Roadway Safety
Integrated Project in
New Mexico

11th Annual WestON Meeting
September 13, 2018
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Disclaimer

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Occupational Injury Fatalities, NM vs US, 2001-2016

Source: BLS Data
Occupational Transportation rates, NM 2011-2016

Sources: BLS, CFOI and NIOSH Employed Labor Force (ELF) Query
Occupational-related Fatalities in NM, 2015-2016

2015
- 35 Total
- 21 Transportation-related
- 6 Oil & gas
- 4 Transportation-related in oil & gas

2016
- 48 Total
- 21 Transportation-related
- 8 Oil & gas
- 6 Transportation-related in oil & gas
Occupational-related Transportation Fatalities, 2015-2016 by County

Fatality count by County

Number of fatalities

- Lea
- Eddy
- Bernalillo
- Quay
- San Juan
- Torrance
- McKinley
- Guadalupe
- Cibola

2015 vs. 2016

Graph showing the number of fatalities in each county for 2015 and 2016.
Burden on SE New Mexico

- Rise in oil and gas activity in Permian Basin
- Transportation-related fatalities more than double in some counties from 2016 to 2017

**Transportation Fatalities by County, SE NM**

<table>
<thead>
<tr>
<th>Counties in SE NM</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lea</td>
<td>13</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>Eddy</td>
<td>10</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>Chaves</td>
<td>13</td>
<td>14</td>
<td>13</td>
</tr>
<tr>
<td>Lincoln</td>
<td>6</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Roosevelt</td>
<td>5</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>De Baca</td>
<td>5</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Curry</td>
<td>7</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Quay</td>
<td>11</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

*UNM GPS Traffic Research Unit*
Introducing SENM RSIP

- Southeast NM Roadway Integrated Project (SENM RSIP)
  - Non-profit collaborative group interested in roadway safety in SENM
  - Local gov’t, state agencies, state and local police, Waste Isolation Pilot Plant (WIPP), local council members, oil & gas companies
How Did We Get Involved?

- Safety Campaign
  - NM OHSP had money to spend
  - Needed quickest yet most effective way to get message out to truck drivers
- Education and media campaign
- Partner with NM DOT in radio ads
Radio Ads

- New Mexico Broadcasters Association (NMBA)
  - Public Education Partnership (PEP)
    - Designed for government agencies & non-profits with limited resources
    - UNM evaluation: impact of the campaign messages revealed positive impacts
  - Radio spots distributed to stations and aired voluntarily
  - Heard statewide and all time-periods
  - 3 months: May, June July
Each message begins with: Roadway safety should be everyone’s priority, whether you’re driving a semi, a pick up, a minivan, car, or motorcycle. The counties of SE New Mexico have the highest number of heavy commercial vehicles in the state, making things extra dangerous.

4 messages in English and Spanish
- Lives Depend On It: Pass with Care
- Lives Depend On It: Don’t Speed
- Lives Depend On It: Don’t Tailgate
- Lives Depend On It: Stay Alert
Goals of Campaign

- Reach to SE NM drivers
- Disseminate messages when more truck drivers are on the road
- Remind drivers to be safe on the roads around commercial vehicles
- Increase awareness of dangers of driving and importance of attentive driving
Results

- Reached >1,000,000 population 18 years & older per message
- 65% of NM population heard at least one of the messages
### Daily Totals by Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Sun</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
<th>Thu</th>
<th>Fri</th>
<th>Sat</th>
</tr>
</thead>
<tbody>
<tr>
<td>SOUTHEAST</td>
<td>94</td>
<td>128</td>
<td>111</td>
<td>130</td>
<td>128</td>
<td>194</td>
<td>173</td>
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<tr>
<td>METRO</td>
<td>222</td>
<td>187</td>
<td>174</td>
<td>173</td>
<td>173</td>
<td>50</td>
<td>74</td>
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<tr>
<td>NORTHWEST</td>
<td>56</td>
<td>116</td>
<td>63</td>
<td>40</td>
<td>116</td>
<td>167</td>
<td>81</td>
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<tr>
<td>NORTHEAST</td>
<td>156</td>
<td>40</td>
<td>63</td>
<td>40</td>
<td>54</td>
<td>157</td>
<td>81</td>
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<tr>
<td>SOUTHWEST</td>
<td>83</td>
<td>53</td>
<td>90</td>
<td>90</td>
<td>81</td>
<td>40</td>
<td>54</td>
</tr>
</tbody>
</table>

Legend:
- Sun
- Mon
- Tue
- Wed
- Thu
- Fri
- Sat
Time of Day by Region

Number of Radio Ads

NM Health Regions

Southeast | Metro | Northwest | Northeast | Southwest

Overnight | Morning Traffic | Morning | Lunch | Afternoon | Evening Traffic | Night

Graph showing the number of radio ads for different time periods and regions.
Statewide-Time of Day Count

- Overnight: 1119
- Morning Traffic: 572
- Morning: 350
- Lunch: 278
- Afternoon: 477
- Evening Traffic: 457
- Night: 276
Statewide: Count by Day

Number of Radio Ads

<table>
<thead>
<tr>
<th>Day</th>
<th>Number of Ads</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUN</td>
<td>670</td>
</tr>
<tr>
<td>MON</td>
<td>430</td>
</tr>
<tr>
<td>TUE</td>
<td>433</td>
</tr>
<tr>
<td>WED</td>
<td>513</td>
</tr>
<tr>
<td>THU</td>
<td>453</td>
</tr>
<tr>
<td>FRI</td>
<td>419</td>
</tr>
<tr>
<td>SAT</td>
<td>611</td>
</tr>
</tbody>
</table>
Limitations

- Time restraint
- Unable to restrict airing only in SE NM due to the NMBA’s PEP program’s process
- Reach not restricted to workers
- Needs evaluation of impact
Thank You!