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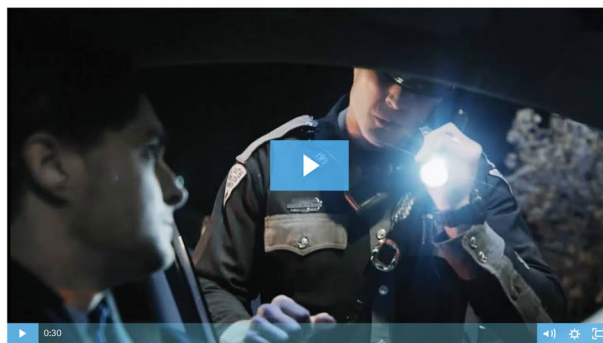


## Michael Sandoval Appointed to New Mexico Department of Transportation Cabinet Secretary

In a recent press conference, Governor Michelle Lujan Grisham announced the appointment of Michael Sandoval to serve as the Department of Transportation Cabinet Secretary. Sandoval has spent more than 20 years at the New Mexico Department of Transportation (NMDOT), most recently serving as Executive Manager of Modal Divisions.

In his role as Executive Manager of Modal Divisions, Sandoval was responsible for overseeing 300 contracts and 12 ports of entry, as well as major programs such as the Railrunner, commercial vehicle permitting, and traffic safety. At the NMDOT, he has also served as Division Director of the Office of Safety Programs, Planning Divisions, and Traffic Safety Division.

Sandoval has also worked in other areas of State government, serving as Division Director of the Motor Vehicle Division from 2009-2010. He has served as Chairman of the Member Services Committee of the Governor's Highway Safety Association, as well as regional representative of the Governor's Highway Safety Association executive board. Sandoval holds a Bachelor degree in Civil Engineering from New Mexico State University.



## NMDOT Wins Multiple Awards for Advertising Campaigns

SOURCE: NMDOT 2018 CAMPAIGN AWARDS

The New Mexico Department of Transportation (NMDOT) and RK Venture have won several awards for their road safety campaigns in 2018, including ENDWI, ZeroProof, and DNTXT. The campaigns are designed to help reduce crashes and fatalities on New Mexico's roads. This is accomplished through creative campaigns that facilitate behavior change that eventually change social norms.

### ENDWI Awards

The "ENDWI: The Reality," an anti-drunk driving broadcast campaign has been designated as outstanding by Communications Arts Magazine, the

professional journal for the visual communications industry. This is the most coveted award in the industry. Out of more than 2,830 entries submitted to the year's competition, only 119 projects were acknowledged as excellent by a jury of industry professionals.

"ENDWI: The Reality" is a series of television spots that follow the actions of a man arrested for drunk driving. The spots were produced with a "reality television" approach, so it appears to viewers they are seeing the entire process as it really unfolds. The advertisements follow the driver from the moment he is pulled over, through sobriety tests, an arrest, processing, his night spent in jail, a court appearance and up to his eventual release.

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## New Mexico Motorcycle Safety Program 3-Wheel Basic RiderCourse (3WBRC) Training

Do you want to learn how to ride a Trike?

The New Mexico Motorcycle Safety Program (NMMSP) is now offering the Motorcycle Safety Foundation 3-Wheel Basic RiderCourse (3WBRC). The 3WBRC is a basic entry-level, learn-to ride, 3-Wheel motorcycle training and education course. We encourage riders to be safe when they get on the road so make sure you have the proper training, endorsement and riding gear.



The course provides fundamental skills during eight hours of classroom instruction and eight hours of range riding exercises. Successful completion results in a license waiver. All you have to do to get your endorsement at MVD is show your completion card – no tests!

The training course is currently sponsored by CANAM for only \$99! 3-wheeled CANAM Spyder vehicles are provided to riders for the class free of charge. In the very near future, the CANAM Ryker will also be available for the class. You can also take the class on your own 3-wheeled vehicle, providing it meets design standards, is licensed, and insured.

We currently have room for as many as eight students in each class and plan to have at least one class per month, dependent on enrollment. The NMMSP completed the first class in January 2019. Students were “impressed” with the machines, saying the curriculum, particularly the riding was “a lot of fun” and “well worth the \$99 investment.”

So, if you have any desire to ride a 3-wheeled vehicle, this is an excellent opportunity to do so. You can sign up on the NMMSP website at [www.nm-MSP.org](http://www.nm-MSP.org) or visit the CANAM website, which will redirect and connect you directly to the NMMSP website. So come on out and have some fun, and learn how to ride one of these machines safely! Hope to see you there.



[CLICK FOR FULL REPORT](#)

## 2018 New Mexico Occupant Seat Belt Observation Survey

The New Mexico Department of Transportation and Preusser Research Group completed the annual New Mexico Occupant Seat Belt Observation Survey. New Mexico has conducted a seat belt survey annually since 1982. The 2018 survey summarized the results of both daytime and nighttime observations.

The study used a sampling design approved by the National Highway Traffic Safety Administration. Segments from 19 of 33 New Mexico counties were sampled for a total of 94 road segments. Observations were recorded on Primary, Secondary, and Local roads. Quality control measures were utilized during the study to ensure valid and reliable observation results.

The 2018 New Mexico seat belt use rate is 90.2%. Although the seat belt rate has seen a decline for three years in a row, the rate remains above 90%, the NHTSA target rate for states.

In the findings, Preusser Research Group cited an oversampling of rural sites to be a main concern. The use of too many rural sites leads to an overall lower number of observations, likely causing higher variability, and lower rates. According to Preusser Research Group, the State may wish to consider redrawing sites prior to the 2019 survey, or consider redrawing all segments. A sampling based on a measure of traffic volume, versus the current length of roadway, will result in a better representation of actual traffic flow in the State and a more accurate seat belt use rate.



## New Mexico Drug Recognition Expert Program Accepting Applications

SUBMITTED BY CHARLIE FILES

The 2019 New Mexico Drug Recognition Expert (DRE) Program is now accepting applications for the DRE School to be held May 6-17, 2019, in Farmington. Applications are being accepted through April 6, 2019.

The DRE School is broken into three phases. Phase 1 and 2 are classroom sessions held concurrently. Upon successful completion of Phase 1 and 2, students will be scheduled for a Field Certification Program (Phase 3). Dates for Phase 3 are to be determined. There is no cost for any of the phases of the DRE School. Any costs incurred associated with travel to attend any phases of this program are promptly reimbursed by the New Mexico DRE Program.

For more information, or to apply for the DRE School, visit [www.nmdre.org](http://www.nmdre.org) or <https://nmdre.org/2019-dre-school>

## NMDOT Wins Multiple Awards for Advertising Campaigns

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This campaign was also presented with a Silver Telly Award. The Telly Awards is the premier award honoring video and television across all screens. Established in 1979, the Telly Awards receives over 12,000 entries from all 50 states and five continents. Entrants are judged by the Telly Awards Judging Council, an industry body of over 200 leading experts including advertising agencies, production companies, and major television networks. To view the award-winning "ENDWI: The Reality" campaign, visit <https://www.commart.com/project/27972/endwi-reality>

The NMDOT and RK Venture were also won a Gold Telly Award for the television campaign "ENDWI: Signs." This ad campaign takes a simple approach to the consequences of drunk driving. Since it is on the roads and highways of New Mexico, the ad makes obvious allusions to DWI consequences via road signs. The signs each name a drunk driving consequence. Other street and roadway environments are shown, all with expected signage describing the risks and cost of a DWI.

The Telly Awards embody the best of television and video. The Gold Telly award is given to only three percent of winning entries. To view the award-winning campaign, visit: <https://www.youtube.com/watch?v=pA-rnt7zQGE>

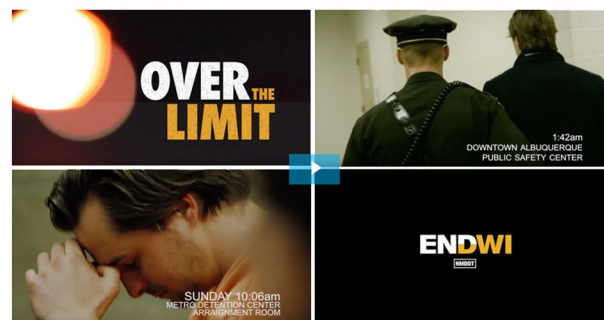
### ZeroProof Awards

Campaigns created for the NMDOT won several Addy Awards at the 2018 New Mexico Advertising Awards. The ZeroProof campaign, created to bring awareness to the dangers of underage drinking won the prized Best in Show category.

The ZeroProof campaign was also awarded a Gold Addy Award for the online/interactive website and the ZeroProof ZeroScape App. To learn more about the ZeroProof campaign, visit: <http://www.zeroproof.me/>

### DNTXT Awards

The NMDOT and RK Venture were presented with a Silver Addy Award in the public service television category for "DNTXT: Just a Matter of Time." These campaigns follow a driver in different distracted driving situation, until they eventually catch up to him. To see this award-winning advertisement, visit: [https://www.youtube.com/watch?v=ph7dt9m\\_Qsl&feature=youtu.be](https://www.youtube.com/watch?v=ph7dt9m_Qsl&feature=youtu.be)





**Buckle Up**  
New Mexico  
RE-CERTIFICATION  
TRAINING

**MAR**  
**13-14**  
**2019**

CLICK  
HERE TO  
REGISTER

## UPCOMING Events

### January

- Nov 9 - Jan 5 Superblitz: ENDWI and BKLUP
- 11 STEP Training: FARMINGTON
- 15-Mar 16 New Mexico 54th Legislature: 1st Session
- 25 Transportation Commission Meeting: SANTA FE
- 31 Managing Police Traffic Services Training: ALBUQUERQUE

### February

- 1 STEP Training: LOVINGTON
- 12-15 National Child Passenger Safety Certification Training Program: ROSWELL
- 15 Child Safety Seat Clinic: ROSWELL
- 22 STEP Training: GALLUP

### March

- 7 Transportation Day at the Roundhouse:
- 13-14 Buckle Up New Mexico Recertification Training: ALBUQUERQUE
- 13 Child Safety Seat Clinic, ALBUQUERQUE: 5:00 - 7:00 p.m., Sandia Resort, 30 Rainbow Road, (800) 231-6145 for an appointment
- 15-23 Mini Superblitz: ENDWI and BKLUP
- 31- Lifesavers Conference: LOUISVILLE, KY

**Fitting Stations** offer child safety seat inspection appointments during regular hours of operation at nine permanent New Mexico locations.

<b>Alamogordo</b> Third Saturday of each month	(505) 439-4300
<b>Albuquerque: NE</b> 2nd Friday of each month	(505) 856-6143
<b>Albuquerque: SW</b> Third Thursday of each month	(505) 856-6143

<b>Albuquerque: Central</b> First Friday of each month	(505) 272-6024
<b>Artesia</b> Third Saturday of each month	(800) 231-6145
<b>Farmington</b> Third Saturday of each month	(800) 231-6145

<b>Las Cruces</b> First Wednesday of each month	(800) 231-6145
<b>Rio Rancho</b> First Friday of each month	(800) 231-6145
<b>Santa Fe</b> 2nd and 4th Fridays of each month	(505) 471-3965 (800) 231-6145



Due to ongoing updates to the calendar of events, please **CLICK HERE** or visit [www.safernm.org](http://www.safernm.org) for the most current list.





## Parents Use Ford System to Place Limits on Teen Drivers

SOURCE: [HTTPS://WWW.IIHS.ORG/EXTERNALDATA/SRDATA/DOCS/SR5307.PDF](https://www.iihs.org/externaldata/srdata/docs/sr5307.pdf)

These days when parents hand over the car keys to a teenager, they don't always relinquish total control. Some vehicles come equipped with systems that allow parents to monitor their child's driving or control things like top vehicle speed and sound system volume.

A new IIHS survey shows one such system, Ford's MyKey, is catching on. However, more than a third of respondents said they didn't know their vehicle had the system.

MyKey allows vehicle owners to program a key for their child. For example, the owner can set the top vehicle speed, program speed alerts at varying levels, limit audio volume and make it impossible to disable the do-not disturb feature.

For the study, 1,500 adults who own or lease a Ford vehicle equipped with the technology were questioned. Each respondent had at least one teenager age 16-19 in their household.

Respondents were read a short description of the MyKey system and were asked if they were aware of it. Fifty-seven percent said they were aware, 39 percent said they were not, and 4 percent were unsure.

Of those who knew about the system, 61 percent said they used it with their teen driver, and 12 percent said they planned to use it in the future.

Among parents who said they don't plan to use MyKey, the most common reason cited was that their teenager wasn't a primary driver of the equipped vehicle. Many parents said they didn't need it because their child was trustworthy.

Of the parents who used MyKey, most said they had learned about it at the dealership. Previous research has shown that many salespeople have limited knowledge about safety features on the vehicles they sell. That may explain why such a large percentage of vehicle owners weren't aware of the system.

"Systems like MyKey have the potential to reduce the risks faced by teen drivers by limiting speeds and distractions," says Rebecca Weast, an IIHS research scientist and the paper's author. "To do the most good, more consumers need to be aware of it and choose to activate it for their young driver."

For a copy of "Parent awareness and use of Ford's MyKey system," email [statusreport@iihs.org](mailto:statusreport@iihs.org).