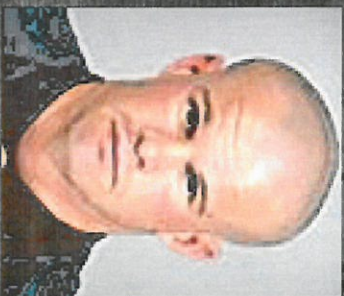


Background

- In 2009, the Las Vegas Metropolitan Police Department (LVMPD) lost three officers in six months due to motor vehicle crashes
- As a result, they developed a comprehensive three-armed motor vehicle crash prevention program:
 - Significant changes to their driving policies
 - More frequent motor vehicle training
 - Marketing campaign titled 'Belt Up'



*PO James Letreall Manor
May 7, 2009*



*PO Milburn Wilbur Beitel, III
October 8, 2009*



*CO Daniel Leach
November 21, 2009*

'Belt-Up' Campaign

- This campaign was distributed using visual prompts:
 - Signs in briefing rooms, hallways, and the training academy
 - Stickers found both inside and outside of patrol cars
 - Signs located when leaving fleet and/or parking garages
- This campaign was also distributed using 'constant messaging':
 - Officers were given weekly driver safety messages at role calls

Visual Examples of the 'Belt-Up' Campaign



Visual Examples of the 'Belt-Up' Campaign



You don't realize how many lives would be affected if something happens to you. That family reunion gave me an idea of how fortunate I am to be here.

- Curtis Williams

Driving safely isn't something you do for yourself. That became clear to Captain Williams shortly after surviving a head-on collision. Surrounded by family on a sunny afternoon, Williams realized just exactly how many reasons he had to always belt up.

BeltUp
SAFE DRIVING ... IT'S UP TO YOU.



FACTS ON DISTRACTED DRIVING

- Fact 1** Five seconds is the average time your eyes are off the road while texting. When traveling at 50mph, that's enough time to cover the length of a football field.
- Fact 2** A leading driver is 23 times more likely to get into a crash than a non texting driver.
- Fact 3** Of those killed in distracted-driving-related crashes, 995 involved reports of a cell phone as a distraction (18% of fatalities in distraction-related crashes.)
- Fact 4** Using a cell phone while driving, whether it's hand-held or hands-free, delays a driver's reactions as much as having a BAC at the legal limit of .08 percent.
- Fact 5** 20% of injury crashes in 2009 involved reports of distracted driving.
- Fact 6** Drivers who use hand-held devices are four times as likely to get into crashes serious enough to injure themselves.
- Fact 7** 49% of drivers under the age of 25 with cell phones send or read text messages while driving.
- Fact 8** 60% of drivers use cell phones while driving.
- Fact 9** Brain power used while driving decreases by 40% when a driver listens to conversation or music.
- Fact 10** In 2012, the number one cause of Metro at-fault accidents was distracted driving. Of the 275 at-fault accidents, 86 were caused by distracted driving.



NHTSA
National Highway Traffic Safety Administration

**STOP THE TEXTS
HELP THE DRIVERS**

Ad Council

Visual Examples of the 'Belt-Up' Campaign

If You Don't Arrive, You Can't Assist



My boys and I like to go fundraising and giving. Of course, here, I'm sign duty and someone they wanted to stay clean. — Joshua L. Pearson

This moment brought to you, and them, by seat belts.
Thank the Transportation Campaign for the educational money from a 100-year-old organization.
And thank the rescuers for all that they do to keep the roads safe.

BeltUp
SAFE DRIVING... IT'S UP TO YOU.



Visual Examples of the 'Belt-Up' Campaign



Driver Training

- Targeted and More Frequent Driver Training:
 - 4 hrs of training every 2 years for officers over 3 years of service
 - 8 hrs of training annually for officers in their first 3 years of service
- Driver Training Topics*:
 - State law and department policy
 - Seatbelt use
 - SIPDE - Scan, Identify, Predict, Decide, Execute
 - Use of visual horizon
 - Driver attitude
 - Types of braking, reaction time
 - Code 3 driving
 - P.I.T. (Precision Intervention Technique)

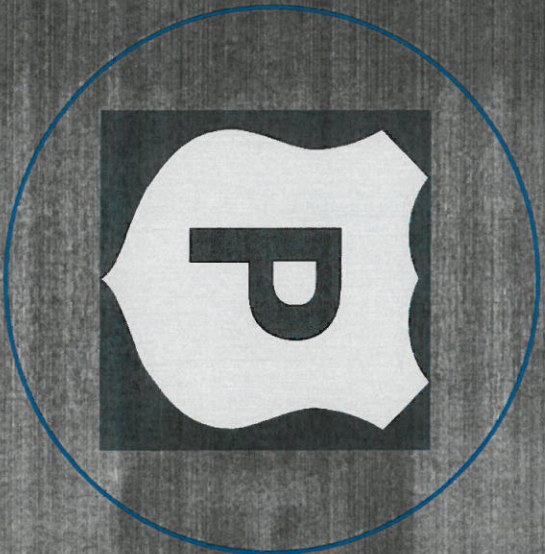
* Lesson Plans Included in Appendix

Driving Policy Changes*

Prior Policy	Revised Policy
No speed cap	Code 3 driving will not exceed posted speed limit by more than 20 mph with the exception of pursuit driving
Seat belt policy was present, but not emphasized	<p>(1) Officers required to wear seat belts at all times with the exception of when the vehicle is traveling less than 15 MPH and the driver plans to exit the vehicle and take immediate action</p> <p>(2) Seatbelt extenders no longer authorized</p>
No supervisory check ride system	If an officer is involved in a crash, or transferred to a new squad, they are required to go through a supervisory check ride
Intersection crossing policy was present, but not emphasized	Officers required to stop at intersection crossings: (1) before entering an intersection against a traffic control device, (2) at all blind intersections, (3) at intersections where hazards are present and other drivers cannot see oncoming traffic. Officers can't drive code through an intersection against a control device.
Texting policy was present, but not emphasized	<p>(1) Texting and emailing prohibited while vehicle is in motion</p> <p>(2) Cell phone and mobile data terminal prohibited in code 3 driving</p> <p>(3) Nevada has a hands-free law; however, there is a law enforcement exemption</p> <p>LVMPD officers are not exempt and are expected to follow this law</p>

* Policies Included in Appendix

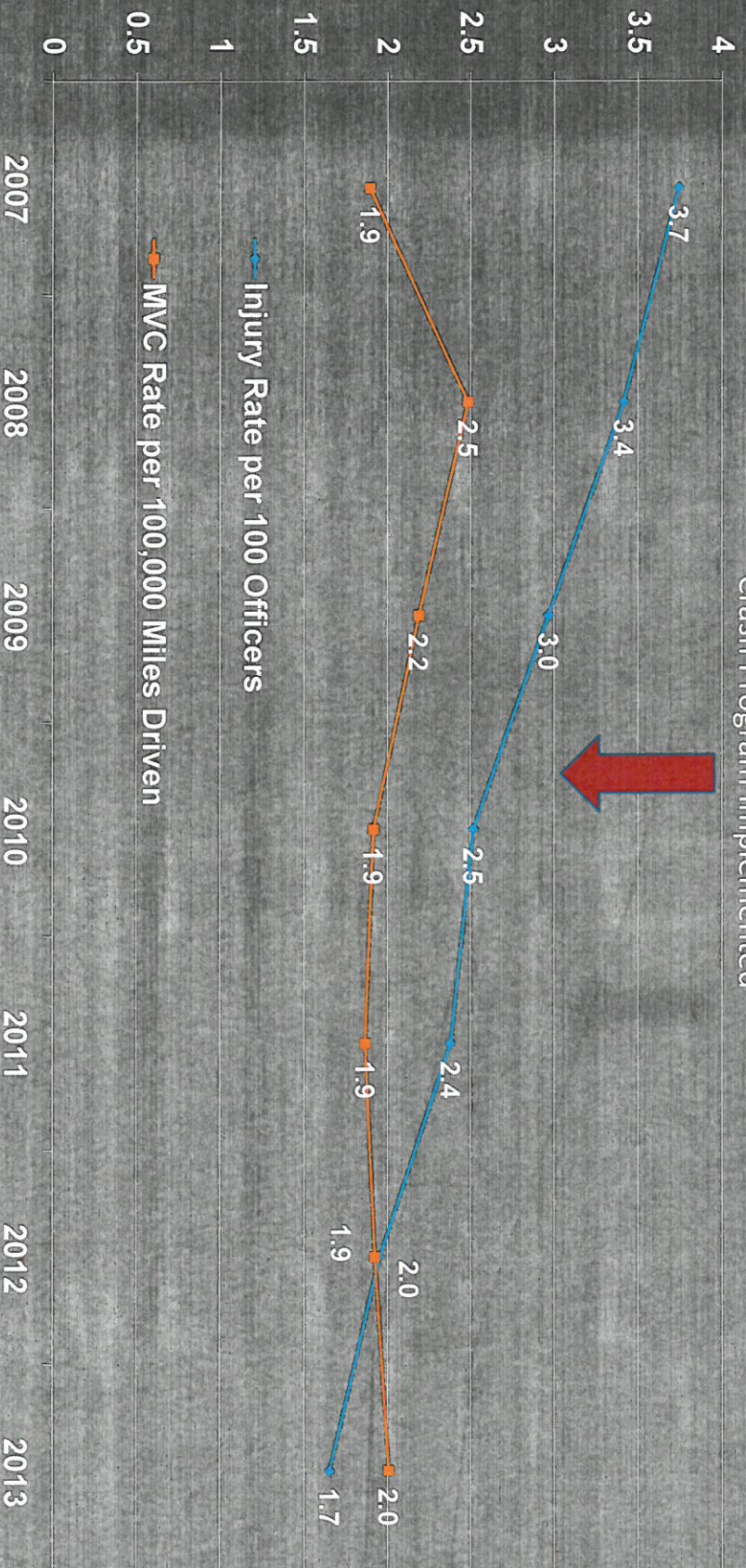
Study Objectives and Methods



- Evaluate whether the LAMPD crash prevention program reduced:
 - Motor Vehicle Crashes
 - Motor Vehicle Injuries
 - Safety Behaviors
- Study spanned 7 years (2007-2013)
- Data sources: agency administrative databases (no extra data collection efforts)

LVMPD Annual MVC and MVI Rate

Crash Program Implemented



LVMPD Officer Crash Characteristics

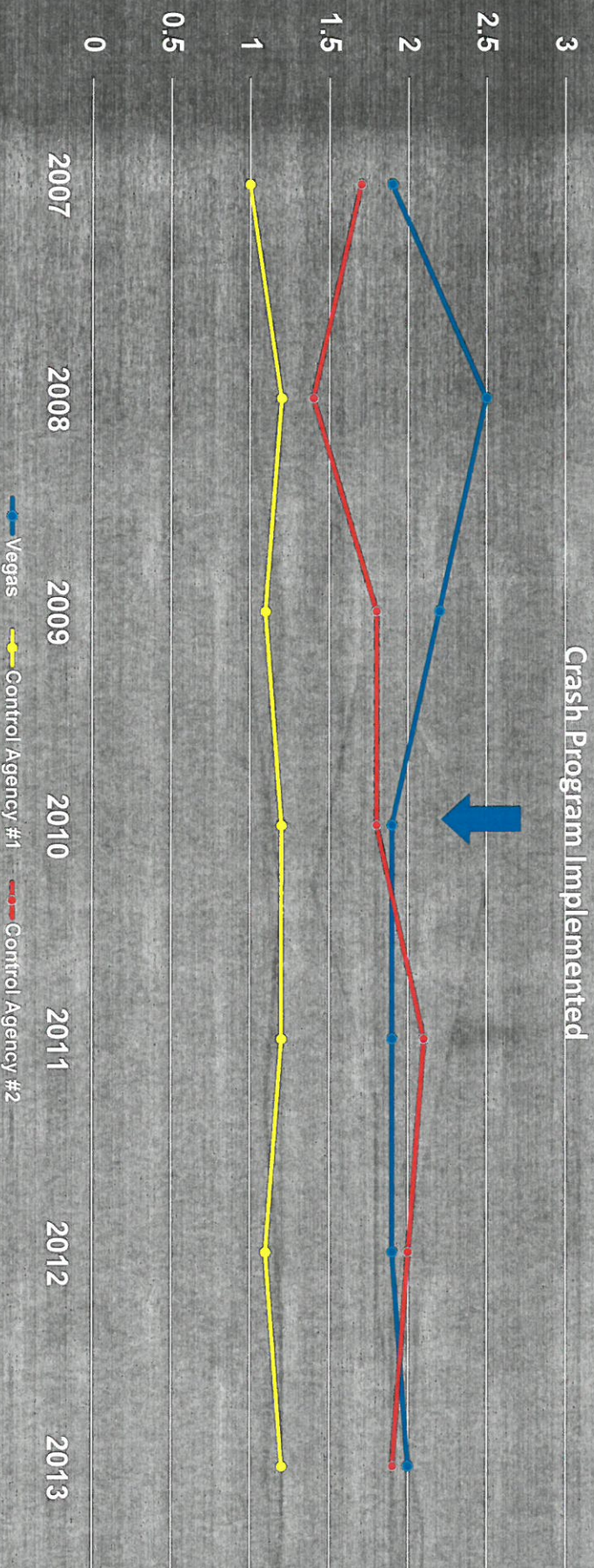
	Before Program (2007-2009)	2010	After Program (2011-2013)	Statistically Significant?
No seatbelt use	191 (12%)	14 (3%)	31 (2%)	Yes
Civilian injury	159 (10%)	43 (9%)	109 (8%)	Yes
Code 3 response	136 (8%)	31 (7%)	71 (6%)	Yes
<u>Total</u>	1616	474	1292	

Average Lost and Restricted Duty Days at LVMPD Due to Motor Vehicle Crashes 2011-2013*

Year	# of Motor Vehicle Injuries	Average Restricted Duty Days	Average Lost Duty Days
2011	41	107.7	97.7
2012	36	158.0	12.2
2013	31	81.5	26.4

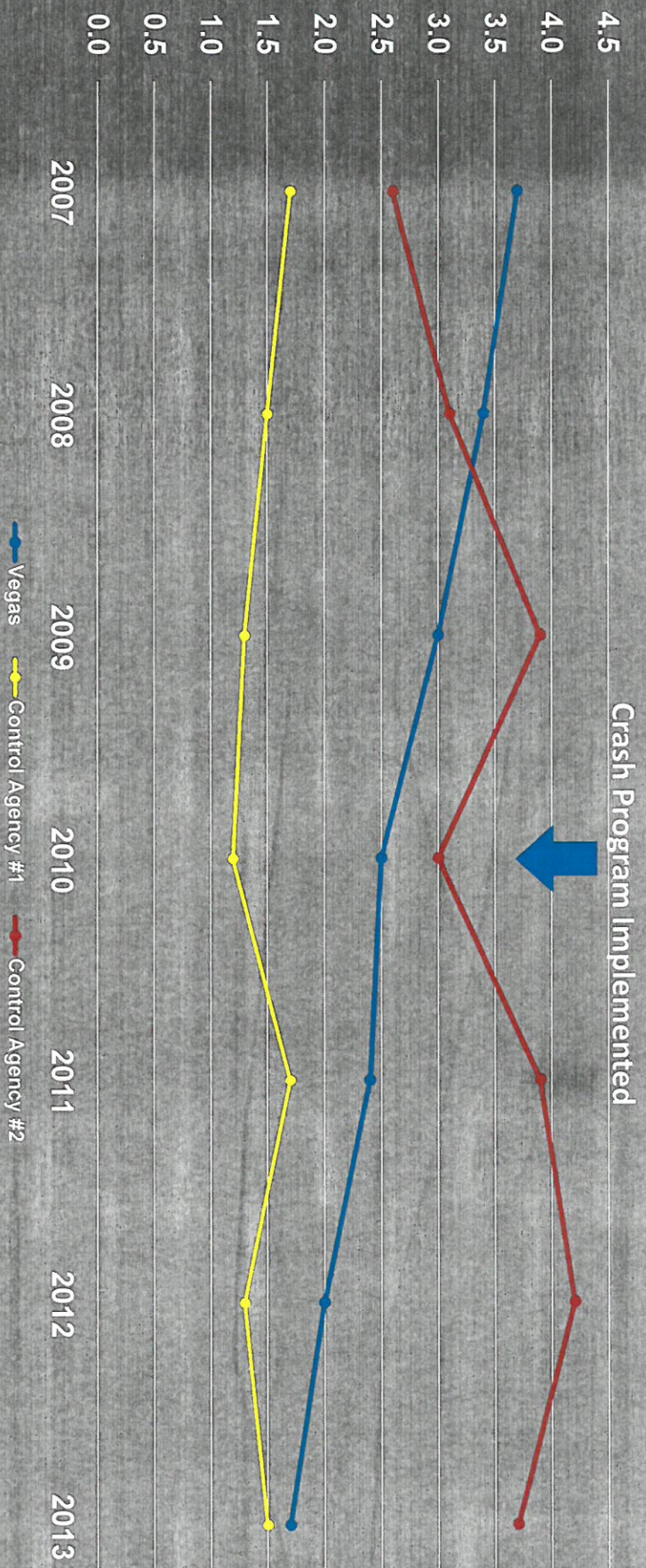
* Data from 2007-2010 not available

LVMPD Annual Motor Vehicle Crash Rate per 100,000 Miles Compared to Other Agencies



	Vegas	Comparison Agency #1	Comparison Agency #2
BEFORE	2.2	1.1	1.5
AFTER	1.9	1.2	1.9

LVMPD Annual Motor Vehicle Crash Rate per 100,000 Miles Compared to Other Agencies



	Vegas	Comparison Agency #1	Comparison Agency #2
BEFORE	3.4	1.5	3.2
AFTER	2.0	1.5	3.9

Conclusions

- Agency-wide, there was a significant decrease in the motor vehicle crash and injury rate. The motor vehicle crash rate declined 14% and the motor vehicle injury rate declined 41%.
- Seatbelt usage among officers involved in crashes significantly improved from 88% to 98%.
- There was a significant reduction in the percentage of civilians injured in officer-involved crashes (10% to 8%).
- The average restricted and lost duty days associated with motor vehicle injuries decreased from 2011 to 2013.
- The changes in the motor vehicle crash and injury rate were not seen in two other law enforcement agencies during the same time period.
- The LVMPD crash prevention program was associated with a reduction in motor vehicle crashes and injuries that appear to be unique to the LVMPD.



Las Vegas Metropolitan Police Department
Partners with the Community

6/012.00 CODE 3 DRIVING (Excluding Pursuit Driving)
 A.S. 41.2.1, 41.2.2, 41.3.7

Code 3 driving is a police tactic used in responding to an emergency. Good judgment, communication and coordination are important elements of a Code 3 response that ensure officers are maximizing safety while minimizing risks.

VI. CODES FOR EMERGENCY RESPONSE

1. Code 1: Normal response - Must obey all traffic laws and rules.
2. Code 2: Non-Emergency - Lights only, may be used:
 1. To stop violators (consideration shall be given for immediate activation of emergency lights);
 2. Upon arriving in an area where the use of the siren may signal suspects;
 3. To signal other motorists of traffic hazards when an officer is moving at slow speed in traffic (i.e., pushing a stalled vehicle, moving at slow speed as a crime prevention tool, making unusual movement on the roadway). Officers must drive at the speed limit or below;
 4. When approved by a sergeant (or higher) during an authorized motorcade;
 5. Note: Officers responding to non-emergency calls will not use emergency lights and/or siren for the sole purpose of crossing intersections.
3. Code 3: Emergency lights and siren, emergency response driving, will not exceed posted speed limit by more than 20 mph. In regards to pursuit driving, the 20 mph over posted speed limit maximum rule is removed (see Section 3).

IV. AUTHORIZATION

Code 3 Response - Officers may respond Code 3 when:

4. Imminent danger to citizens and the officer arrival might save lives;
5. Another officer requires assistance to control a volatile situation;
6. Reliable information exists of a felony in progress;
7. Pursuits - see Section 3.

Only commissioned personnel are authorized to use Code 3. Typing of messages and use of a cell phone are prohibited during Code 3 response. Code 3 driving is prohibited in vehicles that are not equipped with emergency lights and siren.

Officers shall abide by the following procedure for Code 3 driving:

PROCEDURE

Patrol Officer(s) shall:

1. Determine the need for Code 3 response;

Primary Officer (or first officer to initiate Code 3 response) shall:

2. Notify Communications via radio of Code 3 status;
3. Activate, and continuously utilize, emergency lights and siren;
4. Proceed in a safe manner;

First and Second Arriving Units shall:

5. Broadcast arrival status via the radio;
6. Determine the need for continued Code 3 response of additional units;
7. Advise other units via radio to either continue or discontinue Code 3, as needed;

Additional Units shall:

8. Prior to proceeding Code 3, utilize the MDT to advise of Code 3 response and, subsequently, arrival status. Do not break Code Red on a radio channel;

Field Supervisors shall:

9. Monitor respective radio channels to ensure strict adherence to this policy, and will cancel or direct Code 3 responses, as warranted. (12/09, 10/10)■