



New Mexico DEPARTMENT OF
TRANSPORTATION
MOBILITY FOR EVERYONE

Traffic Safety Division Transportation Infrastructure Revenue Subcommittee Albuquerque, NM October 22, 2026

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Traffic Safety in New Mexico

Year	Total Fatalities
2022 total fatalities (final)	419
2023 total fatalities (final)	436
2024 total fatalities (final)	434
2025 Total fatalities (preliminary)	454
Year to date, as of October 1, 2026	340

Reports available here: <https://gps.unm.edu/tru/index.html>

Distribution of Traffic Bureau Revenues (in \$thousands)		2024	2025	2026
Traffic Safety Fund	MVD Penalty Assessment	248.9	9.0	0.0
	Administrative Office of the Courts Transfer	0.0	0.0	0.0
	Community DWI Fees	0.1	0.0	0.0
	Interest Revenue	78.0	62.0	47.0
	Total	327.0	71.0	47.0
Driver Improvement Fund	Driver’s Manuals and Driver Training Courses	126.0	117.0	81.0
Motorcycle Training Fund	Motorcycle Registration and Student Registration Fees	413.0	407.0	417.0
	Motorcycle Safety Awareness Plate Fees	12.6	9.7	13.2
	Interest Revenue	5.0	11.0	7.0
	Total	430.6	427.7	437.2
DWI Prevention and Education Fund	Limited License Fees and Permit Fees	433.0	479.0	512.0
Ignition Interlock and Indigent Fund	Driver’s License Fees; liquor excise tax	418.0	463.0	496.0
Federal Traffic Safety Fund	Federal Reimbursements	15,809.1	15,948.1	16,054.1
Total Traffic Safety Bureau Revenues		17,543.6	17,505.8	17,627.3

The Cost of Traffic Fatalities in New Mexico

- \$14.2M value of a statistical life, per Federal Highway Administration
- Comparing safety programs to economic costs; quality of life costs; and societal costs

Impaired Driving Section

High visibility and targeted enforcement

- Impaired Driving Enforcement- ENDWI (federal)
- Occupant Protection- BKLUP (federal)
- Selective Traffic Enforcement Program (STEP) (state and federal)
- Distracted Driving (federal)

Trainings and support

- Drug Recognition Expert (DRE) Program
- Advanced Roadside Impaired Driving Enforcement (ARIDE) training program
- Administrative Office of the Courts (AOC)
- Traffic Safety Resource Prosecutor

Driver Education and Ignition Interlock

- Driver's Education Schools
 - Public and private schools
 - SB 73 implementation
- Driving Safety Schools
 - ~1,000 students each year
- DWI Schools
 - 21 approved schools statewide
 - ~2,000 students each year
- Occupant Protection
 - Car seat inspection clinics and fitting stations
 - 285 technicians in NM
- Pedestrian and Bicyclist Safety
 - Outreach and education
- Underage Drinking and DWI Prevention
 - Coordination with Department of Health

Ignition Interlock

- Ignition Interlock Program
 - Certify and license:
 - 8 manufacturers
 - 67 service centers
 - 105 mobile units
- Ignition Interlock Indigent Fund
 - Funds support administration, oversight, and staffing
 - SFY2026 1870 indigent applications approved
 - Supported by \$300,000 transfer of alcohol excise tax (11-6A-3 Local DWI Grant Program); SFY2026 used \$241,760
 - Supports \$50 installation cost; \$30 monthly fee; and \$50 removal fee

Ignition Interlock Program Opportunities

- Impaired Driving Assessment → II Program Assessment
- Improvements in tracking DWI offenders from infraction through treatment
- Refining statutory language on driver's license reinstatement



Traffic Records

Processing motor vehicle crash reports from law enforcement agencies for crashes on NM roadways.

- 57,034 uniform crash reports processed in 2025

Federal reporting of fatal crash data.

Maintains a statewide database for reportable motor vehicle traffic crashes.

Data and data requests:

- Data Dashboards
- Annual reports
- Community reports (cities, counties, tribes)
- <https://gps.unm.edu/tru/index.html>

Traffic and Criminal Software (TraCS)

- TraCS is a statewide data application software used by law enforcement officers across the state
 - 106 agencies currently onboarded to TraCS
 - 13 agencies set up to use but not submitting via TraCS
 - 33 agencies not using TraCS
- TraCS supported by NMDOT and Department of Public Safety
 - On-boarding
 - License maintenance
 - Aligned with state law and federal requirements
 - On-going training
- 86% of all crash reports are electronic

Media and Behavior Change Campaigns

endwi
endwi+
ridesafe
slodwn

bklup
zeroproof
lookforme
justdrive

Behaviors of Focus

- Impaired Driving
 - Alcohol and other drugs
- Speed
- Distracted Driving
- Pedestrians and vulnerable road users
- Motorcycle Safety
- Emerging trends and issues

Media Funding

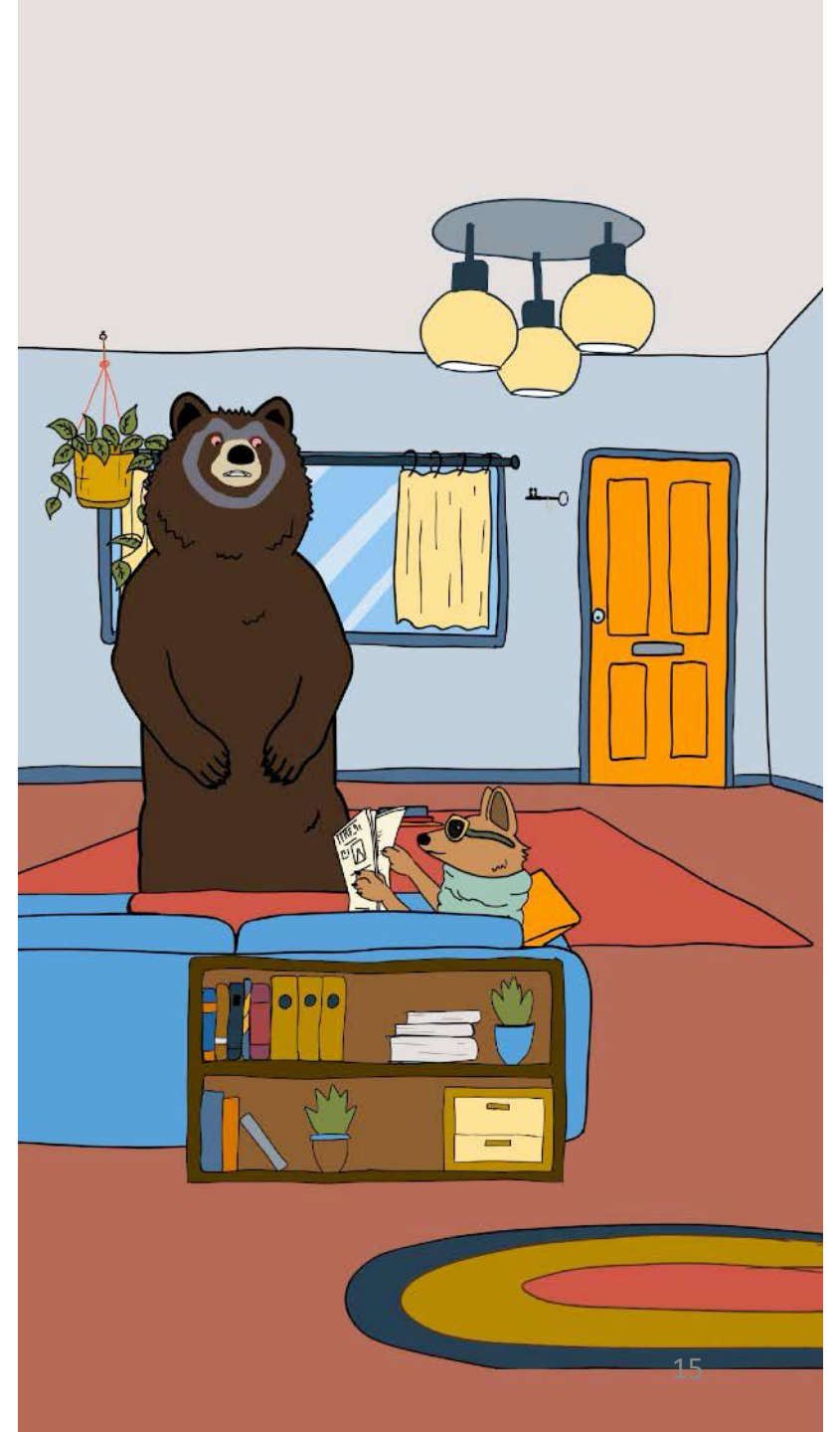
- Utilize a mix of state and federal funds
- \$2M annually on media creative design, development, and social media
- \$2M annually on media placement
- Title 23 U.S.C. 402 and 405 funds; administered by NHTSA
 - Distracted Driving
 - Impaired Driving
- Title 23 U.S.C. 148 (HSIP)
 - Promotes public awareness and informs the public regarding highway safety matters

Campaign Goals

- Preventing dangerous driving
- Changing attitudes to change actions
- Culturally relevant storytelling
- Shift from fear and consequences to broader impacts and skill development
- High-quality production
- Data driven through crash data, research and surveys

Placement

- Heavy focus on digital advertisement
 - Albuquerque Media Market
 - Targeted mix of digital video and streaming television
 - Utilize behavioral targeting
 - Geotargeting
 - YouTube
 - Streaming Television
- Radio and broadcast television
- Timed with high visibility enforcement activities statewide



Partnering for Impact

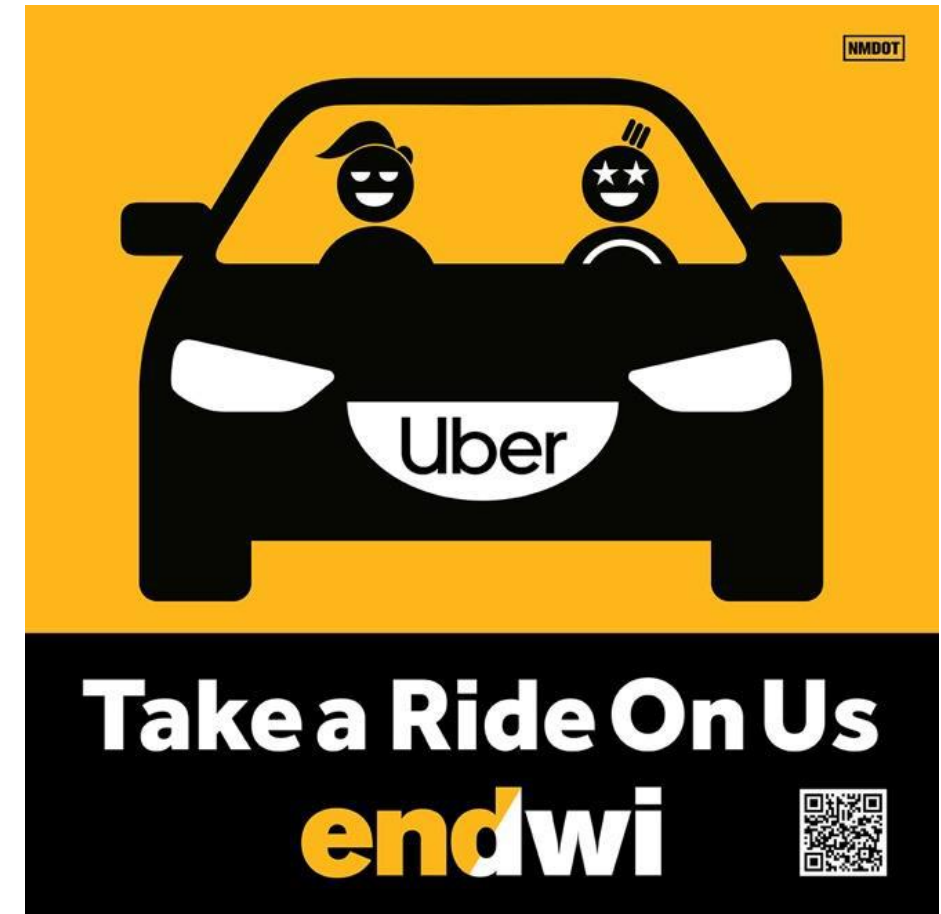


- Using local production companies and talent
- Feature New Mexico locations and culture for connection
- ZeroProof influencer campaigns
- Aligning campaigns using multiple touchpoints



Take a Ride on Us

- Bernalillo County and Rio Rancho
- Shared on Bluesky, Facebook, Instagram; NMDOT's social media channels
- Labor Day Weekend 2026
1,167 people used the promo codes



ZeroProof

- Social media campaigns
- Website
 - Pages aimed at youth, parents and teachers
- Local influencers
- New Mexico Activities Association (NMAA)

zeroproof



New Mexico Activities Association



Partnerships to prevent impaired driving

- Department of Health
- Department of Finance and Administration
- Regulation and Licensing Division
- Motor Vehicle Division
- Law Enforcement Agencies
- And More

Dust Storm



NMDOT

ENG ▼

Know the Five Steps to Dust Storm Safety

If you're caught in a dust storm, there's no safe speed to drive through it. Learn these five steps to stay alive:

1

Pull off the Roadway. Do not wait until poor visibility makes it difficult to safely pull off the roadway – do it as soon as possible. Do not stop in a travel lane or in the emergency lane.

2

Lights Off, including your emergency flashers. Other drivers tend to drive toward lights during times of limited visibility and may try to "follow" your parked car.

3

Car in Park

4

Seatbelt On

5

Foot Off the Brake

Questions?

Traffic Safety Division

Working to eliminate roadway crashes and
impaired driving on New Mexico's roadways

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