

**Traffic Safety 2022
LETTER OF INTEREST**

TS-2022-NLVPD-00083

We would like to inform the Nevada Office of Traffic Safety of our interest in applying for traffic safety program funding for Fiscal Year 2022.

NEW

✓ RENEWAL

RENEWAL w/new program features

Name of Organization North Las Vegas Police Department

Address 2332 Las Vegas Blvd North, Suite 200
, North Las Vegas, NV 89030-5857

Contact Person Rich Easter

Telephone (702) 633-1083

Email easterr@cityofnorthlasvegas.com

Information about Organization:

North Las Vegas Police Department has 364 police officers, covering an area of ~ 101 square miles, with a population of approximately ~ 265,000 residents. Of that resident population - 31% of households have children under the age of 18, while 8% of the population is under 5 years old and 30% of the population is under the age of 18 years old. Currently in the City of North Las Vegas, there are 34 elementary schools, 13 middle and 7 high schools.

The North Las Vegas Police Department (NLVPD) Traffic Division's mission is to reduce the number of collisions (including non-injury, injury and fatality) involving pedestrians to a number that is the lowest the City has ever recorded. The NLVPD has recently added three (3) new traffic officer positions to its ranks, and those officers will also assist in the overall reduction of pedestrians injuries and fatalities - working as a force multiplier to the existing cadre of officers assigned.

Project Description:

Nationally, since 2016, pedestrian deaths have averaged approximately 6,200 per year until current. That number represents approximately 18% of all traffic fatalities. Of that national average, 50% of the pedestrians killed were impaired by either drugs or alcohol, and 20% of the drivers involved in traffic fatalities had either a drug or alcohol impairment. In 2018 alone, the City of North Las Vegas had a total of 20 fatal accidents of which 10 were pedestrian deaths. In 2019, enforcement and education helped to drastically reduce that number by 50% to a total of 10 fatalities (and 2 pedestrian deaths). However in 2020, with the advent of the COVID 19 pandemic, pedestrian fatalities increased to 6 fatalities (a statistical increase of 300%), and total traffic fatalities have tripled as well.

While there has been a sharp decrease in the number fatal pedestrian/motor vehicle accidents within the City of North Las Vegas in the 2018 and 2019 calendar years, the number of pedestrian fatalities has significantly increased in 2020. The North Las Vegas Police Department is requesting financial assistance to help reduce the pedestrian fatalities and serious collisions.

Traffic Safety 2022
LETTER OF INTEREST

TS-2022-NLVPD-00083

The assistance provided through the grant allows our Department to conduct enforcement events - including pedestrian crosswalk enforcement, jaywalk enforcement, and high visibility traffic enforcement in business districts where a majority of our pedestrian fatalities occur.

Our project will also continue our efforts to improve pedestrian safety by educating children who frequently walk to and from schools. This has become a top priority as our school populations have increased. We will continue our "Stop, Look and Listen" campaign educating elementary school children, providing instruction on how to safely cross the streets and teach awareness. Our project will also expand to educate the pedestrian population of the dangers of jaywalking, and the need to be highly visible when crossing intersections. This will be completed by traffic officers hosting citizen outreach and/or community meetings in various areas of the City. Our project will also focus on other leading causation for our fatal and serious injury collisions - speed and aggressive driving. We will have focused enforcement activities with media releases, and a community PSA and social media awareness.

Impact on Nevada Traffic Safety:

Through the multi pronged outlined project listed above, it is the goal of the NLVPD and the City of North Las Vegas to drastically reduce, if not eliminate, the pedestrian fatalities that occur within the City limits of North Las Vegas.

Estimated funding needed: \$176,321

You will receive a response to your letter within five business days . Approval or disapproval of your submission is solely at the discretion of the Office of Traffic Safety and does not constitute approval of funding .

[Click here to access the status change page](#)

I have reviewed this Letter of Interest and have the authority to submit on behalf of my organization.

Traffic Safety 2022
Agency Information Sheet

TS-2022-NLVPD-00083

Project Title: Pedestrian Safety, Awareness and Enforcement Project

Amount of Request: \$176,827

Program Area:* (check only one)

Priority Areas

Impaired Driving

Seat Belts

☒ Pedestrian Safety

Speed

Motorcycle Safety

Other Areas

Traffic Records (crash data)

Emergency Medical Systems

Distracted Driving

20 & Under Drivers

Child Passenger Safety

Planning & Administration (OTS)

Program Management (OTS)

Other

Applicant Agency Information

Physical Address

Agency: North Las Vegas Police Department

2332 Las Vegas Blvd North, Suite 200

North Las Vegas, NV 89030-5857

Phone: (702) 633-2334

Congressional District

4

Mailing Address

Street Address

2332 Las Vegas Blvd North, Suite 200

PO Box

City: North Las Vegas

State: Nevada

Zip Code: 89030 - 102

Seatbelt Policy

https://egrants.nv.gov/_Upload/81592_871699-Seatbeltpolicy.pdf

Cellphone Use Policy

https://egrants.nv.gov/_Upload/81592_871700-Cellphonepolicy.pdf

Non-Profit?* Yes ☒ No

If Yes, attach copy of 501(c)

Check here if the 501(c) will be mailed.

Does this agency (City/County/Municipality) receive \$750,000 or more of federal financial assistance in the current year?

☒ Yes ☐ No

If yes, has an audit been conducted, or will there be an audit when the grant period ends?

☒ Yes ☐ No

Please provide a link to the most recent audit https://egrants.nv.gov/_Upload/99261_875277-2019 SFA.pdf

Mailing Addresses:

Nevada Department of Public Safety

Nevada Department of Public Safety

Traffic Safety 2022
Agency Information Sheet

TS-2022-NLVPD-00083

Office of Traffic Safety
107 Jacobsen Way
Carson City, NV 89701

Office of Traffic Safety
4615 W. Sunset Road
Las Vegas, NV 89118

Federal Tax ID#: 88-6000200
State Vendor #: T40108100E

DUNS Number: 113093541
UEI Number:

Project Description - Describe briefly what the organization is going to do (main goal), including when, where, and how.*

The 2020 Pedestrian Safety, Education and Awareness Traffic Safety campaign will continue providing CNLV residents with innovative education and enforcement. The goal is to increase awareness of pedestrian safety to decrease pedestrian fatalities. NLVPD continue to conduct the program "Stop, Look and Listen" at elementary schools in CNLV.

Contacts

It is the organizations responsibility to ensure this information is kept current and staff roles are assigned in e-Grants.

Authorizing Official ("approving authority" signature needed for all purchases, budgeting, and/or management directives)

Name: Pamela Ojeda
Phone: (702) 633-2334
E-Mail: ojedap@cityofnorthlasvegas.com
Signature Authority:* ☒ Yes ☐ No

Title: Chief of Police
Fax: (702) 649-2655

Project Director (Grant manager for the project, the one who will do most of the work, hands-on)

Name: Chris Cannon
Phone: (702) 633-1823
E-Mail: cannonc@cityofnorthlasvegas.com
Signature Authority:* ☒ Yes ☐ No

Title: Lieutenant
Fax: (702) 633-1991

Fiscal Officer (Agency's accountant, fiscal officer, the one who "pays the bills")

Name: Nikki Thorn
Phone: (702) 633-1369
E-Mail: thornn@cityofnorthlasvegas.com
Signature Authority: * ☒ Yes ☐ No

Title: Financial Analyst
Fax: (702) 633-1712

Primary Contact for this Project:* Authorizing Official ☒ Project Director Fiscal Officer

Problem Statement and Data that Supports the Problem

(Briefly describe the problem and solution, including how the program will contribute toward reducing traffic fatalities, injuries & crashes in Nevada.)

Nationally, since 2016, pedestrian deaths have averaged approximately 6,200 per year until current. That number represents approximately 18% of all traffic fatalities. Of that national average, 50% of the pedestrians killed were impaired by either drugs or alcohol, and 20% of the drivers involved in traffic fatalities had either a drug or alcohol impairment. In 2018 alone, the City of North Las Vegas had a total of 20 fatal accidents of which 10 were pedestrian deaths. In 2019, enforcement and education helped to drastically reduce that number by 50% to a total of 10 fatalities (and 2 pedestrian deaths). However in 2020, with the advent of the COVID 19 pandemic, pedestrian fatalities increased to 6 fatalities (a statistical increase of 300%), and total traffic fatalities have tripled as well.

While there has been a sharp decrease in the number fatal pedestrian/motor vehicle accidents within the City of North Las Vegas in the 2018 and 2019 calendar years, the number of pedestrian fatalities has significantly increased in 2020. The North Las Vegas Police Department is requesting financial assistance to help reduce the pedestrian fatalities and serious collisions. The assistance provided through the grant allows our Department to conduct enforcement events - including pedestrian crosswalk enforcement, jaywalk enforcement, and high visibility traffic enforcement in business districts where a majority of our pedestrian fatalities occur.

There is no way to measure the actual impact of our enforcement efforts other than the sheer drop in pedestrian related deaths. The decrease in pedestrian fatalities brought us encouragement as to what we have been doing in regards to prevention and education.

The decrease in pedestrian deaths follows a decade of improving pedestrian safety, credited in part to the activities of the North Las Vegas Police Department's increased education and enforcement activities, media releases and public service announcement made possible each year by our pedestrian safety grants. These numbers are very encouraging, but can lure us into a false sense of security. The City of North Las Vegas is growing at an incredible rate, resulting in more vehicles on the road as the economy continues to improve. There is also a resurgence of roadway construction which impacts pedestrians by rerouting vehicular traffic to less traveled roadways and putting pedestrians at risk in the construction zones.

CNLV is not alone in this problem as our law enforcement partners in the entire Southern Nevada region have reported many pedestrian deaths.

(Department Statistics)

The following lists the number of non-motorist fatalities and automobile fatalities with the corresponding ratio as a percentage:

2020 - 6 of 20, 30%

2019- 3 of 10, 30%

2018- 10 of 20, 50%
2017- 7 of 15, 46%
2016 - 9 of 17, 53%
2015 - 5 of 15, 33%
2014 - 6 of 14, 43%
2013 - 2 of 12, 17%
2012 - 2 of 6, 33%
2011 - 2 of 13, 15%
2010 - 2 of 9, 22%

With the help of the Office of Traffic Safety we, as a City, would be able to work towards our goal of zero fatalities. Due to financial constraints and restrictions, enforcement and education programs are not feasible. With the assistance of this program, we would be able to conduct multiple enforcement events as well as multiple educational seminars for elementary students. "If you can predict it, you can prevent it." This phrase rings true when teaching young children who will carry the lessons they learn into adulthood and inevitably save their lives. Our goal is to reduce pedestrian fatalities to zero.

Using the Highway Safety Countermeasures Guide link below, reference the countermeasure title and numbers chosen to address the identified problem.

To address pedestrian fatalities, the NLVPD will employ the following proven strategies:

- 2.1 Elementary-age child pedestrian training
- 2.3 School Bus Training
- 3.2 Intoxicated Pedestrian Sweeper Program
- 4.1 Pedestrian safety zones
- 4.2 Reduce and enforce speed limits
- 4.3 Conspicuity enhancement
- 4.4 Enforcement strategies
- (Countermeasures that work: Chapter 8 Pedestrians)

We will adapt these measures due to the fact many of the pedestrian fatalities thus far were directly attributed to improper pedestrian behavior. Therefore, additional emphasis will be placed on pedestrian contact. This will be done through our continued educational activities in the elementary schools, as well as, during targeted enforcement events

Project Goals

(what the agency plans to accomplish by implementing this project)

1. Define the goals of this project based on the problem ID

The goal is to provide the citizens, both adults and children, of North Las Vegas with an increased awareness of pedestrian safety issues through education and enforcement thereby decreasing the number of pedestrian collisions and fatalities. The focus will balance slightly toward pedestrian enforcement to reduce fatalities caused by dangerous pedestrian behaviors. Driver education and enforcement will include awareness of the dangers of distractions such as handheld mobile devices for both drivers and pedestrians which increasingly contribute to collisions. Our goal is to reduce pedestrian fatalities to zero.

Project Objective(s)

1. Identify specific, measurable, achievable, relevant and time specific steps to achieve the goal. (i.e. to increase/to decrease from ____ to ____)

The objective is to create public awareness of pedestrian safety in the City of North Las Vegas through a problem focused campaign of public awareness through targeted enforcement and the use of electronic media (TV, internet, social media and radio). That in addition to the continuation of child focused pedestrian safety through elementary school education that reaches virtually all K-5th grade children in public schools in CNLV. Further, adding community based organizational meetings through out Community Services Division will assist in reaching the public and educating them in Traffic Safety issues.

1. Targeted child safety and awareness:

By conducting fifteen (15) "Stop, Look and Listen" assemblies to elementary students, faculty and parents at selected elementary schools.

Timeline - 2.5 schools per month to reach 15 elementary schools in 2021-2022

2: Increase pedestrian safety awareness by focusing on pedestrian behavior, which was responsible for 50% of the pedestrian fatalities in 2020

By conducting four to six (4-6) pedestrian focused enforcement events at various locations where pedestrian safety has been proven to be in danger.

Timeline - 2 events per quarter.

3. Increase driver awareness. By conducting four to six (4-6) targeting driver behavior linked to pedestrian deaths with events that focus on distracted and impaired driving as well as proper crosswalk / intersection safety and speed.

Timeline - 2 events per quarter.

4. Engage local media by providing Pre event press releases and Post event press releases.

5. Traffic Officers will be made available for in studio or location media relations activities tied to the educational and enforcement events, throughout the year.

Timeline - ongoing throughout

6. The department will provide partner with and provide educational material to local media for Public Safety Campaigns (PSAs) focused on the pedestrian safety issue.

Timeline - ongoing throughout

2. Include timeline

The objective is to create public awareness of pedestrian safety in the City of North Las Vegas through a problem focused campaign of public awareness through targeted enforcement and the use of electronic media (TV, internet, social media and radio). That in addition to the continuation of child focused pedestrian safety through elementary school education that reaches virtually all K-5th grade children in public schools in CNLV. Further, adding community based organizational meetings through out Community Services Division will assist in reaching the public and educating them in Traffic Safety issues.

1. Targeted child safety and awareness:

By conducting fifteen (15) "Stop, Look and Listen" assemblies to elementary students, faculty and parents at selected elementary schools.

Timeline - 2.5 schools per month to reach 15 elementary schools in 2021-2022

2: Increase pedestrian safety awareness by focusing on pedestrian behavior, which was responsible for 50% of the pedestrian fatalities in 2020

By conducting four to six (4-6) pedestrian focused enforcement events at various locations where pedestrian safety has been proven to be in danger.

Timeline - 2 events per quarter.

3. Increase driver awareness. By conducting four to six (4-6) targeting driver behavior linked to pedestrian deaths with events that focus on distracted and impaired driving as well as proper crosswalk / intersection safety and speed.

Timeline - 2 events per quarter.

4. Engage local media by providing Pre event press releases and Post event press releases.

5. Traffic Officers will be made available for in studio or location media relations activities tied to the educational and enforcement events, throughout the year.

Timeline - ongoing throughout

6. The department will provide partner with and provide educational material to local media for Public Safety Campaigns (PSAs) focused on the pedestrian safety issue.

Timeline - ongoing throughout

3. Describe how the project will become self sustainable

Traffic Safety 2022
Project Objectives

TS-2022-NLVPD-00083

While CNLV is continuing to recover from the Covid-19 crisis, we are adjusting to becoming self sustainable. We will continue to utilize traffic enforcement officers as well as patrol officers in the activities , to educate and encourage awareness of pedestrian safety needs and strategies. A large compliment of our patrol officers have been on the job for less than three (3) years, this is an opportunity to instill a change in organizational culture regarding pedestrian safety and awareness.

Once the program is instituted, we will push to make these programs (in school and community outreach) regular patrol and traffic officer functions, and that should lessen the need to request money to operate such programs on an overtime or grant funding basis.

Project Activities

(list proposed activities, including time frames.)

1. Describe the proven or innovative activities that will be undertaken, why they were chosen, how they will be carried out, by whom, and identify the month or quarter when the activities will be performed. Describe how activities tie to objectives.

FUNCTION #1 EDUCATION/ENFORCEMENT ACTIVITIES:

A. Identify and target specific corridors (crosswalks & intersections) through the use of statistical analysis and visual reconnaissance in the City of North Las Vegas in which pedestrian/motorist violations are chronic. These locations may include school zones, crosswalks, and/or high density traffic or pedestrian areas or recent rise in pedestrian related collisions.

B. Conduct ten (10) Pedestrians safety special enforcement events per year to raise public awareness of the dangers pedestrians face, help drivers better understand the need to avoid distractions while operating a vehicle, and bring a higher level of awareness of pedestrian responsibilities. Six (6) events will focus on Pedestrian contact while four (6) will focus on dangerous driving behaviors in pedestrian crossings and high pedestrian traffic areas.

C. Report traffic fatalities to Nevada Fatality Analysis Reporting System (FARS).

FUNCTION #2 CHILD SAFETY ACTIVITIES:

The Department will provide pedestrian safety awareness through its "Stop, Look and Listen" program to participating public elementary schools throughout the City of North Las Vegas (approximately fifteen annually).

Two Police Officers will conduct assemblies that are both informative and fun for elementary school children , as well as a presentation of what is/what is not a pedestrian and proper crosswalk.

FUNCTION #3 SPEED RELATED ACTIVITIES

A. Identify and target specific corridors (crosswalks & intersections) through the use of statistical analysis and visual reconnaissance in the City of North Las Vegas in which pedestrian / motorist violations are chronic AND that speeds and speed limit accentuate the problem. These locations may major thoroughfares in busy business/strip mall areas.

B. Conduct six (6)Speed related enforcement events per year to raise public awareness of the dangers pedestrians face, and enforce pedestrian safety in these same areas along with educating the pedestrians on how higher speeds reduces driver reaction time.

FUNCTION #4 PUBLIC AWARENESS/MEDIA/COMMUNICATION ACTIVITIES

A. One week prior to each enforcement event, compose a media release detailing the purpose of the project and request media exposure throughout the duration of the grant.

B. At the beginning of the Program, prepare a media release for the "Stop, Look and Listen" events.

C. Invite media on-scene to film and report the results of each enforcement event.

D. Participate in local media events (Radio TV) discussing pedestrian safety.

- E. All media reports will be included in monthly grant reports submitted to OTS.
- F. Publish a pre and post activity press release for appropriate project activities.

FUNCTION #5 PUBLIC AWARENESS

- A. Schedule 4 community outreach meetings at local outreach centers (senior centers, libraries, city buildings)
- B. Explain the need for traffic safety and traffic enforcement to the those in attendance
- C. Explain the programs and their effectiveness
- D. Answer any questions the attendees might have

Project Evaluation

(how you will measure the success of this project)

1. Identify if this is an Outcome Evaluation and how each objective and the activities will be evaluated to determine progress so that it answers the question "Did the project achieve what it intended"; OR Identify if it is a Process Evaluation and describe how the project will be evaluated to determine if it is being implemented as intended. Also describe who will evaluate the project and what their proficiency level is.

Performance Indicators for the Pedestrian Safety, Awareness and Education Program will be based on the overall goal, objectives and activities as follows:

- 1.) Number of pedestrian safety special enforcement events held during the grant year.
- 2.) Number of individuals stopped and number & type of citations issued during special enforcement events.
- 4.) Number of media releases issued during the grant period.
- 5.) Number of special awareness reports aired on local media.
- 6.) Frequency of PSA airing on local media.
- 7.) Number and fatality ratio of pedestrian fatalities reported in grant period 2018.
- 6.) Number of elementary schools & approximate number of children receiving the "Stop, Look and Listen" educational presentations.

2. Include baseline data to indicate progress.

Progress reports will be generated monthly giving the results of all activities held during the given month. In each report, a breakdown of all efforts and their results will be listed.

3. If the organization will be coordinating with other agencies, list the agencies & their role in the project.

Emails encouraging participation will be sent to all agencies in the Las Vegas area. Dates, time, and location will be provided to representatives from each agency. Agency participation will fall on each individual agency.

**Traffic Safety 2022
Budget**

TS-2022-NLVPD-00083

Amount Requested: \$176,827

Category	Federal Funds	Match (25%)	Project Total
Personnel	\$176,827	\$44,207	\$221,034
Travel			\$0
Contract Services			\$0
Equipment			\$0
Other Direct Costs			\$0
Indirect Costs			\$0
Program Income			\$0
Total Expenses	\$176,827	\$44,207	\$221,034

Provide the best estimates possible for each line item requested with a breakdown of costs. Describe any anticipated program income, indirect costs, and what will be used to fulfill the 25% match requirement.

Pedestrian Grant Proposal Funds Request total \$176,827

Enforcements Total: \$162,147.60

12 events with 12 officers at 10 hours each day, 1 supervisor and 1 dispatcher:
Officers at highest Overtime rate along with the Workers Compensation 10%, Employee Benefits 8% and Medicare 1.45%
 $\$96.59 \times 10 \text{ hours} \times 12 \text{ officers} \times 12 \text{ events} = \$139,089.60$
Supervisor at average Overtime rate includes Workers Compensation 10%, Employee Benefits 8% and Medicare 1.45%
 $\$117.12 \times 10 \text{ hours} \times 1 \text{ supervisor} \times 10 \text{ events} = \$14,054.40$
Dispatcher at average Overtime rate includes Workers Compensation 10%, Employee Benefits 5% and Medicare 1.45%
 $\$75.03 \times 10 \text{ hours} \times 1 \text{ Dispatcher} \times 10 \text{ events} = \$9,003.60$

Education Assemblies: (approximately fifteen awareness assemblies annually, 4 hours each) total: \$ 11,590.00.

Two Police Officers will conduct assemblies that are both informative and fun for elementary school children , as well as a presentation of what is/what is not a pedestrian and proper crosswalk.

Officers at highest Overtime rate along with the Workers Compensation 10%, Employee Benefits 8% and Medicare 1.45%
 $\$96.59 \times 2 \text{ Officers} \times 4 \text{ hours} \times 15 \text{ awareness assemblies approximately} = \$11,590.00$

Community Outreach Meetings total: \$3,090.88

Two officers will host four meetings a year, each for four hours per meeting. These meetings will concentrate on

**Traffic Safety 2022
Budget**

TS-2022-NLVPD-00083

pedestrian safety and the need to address driver behavior for the purposes of protecting the pedestrians on the roads.

Officers at highest Overtime rate along with the Workers Compensation 10%, Employee Benefits 8% and Medicare 1.45%

$\$96.59 \times 2 \text{ Officers} \times 4 \text{ hours} \times 4 \text{ awareness assemblies approximately} = \$3,090.88$

The matching portion will be met by running additional enforcement and educational activities, with uniformed officers, during their regular duty times.