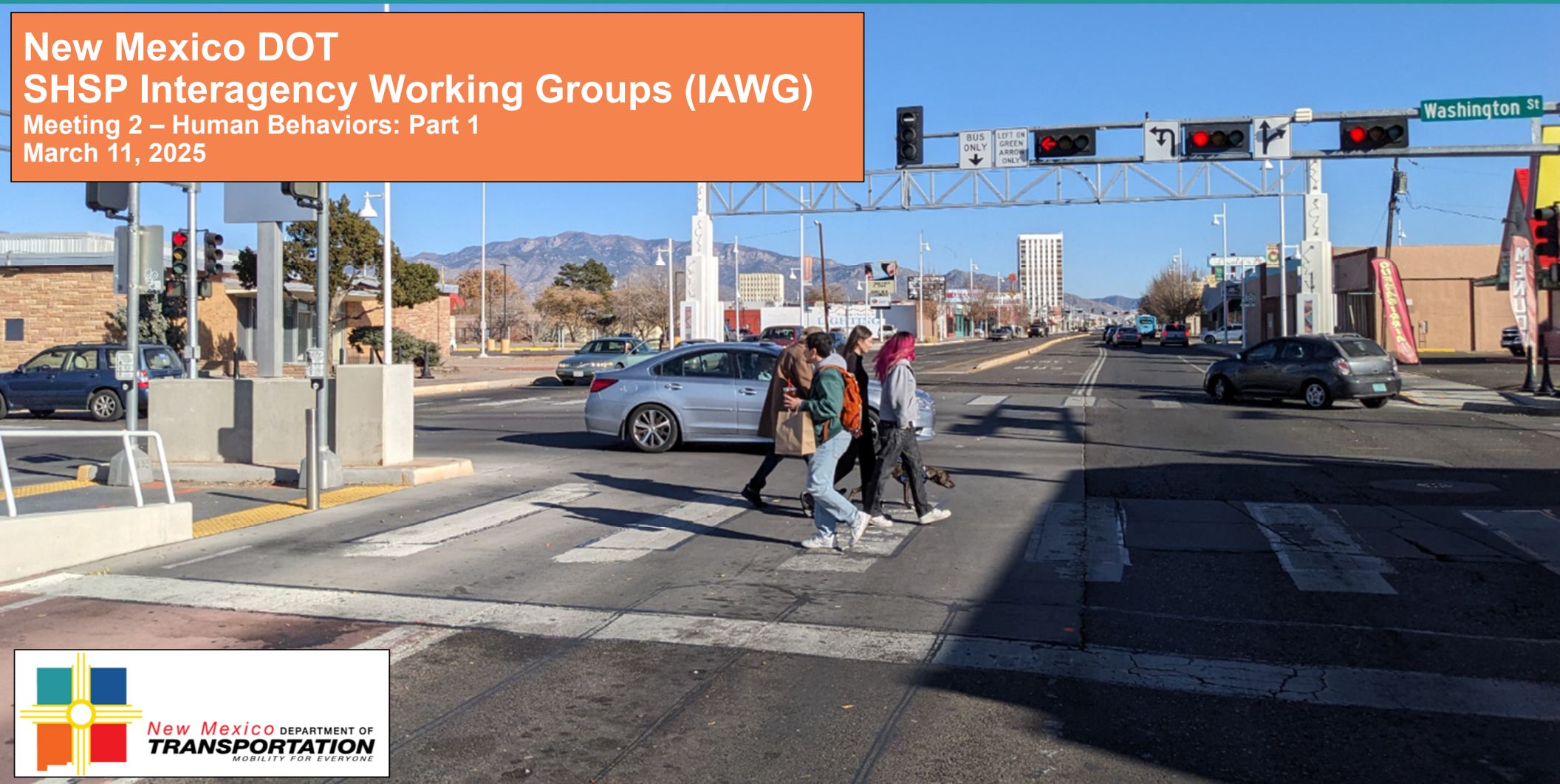


New Mexico DOT SHSP Interagency Working Groups (IAWG)

Meeting 2 – Human Behaviors: Part 1
March 11, 2025



Housekeeping notes

- Joining from a different email? Message Richard, please.
- Please keep yourself on mute when not speaking to avoid background noise
- Meeting is being recorded
- Video off unless speaking
- The meeting is expected to take 60 minutes; time for questions in the middle and end
- Chat is being monitored for questions
- Tech issues: please direct message Richard Perce in the Zoom chat or you can email at richard@anthropop.com

Agenda (60 min)

Recap from January 23rd (8 min)

Questions from the chat (5 min)

Human Behavior data categories (8 min)

Breakout Instructions (3 min)

Breakout Room Discussions (25 min)

Next steps (3 min)

Q&A (8 min)

Recap from 1/23/2025 meeting

NMDOT SHSP website

We need your help! Here are a few ways for people to get involved:

- Official sign-up for IAWG
- Attend meetings and join us at local events
- Past meeting materials posted
- Updated VRU report

<https://newmexicodotshsp.com/>

What is a Strategic Highway Safety Plan (SHSP)?

- Part of Highway Safety Improvement Program
- Statewide safety plan
- Identifies strategies to reduce the risk of death and serious injury
- Coordinates safety efforts across multiple agencies
- Data-driven
- Identifies NM-specific Emphasis Areas
- Requires stakeholder engagement
- Guides safety funding investments



Goals of the Strategic Highway Safety Plan (SHSP)

Vision: Target Zero - Zero Deaths on all public New Mexico Roadways

- Every life counts - no loss of life is acceptable
- Shift from "reducing" to "eliminating" fatal crashes
- SHSP is one element of the Target Zero initiative

Focus Areas:

- Vulnerable Road Users (walkers, bikers, people in work zone)
- Tribal communities
- Emphasis Areas

Incorporating Safe System Approach through:

- Proactive safety planning
- Evidence-based countermeasures
- Multi-agency collaboration

Implementation & Tracking:

- Development of countermeasure, policies, programs, strategies
- Data-driven decision making supported by robust engagement
- Performance monitoring toward zero
- Regular evaluation and strategy adjustment

Safe System Approach

PRINCIPLES OF A SAFE SYSTEM APPROACH (SSA)

- Death and serious injuries are unacceptable
- Humans make mistakes
- Humans are vulnerable
- Responsibility is shared
- Safety is proactive
- Redundancy is crucial



Emphasis Areas from 2021 SHSP

Safety Emphasis Area*	% Fatalities in New Mexico (2,208 total from 2019-2023)	% Serious Injuries in New Mexico (5,349 total from 2019-2023)
Impaired Driving	55.9%	18.6%
No Use of Safety Restraint	51.3%	27.3%
Roadway Departure	41.5%	35.2%
Speed/Aggressive Driving	41.2%	46.0%
Distracted Driving	38.5%	44.5%
Pedestrian Involvement	21.5%	9.5%
Heavy Vehicle Involvement	17.6%	10.1%
Older Driver Involvement**	16.3%	16.6%
Young Driver Involvement**	14.7%	18.7%
Motorcycle Involvement	12.2%	13.5%
Tribal Lands	11.3%	7.4%
Intersection Related***	11.1%	18.3%
Inclement Weather	8.9%	10.9%
Sleepy/Fatigued Driving	1.9%	2.4%
Bicyclist Involvement	1.8%	2.2%
Transit/Bus Involvement	0.6%	0.9%
Animal/Wildlife Involvement	0.4%	0.5%
Work Zone Related	0.2%	0.2%
Rail Involvement	0.05%	0.02%

*Multiple emphasis areas may be assigned to one crash - they are not mutually exclusive.

**Older drivers are of age 65 and over. Younger drivers are of age 15-20.

***Data on intersection related emphasis area is unavailable for 2019 crash data. Percentage may be underrepresented.



HUMAN BEHAVIOR

■ **94%**
OF FATALITIES
■ **87%**
OF SERIOUS INJURIES

- Impaired Driving
- Distracted Driving
- Sleepy/Fatigued Driving
- Speed/Aggressive Driving
- No Use of Safety Restraint
- Older Driver Involvement
- Young Driver Involvement



ROAD/LANE DEPARTURE

■ **47%**
OF FATALITIES ■ **41%**
OF SERIOUS INJURIES

- Roadway Departure
- Animal/Wildlife Involvement
- Inclement Weather



VULNERABLE ROAD USERS

■ **23%**
OF FATALITIES ■ **12%**
OF SERIOUS INJURIES

- Pedestrian Involvement
- Bicyclist Involvement
- Work Zone Related



INTERSECTIONS

■ **11%**
OF FATALITIES ■ **18%**
OF SERIOUS INJURIES

- Intersection Related
- Rail Involvement



TRIBAL LANDS

■ **11%**
OF FATALITIES ■ **7%**
OF SERIOUS INJURIES

Crashes on lands owned by federally recognized Native American tribes.

Questions from the chat...?

Definitions of human behavior data categories

1. Impaired Driving

- Drugs or alcohol identified as highest CF

2. No Use of Safety Restraint

- Restraint not installed/used, child restraint not used, helmet not used

3. Speeding/Aggressive Driving

- Disregard traffic signal, failed to yield ROW, excessive speed, too fast for conditions, following too closely

4. Older Driver

- Ages 65+

5. Younger Driver

- Ages 15 to 20

6. Sleepy/Fatigued Driving

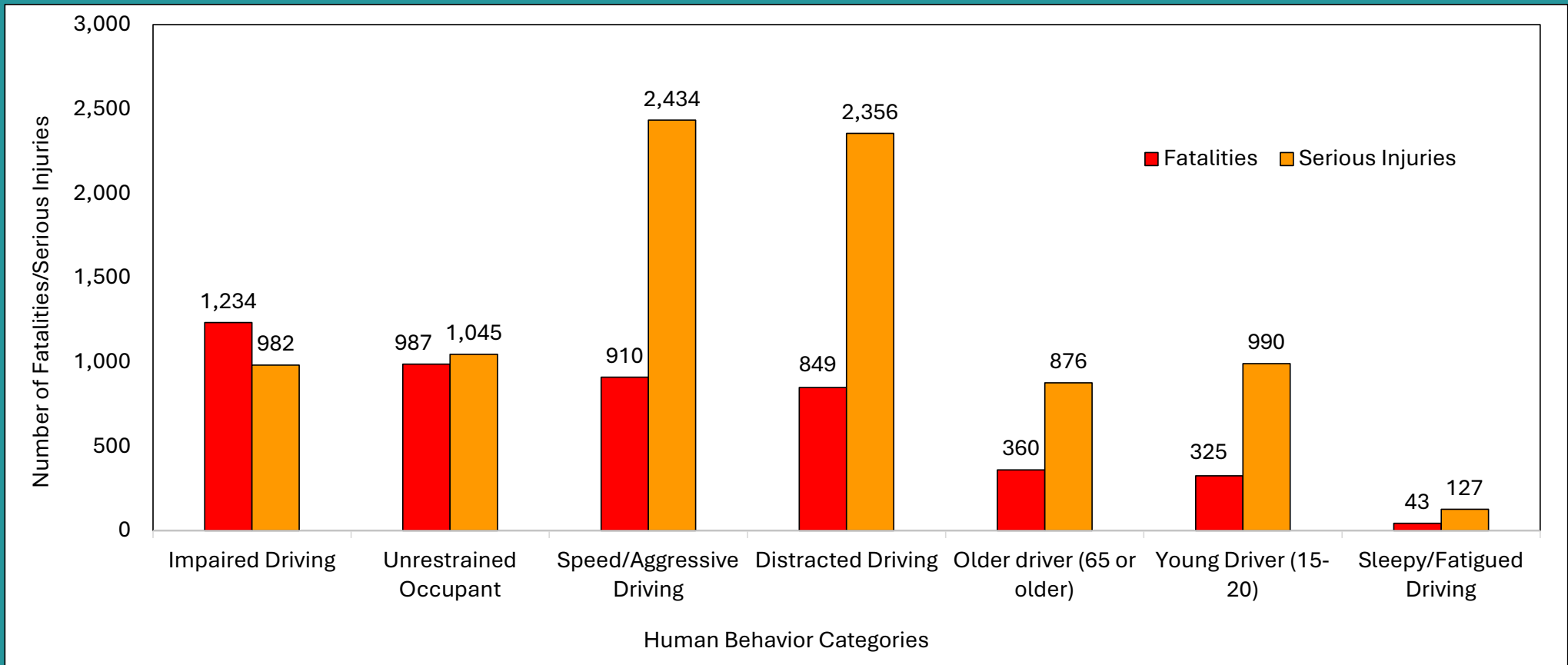
- Driver asleep or fatigued

7. Distracted Driving

- Driver inattention or cell phone use

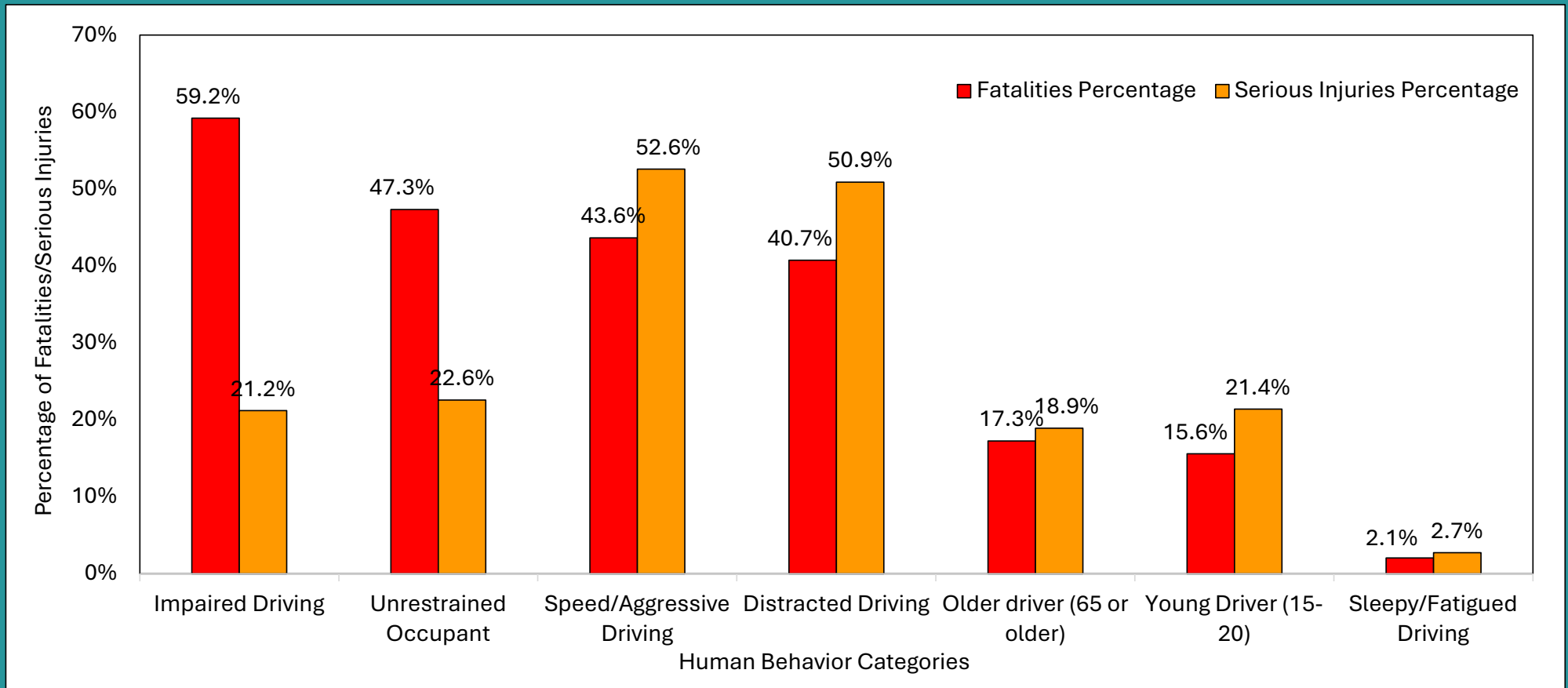
Human Behavior Data Categories - Frequency

(2019-2023; 2,085 total fatalities and 4,630 serious injuries)



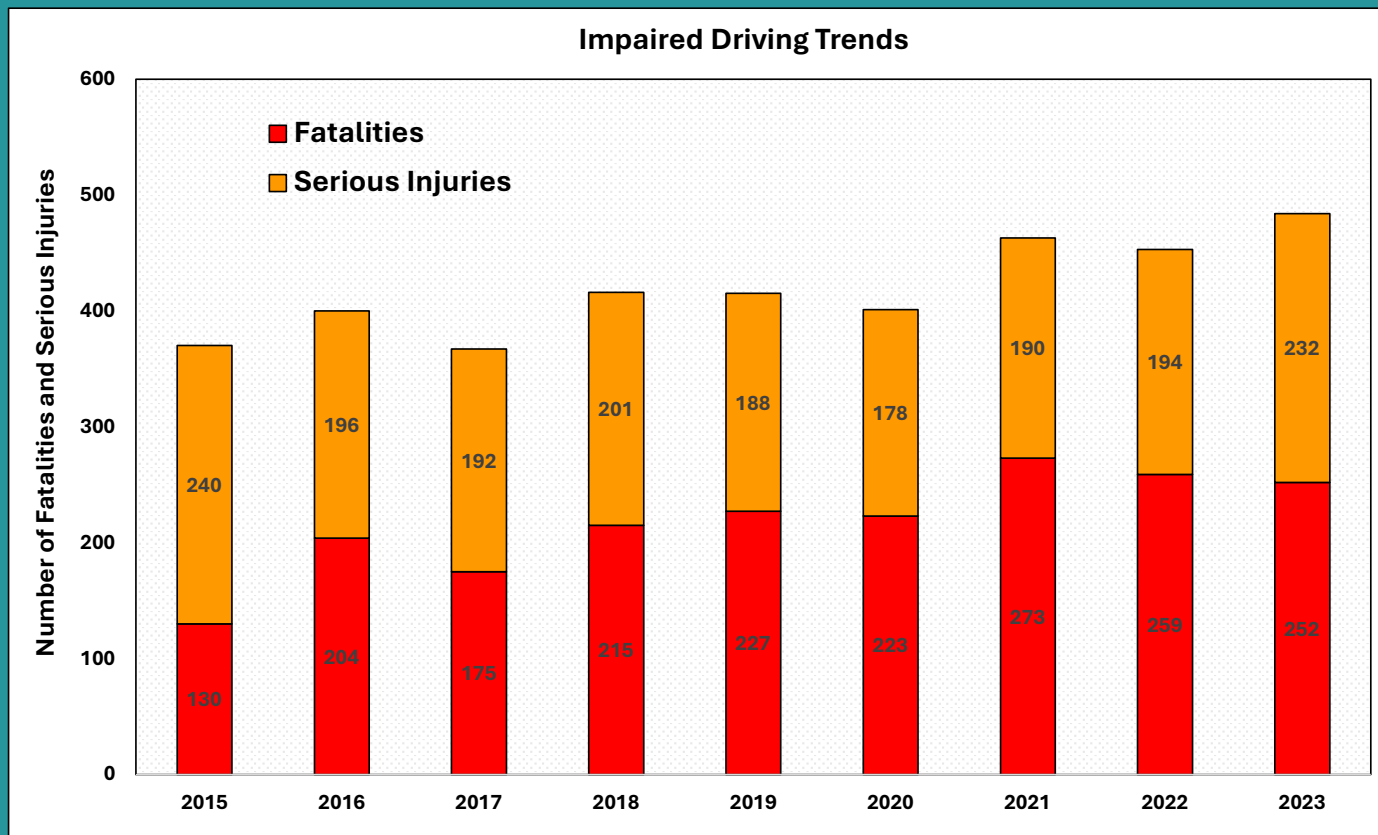
Human Behavior Data Categories - Percentage

(2019-2023; 2,085 total fatalities and 4,630 serious injuries)



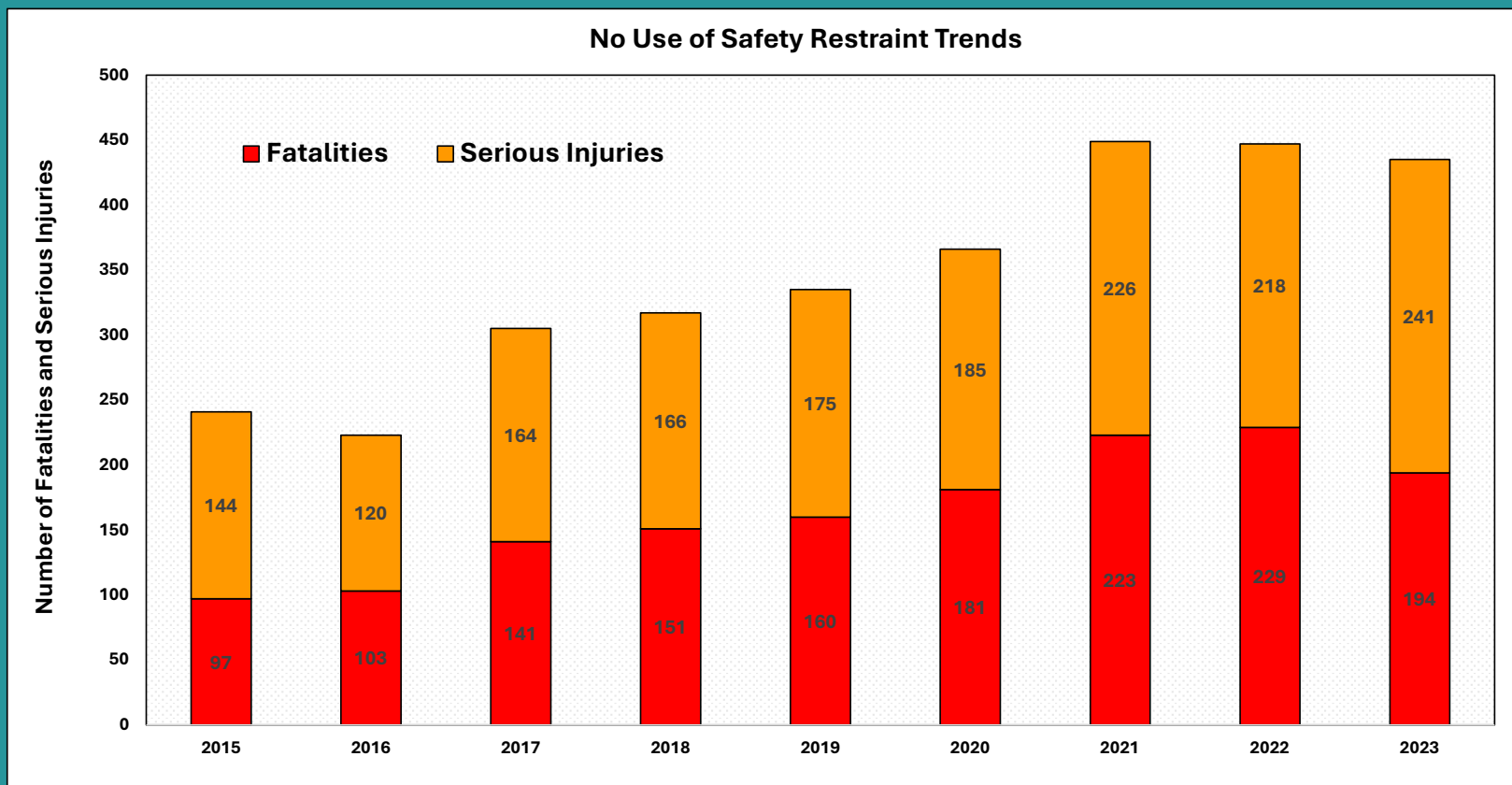
Impaired Driving

Definition: Any crash where the responding officer indicates that drugs or alcohol were the highest contributing factor to the crash.



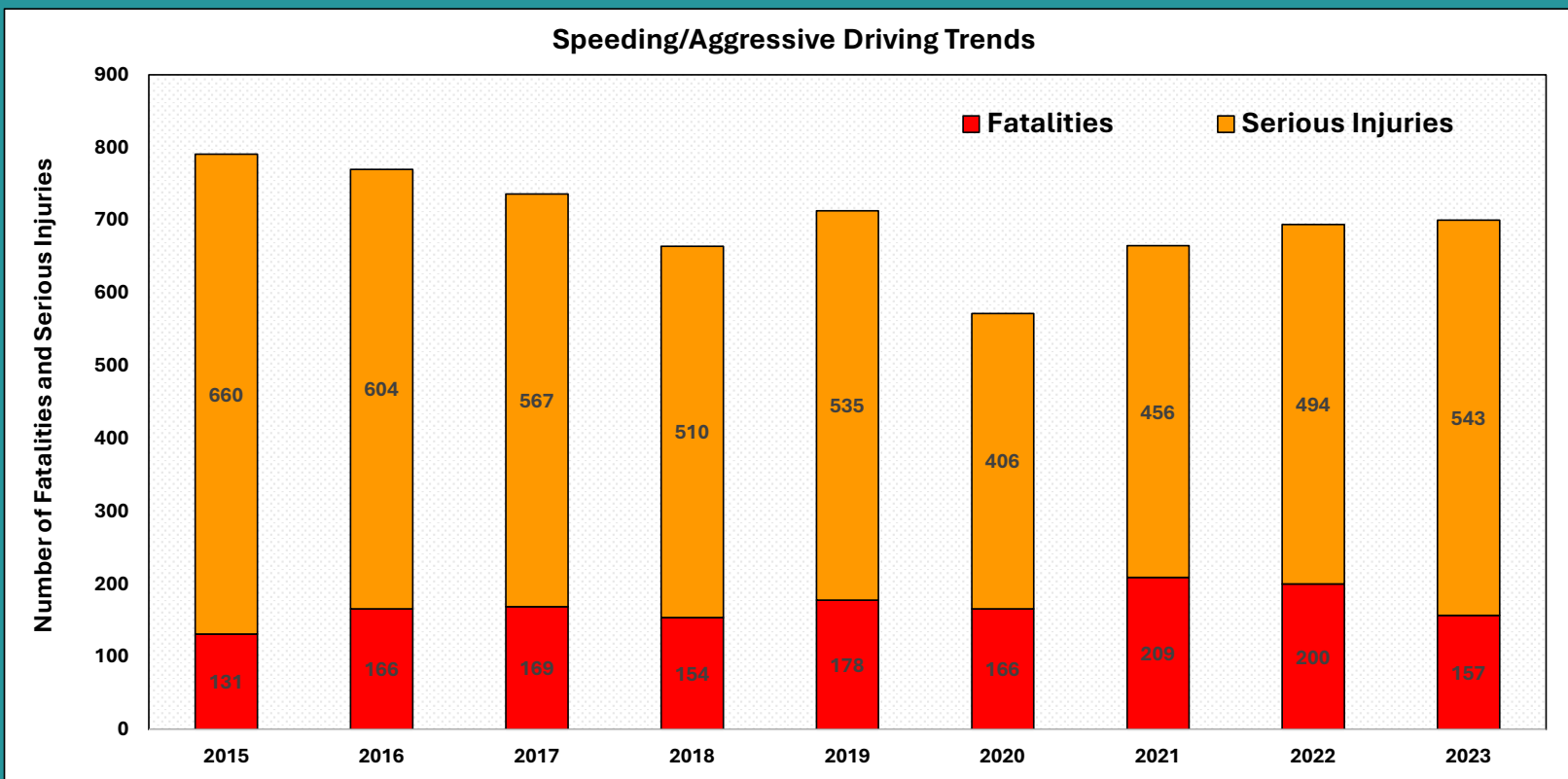
No Use of Safety Restraint

Definition: Any vehicle occupant who did not have a restraint installed/used, a child restraint was not used, or a helmet was not used (motorcycle riders only)



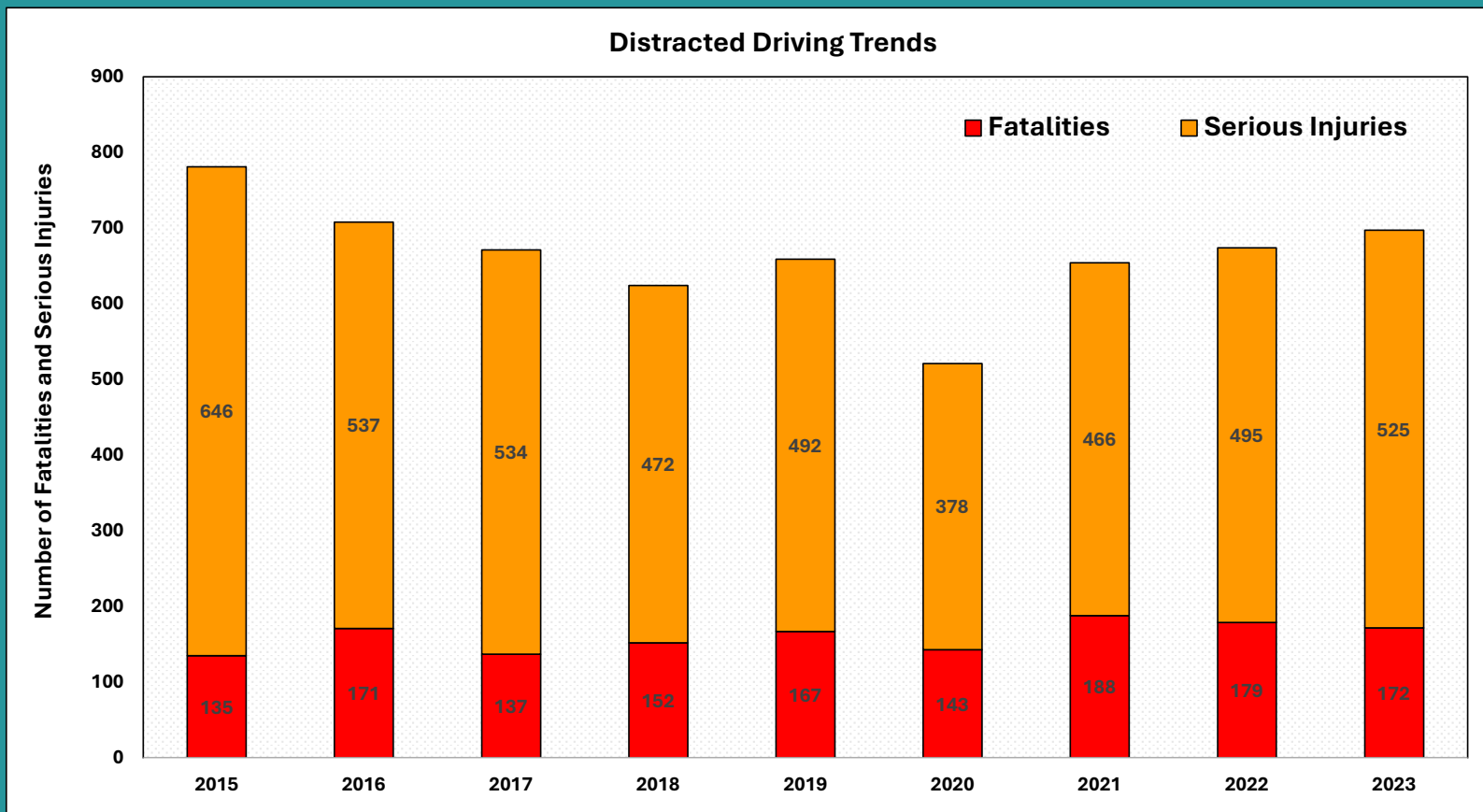
Speeding/Aggressive Driving

Definition: Any crash where the responding officer indicates a vehicle had disregard for a traffic signal, failed to yield right-of-way, showed excessive speed, traveled too fast for conditions, or was following too closely



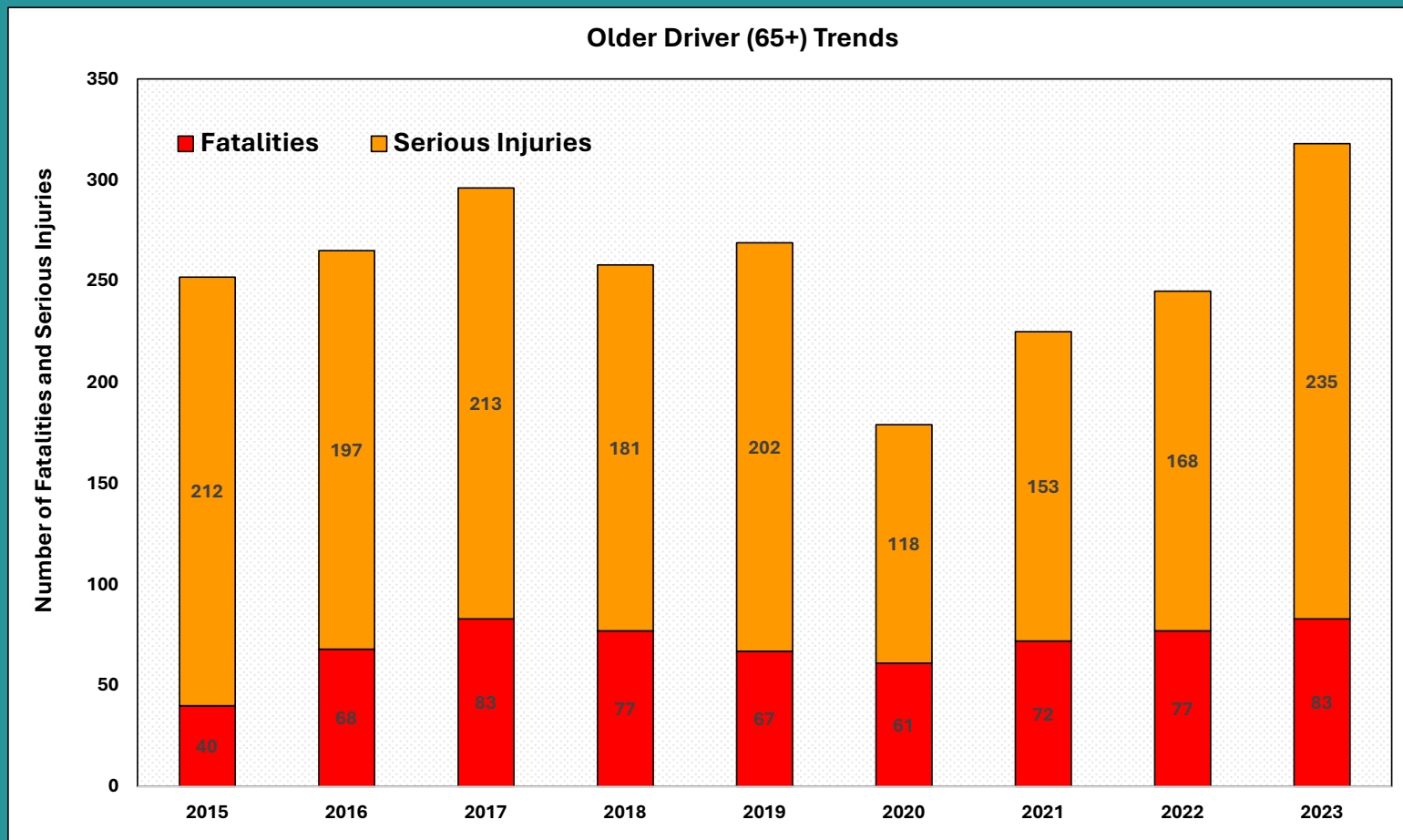
Distracted Driving

Definition: Any crash where the responding officer indicated an involved driver was inattentive or using their cell phone



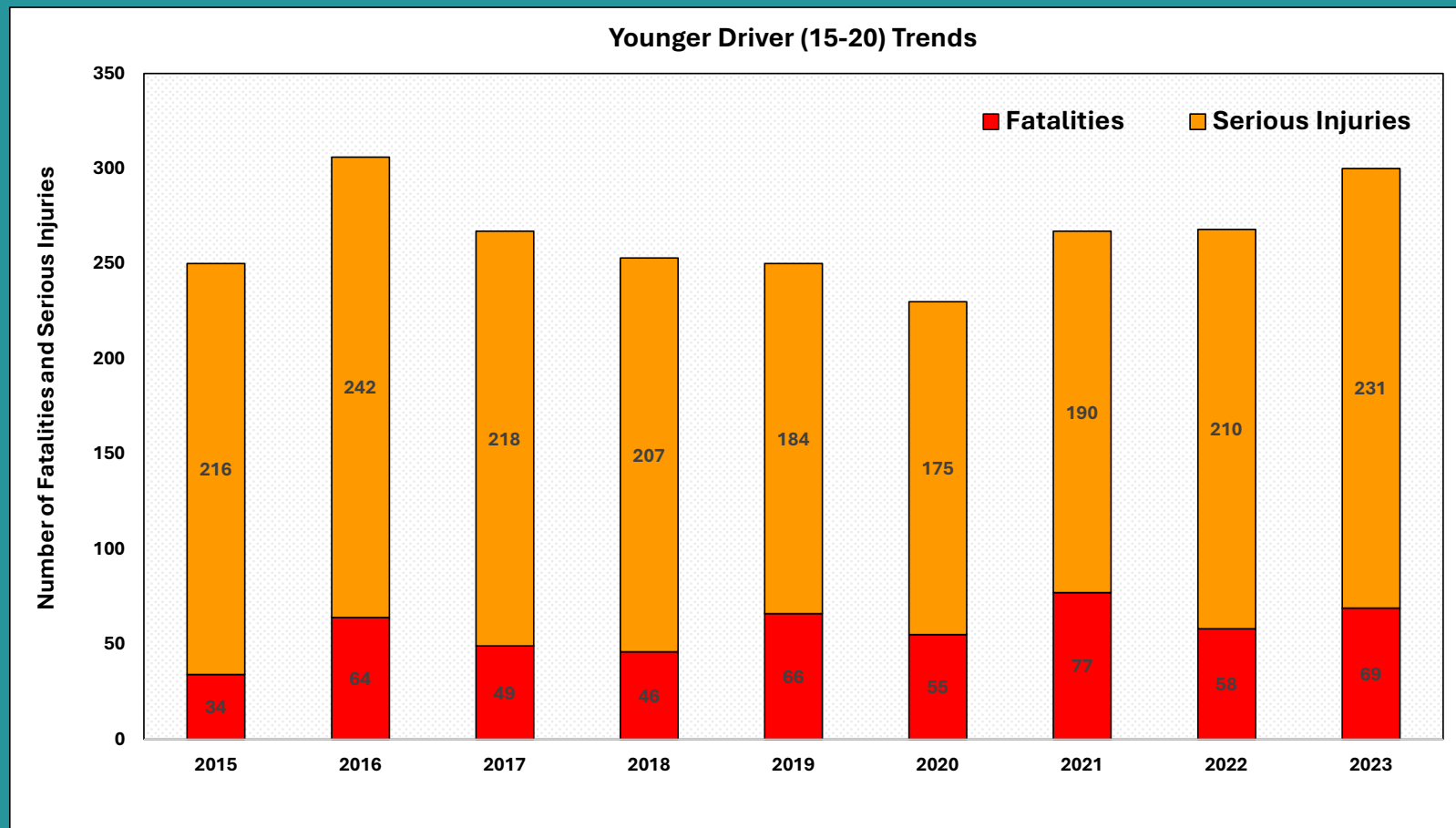
Older Driver

Definition: Any crash where any driver involved was aged 65 or older



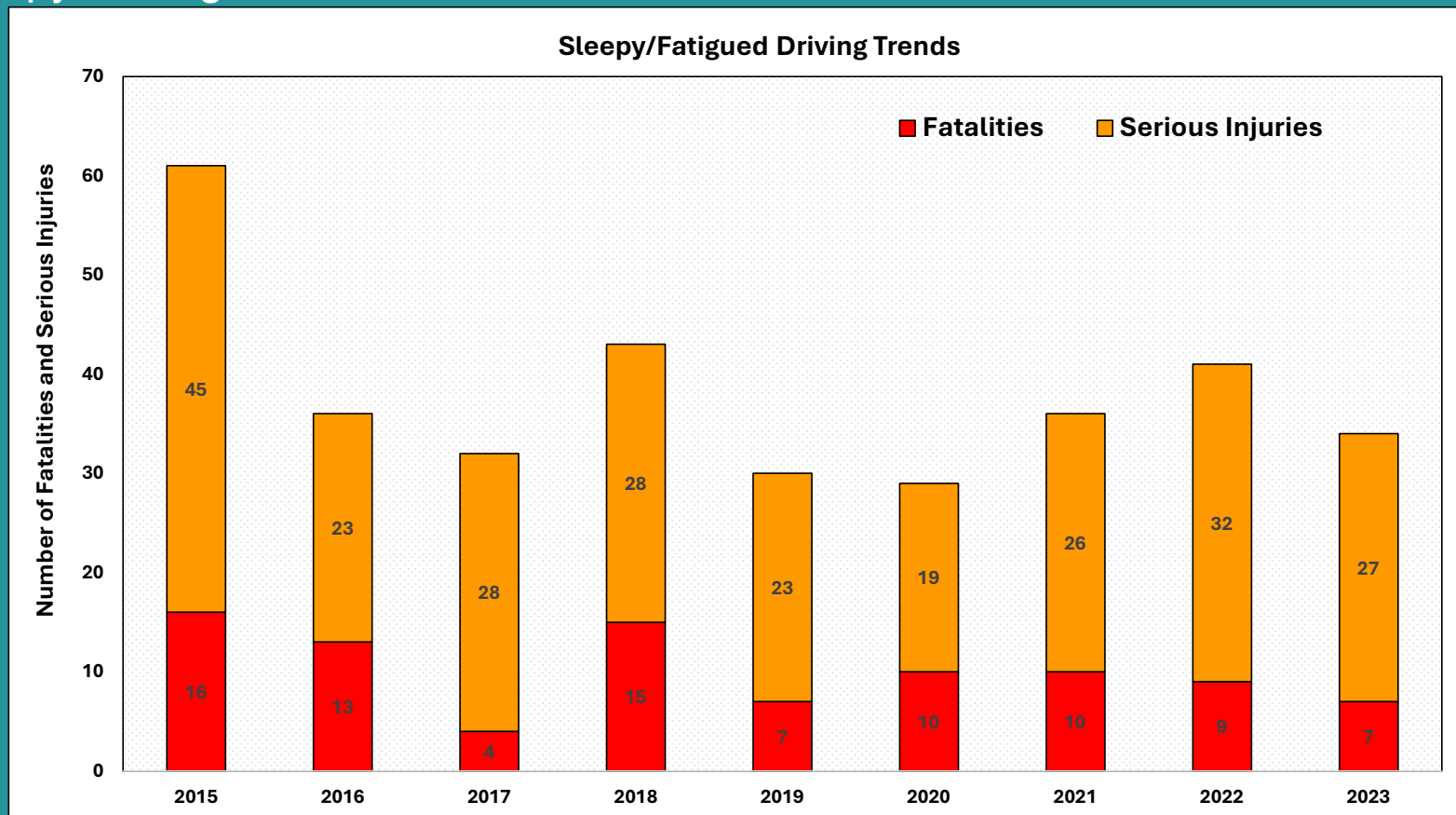
Younger Driver

Definition: Any crash where any driver involved was aged between 15 and 20



Sleepy/Fatigued

Definition: Any crash where the responding officer indicated an involved driver's condition was sleepy or fatigued



Discussion – Mural

- Share new or missing:
 - Strategies
 - Ideas
 - Programs
 - Policies
- Comprehensive approach
- Feedback will steer the implementation guide with specific countermeasures
 - High safety improvement + low LOE = more desirable
- Facilitator will insert Mural link in each breakout room for attendees to access the Mural.

HUMAN BEHAVIOR STRATEGIES - SAFER ROADS

- Incorporate More Forgiving Design Elements
- Simplify Roadway Environment
- Improved Visibility and Delineation Systems
- Design Self-Enforcing Roads
- Install Enhanced Safety Infrastructure
- <Type your own strategy here>



SAFETY IMPROVEMENT - HIGHER

LEVEL OF EFFORT - HIGHER

LEVEL OF EFFORT - LOWER

Moonshots
High impact, but high LOE

Best Bets
High impact and feasible

Low urgency
Lower impact and low feasibility

Low-hanging fruit
Lower impact, but feasible

SAFETY IMPROVEMENT - LOWER

EMPHASIS AREA:
HUMAN BEHAVIOR

STRATEGY



SAFE ROADS

- Design Self-Enforcing Roads
- Incorporate More Forgiving Design Elements
- Simplify Roadway Environment
- Enhanced Safety Infrastructure
- Visibility and Delineation Systems



SAFE ROAD USERS

- Public Education and Awareness
- Targeted Behavioral Programs
- Community Engagement Initiatives
- Institutional Policy Programs
- High-Risk User Interventions



SAFE SPEEDS

- Data-Driven Speed Management
- Automated Enforcement Systems
- Dynamic Speed Control
- Context-Sensitive Speed Solutions
- Integrated Enforcement Programs



SAFE VEHICLES

- Advanced Driver Assistance Systems (ADAS)
- Vehicle Monitoring Technologies
- Connected Vehicle Systems
- Safety Compliance Technologies



POST-CRASH CARE

- Enhanced Emergency Response Protocols
- Specialized Crash Investigation Systems
- Emergency Responder Training Program
- Crash Data Management System
- Multi-Agency Coordination Framework

Questions on goals for breakout rooms or strategies?

Head to your breakout rooms – 25 minutes!
See you back here at 1:50PM

Your assignments/homework

- Share recommendations with the project team
- Share the project website with your networks (<https://newmexicodotshsp.com/>)
- Propose future meeting topics
- Recruit more IAWG members – direct them to the website!
- Support implementation of strategies
- Review and provide input on upcoming deliverables
- Attend next meeting:
 - Tuesday, March 18th, 2025 @ 1PM
 - Topic: Human Behaviors – Part 2
- Last call for input on Human Behavior strategies:
 - Friday, March 21st

Questions?

Contact info

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