques for detecting criminal activities, viewing the totality of the traffic stop, and officer safety. The emphasis is placed on the benefits of effective traffic enforcement, which serves the dual purpose of reducing crashes while reducing the incidence of criminal activity.

Anti-Speeding Campaign - In addition to DWI and seatbelt enforcement, a major part of the law enforcement activities in New Mexico deal with speeding violations. The New Mexico Broadcasters Association (NMBA) partnered with Rick Johnson & Company to provide statewide coverage with anti-speeding NCSAs. Rick Johnson and Company produced and provided messages for television and billboards.

Driver Education: Graduated Drivers License - Given the high percentage of teen driver crashes, injuries and fatalities, New Mexico instituted a graduated drivers license program, which not only teaches good driving skills, but enables the teens to obtain valuable driving experience safely. The program consists of three stages for those under 18. Stage 1, the teen must apply for an Instructional Permit and meet several criteria, including passing a written and vision test, and must hold the permit for a minimum of six months. Stage 2, a Provisional License is issued. To obtain this, the teen must have successfully passed stage 1, be at least 15 ½ years old and pass a behind the wheel driving test. The second stage is for a minimum of 12 months. Stage 3, the teen can receive a full license, having met the criteria of stages 1 and 2, plus not have been convicted of a traffic violation within 90 days of application.

School Fliers and Newspapers - TSB provided all New Mexico schools with a flier on the Graduated Drivers License program. This flier was included in the students' back-to-school material.

High School Sports Tournament - Every year, the TSB partners with the NMBA to sponsor the state basketball tournament and raise awareness among teenagers about graduated drivers licenses, underage drinking, driving after drinking, and other programs related to traffic safety and underage drinking. The program also includes media events, print ads and educational materials produced by RJC. TSB also staffs an information booth with a variety of public education materials and products encouraging teens and adults no to drink and drive, and to wear their seatbelts. The program reaches audiences statewide with a strong traffic safety message.

"Traffic laws don't apply to me when I'm on a bike."

Regardless of what you might think, bicyclists and motorists share safety responsibilities when sharing the road. And it's a simple rule that can save your life or alter yours. Always wear your seat belt when driving. The rules of the road are simple, but they're not always followed. For us it's your best protection. Obey the traffic laws that are designed to save lives.

STOP MAKING EXCUSES. BIKE SAFELY.
TRAFFIC SAFETY BUREAU, NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

"I don't have time to help my kid practice driving."

It's not just about the car. It's about the people inside. And the people outside. Always wear your seat belt. It's the only way to survive a crash. And it's the only way to help your kid practice driving. The rules of the road are simple, but they're not always followed. For us it's your best protection. Obey the traffic laws that are designed to save lives.

STOP MAKING EXCUSES. MAKE TIME FOR PRACTICE.
TRAFFIC SAFETY BUREAU, NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

AT 15, I GOT A CAR. AT 16, I KILLED MY BEST FRIEND.

Remembering the pain of a teenage death is one of the most difficult things to do. It's a pain that never goes away. And it's a pain that can be prevented. Always wear your seat belt. It's the only way to survive a crash. And it's the only way to help your kid practice driving. The rules of the road are simple, but they're not always followed. For us it's your best protection. Obey the traffic laws that are designed to save lives.

Help stop teenagers from killing teenagers.
Traffic Safety Bureau, New Mexico State Highway and Transportation Department.

ARE YOU SURE YOU KNOW THE DIFFERENCE BETWEEN A STORE EMPLOYEE & AN UNDERCOVER COP?

Stop buying alcohol if you're underage or we'll stop you.
New Mexico State Highway and Transportation Department, Traffic Safety Bureau, & the New Mexico Department of Public Safety, Special Investigations Division

"Mis hijos están seguros cuando caminan a la escuela, vivo en un barrio bueno."

It's not just about the car. It's about the people inside. And the people outside. Always wear your seat belt. It's the only way to survive a crash. And it's the only way to help your kid practice driving. The rules of the road are simple, but they're not always followed. For us it's your best protection. Obey the traffic laws that are designed to save lives.

DEJE DE DAR DISCULPAS. CAMINE CON SUS HIJOS A LA ESCUELA.
TRAFFIC SAFETY BUREAU, NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

"My baby can't stay in her car seat on long trips, she gets too fussy."

It's not just about the car. It's about the people inside. And the people outside. Always wear your seat belt. It's the only way to survive a crash. And it's the only way to help your kid practice driving. The rules of the road are simple, but they're not always followed. For us it's your best protection. Obey the traffic laws that are designed to save lives.

STOP MAKING EXCUSES. BUCKLE UP.
TRAFFIC SAFETY BUREAU, NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

District Information



TRAFFIC SAFETY BUREAU
NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

District One

[Doña Ana, Grant, Hidalgo, Luna, Sierra, Socorro]



Holm O Bursum III, Commissioner

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TRAFFIC SAFETY BUREAU
NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

ANNUAL SUMMIT HIGHLIGHTS ...

Priority Issues Identified

Repeat offender

High incidence of rollover crashes

Fatigue caused crashes

Underage drinking and driving

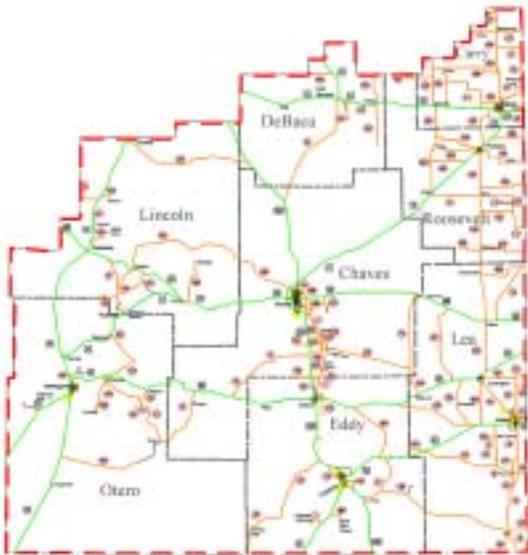
Actions needed

- ◆ vehicle forfeiture district wide
- ◆ ignition interlock program enforcement
- ◆ increase penalty for multiple offenders
- ◆ judicial forums
- ◆ court monitoring
- ◆ repeat offender identification system

- ◆ identify locations
- ◆ facility design, rumble strips
- ◆ increase traffic enforcement presence
- ◆ increase public awareness through media and educational programs
- ◆ create additional partnerships for project

- ◆ increase signage with flashers
- ◆ increase rest areas
- ◆ install rumble strips

- ◆ expand and reinforce underage task force to include colleges, businesses, parents, and liquor industry
- ◆ increase funding for operations (i.e. wolf pack)
- ◆ educational programs



Sidney G. Strebeck, Commissioner

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ANNUAL SUMMIT HIGHLIGHTS ...

Priority Issue Identified

Deficient roadways

Driver training, seat belt use,
And pedestrian safety

Youth driving and drinking

Actions needed

- ◆ identify deficiencies quickly to NMSH&TD
- ◆ interactive WEB page
- ◆ scheduled interaction between state-local decision makers
- ◆ develop joint and collaborative projects with public entities
- ◆ expedite project timelines
- ◆ continue mandatory driver education programs
- ◆ mandate penalties for no license drivers
- ◆ media campaign for about local programs
- ◆ sponsor support for campaigns
- ◆ reward program for "good drivers"
- ◆ gain School Board support
- ◆ raise Parent awareness
- ◆ raise Student awareness
- ◆ initiate Volunteer mentors for follow-up actions
- ◆ raise judicial awareness
- ◆ get vendor support
- ◆ enforce under 21 license loss
- ◆ improve follow up for first offenders
- ◆ increase penalties that are community services

District Three

[Bernalillo, Valencia, part of Sandoval]



Barbara J. Seward, Commissioner

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ANNUAL SUMMIT HIGHLIGHTS ...

Priority Issue Identified

Actions needed

Conviction rates

- ◆ decriminalize traffic code except DWI
- ◆ educate public about process
- ◆ create task force lobby legislature
- ◆ discontinue non-lawyer judges

High pedestrian injury and fatality rate

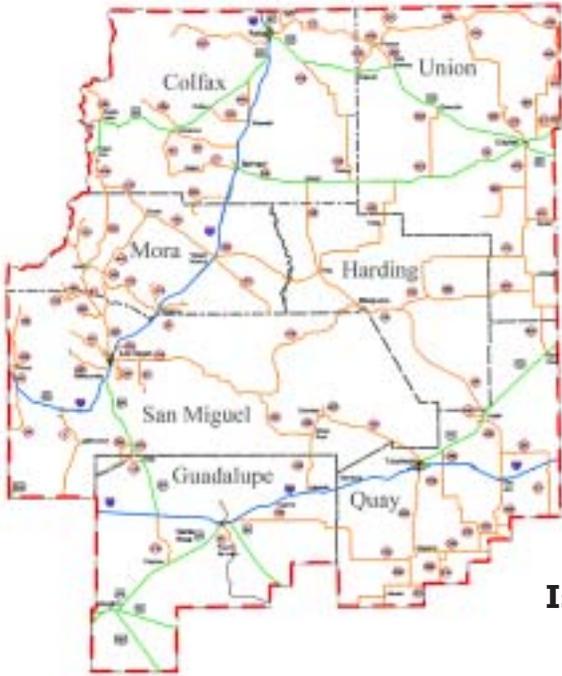
- ◆ educate drivers and pedestrians
- ◆ improve overall mind-set
- ◆ reduce mid-block crossings

“ address pedestrian traffic in planning

- ◆ improve major intersections for ped. crossing
- ◆ evaluate right turn on right
- ◆ upgrade signals
- ◆ identify locations and initiate enforcement prog.
- ◆ perform major pedestrian study to obtain needed data for follow up programs

Lack of education, awareness and behavior modification as related to traffic safety

- ◆ prioritize incident management response
- ◆ require refresher / drivers ed course
- ◆ require driver re-certification
- ◆ utilize existing programs (mandatory, DWI jail time)
- ◆ produce driver’s manual sensitive to local conditions
- ◆ educate through school programs address cause of drinking problems



Ray Litherland, Commissioner

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ANNUAL SUMMIT HIGHLIGHTS ...

Priority Issue Identified

Actions needed

Lack of deterrence on the part of the legal and judicial system

- ◆ define authority over DWI laws
- ◆ pass mandatory sentences
- ◆ improve get/share information system and it's management
- ◆ increase media coverage and public awareness of DWI offenses and cases affecting enforcement
- ◆ educate judges on the value of enforcement
- ◆ increase DWI patrols
- ◆ increase district involvement in STRCC

Lack of education and training, and information sharing about safety and DWI programs that saves lives

- ◆ centralize point of information gathering & dissemination
- ◆ district involvement in STRCC
- ◆ require driver's education as part of school curriculum
- ◆ initiate day-long course of traffic safety and DWI with incentives for attendance
- ◆ earn credit hours for driver's education course
- ◆ sponsor the "Every 15 minutes" program district-wide

"Crash" locations

- ◆ identify locations
- ◆ collect and evaluate crash data
- ◆ perform Road Safety Audit
- ◆ implement safety measures
- ◆ monitor effects of actions

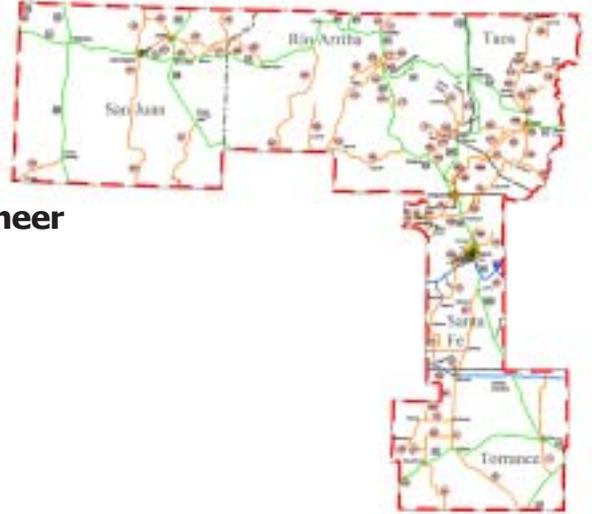
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ANNUAL SUMMIT HIGHLIGHTS ...

Priority Issue Identified

Actions needed

Lack of deterrence on the part of the legal and judicial system

- ◆ define authority over DWI laws
- ◆ pass mandatory sentences
- ◆ improve get/share information system and it's management
- ◆ increase media coverage and public awareness of DWI offenses and cases affecting enforcement
- ◆ educate judges on the value of enforcement
- ◆ increase DWI patrols
- ◆ increase district involvement in Statewide Traffic Records Coordinating Committee (STRCC)

Lack of education and training, and information sharing about safety and DWI programs that saves lives

- ◆ centralize point of information gathering & dissemination
- ◆ district involvement in STRCC
- ◆ require driver's education as part of school curriculum
- ◆ initiate day-long course of traffic safety and DWI with incentives for attendance

[Catron, Cibola, McKinley, Sandoval]

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TRAFFIC SAFETY BUREAU
NEW MEXICO STATE HIGHWAY AND TRANSPORTATION DEPARTMENT

ANNUAL SUMMIT HIGHLIGHTS ...

<u>Priority Issue Identified</u>	<u>Actions needed</u>
Inadequate resources for consistent traffic enforcement to target peak traffic times, hazardous crash locations, and DWI offenders	<ul style="list-style-type: none"> ◆ secure additional funds ◆ identify hazardous crash locations and collect data ◆ schedule specialized traffic training sessions for district ◆ verify hours of peak traffic times
Establish safety corridors	<ul style="list-style-type: none"> ◆ training on "safety corridor" process ◆ establish a task force to monitor progress of pilot project ◆ Media blitz – billboards, signage ◆ stepped up enforcement
Lack of public perception and Educational programs	<ul style="list-style-type: none"> ◆ target geographical areas ◆ research curriculum already developed ◆ involve club/service groups ◆ develop a local "message" ◆ training of facilitators/instructors

NOTES:



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