

**Broad Category of Education and Campaigns**

Strategies	Description	Secondary Category	Online Resources / PSC Information	Guidance Notes (countermeasure percent, priorities, equity concerns, local initiatives, etc.)
Anti-Speed Campaigns	Develop educational campaigns coupled with enforcement that emphasize the importance of not speeding.	Campaigns	<a href="https://www.cabq.gov/council/find-your-councilor/district-3/news/city-launches-2018speeding-has-a-name2019-campaign-to-slow-speeding-drivers">https://www.cabq.gov/council/find-your-councilor/district-3/news/city-launches-2018speeding-has-a-name2019-campaign-to-slow-speeding-drivers</a>	Make sure choosing locations for enforcement are done in an equitable manner and include members of the BIPOC community.
Defensive Driving Courses	Expand availability of defensive driving courses in schools and places of employment, and ensure that they are addressing multimodal travel.	Schools	<a href="https://www.nsc.org/safety-training/defensive-driving/nsc-defensive-driving-courses">https://www.nsc.org/safety-training/defensive-driving/nsc-defensive-driving-courses</a>	See Albuquerque Vision Zero Youth Initiative.
Distracted Driving Campaigns	Implement behavioral campaigns aimed at reducing distracted driving and texting while driving.	Campaigns	<a href="https://hsc.unm.edu/medicine/departments/emergency-medicine/programs/cipre/cipre-programs/look-for-me/">https://hsc.unm.edu/medicine/departments/emergency-medicine/programs/cipre/cipre-programs/look-for-me/</a>	<a href="https://www.dntxtjustdrive.com/">https://www.dntxtjustdrive.com/</a>
Driver Education	Improve driver education to include information on new multimodal facilities, design elements and right-of-way laws.	Education	<a href="https://rosap.ntl.bts.gov/view/dot/34736">https://rosap.ntl.bts.gov/view/dot/34736</a>	Recent updates from NMDOT Traffic Safety Division who manages this curriculum. The State Taxation and Revenue Department (MVD is in this department) manages the test.
Driving under the Influence	Educational campaigns coupled with enforcement that decrease driving while impaired.	Campaigns	<a href="https://www.endwi.com/">https://www.endwi.com/</a>	NMDOT couples their driving under the influence campaign with the 100 Days and Nights of Summer enforcement program.
High Visibility DUI Saturation Patrols	Combine all enforcement with educational campaigns.	Enforcement	<a href="https://www.dot.nm.gov/planning-research-multimodal-and-safety/modal/traffic-safety/impaired-driving-dwi-programs/">https://www.dot.nm.gov/planning-research-multimodal-and-safety/modal/traffic-safety/impaired-driving-dwi-programs/</a>	Make sure choosing locations for enforcement are done in an equitable manner and include members of the BIPOC community.
Motorcycle Helmet Campaigns	Develop campaigns to encourage motorcyclists to use helmets and for other drivers to watch out for motorcyclists.	Campaigns	<a href="https://www.mvd.newmexico.gov/helmet-law/">https://www.mvd.newmexico.gov/helmet-law/</a>	Currently in New Mexico persons under 18 must wear a helmet.
Move Over It's the Law Campaign	An educational campaign that emphasizes moving over to protect law enforcement officers and other first responders stopped on the roadway.	Campaigns	<a href="https://ops.fhwa.dot.gov/publications/fhwahop09005/move_over.htm">https://ops.fhwa.dot.gov/publications/fhwahop09005/move_over.htm</a>	
Press Release with New Infrastructure	Coordinate press releases and educational campaigns with implementation of new multimodal infrastructure such as roundabouts or crossing signals.	Planning / Engineering	<a href="https://www.rnm.gov/1411/Roundabouts">https://www.rnm.gov/1411/Roundabouts</a>	
Public Information Meetings on Safety Designs	Provide outreach on safe roadway design to community organizations and schools.	Education	<a href="https://journalofroadsafety.org/article/89365-how-to-successfully-engage-a-community-in-road-safety">https://journalofroadsafety.org/article/89365-how-to-successfully-engage-a-community-in-road-safety</a>	Consider prioritizing meetings with public schools and at community meetings.
Roadway Safety Education at Schools	Development of education materials and courses at schools around safe driving and multimodal traffic laws.	Education	<a href="https://www.aps.edu/capital-master-plan/documents/website-updates/vision-zero/action-plan">https://www.aps.edu/capital-master-plan/documents/website-updates/vision-zero/action-plan</a>	Albuquerque Public Schools Youth Initiative is already working on developing curriculum related to roadway safety in their schools.
Safety and Education Center	Consider the development of a safety educational center along with educational materials and services.	Pedestrians / Bicyclists	<a href="https://www.cabq.gov/parksandrecreation/recreation/bike/esperanza-bicycle-safety-education-center">https://www.cabq.gov/parksandrecreation/recreation/bike/esperanza-bicycle-safety-education-center</a>	See Albuquerque's Esparanza Bicycle Education Center programs.
Vision Zero Safety Culture	Actively share information and experiences with local community members to fellow government organizations to ensure there is a shared responsibility and vision.	Education	<a href="https://www.towardzerodeaths.org/traffic-safety-culture/">https://www.towardzerodeaths.org/traffic-safety-culture/</a>	<a href="https://highways.dot.gov/safety/zero-deaths/safety-culture">https://highways.dot.gov/safety/zero-deaths/safety-culture</a>

Workshops and Trainings	Provide workshops and training on policies and design guidelines that support a safer transportation system such as the FHWA Safe Systems Approach, Vision Zero, Road Diets and Complete Streets.	Education	<a href="https://nacto.org/event-type/training/">https://nacto.org/event-type/training/</a>	<a href="https://highways.dot.gov/safety/other/road-diets/road-diet-free-workshop">https://highways.dot.gov/safety/other/road-diets/road-diet-free-workshop</a>
-------------------------	---	-----------	---	---