

# ADDRESSING IMPAIRED DRIVING TRAFFIC FATALITIES

---

*An analysis of evidence-based policy options for reducing  
impaired driving traffic fatalities in Clark County, Nevada*

Technical Report, April 2025

**Lexy Yeager**  
Master of Public Policy Candidate  
University of Virginia



**Prepared for:**

Andrew Bennett  
Director of the Clark County Office of Traffic Safety



---

**Prepared by:**

Lexy Yeager  
Master of Public Policy Candidate  
Frank Batten School of Leadership & Public Policy  
University of Virginia



*This report utilized generative AI tools to enhance readability and consistency. All analysis, findings, and recommendations reflect the author's original research and judgment.*

# ACKNOWLEDGMENTS & DISCLAIMER

## Acknowledgments

This report would not have been possible without the support, guidance, and encouragement of so many.

I would first like to express my sincere gratitude to Andrew Bennett for providing me the opportunity to work with the Clark County Office of Traffic Safety to research an important issue in my hometown. His expertise and support helped shape this project from the beginning, and I deeply admire the work he does every day to save lives.

I would like to extend heartfelt thanks to my advisors, Professors Daniel Player and Sebastian Tello-Trillo, for their guidance and encouragement throughout the process. Their mentorship provided not only thoughtful feedback and advice but also the reassurance and encouragement I needed to stay motivated. I would also like to thank my classmates and incredible faculty at the Batten School. Being part of a community so committed to public service made this experience both inspiring and rewarding. I am especially grateful for my peers who quickly became close friends. Their advice strengthened my work, their humor kept me smiling in stressful moments, and their friendship made this experience memorable.

None of these special moments would have been possible without the support of the Jefferson Scholars Foundation. Words cannot fully capture my deepest gratitude for the opportunity to learn and grow at the University of Virginia.

Lastly, I would like to acknowledge the unwavering support of my family and friends. Their love, patience, and belief in me made all the difference.

## Disclaimer

The author conducted this study as part of the professional education program at the Frank Batten School of Leadership and Public Policy, University of Virginia. This paper is submitted in partial fulfillment of the course requirements for the Master of Public Policy degree. The judgments and conclusions are solely those of the author and are not necessarily endorsed by the Batten School, the University of Virginia, or by any other agency.

## Honor Pledge

On my honor as a student, I have neither given nor received any unauthorized aid on this assignment.



# TABLE OF CONTENTS

<b>GLOSSARY</b>	<b>6</b>
<i>Agencies</i>	6
<i>Terms</i>	6
<b>EXECUTIVE SUMMARY</b>	<b>7</b>
<b>OVERVIEW</b>	<b>8</b>
<i>Introduction</i>	8
<i>Problem Statement</i>	8
<i>Client Overview</i>	8
<b>BACKGROUND</b>	<b>10</b>
<i>Defining Impaired Driving in Nevada</i>	10
<i>Legal Framework</i>	10
<i>Local Context</i>	11
<i>Characteristics of Impaired Driving Crashes</i>	12
<i>Contributing Factors</i>	15
<b>EVIDENCE REVIEW</b>	<b>16</b>
<i>Overview</i>	16
<i>Sobriety Checkpoints</i>	16
<i>Legal Penalties</i>	17
<i>Availability &amp; Pricing Policies</i>	18
<i>Conclusions</i>	19
<b>ALTERNATIVES</b>	<b>20</b>
<i>Alternative 1: DUI Blitzes</i>	21
<i>Alternative 2: Dram Shop Law</i>	21
<i>Alternative 3: Joint Impairment Training</i>	22
<i>Alternative 4: IID Mandate</i>	23
<b>CRITERIA</b>	<b>25</b>
<i>Cost-Effectiveness</i>	25
<i>Political Feasibility</i>	26
<i>Administrative Complexity</i>	27
<i>Immediacy</i>	28
<b>FINDINGS</b>	<b>30</b>

<i>Alternative 1: DUI Blitzes</i>	30
<i>Alternative 2: Dram Shop Law</i>	33
<i>Alternative 3: Joint Impairment Training</i>	37
<i>Alternative 4: IID Mandate</i>	42
<b>OUTCOMES MATRIX</b>	<b>46</b>
<b>RECOMMENDATION &amp; IMPLEMENTATION</b>	<b>47</b>
<i>Recommendation</i>	47
<i>Implementation Timeline</i>	47
<i>Data &amp; Evaluation</i>	48
<i>Challenges to Implementation</i>	49
<b>CONCLUSION</b>	<b>50</b>
<b>REFERENCES</b>	<b>51</b>
<b>APPENDIX A: COST-EFFECTIVENESS CALCULATIONS</b>	<b>62</b>
<i>Major Assumptions</i>	62
<i>Cost Adjustments: Inflation and Discounting</i>	63
<i>Alternative 1: Specific Costs</i>	63
<i>Alternative 2: Specific Costs</i>	64
<i>Alternative 3: Specific Costs</i>	66
<i>Alternative 4: Specific Costs</i>	69
<i>Summary of Alternatives</i>	70

# GLOSSARY

## Agencies

1. CCOTS = Clark County Office of Traffic Safety
2. DMV = Department of Motor Vehicles
3. LVMPD = Las Vegas Metropolitan Police Department
4. NHP = Nevada Highway Patrol
5. NVOTS = Nevada Office of Traffic Safety

## Terms

1. BAC = blood alcohol concentration
2. DUI = driving under the influence
3. DWI = driving while intoxicated
4. IID = ignition interlock device
5. NPV = net present value
6. PAS = passive alcohol sensor checkpoints
7. RBS = responsible beverage service
8. RBT = random breath testing
9. SBT = selective breath testing
10. THC = tetrahydrocannabinol (the main psychoactive component in cannabis)

## EXECUTIVE SUMMARY

Impaired driving poses a serious threat to public health and safety, contributing significantly to preventable injuries and fatalities on roadways. In Clark County, Nevada, impaired driving remains one of the leading causes of traffic-related deaths, accounting for nearly half of all roadway fatalities. With increasing rates of impaired driving fatalities, the Clark County Office of Traffic Safety needs to prioritize impaired driving as a county-wide public safety concern.

This report begins by examining the conditions contributing to impaired driving in Clark County, as well as the characteristics of traffic fatalities involving impaired drivers. It then reviews existing evidence on strategies to prevent impaired driving and reduce traffic-related harms. Informed by evidence on effective strategies, this report analyzes four policy alternatives that the Clark County Office of Traffic Safety should consider to reduce impaired driving fatalities:

1. Implement and publicize a permanent schedule for conducting highly visible impaired driving enforcement efforts, known as “DUI blitzes.”
2. Develop a legislative proposal to introduce a dram shop law in Nevada.
3. Establish a joint training program for police officers and service staff to identify alcohol- and cannabis-induced impairment.
4. Advocate for a judicial mandate requiring judges in Clark County to impose ignition interlock devices as a sentencing requirement for all drivers convicted of operating a vehicle while impaired, regardless of blood alcohol concentration.

After evaluating each alternative on cost-effectiveness, political feasibility, administrative complexity, and immediacy criteria, this report recommends that the Clark County Office of Traffic Safety implement and publicize a permanent schedule for conducting DUI blitzes. Research shows that well-publicized and frequent enforcement measures are effective in reducing impaired driving fatalities while posing minimal administrative or political barriers to implementation. Findings from this report suggest that the recommended alternative could prevent 100 fatalities over five years at a cost of less than one percent of the Las Vegas Metropolitan Police Department’s budget. This report concludes by outlining key considerations and next steps for the successful implementation of the recommended alternative.

# OVERVIEW

## Introduction

In Clark County, nearly every other traffic fatality is caused by an impaired driver. With impaired driving crashes on the rise, this trend highlights the importance of exploring evidence-based policies to improve roadway safety and reduce preventable deaths.

This report analyzes policy options that the Clark County Office of Traffic Safety (CCOTS) could implement to address impaired driving. It begins by outlining the legal, cultural, and local factors that contribute to impaired driving in Clark County. It then summarizes evidence-based strategies for preventing impaired driving and reducing impaired driving traffic fatalities. After defining the criteria for evaluation, this report presents four policy alternatives and evaluates them according to each criterion. Based on the analysis of tradeoffs, the report concludes by recommending the most promising policy option, along with considerations for implementation.

## Problem Statement

***Too many serious injuries and fatalities result from impaired driving in Clark County.***

From 2018 to 2022, impaired driving crashes increased by 40 percent, resulting in nearly 500 deaths (Zero Fatalities Nevada, 2023). While the number of impaired driving crashes continues to rise, impaired driving consistently accounts for about half of all traffic fatalities in the county, highlighting its significant role in preventable deaths (CCOTS, 2022).

These crashes not only cause devastating personal loss but also impose substantial economic burdens on the county. Some of these costs include medical care, legal proceedings, property damage, emergency response, and lost productivity (NHTSA, 2021). However, these financial costs fail to capture the irreversible loss experienced by victims, their families, and the broader community.

## Client Overview

Established in 2022, CCOTS leads local efforts to improve roadway safety (Akers, 2022). With more than 2.4 million residents and 40 million visitors annually, Clark County faces unique traffic safety challenges, including high-risk areas like the Las Vegas Strip (“About Clark County,” 2024). While CCOTS collaborates with the state-level traffic safety office, the Nevada Office of Traffic Safety (NVOTS), it focuses on issues specific to the county’s population and environment.

CCOTS coordinates across local departments and agencies with the goal of reducing traffic fatalities and serious injuries to zero (CCOTS, 2022). Given that impaired driving consistently



accounts for nearly half of all traffic-related deaths in the county, reducing impaired driving is central to its mission. Although CCOTS has prioritized impaired driving in recent years, further action is needed to make meaningful progress toward the goal of zero fatalities. This report offers a set of evidence-based recommendations to support CCOTS in its next phase of action.

## BACKGROUND

### Defining Impaired Driving in Nevada

In Nevada, the law does not differentiate between driving under the influence of alcohol, cannabis, or other illegal substances (NACTS, 2023). Impaired driving traffic crashes include any crash involving a driver with a blood alcohol concentration (BAC) of 0.08 percent or higher and/or a driver who tested positive for drugs in their system (NACTS, 2023). While some states have technical distinctions for driving while intoxicated (DWI) and driving under the influence (DUI), Nevada refers to all forms of impaired driving as driving under the influence, or DUIs (DMV, 2018).

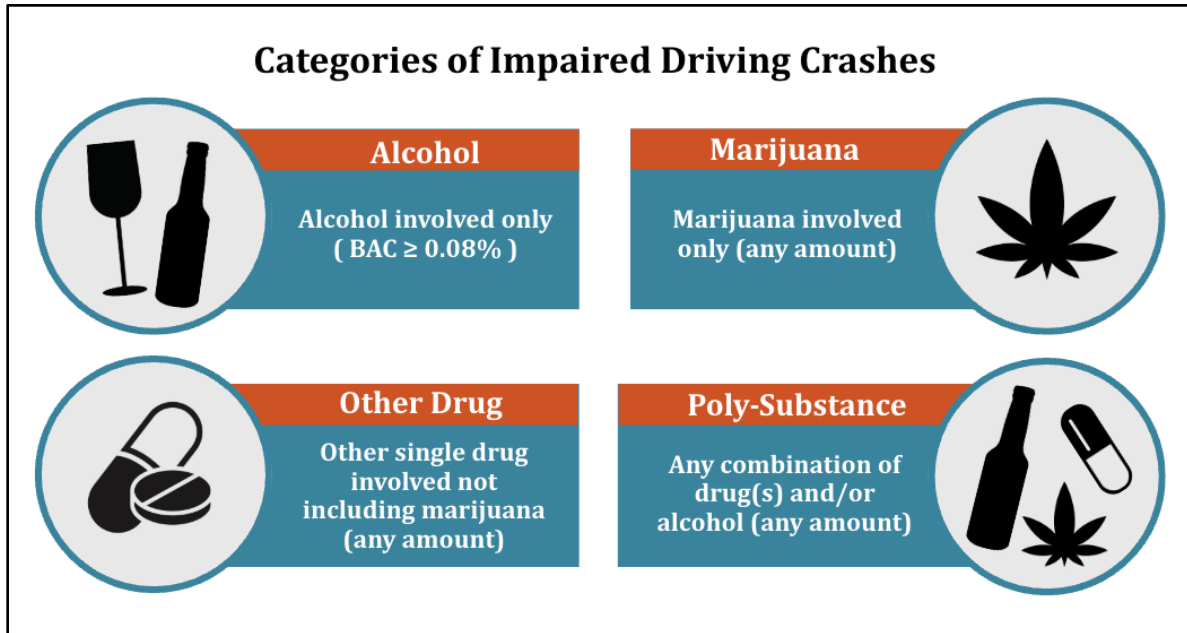
### Legal Framework

In 2017, Nevada legalized the purchase, possession, and consumption of recreational marijuana, also known as cannabis (Stinnesbeck, 2018). This policy shift complicated impairment laws and posed challenges for accurate data collection on impaired driving.

The first important legal distinction is “per se” versus “zero tolerance” laws. Zero-tolerance laws make it illegal to drive with any measurable amount of specific drugs in the body (GHSA, 2024). Nevada does not have zero-tolerance laws. Instead, Nevada adopted a model of “per se,” or presumed illegal, standards of impairment (NCSL, 2024). For marijuana, these standards specify that a driver must test positive for at least 2 ng/mL of active tetrahydrocannabinol (THC) in blood and/or 10 ng/mL of active THC in urine to be considered under the influence. With per se standards, all that must be shown in court to prove impairment is a toxicology report. However, Nevada recently revised its per se standards, which now apply only to felony cases. For all misdemeanor cases, a toxicology report cannot be used to prove impairment, and officers hold the responsibility of proving cannabis-induced impairment in court (State Bar of Nevada, 2023).

Once impairment is proven in court, the charges for impaired driving do not differ across types of impairment. However, the type of substance involved in crashes does matter for data collection. This is an area of improvement for Clark County. State fatalities data classify impaired driving crashes using the following categories: alcohol, marijuana, other drug, and poly-substance (as shown in Figure 1). However, once officers properly test for alcohol-involved impairment via an evidentiary breath test, they are not required to continue testing for other types of substances (NV Legislature, 2020). This creates challenges in understanding which types of substances are most commonly involved in impaired driving crashes in Clark County. Improving future data collection could help CCOTS develop targeted, data-driven strategies to reduce impaired driving.

**Figure 1 – Categories of Impaired Driving Crashes**



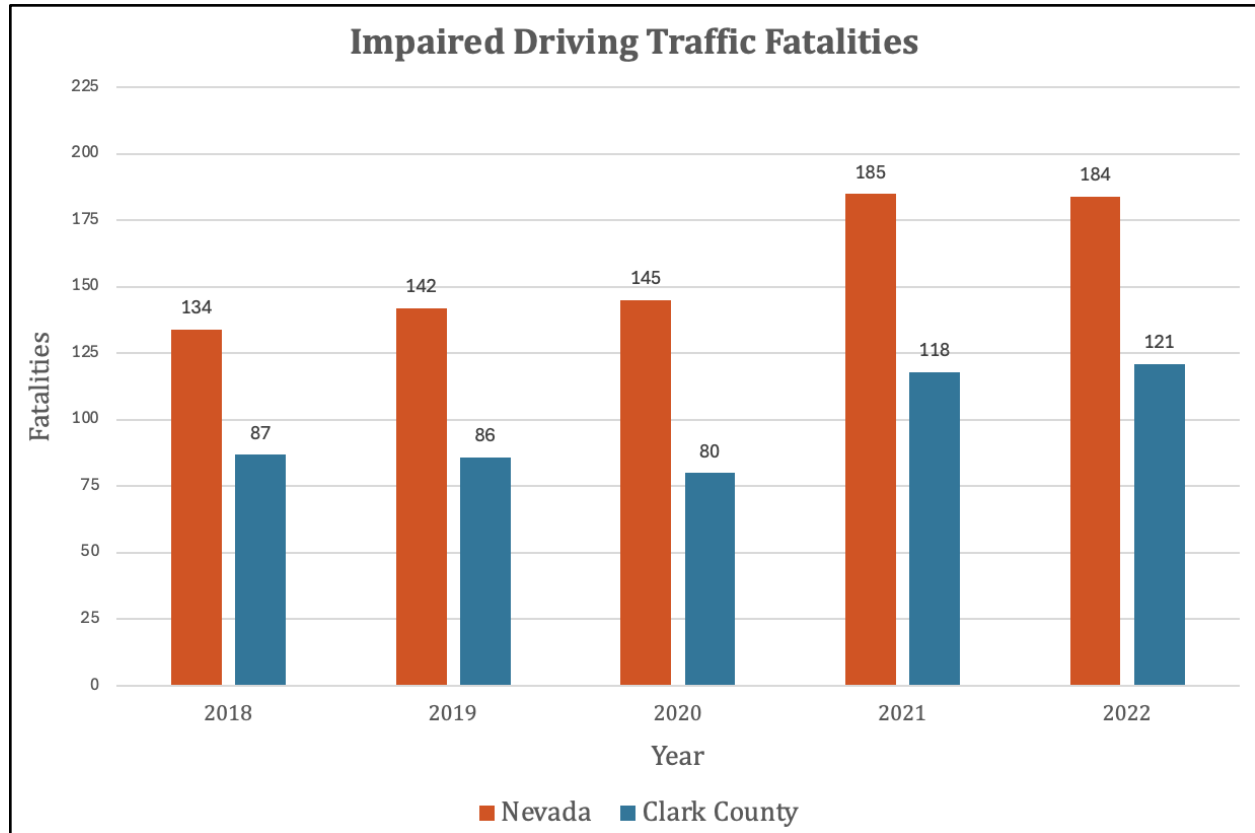
Source: Data from CCOTS, 2022

## Local Context

Clark County's economic success is deeply intertwined with industries that rely on the legal sale and consumption of alcohol and cannabis (Danzis, 2024; Liu et al., 2020). The cannabis industry alone generates over \$150 million in state tax revenue annually, highlighting the economic significance of substance-related industries (Jaeger, 2022).

However, this economic dependence on substance-related industries presents a range of public safety challenges, including impaired driving. From 2018 to 2022, the number of fatalities from impaired driving in Clark County increased by 40 percent (Zero Fatalities Nevada, 2023). The Covid-19 pandemic likely contributed to a spike from 2020 to 2021 (as shown in Figure 2), but trends have increased for the past decade.

**Figure 2 – Impaired Driving Traffic Fatalities (2018-2022)**



Source: Data from Zero Fatalities Nevada, 2023

Given that nearly 70 percent of Nevada’s population resides in Clark County, it is not surprising that the county leads the state in impaired driving fatalities (“About Clark County,” 2024; NDOT, 2024). It is concerning, though, that impaired driving consistently serves as the leading cause of traffic fatalities in Clark County, accounting for between 45 and 50 percent of all traffic crashes (CCOTS, 2024; NDOPS, 2020). Despite ongoing efforts by NVOTS and CCOTS to address the problem, impaired driving remains a significant cause of preventable roadway fatalities in the county.

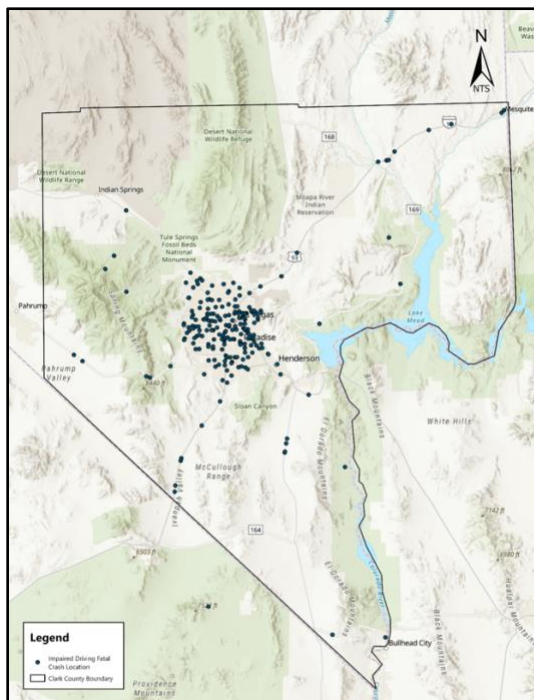
### Characteristics of Impaired Driving Crashes

Although data on the specific substances involved in impaired driving crashes remain inconsistent, CCOTS tracks several other characteristics of crashes that can help inform prevention strategies. These include the location, time, and day of crashes, as well as the age of drivers involved.

### ***Location of Crashes***

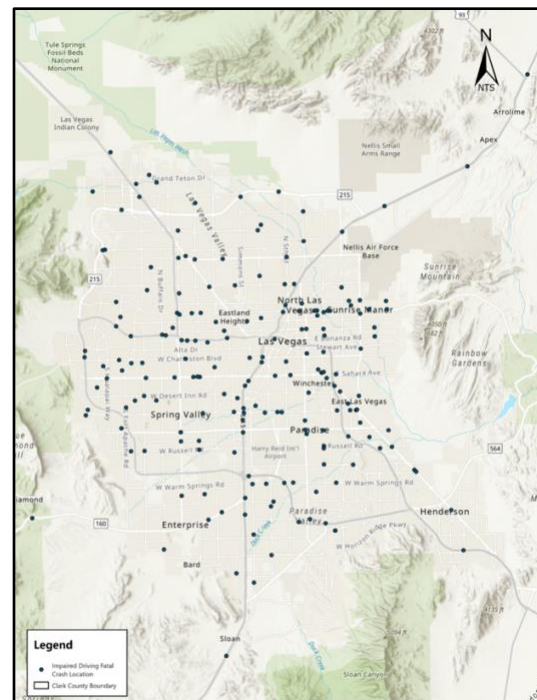
The majority of impaired driving fatal crashes in Clark County occur in or near the city of Las Vegas (as shown in Figure 3). They also primarily occur on urbanized roads (as shown in Figure 4). While these maps show that most impaired driving incidents in Clark County occur near the city of Las Vegas, they also show that incidents are not centralized to the Las Vegas Strip and occur on urban roads throughout the county.

***Figure 3 – Impaired Driving Fatal Crashes in Clark County (2017-2020)***



Source: CCOTS, 2022

***Figure 4 – Impaired Driving Fatal Crashes in Las Vegas Urbanized Areas (2017-2020)***

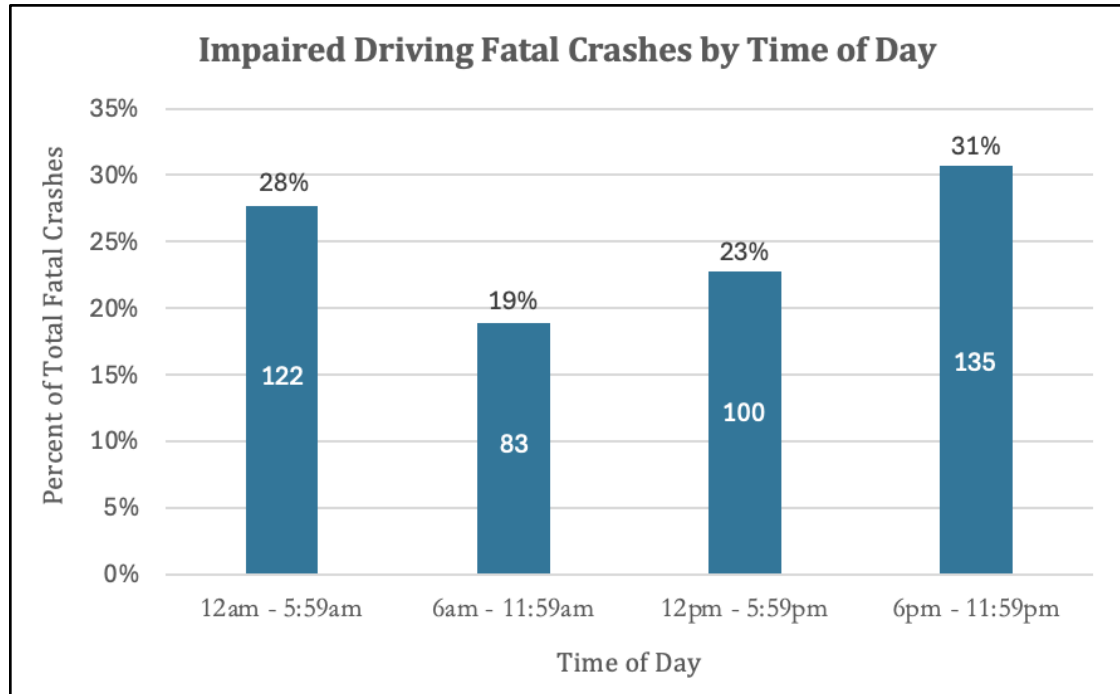


Source: CCOTS, 2022

### ***Time of Crashes***

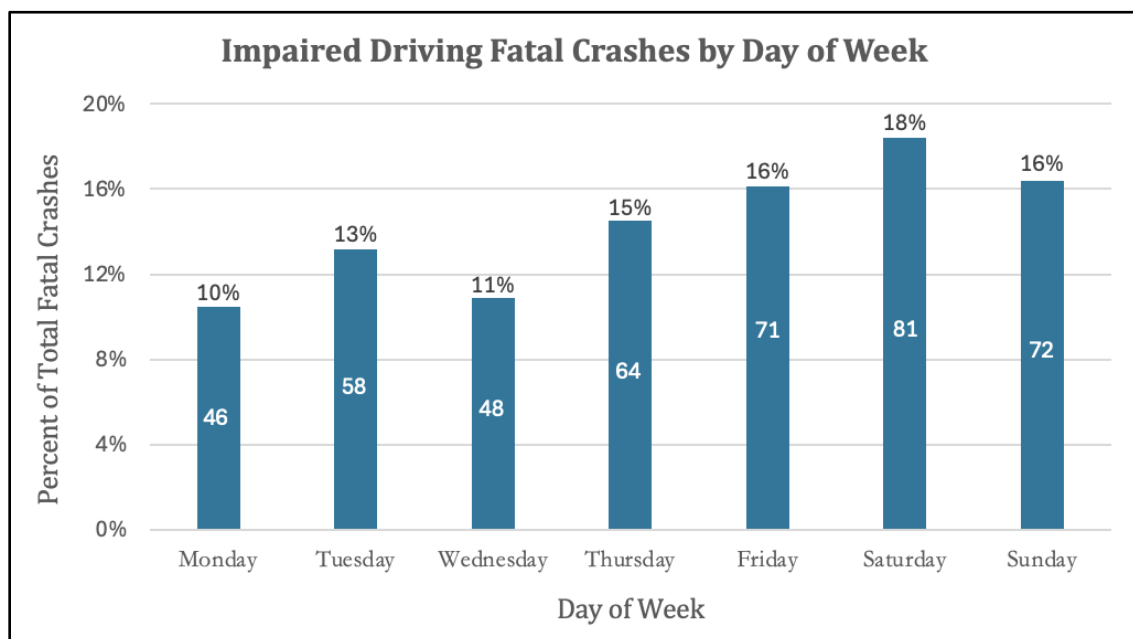
Impaired driving fatal crashes in Clark County most commonly occur during night hours, with 59 percent occurring between 6 p.m. and 6 a.m. (as shown in Figure 5). Most crashes occur on weekends, with 50 percent occurring from Friday through Sunday (as shown in Figure 6). There is no specific time of year when crashes are significantly more common.

**Figure 5 – Impaired Driving Fatal Crashes in Clark County by Time of Day (2018-2022)**



Source: Data from Zero Fatalities Nevada, 2023

**Figure 6 – Impaired Driving Fatal Crashes in Clark County by Day of Week (2018-2022)**



Source: Data from Zero Fatalities Nevada, 2023

### ***Age of Drivers in Crashes***

The most common group of fatal impaired driving crashes in Clark County involve drivers ages 21 to 25 years old (14% of total crashes). The second largest group involves drivers ages 26 to 30 (13% of total crashes). However, impaired driving crashes in Clark County are relatively evenly distributed across various driver age groups (CCOTS, 2022).

### **Contributing Factors**

While descriptive data reveal important trends, it is also important to understand the underlying factors that drive impairment. Determining what leads individuals to drive while impaired can be difficult, especially because the most immediate cause is the state of impairment itself. This altered state affects cognitive functioning and judgment, making it difficult for individuals to accurately assess their ability to drive safely (Brevers et al., 2014). It is impossible to know the exact decision-making process that leads individuals to drive under the influence. However, research shows that individuals who fail to make plans for how to get home before consuming alcohol are more likely to decide to drive home under the influence (NHTSA, n.d.). Additionally, habitual substance users tend to be more confident in their ability to drive after consuming.

Although the overconsumption of drugs and alcohol contributes most directly to impaired driving, broader legal, cultural, and social factors may also increase its likelihood in Clark County. These underlying influences can shape norms around substance use and driving behavior, making some individuals more prone to take risks. Factors that may contribute include:

1. “Vegas” culture and a general acceptance of impairment.
2. 24/7 access to alcohol and cannabis.
3. Underlying mental health problems.
4. Insufficient public transportation options.
5. A lack of education about the risks and signs of impaired driving.
6. Inadequate DUI checkpoints and laws create the perception that the likelihood of being caught and facing significant consequences is low.
7. A lack of accountability for service providers who over-serve intoxicated customers.

All of these factors likely contribute to high rates of impaired driving in Clark County, and interventions should aim to address the issue at multiple levels. While CCOTS cannot influence every contributing factor, it is well-positioned to advocate for policy changes and enforcement strategies that increase the perceived risk of getting caught and discourage individuals from driving while impaired.

## EVIDENCE REVIEW

### Overview

To identify the most promising methods for addressing impaired driving in Clark County, it is important to examine approaches that have successfully reduced impaired driving fatalities in other jurisdictions. A review of existing research indicates that the most effective strategies fall into three categories: sobriety checkpoints, legal penalties, and policies regulating the availability and pricing of alcohol and cannabis.

### Sobriety Checkpoints

Research consistently shows that sobriety checkpoints are one of the most effective ways to reduce alcohol-impaired driving (Bergen et al., 2014; Elder et al., 2002; Fell et al., 2004; Lacey et al., 1999; Voas & Fell, 2011). Law enforcement agencies use three main types of sobriety checkpoints: random breath testing (RBT), selective breath testing (SBT), and passive alcohol sensor checkpoints (PAS). All three methods help remove impaired drivers from the road and discourage others from choosing to drive under the influence.

#### ***RBT Checkpoints***

At RBT checkpoints, officers stop every vehicle and administer breath tests to drivers, regardless of whether they seem impaired. High-quality research has found that RBT checkpoints reduce alcohol-related crashes by 20 percent (Bergen et al., 2014; Elder et al., 2002). Researchers argue that the random nature of these checkpoints creates a significant deterrent effect because drivers know they can be tested at any time. While these checkpoints are widely used in Australia and Europe, Fourth Amendment protections limit the ability to implement these checkpoints in the United States.

#### ***SBT Checkpoints***

SBT checkpoints are the most common type used in the United States. Officers only administer a breath test at these checkpoints if they see signs that a driver might be impaired. Well-designed studies show that SBT checkpoints reduce alcohol-involved crashes by 8 to 12 percent (Fell et al., 2004; Voas & Fell, 2011). The research also finds that SBT checkpoints work best when they are frequent, well-known, and well-publicized, which helps increase the perceived risk of being caught and prevents people from driving under the influence in the first place. This evidence generalizes across various U.S. jurisdictions and helps inform the effectiveness measure of Alternative 1, which utilizes a similar initiative in Clark County.



### ***PAS Checkpoints***

PAS checkpoints offer a more resource-efficient way to screen drivers for alcohol impairment. These checkpoints are staffed by a small team of officers who use passive alcohol sensors to detect alcohol in the air when a driver talks. This approach allows officers to quickly identify potentially impaired drivers without administering a full breath test. Although few studies have evaluated PAS checkpoints, early findings suggest they may help reduce DUI incidents in the areas where they have been implemented (Bergen et al., 2014; Lacey et al., 1999). However, additional research is needed to understand their impact across different settings better.

## **Legal Penalties**

While enforcement strategies like sobriety checkpoints help remove impaired drivers from the road, legal penalties also play an important role in preventing impaired driving by holding offenders accountable and discouraging repeat offenses. Two of the most widely used penalties are license suspensions and ignition interlock device (IID) requirements, which have been shown to reduce recidivism and reinforce the consequences of driving under the influence.

### ***License Suspensions***

There is a strong research consensus that license suspensions reduce the likelihood of repeat DUI offenses (Fell & Scherer, 2017; Singichetti et al., 2024; Wagenaar & Maldonado-Molina, 2007). Longer suspensions are especially effective in reducing alcohol-related crashes and DUI recidivism. In one study from North Carolina, repeat offenders with longer suspensions were 50 percent less likely to have future license issues and 33 percent less likely to be involved in a crash over three years (Singichetti et al., 2024). While these findings seem generalizable across the United States, the study relies on self-reported data, which introduces limitations. Self-reported surveys likely lead individuals to underreport behaviors like driving on a suspended license, which could lead to an underestimate of actual recidivism rates. As a result, these studies might not fully capture the actual impact of license suspensions.

In Nevada, license revocations are a standard consequence for DUI offenses. The Nevada Department of Motor Vehicles (DMV) imposes a 185-day revocation for first-time DUI offenders, a one-year revocation for a second offense within seven years, and a three-year revocation for a third offense within seven years (Shouse Law Group, n.d.). Given that these measures are already implemented in Nevada, this report does not propose license suspension as an alternative.

### ***IIDs***

IIDs are breath-testing instruments installed in vehicles to prevent them from starting if the driver's BAC exceeds a set limit. Research strongly supports the effectiveness of IIDs in reducing alcohol-involved crashes and DUI recidivism (Coben & Larkin, 1999; Kaufman &

Wiebe, 2016; Kelley-Baker et al., 2017; Willis et al., 2004). States with universal IID requirements experienced 15 percent fewer alcohol-involved crash deaths compared to states with weaker requirements (Kaufman & Wiebe, 2016). These results align with findings from more rigorous studies. In one randomized controlled trial, DUI offenders assigned to an IID program were more than 60 percent less likely to re-offend while the device was installed, compared to those who received only traditional penalties like a license suspension or treatment program (Willis et al., 2004). However, the benefits diminished once the devices were removed, suggesting that IIDs are most effective when actively in use.

In Clark County, judges are encouraged to require IIDs for first and second DUI offenses when a driver's BAC is below 0.18 percent. If the BAC is 0.18 percent or higher, courts must require an IID unless doing so would create an undue hardship (DMV, n.d.; NV Legislature, 2017). These rules leave significant room for judicial discretion, which can lead to inconsistent enforcement and missed opportunities to prevent repeat offenses. One possible alternative is to remove this judicial discretion and make IIDs mandatory for all DUI convictions, regardless of BAC. This approach is introduced later in this report as Alternative 4.

## **Availability & Pricing Policies**

While legal penalties help hold impaired drivers accountable, broader environmental factors also influence impaired driving behavior. Studies suggest that policies targeting the availability and pricing of alcohol and marijuana can reduce impaired driving (Grube, 2007; Grube & Stewart, 2004; Stringer, 2022; Xuan et al., 2015). However, the overall impact of these policies on impaired driving and DUI recidivism remains unclear.

### ***Availability Policies***

Some research suggests that limiting access to alcohol, such as reducing the number of stores that sell it or shortening sales hours, may help lower overall consumption. This could indirectly reduce impaired driving (Grube & Stewart, 2004). There is limited research on how similar policies might affect marijuana use because they have not been widely implemented. Regardless, policies that limit access to alcohol or cannabis are likely not politically feasible in Clark County.

### ***Pricing Policies***

Raising the price of alcohol through excise taxes or minimum pricing may help reduce excessive drinking, especially among younger and lower-income individuals (Grube & Stewart, 2004). Some studies show that states with higher alcohol taxes tend to have fewer impaired driving incidents (Xuan et al., 2015). While the evidence is not causal, pricing policies could influence drinking behavior in ways that reduce impaired driving. Similar to availability policies, pricing policies are also unlikely to pass in Clark County.

### ***Emerging Policies***

Newer policy approaches, such as establishing zero-tolerance limits for marijuana, offer promising yet under-researched strategies for addressing impaired driving. Zero-tolerance laws for marijuana set strict limits on THC in a driver's system, making it easier to prove impairment in court. While these laws may reduce marijuana-impaired driving, they also raise concerns about unequal enforcement. Because THC can remain in the body long after impairment fades, drivers who are not impaired could still face penalties (Stringer, 2022). This could disproportionately impact individuals in communities that already experience higher rates of stops and arrests. These concerns make zero-tolerance policies difficult to implement fairly. However, they highlight the need for better tools to detect cannabis impairment, which inspired Alternative 3.

## **Conclusions**

### ***Summary of Evidence***

Existing research identifies sobriety checkpoints, license suspensions, and IIDs as the most effective interventions for reducing impaired driving. Sobriety checkpoints consistently reduce alcohol-involved crashes by increasing the perceived risk of detection. License suspensions and IIDs hold offenders accountable and reduce recidivism by limiting their ability to drive. Policies that regulate the availability and pricing of alcohol and cannabis may also help reduce impaired driving, but the evidence linking these policies directly to crash reductions remains limited. Overall, enforcement strategies that increase deterrence and penalties that prevent repeat offenses appear most effective in addressing impaired driving.

### ***Evidence Limitations***

While existing research offers valuable findings on strategies to reduce impaired driving, several limitations remain. Although there is strong support for interventions such as sobriety checkpoints and IIDs, their effectiveness depends on consistent implementation, which varies across jurisdictions. Some policies, particularly those targeting the availability and pricing of alcohol or marijuana, show promise but lack evidence linking them directly to reductions in impaired driving. Additionally, much of the existing literature focuses on alcohol-related impairment, with comparatively little research addressing marijuana use or combined substance use.

It is also important to recognize that different interventions may be more effective for different types of offenders. For example, general deterrents like sobriety checkpoints may work best for first-time offenders, while targeted tools such as IIDs are more effective at preventing repeat offenses. These gaps and nuances in the evidence should be considered when designing and evaluating future interventions.

## ALTERNATIVES

This section presents four policy alternatives designed to reduce impaired driving fatalities in Clark County. While rooted in evidence-based strategies, each alternative is tailored to the unique context of Clark County. Some alternatives reflect strategies implemented in other jurisdictions, while others introduce new approaches designed specifically for Clark County.

### Proposed Policy Alternatives



#### DUI Blitzes

Implement and publicize a permanent schedule for conducting “DUI blitzes”



#### Dram Shop Law

Develop a legislative proposal to introduce a dram shop law in Nevada



#### Joint Impairment Training

Establish a joint training program for police officers and service staff to identify alcohol- and cannabis-induced impairment



#### IID Mandate

Advocate for a judicial mandate requiring judges in Clark County to impose ignition interlock devices as a sentencing requirement for all DUI offenders, regardless of BAC

## Alternative 1: DUI Blitzes

**CCOTS could reduce serious injuries and fatalities from impaired driving by implementing and publicizing a permanent schedule for conducting highly visible impaired driving enforcement efforts, known as “DUI blitzes.”**

Instead of establishing DUI checkpoints, which would involve setting up roadblocks and stopping drivers to check for impairment, Clark County has utilized “DUI blitzes.” These blitzes involve on-duty police officers actively searching for drivers displaying signs of impairment. In Clark County, police typically conduct blitzes once or twice a month in high-traffic areas, often on days when heavy drinking is expected. Some examples include holiday weekends and special occasions like the Super Bowl. However, CCOTS has not implemented a permanent or frequent schedule for conducting blitzes, even though it offers a promising method for preventing additional traffic fatalities.

This alternative would involve CCOTS working with the Las Vegas Metropolitan Police Department (LVMPD) to establish a schedule for DUI blitzes. In Clark County, the majority of impaired driving traffic fatalities occur between Friday and Sunday from 6 p.m. to 6 a.m. (Zero Fatalities Nevada, 2023). Increasing the presence of police officers patrolling high-traffic areas with the primary goal of identifying impaired drivers during these times could lead to more DUI arrests. By highly publicizing the schedule for DUI blitzes, this alternative could offer benefits beyond just identifying and removing impaired drivers from the road. Research indicates that highly publicized DUI checkpoints deter driving under the influence, so this alternative has the potential to prevent future impaired driving by increasing the perceived risk of arrest and discouraging it altogether (Bergen et al., 2014; Fell et al., 2004).

It is worth noting that this alternative resembles another impaired driving prevention effort Clark County has implemented in the past. In 2018, LVMPD launched a DUI Strike Team, which involved police officers patrolling high-traffic roadways from evening until early morning every day of the week (NDPS&T, 2019). The initiative has been discontinued and re-launched multiple times since 2018. The most recent re-launch in 2024 involved a collaboration between LVMPD and Nevada Highway Patrol (NHP). Specifically, ten officers patrolled roadways from 6 p.m. to 4 a.m. every day of the week. The initiative proved successful, with officers making dozens of DUI arrests. However, combining aspects of DUI blitzes and the DUI Strike Team seems to offer the highest potential for preventing impaired driving fatalities in the long term at a sustainable cost.

## Alternative 2: Dram Shop Law

**CCOTS could reduce serious injuries and fatalities from impaired driving by developing a legislative proposal to introduce a dram shop law in Nevada.**

Dram shop laws hold commercial establishments legally responsible for harm caused by intoxicated customers they have served (Cornell Law School, 2021). These establishments include bars, restaurants, liquor stores, convenience stores, and any other businesses

holding liquor licenses. As of 2024, 42 states and the District of Columbia have dram shop laws, which allow injured third parties to sue establishments for alcohol-related harms (FLIP, 2024). However, Nevada is one of the few states without a dram shop law, meaning that establishments in Nevada cannot be held legally responsible for harm caused by intoxicated customers (Nev. Rev. Stat. § 41.1305). Instead, Nevada offers strong legal protections for establishments by placing the burden of responsibility entirely on consumers. The only exception in Nevada is that establishments can be held liable for knowingly selling alcohol to individuals under the age of 21 (Nev. Rev. Stat. § 41.1305).

Dram shop laws can play an important role in reducing fatalities from impaired driving. By holding establishments responsible for the actions of intoxicated customers, dram shop laws encourage establishments to take an active role in preventing alcohol-related harm. Specifically, dram shop laws discourage establishments from over-serving customers or allowing intoxicated customers to drive home. These laws provide legal and financial consequences for negligent alcohol service, incentivizing establishments to monitor customers more closely and intervene when necessary. As a result, dram shop laws reduce the likelihood of impaired individuals getting behind the wheel and causing alcohol-involved traffic fatalities (Rammohan et al., 2011; Scherer et al., 2015).

Since previous efforts to pass dram shop laws in Nevada have failed, CCOTS would need to build public and political momentum to increase the chances of legislative approval. This would involve conducting public awareness campaigns highlighting the role of dram shop laws in reducing DUI-related fatalities. It would also require partnerships with public safety advocates, law enforcement agencies, and key industry stakeholders, such as the Nevada Restaurant Association and Nevada Gaming Control Board, to present compelling evidence and ease concerns related to liability.

Successfully passing a dram shop law would align Nevada with the majority of states that have implemented similar measures to promote public safety. While strong opposition from various industries presents a challenge, strategic collaboration with stakeholders and a well-crafted proposal could help address liability concerns. If enacted, this law could serve as an effective tool in preventing impaired driving.

### **Alternative 3: Joint Impairment Training**

**CCOTS could reduce serious injuries and fatalities from impaired driving by establishing a joint training program for police officers and service staff to identify alcohol- and cannabis-induced impairment.**

In Nevada, police officers rely on observational sobriety tests rather than toxicology reports to prove marijuana impairment in court for misdemeanor DUIs. Unlike alcohol-related DUIs, which can be prosecuted based on a driver's BAC, Nevada does not have a per se limit for THC impairment in misdemeanor DUI cases (NCSL, 2024). As a result, officers must prove observable signs of cannabis-induced impairment in court, which requires a high level of training in field sobriety testing and impairment detection. However, many officers lack



sufficient training in detecting cannabis-induced impairment, which may lead to impaired drivers avoiding conviction. While LVMPD has been working with local cannabis distributors to facilitate “green labs,” where officers learn how to detect cannabis-induced impairment by viewing cannabis-dosed volunteers, these training opportunities are not widely available.

Service staff also play an important role in preventing impaired customers from leaving establishments and driving in Clark County. However, existing alcohol server training programs focus primarily on responsible beverage service (RBS) and do not provide adequate guidance on detecting marijuana-induced impairment. With an overall increase in the consumption of cannabis in Clark County, it is important for service staff to be able to recognize customers who are impaired by alcohol, cannabis, or both. Being better equipped to recognize impairment would help service staff play an important role in preventing impaired individuals from driving.

To address these challenges, CCOTS could collaborate with the Clark County Commission to implement a county-level ordinance requiring all police officers and service staff to complete an online training program focused on identifying signs of alcohol- and cannabis-induced impairment. CCOTS could work with experts at NVOTS to develop a standardized training curriculum, ensuring that law enforcement officers and service staff receive consistent, evidence-based instruction on impairment detection. By strengthening officers' ability to identify cannabis-related impairment, this training could improve DUI enforcement and increase conviction rates in impaired driving cases. Additionally, service staff who are trained to recognize impairment would be better prepared to intervene and prevent intoxicated individuals from driving home. A uniform training requirement across law enforcement and the hospitality industry would create a more coordinated approach to reducing impaired driving incidents.

#### **Alternative 4: IID Mandate**

**CCOTS could reduce serious injuries and fatalities from impaired driving by advocating for a judicial mandate requiring judges in Clark County to impose IIDs as a sentencing requirement for all DUI offenders, regardless of BAC.**

Under Nevada’s current law, judges are only required to issue IIDs as part of sentencing for DUI cases if an offender’s blood or breath test shows a concentration of alcohol greater than or equal to 0.18 percent. For first-time and repeat offenders with a BAC lower than 0.18 percent, judges are encouraged to, but not required to, order offenders to install IIDs as part of sentencing (NCSL, 2023). This inconsistency creates gaps in enforcement that allow some convicted offenders to continue driving without an IID, increasing the risk of repeat offenses and alcohol-involved crashes.

By removing judicial discretion and mandating IID installation for all DUI offenders, Clark County would adopt a uniform, data-driven approach to impaired driving prevention. Research shows that states with strict, universal IID mandates experience lower rates of alcohol-related crashes and repeat DUI offenses (Kaufman & Wiebe, 2016). Expanding IID

requirements offers many benefits, including increasing accountability among all DUI offenders and reducing repeat offenses. In addition, a well-publicized mandate would serve as a strong deterrent, ensuring that drivers know that an IID requirement is a guaranteed consequence of a DUI conviction. By increasing public awareness, this approach could discourage individuals from driving while impaired, sending the message that impaired driving carries strict and enforceable consequences.

This alternative could be implemented as a county-wide mandate, without requiring statewide legislative changes. CCOTS would need to collaborate with the Clark County Commission and local courts to establish a standardized IID requirement for all DUI offenders.



## CRITERIA

The criteria used to evaluate each alternative are cost-effectiveness, political feasibility, administrative complexity, and immediacy. Criteria and their respective weights serve the purpose of evaluating trade-offs between alternatives. For each criterion, a rubric is established to allocate points, ensuring a standardized evaluation process. The points are assigned on a 1-to-5-point rubric to rank each alternative, with lower points indicating more favorable outcomes in each category.

### Cost-Effectiveness

Cost-effectiveness measures the estimated cost per life saved from implementing each alternative over the next five years. To determine a cost-effectiveness ratio, I estimate the total cost of each alternative divided by the total fatalities the alternative would prevent. For both estimates, I use Monte Carlo simulations to account for uncertainty in costs and effectiveness by running multiple simulations that draw from probability distributions for cost and effectiveness parameters.

To calculate the total cost of each alternative, I account for the direct costs of implementing each alternative over five years. Direct costs include administrative costs and operational costs necessary to implement each alternative. I use a 3.1 percent discount rate, as the Office of Management and Budget recommends for transportation safety and public health programs with long-term benefits (U.S. Department of Transportation, 2023). I use a 4 percent inflation rate, which represents the average inflation rate in the Western Region of the United States from 2023 to 2025 (U.S. Bureau of Labor Statistics, 2025).

To calculate effectiveness, I estimate the potential of each alternative to prevent impaired driving fatalities based on prior research. To determine the estimated number of traffic fatalities each alternative would prevent over five years, I establish a baseline of expected traffic fatalities in Clark County over five years. From 2018 to 2022, impaired driving traffic fatalities in Clark County increased by an average of 10.8 percent each year, so I estimate a similar increase in overall traffic fatalities from 2022 to 2030, which does not have available data (Zero Fatalities Nevada, 2023). Based on the 10.8 percent increase each year, I estimate between 133 and 268 impaired driving fatalities in Clark County each year over the next five years and calculate effectiveness from this base range.

I use data from a variety of sources to estimate costs and effectiveness. Details about each source can be found in Appendix A. Additional assumptions and calculations can also be found in Appendix A.

Alternatives that prevent substance-involved crashes at low governmental costs will be considered favorable. I convert cost-effectiveness estimates to points to help with comparison:

Cost Per Life Saved	Points
< \$50,000	1
\$50,000 – \$99,999	2
\$100,000 – \$149,999	3
\$150,000 – \$200,000	4
> \$200,000	5

## Political Feasibility

Political feasibility refers to the extent to which an alternative is likely to gain approval from key decision-makers, stakeholders, and the public. This criterion evaluates factors that influence the feasibility of an alternative advancing through the approval process.

Alternatives will be evaluated on a 1-to-5-point rubric that measures political feasibility. Each alternative will be evaluated on five categories: the level of decision-maker involvement, legislative complexity, decision-maker support, industry support, and public support. Each of these categories will be scored 1 to 5, and the average score for each alternative on all categories will determine its overall number of points. Alternatives with a lower point average will be considered favorable, representing fewer barriers to political feasibility.

The following rubric outlines how each category will be scored 1 to 5 for each alternative:

	1	2	3	4	5
Level of Decision-Maker Involvement	Clark County Office of Traffic Safety	Local Law Enforcement & State Traffic Safety Agencies	County-Level Authorities	State-Level Judicial & Regulatory Agencies	Nevada Legislature
Legislative Complexity	Low Complexity  No legislative changes are required	Some Complexity  Minor revisions to existing legislation are required	Moderate Complexity  New legislation is required	High Complexity  Major amendments to multiple pieces of legislation are required	Very High Complexity  Constitutional amendment is required
Decision-Maker Support	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
Industry Support	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
Public Support	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition

The following provides additional information about each category:

1. **Level of Decision-Maker Involvement** – This category provides information about which agencies have the final authority in the approval process for each alternative, with higher scores indicating the need for more powerful decision-making agencies.
2. **Legislative Complexity** – This category evaluates the scope and difficulty of legal changes required for each alternative, with higher scores indicating a higher degree of legislative complexity.
3. **Decision-Maker Support** – This category evaluates the level of support from the primary agencies responsible for approving each alternative, with higher scores indicating a higher degree of opposition.
4. **Industry Support** – This category measures the extent to which key industries with substantial lobbying power would support or resist the approval of each alternative. Some of these industries include the resort, food and beverage, casino, entertainment, and gaming industries. Estimates of industry support consider the potential direct and indirect effects of each alternative on the day-to-day operation of these industries. Some direct effects could include new legal liabilities, restrictions on service hours, or training requirements. Some indirect effects could include increased regulations or liability risk.
5. **Public Support** – This category evaluates the extent to which Clark County residents are likely to support each alternative, with higher scores indicating a higher degree of opposition.

## Administrative Complexity

Administrative complexity refers to the extent of governmental and organizational coordination required for CCOTS to develop and implement each policy alternative. Alternatives will be evaluated based on a 1-to-5-point rubric that accounts for administrative complexity by measuring governmental and organizational coordination levels. Alternatives will receive higher points for requiring coordination with more agencies. Specifically, this refers to coordination with agencies that would be directly involved in developing and approving each alternative. Based on the rubric, alternatives will have (1) low, (2) low-moderate, (3) moderate, (4) moderate-high, or (5) high administrative complexity. Alternatives with lower levels of administrative complexity will be considered more favorable.

Potential agencies CCOTS would need to coordinate with include:

1. City Governments in Clark County
2. Clark County Commission
3. Clark County Courts
4. Clark County District Attorney's Office
5. Clark County Police Departments
6. Las Vegas Nightclub and Bar Association
7. Nevada Cannabis Compliance Board
8. Nevada Department of Motor Vehicles
9. Nevada Department of Public Safety
10. Nevada Department of Taxation
11. Nevada Department of Transportation
12. Nevada Gaming Control Board
13. Nevada Governor's Office
14. Nevada Highway Patrol
15. Nevada Legislature
16. Nevada Licensed Beverage Association
17. Nevada Office of Traffic Safety
18. Nevada Resort Association
19. Nevada Restaurant Association
20. Regional Transportation Commission of Southern Nevada

The following rubric shows how points will be allocated:

Number of Agencies to Coordinate with	Points	Rank
0-1	1	Low
2-3	2	Low-Moderate
4-5	3	Moderate
6-7	4	Moderate-High
>7	5	High

## Immediacy

The increasing number of impaired driving fatalities highlights the importance of implementing alternatives as quickly as possible. This criterion evaluates the speed at which each alternative can be enacted, measured in months. Based on the rubric, alternatives will have (1) low, (2) low-moderate, (3) moderate, (4) moderate-high, or (5) high immediacy ratings. Alternatives with lower points, indicating shorter implementation times, will be preferred. The following rubric shows how points will be allocated:

Months to Implement	Points	Rank
< 6	1	Low
6 – 11	2	Low-Moderate
12 – 17	3	Moderate
18 – 23	4	Moderate-High
> 24	5	High

## FINDINGS

### Alternative 1: DUI Blitzes

#### ***Cost-Effectiveness***

Alternative 1 will address impaired driving in Clark County at an estimated cost of \$80,557 per life saved. This cost-effectiveness ratio corresponds with 2 points on the 1-to-5-point rubric.

#### **Cost**

Planning, implementing, and publicizing a permanent schedule for DUI blitzes is estimated to cost \$8,055,716 over five years. These costs include hiring additional officers, training, equipment, and operational costs. I estimated the total cost over five years by using Monte Carlo simulations to account for uncertainty in costs, using a 4 percent inflation rate and a 3.1 percent social discount rate. The following tables outline cost categories and total net present value (NPV) cost calculations for Alternative 1. Additional details on the specific costs in these categories can be found in Appendix A.

#### **Cost Categories: Alternative 1**

Cost Categories	Amount	Year
Academy, Field Training, Onboarding, & DUI Training for Officers	\$100,750	1
Police Equipment	\$54,921.40	1
Officer Salary	\$62,500 - \$89,000	1 - 5
Press/Media	\$18,050	1 - 5
Gas	\$59,404.80	1 - 5

#### **NPV of Total Costs: Alternative 1**

Year 1	Year 2	Year 3	Year 4	Year 5	Total
\$3,059,193	\$1,306,902	\$1,267,606	\$1,229,492	\$1,192,523	\$8,055,716

#### **Effectiveness**

Prior research found that highly publicized and frequent DUI checkpoints reduced alcohol-involved traffic fatalities by a median of 8.9 percent (Bergen et al., 2014). Other research found that highly publicized DUI checkpoints led to a reduction in fatal crashes by 18 to 25 percent (Fell et al., 2004). While Alternative 1 does not utilize DUI checkpoints, it does resemble the DUI-prevention efforts in these studies. As a result,

I made a conservative estimate that Alternative 1 would decrease substance-involved traffic fatalities by 8 to 12 percent.

Over five years, Alternative 1 is expected to save about 100 lives. To get this estimate, I used a Monte Carlo simulation and indicated a range of the number of impaired driving fatalities each year (between 133 and 268) and a range of effectiveness (between 8 and 12 percent). After running 1000 simulations using these estimates, the average number of lives saved from Alternative 1 over five years was 100.

### **Cost-Effectiveness**

The following table summarizes the total cost, total lives saved, and cost-effectiveness of Alternative 1 over five years, based on 1000 simulations.

#### **Cost-Effectiveness Summary: Alternative 1**

<b>Cost Per Life Saved</b>	<b>\$80,557</b>
<b>Total Cost</b>	<b>\$8,055,716</b>
<b>Total Lives Saved</b>	<b>100</b>

### ***Political Feasibility***

Alternative 1 requires approval from less powerful decision-making agencies and receives some support from critical stakeholders. The following table and description provide details for how Alternative 1 gets an average score of 2 points on political feasibility.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Level of Decision-Maker Involvement</b>	Clark County Office of Traffic Safety	Local Law Enforcement & State Traffic Safety Agencies	County-Level Authorities	State-Level Judicial & Regulatory Agencies	Nevada Legislature
<b>Legislative Complexity</b>	Low Complexity No legislative changes are required	Some Complexity Minor revisions to existing legislation are required	Moderate Complexity New legislation is required	High Complexity Major amendments to multiple pieces of legislation are required	Very High Complexity Constitutional amendment is required
<b>Decision-Maker Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Industry Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Public Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition

$$\text{Average Points: } (2+1+2+3+2)/5 = 2$$

1. **Level of Decision-Maker Involvement (2 points)** – NVOTS, NHP, and LVMPD launched the original DUI Strike Team in 2018 (Manna, 2018). Since then, CCOTS, LVMPD, and NHP have collaborated in relaunching versions of the DUI Strike Team and organizing other DUI blitzes (McBride, 2024; News 3 Staff, 2024). Based on past precedent, this alternative's decision-making level would be local law enforcement (LVMPD) and county/state traffic safety agencies (CCOTS and NVOTS).
2. **Legislative Complexity (1 point)** – This alternative does not require any legislative changes. DUI blitzes and checkpoints are already legal in Nevada (Shouse Law Group, n.d.).
3. **Decision-Maker Support (2 points)** – Since the DUI Strike Team and DUI blitzes have been launched multiple times since 2018, it suggests that relevant decision-makers (CCOTS and LVMPD) show some support for efforts similar to this alternative. When the DUI Strike Team operated in 2024, LVMPD stated that the team was “making a big difference on the roads,” suggesting support for the effort (Bleakley, 2024). However, the on-and-off nature of DUI blitz efforts over the past 7 years indicates “some” support rather than “strong” support.
4. **Industry Support (3 points)** – Significant industries in Clark County, including the resort, food and beverage, and entertainment industries, would likely have a neutral stance on this alternative. Establishing a permanent schedule for DUI blitzes would not infringe on alcohol sales or customer experience, unlike other regulations that directly impact establishments that sell cannabis and/or alcohol. These industries did not push back against DUI blitzes or the DUI Strike Team in the past, but also did not indicate support.
5. **Public Support (2 points)** – This alternative would likely receive some support from the general public in Clark County. When asked about the DUI Strike Team, a Clark County resident responded, “I think it’s a great service to the public.” (Manna, 2018). In a 2009 national survey, more than seventy percent of respondents were in favor of DUI checkpoints, which serve a similar purpose to DUI blitzes (AAA Foundation for Traffic Safety, 2009). While these public responses indicate some public support, the support is not overwhelming. Some citizens might feel that DUI blitzes increase their likelihood of being falsely pulled over, which could feel like a hassle for sober drivers (DUI.org, 2024).

### ***Administrative Complexity***

To establish and implement a permanent schedule for DUI blitzes, CCOTS would need to coordinate with NVOTS and LVMPD. Since this alternative requires coordination with two agencies, it scores 2 points, indicating low-moderate administrative complexity.

In past iterations of the DUI Strike Team and DUI blitzes, beginning in 2018, NVOTS was the primary agency responsible for planning and oversight. NVOTS worked with NHP and local law enforcement agencies, specifically LVMPD, to employ officers (Manna, 2018). However, CCOTS was not established until early 2022 and now holds the responsibility for determining traffic safety plans for Clark County (Akers, 2022). Unlike previous efforts that included NHP



officers, Alternative 1 would only involve CCOTS working with LVMPD to establish a schedule for permanent DUI blitzes and build a dedicated team of officers.

While CCOTS will lead planning and implementation, it should coordinate with NVOTS in the initial planning stages to leverage experience and best practices.

### ***Immediacy***

Alternative 1 is estimated to take between 12 and 17 months to implement, scoring 3 points, or moderate, on immediacy.

This alternative requires coordination between CCOTS, NVOTS, and LVMPD to develop a plan and schedule for DUI blitzes. While this coordination process could take a few weeks to a few months, the primary factor affecting implementation speed is the new officers' recruitment and training timeline. Before training begins, LVMPD will need to process recruit applications involving background checks, interviews, and fitness exams. Once accepted, candidates must complete a 28-week-long Police Academy, followed by a 24-week Field Training Evaluation Program (LVMPD, n.d.). Once officers meet these standard training requirements, they will complete an additional DUI training workshop, which could take an additional 24 to 48 hours (Impaired Driving Specialists, 2025). Ensuring enough officers complete this training is essential for CCOTS to successfully implement and sustain a well-prepared DUI blitz schedule.

## **Alternative 2: Dram Shop Law**

### ***Cost-Effectiveness***

Alternative 2 will address impaired driving in Clark County at an estimated cost of \$166,387 per life saved. This cost-effectiveness ratio corresponds with 4 points on the 1-to-5-point rubric.

### **Cost**

Drafting the proposal, lobbying, introducing the proposal, and implementing the proposal is estimated to cost \$7,487,463 over five years. The majority of these costs include legal consulting fees, lobbying efforts, media campaigns, and the development of a compliance system. I estimated the total cost over five years by using Monte Carlo simulations to account for uncertainty in costs, using a 4 percent inflation rate and a 3.1 percent social discount rate. The following tables outline cost categories and total NPV cost calculations for Alternative 2. Additional details on the specific costs in these categories can be found in Appendix A.

### Cost Categories: Alternative 2

Cost Categories	Amount	Year
Legal consulting fees for drafting proposal	\$30,000 - \$120,000	1
Billboards (initial setup)	\$6,630.56	1
Legal fees to adjust RBS requirements	\$30,000 - \$60,000	1
Improving license and compliance system	\$300,000 - \$600,000	1
Stakeholder meetings	\$1586.73	1 - 2
Initial lobbying	\$52,884.62	1 - 3
Billboards (ongoing costs)	\$120,000	1 - 5
Social media campaigns	\$1,135,444.80	1 - 5
Maintaining a license and compliance system	\$150,000 - \$300,000	2 - 5
Ongoing lobbying	\$112,659.50	3 - 5
Inspections of alcohol-serving establishments	\$1,355.60	3 - 5
Cost of training	\$0*	3 - 5
Economic and legal impact study	\$15,586.54	5

*\*The cost of training is imposed on employers/employees, not the county*

### NPV of Total Costs: Alternative 2

Year 1	Year 2	Year 3	Year 4	Year 5	Total
\$1,993,667	\$1,540,142	\$1,436,177	\$1,296,518	\$1,220,959	\$7,487,463

### **Effectiveness**

Prior research estimates the effect of dram shop laws on alcohol-involved crash fatalities (Rammohan et al, 2011; Scherer et al., 2015). The estimated effects range from 2.4 to 6.4 percent.

Based on these findings, Alternative 2 is expected to save an average of 45 lives over five years. To get this estimate, I used a Monte Carlo simulation and indicated a range of the number of impaired driving fatalities each year (between 133 and 268) and a range of effectiveness (between 2.4 and 6.4 percent). After running 1000 simulations using these estimates, the average number of lives saved from Alternative 2 over five years was 45.

### **Cost-Effectiveness**

The following table summarizes the total cost, total lives saved, and cost-effectiveness of Alternative 2 over five years, based on 1000 simulations.

### Cost-Effectiveness Summary: Alternative 2

<b>Cost Per Life Saved</b>	<b>\$166,387</b>
<b>Total Cost</b>	<b>\$7,487,463</b>
<b>Total Lives Saved</b>	<b>45</b>

### Political Feasibility

Alternative 2 requires approval from the highest decision-making agencies in the state and receives strong opposition from powerful stakeholders in Clark County. The following table and description provide details for how Alternative 2 gets an average score of 4.2 points on political feasibility.

	1	2	3	4	5
<b>Level of Decision-Maker Involvement</b>	Clark County Office of Traffic Safety	Local Law Enforcement & State Traffic Safety Agencies	County-Level Authorities	State-Level Judicial & Regulatory Agencies	Nevada Legislature
<b>Legislative Complexity</b>	Low Complexity No legislative changes are required	Some Complexity Minor revisions to existing legislation are required	Moderate Complexity New legislation is required	High Complexity Major amendments to multiple pieces of legislation are required	Very High Complexity Constitutional amendment is required
<b>Decision-Maker Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Industry Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Public Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition

$$\text{Average Points: } (5+4+4+5+3)/5 = 4.2$$

- 1. Level of Decision-Maker Involvement (5 points)** – A dram shop law would require approval from the Nevada Legislature, making it one of the most politically complex alternatives. Because Nevada is a Dillon’s Rule state, Clark County does not have the authority to implement a dram shop law and this policy change must go through the state legislature (Justia, 2023; NV Rev Stat § 268.001).
- 2. Legislative Complexity (4 points)** – Nevada law follows a ‘no liquor liability’ rule, meaning that establishments that sell alcohol are not legally responsible for injuries caused by intoxicated customers (Nev. Rev. Stat. § 41.1305.1). As a result, passing a dram shop law in Nevada would require significant legislative changes, including new legislation and amendments to existing legislation.

3. **Decision-Maker Support (4 points)** – Nevada’s lawmakers have historically resisted increasing business liability for alcohol-involved incidents (Stempel, 2014). In 2021, Nevada state legislators had an opportunity to try and propose a dram shop law when Assembly Bill 341 was introduced, which involved liability for cannabis-related incidents (Clark County Bar Association, 2023; Stempel, 2014). However, legislators did not try to address liability for alcohol-serving establishments, mirroring a long history of avoiding the topic. While some members of the Democratic-controlled legislature might support a dram shop law to promote public safety, they have not taken steps to advance such legislation, likely due to pushback from powerful donors (Nevada Legislature, 2025). For example, the Nevada Resort Association launched its political action committee and raised more than 2 million dollars for legislative candidates in 2022 (Snyder, 2022). As a result, decision-makers would likely show some opposition to a dram shop law proposal.
4. **Industry Support (5 points)** – Passing a dram shop law would both directly and indirectly impact major industries in Clark County, including the resort, food and beverage, casino, entertainment, and gaming industries. These industries have historically shown strong opposition to efforts to increase liability for alcohol-serving establishments (Stempel, 2014). Nevada’s economy heavily depends on tourism and casinos, which benefit from a regulatory environment that minimizes business liability for alcohol-related incidents (Nevada Resort Association, n.d.). Since a dram shop law would impose new legal liabilities and regulations on alcohol-serving establishments, many industries would strongly oppose Alternative 2.
5. **Public Support (3 points)** – While Clark County residents have not responded to the proposition of a dram shop law, public opinion would likely be divided. Nationally, over 70 percent of Americans support holding alcohol-serving establishments liable for overserving intoxicated patrons (AAA Foundation for Traffic Safety, 2009). In Clark County, some residents may favor the ability to sue alcohol-serving establishments for harm caused by intoxicated customers, a legal option not currently available under Nevada law (Jung, 2023). However, some citizens might oppose a dram shop law due to potential unintended consequences. More than 15 percent of Clark County residents work in the accommodation and food services industry (Data USA, 2022). Implementing a dram shop law could lead to increased liability risks and stricter service regulations, which may negatively impact workers in these industries. Given these competing perspectives, public support for a dram shop law in Clark County would likely end up being neutral.

### ***Administrative Complexity***

To develop a proposal for a dram shop law in Nevada, CCOTS would need to coordinate with NVOTS, the Nevada Legislature, and the Nevada Governor’s Office, as well as key industry representatives, including the Nevada Restaurant Association and Nevada Gaming Control Board. Since this alternative requires coordination with five agencies, it scores 3 points, indicating moderate-high administrative complexity.

CCOTS and NVOTS would be responsible for researching the effectiveness of dram shop laws in other states, gathering data on alcohol-related crashes and injuries in Nevada, and drafting a dram shop proposal. The Nevada Legislature would play a central role in the process, as legislators would need to introduce, debate, and vote on the proposed legislation. Given Nevada's history of opposing business liability expansions, lawmakers would likely face strong lobbying efforts from the hospitality and gaming industries (Stempel, 2014). The Governor's Office would have final approval authority (Nevada Legislature, n.d.). Industry representatives, particularly the Nevada Restaurant Association and Nevada Gaming Control Board, would be deeply involved in the legislative process. The Nevada Restaurant Association would likely provide input on how the law could impact bars, restaurants, and other alcohol-serving establishments, potentially opposing the bill due to concerns about increased liability and insurance costs (Nevada Resort Association, n.d.). The Nevada Gaming Control Board, which regulates casinos and their alcohol-serving establishments, would assess how the law might affect gaming license holders and could advocate for industry-specific exemptions or modifications (Gaming Control Board, n.d.). The involvement of both regulatory and legislative bodies, along with influential industry stakeholders, makes this alternative more complex than those requiring only local approval.

### ***Immediacy***

Alternative 2 is estimated to take more than 24 months to implement, scoring 5 points, or high, on immediacy.

This alternative requires approval from the Nevada Legislature, making it one of the most time-intensive options. Given Nevada's biennial legislative schedule, the earliest a dram shop law could be introduced is during the 85<sup>th</sup> regular legislative session in 2027 (Nevada Legislature, 2025). If the proposal fails to advance, it could not be reintroduced until 2029. Beyond the legislative process, additional time would be needed for committee hearings, stakeholder negotiations, and potential amendments to address opposition. If passed, further delays could come from regulatory adjustments and compliance measures, particularly if businesses are required to implement new training or liability standards.

Considering these factors, the timeline for passing and implementing a dram shop law in Nevada could extend beyond three years, especially if strong opposition slows progress.

## **Alternative 3: Joint Impairment Training**

### ***Cost-Effectiveness***

Alternative 3 will address impaired driving in Clark County at an estimated cost of \$225,378 per life saved. This cost-effectiveness ratio corresponds with 5 points on the 1-to-5-point rubric.

### **Cost**

Developing and implementing a joint training program is estimated to cost \$12,395,773 over five years. These costs include drafting the proposal, lobbying, introducing the proposal, and implementing the proposal. I estimated the total cost over five years by using Monte Carlo simulations to account for uncertainty in costs, using a 4 percent inflation rate and a 3.1 percent social discount rate. The following tables outline cost categories and total NPV cost calculations for Alternative 3. Additional details on the specific costs in these categories can be found in Appendix A.

#### **Cost Categories: Alternative 3**

<b>Cost Categories</b>	<b>Amount</b>	<b>Year</b>
Program development	~ \$35,000	1
Cost of software	\$50,000 - \$100,000	1
Stakeholder meetings	\$6,346.92	1
Drafting and implementing county ordinance	\$15,000 - \$60,000	1
Developing a compliance system	\$300,000 - \$600,000	1
Program manager	\$109,900	1 - 5
IT support	\$55,733	1 - 5
Training time costs	~ \$2,500,000	1 - 5
Improving and maintaining compliance system	\$150,000 - \$300,000	2 - 5

#### **NPV of Total Costs: Alternative 3**

<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Total</b>
\$3,173,796	\$2,552,010	\$2,380,074	\$2,219,721	\$2,070,172	\$12,395,773

### **Effectiveness**

An online joint training program has never been implemented before. To estimate the potential effectiveness of Alternative 3, I evaluate adjacent research. Scherer et al. (2015) found that RBS training laws led to a reduction in impaired driving traffic fatalities by 3.6 percent. Since Alternative 3 provides training for both law enforcement officers and service staff, I assume that it could have up to double the effectiveness of prior RBS training laws, creating an overall range of effectiveness between 3.6 and 7.2 percent.

Alternative 3 is expected to save an average of 55 lives over five years. To get this estimate, I used a Monte Carlo simulation and indicated a range of the number of impaired driving fatalities each year (between 133 and 268) and a range of effectiveness (between 3.6 and 7.2 percent). After running 1000 simulations using

these estimates, the average number of lives saved from Alternative 3 over five years was 55.

### **Cost-Effectiveness**

The following table summarizes the total cost, total lives saved, and cost-effectiveness of Alternative 3 over five years, based on 1000 simulations.

#### **Cost-Effectiveness Summary: Alternative 3**

<b>Cost Per Life Saved</b>	<b>\$225,378</b>
<b>Total Cost</b>	<b>\$12,395,773</b>
<b>Total Lives Saved</b>	<b>55</b>

### **Political Feasibility**

Alternative 3 requires approval from moderately powerful decision-makers. However, it significantly differs from past training programs and might instigate various responses from stakeholders. The following table and description provide details for how Alternative 3 gets an average score of 3.6 points on political feasibility.

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>Level of Decision-Maker Involvement</b>	Clark County Office of Traffic Safety	Local Law Enforcement & State Traffic Safety Agencies	County-Level Authorities	State-Level Judicial & Regulatory Agencies	Nevada Legislature
<b>Legislative Complexity</b>	Low Complexity No legislative changes are required	Some Complexity Minor revisions to existing legislation are required	Moderate Complexity New legislation is required	High Complexity Major amendments to multiple pieces of legislation are required	Very High Complexity Constitutional amendment is required
<b>Decision-Maker Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Industry Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Public Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition

Average Points:  $(3+2+4+5+4)/5 = 3.6$

- 1. Level of Decision-Maker Involvement (3 points)** – While the Nevada Department of Taxation oversees licenses and taxes related to alcohol, the Board of Clark County Commissioners sits as the Liquor and Gaming Licensing Board, which gives them authority to amend liquor license regulations (Clark County, 2023; Nevada



Legislature, 2023). Both Clark County and the City of Las Vegas require anyone who sells or serves alcohol to have an alcohol server card, which requires completion of RBS training (Nevada Server Card, n.d.). As a result, Clark County Commissioners could adjust the training required for service staff to receive an alcohol server card. Law enforcement officers would also need to complete training, but the mandate would likely be issued by LVMPD, rather than Clark County Commissioners.

2. **Legislative Complexity (2 points)** – This alternative requires some legislative complexity. County Commissioners can enact ordinances, which are local laws similar in nature to statutes enacted by the legislature (MRSC, 2024). New training requirements could be approved at the county level through an ordinance or amendment to existing legislation requiring servers to complete RBS training.
3. **Decision-Maker Support (4 points)** – Clark County Commissioners may hesitate to impose additional regulations that could face pushback from industry stakeholders. Expanding training requirements could increase costs and administrative burdens for businesses, particularly alcohol-serving establishments that already operate under extensive licensing and compliance requirements (Nevada Resort Association, n.d.). In addition, law enforcement agencies might oppose an online training program. They might think it could place an undue burden on officers who are already required to complete extensive training (LVMPD, 2023). Law enforcement agencies might also think online training is less effective than field training. Given the potential for opposition from county commissioners and law enforcement agencies, decision-makers are expected to show some opposition to this alternative.
4. **Industry Support (5 points)** – Key industry stakeholders, including those in the resort, food and beverage, casino, entertainment, and gaming industries, will likely oppose this alternative due to concerns about training costs and added regulatory burdens. Since businesses already comply with licensing, training, and operational requirements, they may view a mandatory training program as unnecessary and an undue burden (Nev. Rev. Stat. § 369.30, n.d.). While alcohol-serving establishments comply with existing alcohol service regulations, establishments that do not sell cannabis will likely view cannabis impairment training as an unreasonable requirement. Industry leaders may also argue that cannabis-related impairment training sets a costly precedent for future mandates that do not align with their core operations. Given these factors, strong industry opposition is expected.
5. **Public Support (4 points)** – Clark County residents are expected to oppose new training mandates. While many acknowledge the risks of drunk driving, cannabis impairment is not widely viewed as a major concern. In 2019, a Clark County reporter highlighted a survey that found nearly 70 percent of Americans believe drivers will not be caught driving under the influence of marijuana (Akers, 2022). This suggests that many Americans do not equate cannabis-induced impairment with drunk driving. Additionally, with over 15 percent of Clark County residents employed in the accommodation and food services industry, many may oppose additional training requirements, especially if they do not perceive them as essential to their job responsibilities (Data USA, 2022). Given these factors, some public opposition to this alternative is expected.



### ***Administrative Complexity***

To develop and implement a joint training program for police officers and service staff, CCOTS would need to coordinate with various agencies, including NVOTS, the Nevada Cannabis Compliance Board, Clark County Commission, City Governments in Clark County, Clark County Police Departments, Nevada Licensed Beverage Association, Nevada Gaming Control Board, and Nevada Resort Association. Since this alternative requires coordination with at least eight agencies, it scores 5 points, indicating high administrative complexity.

CCOTS and NVOTS would design a standardized training curriculum and ensure it aligns with best practices in impairment detection. The Nevada Cannabis Compliance Board, which regulates the cannabis industry in Nevada, would collaborate with law enforcement and licensed dispensaries to facilitate training. Clark County Commission and city governments would need to introduce and approve ordinances requiring the training, while Clark County Police Departments would be responsible for implementing training among officers.

Industry stakeholders, including the Nevada Licensed Beverage Association, Nevada Gaming Control Board, and Nevada Resort Association, would also play a crucial role. These organizations would provide input on the feasibility of training requirements for service staff and advocate for industry-specific considerations. Given the involvement of multiple government agencies and influential industry stakeholders, implementing this alternative would require significant administrative coordination.

### ***Immediacy***

Alternative 3 is estimated to take between 12 and 17 months to implement, scoring 3 points, or moderate, on immediacy.

This timeline reflects the need for coordination between multiple agencies, curriculum development, and training. The initial phase would involve collaborating with an impairment detection expert to lead in developing a standardized curriculum for cannabis detection. Developing a curriculum would take several months to ensure that the curriculum aligns with the most recent evidence in cannabis impairment detection while considering how to convey training online. The next phase would involve the development of the online program, which would involve a team of designers working to assemble the program. While the program is being developed, CCOTS would need to establish time for stakeholder meetings, negotiations, and legal reviews of the ordinance. CCOTS would need to work with the Clark County Commission to review and approve an ordinance requiring training, which could be approved as early as February 2026. Even after the training program is developed and approved, training would take many months to implement, including establishing a system for compliance. Law enforcement officers and service staff would need to access the online modules, which might require a phased rollout.

Considering these factors, full implementation could happen as quickly as one to one-and-a-half years but would likely take longer.

## Alternative 4: IID Mandate

### Cost-Effectiveness

Alternative 4 will address impaired driving in Clark County at an estimated cost of \$34,954 per life saved. This cost-effectiveness ratio corresponds to 1 point on the 1-to-5-point rubric.

### Cost

Establishing a universal IID mandate is estimated to cost \$5,243,102 over five years. These costs include legal consulting fees, lobbying fees, and public outreach costs. This is likely an underestimate of the true cost to Clark County since these costs do not take into account potential increases in court cases after the mandate is implemented. I estimated the total cost over five years by using Monte Carlo simulations to account for uncertainty in costs, using a 4 percent inflation rate and a 3.1 percent social discount rate. The following tables outline cost categories and total NPV cost calculations for Alternative 4. Additional details on the specific costs in these categories can be found in Appendix A.

### Cost Categories: Alternative 4

Cost Categories	Amount	Year
Social media campaigns	\$1,135,444.80	1 - 5
Public outreach and awareness	\$15,375	1 - 5
Compliance and enforcement	\$25,000 - \$50,000	2 - 5
Legal consulting fees for the proposal	\$150-\$300/hour for 200-400 hours	1
Lobbying fees	\$105,769.23	1
Cost of IIDs	\$0*	

*\*Cost imposed on offenders, not the county/state*

### NPV of Total Costs: Alternative 4

Year 1	Year 2	Year 3	Year 4	Year 5	Total
\$1,290,533	\$1,093,800	\$1,020,107	\$951,380	\$887,282	\$5,243,102

### Effectiveness

Prior research evaluates the effect of universal IID mandates on reductions in alcohol-involved traffic fatalities. Kaufman and Wiebe (2016) found that universal IID mandates led to a reduction in alcohol-involved traffic fatalities by 15 percent. Since this research analyzes a policy that closely resembles Alternative 4, I assume that Alternative 4 would also reduce alcohol-involved traffic fatalities by 15 percent. Based on this, Alternative 4 is expected to save 150 lives over five years.

### **Cost-Effectiveness**

The following table summarizes the total cost, total lives saved, and cost-effectiveness of Alternative 4 over five years, based on 1000 simulations.

#### **Cost-Effectiveness Summary: Alternative 4**

<b>Cost Per Life Saved</b>	<b>\$34,954</b>
<b>Total Cost</b>	<b>\$5,243,102</b>
<b>Total Lives Saved</b>	<b>150</b>

### ***Political Feasibility***

Alternative 4 requires approval from moderately powerful decision-makers. Concerns over judicial discretion, enforcement challenges, and indirect consequences are expected to instigate various stakeholder responses. The following table and description provide details for how Alternative 4 gets an average score of 3.6 points on political feasibility.

	1	2	3	4	5
<b>Level of Decision-Maker Involvement</b>	Clark County Office of Traffic Safety	Local Law Enforcement & State Traffic Safety Agencies	County-Level Authorities	State-Level Judicial & Regulatory Agencies	Nevada Legislature
<b>Legislative Complexity</b>	Low Complexity  No legislative changes are required	Some Complexity  Minor revisions to existing legislation are required	Moderate Complexity  New legislation is required	High Complexity  Major amendments to multiple pieces of legislation are required	Very High Complexity  Constitutional amendment is required
<b>Decision-Maker Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Industry Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition
<b>Public Support</b>	Strong Support	Some Support	Neutral	Some Opposition	Strong Opposition

Average Points:  $(3+3+4+4+4)/5 = 3.6$

1. **Level of Decision-Maker Involvement (3 points)** – The Clark County Commission and local courts would be the primary decision-makers in implementing this alternative. While Nevada law currently outlines IID expectations, Clark County can establish sentencing mandates for its courts (Nevada Justice Court, n.d). Adjusting mandates in Clark County’s Eighth Judicial District Court would require moderately powerful decision-making agencies (Clark County Courts, n.d.).

2. **Legislative Complexity (3 points)** – Implementing a county-wide IID mandate would require moderate legislative complexity. The Clark County Commission would need to amend existing DUI sentencing guidelines or pass a new ordinance standardizing IID requirements for all DUI offenders. Since this alternative requires county-level ordinances or a judicial directive, it requires some legislative complexity (MRSC, 2024).
3. **Decision-Maker Support (4 points)** – While county commissioners may support efforts to reduce impaired driving, requiring IIDs for all DUI offenders would likely face opposition. Judges may push back on removing judicial discretion, arguing that not all DUI cases warrant the same penalties (Lewis, 2023; Zonay, 2015). Law enforcement officers, probation officers, and judicial staff may also express concern about increased caseloads and enforcement challenges. Given these factors, decision-makers are expected to show some opposition to a universal IID mandate.
4. **Industry Support (4 points)** – While a universal IID mandate would not directly impact business operations, some industry stakeholders in Clark County’s resort, food and beverage, and entertainment industries, may express opposition due to indirect effects. Stricter DUI penalties could foster a perception of rigorous law enforcement, making alcohol-serving establishments fear losing business (Kaufman & Wiebe, 2016). In addition, industries might oppose policies that remove judicial discretion, arguing that such measures set a precedent for increased regulation. Similar patterns of opposition have been observed in other contexts where indirect effects were a concern. For example, the alcohol industry strongly opposed alcohol warning labels, fearing that the labels would stigmatize alcohol and reduce sales, even though the labels did not directly affect business operations (Cueto, 2024). Given these considerations, some opposition from industry stakeholders is expected, although it would be less intense than opposition to alternatives directly impacting business operations.
5. **Public Support (4 points)** – Clark County residents are expected to show some opposition to a universal IID mandate. While many support stricter DUI penalties to reduce impaired driving, opposition may arise from concerns over fairness and the burden placed on first-time offenders. Some residents may view mandatory IID installation as excessive, particularly for those convicted at lower BAC levels. Additionally, individuals directly impacted by the policy, such as those who rely on driving for work, may push back against what they see as an overly punitive measure. While public awareness of IID effectiveness in reducing impaired driving fatalities might influence support levels, most residents are likely unaware of the benefits. Even with public outreach, some resistance to this alternative from the public is expected.

### ***Administrative Complexity***

To advocate for a judicial mandate, CCOTS would need to coordinate with the Clark County District Attorney’s Office, Clark County Commission, Clark County Courts, and City Governments in Clark County. Since this alternative requires coordination with four agencies, it scores 3 points, indicating moderate administrative complexity.

CCOTS would play a central role in advocating for a county-wide IID mandate by working with the Clark County District Attorney's Office to develop legal justifications for standardizing IID requirements. The Clark County Commission would need to introduce and approve modifications to local DUI sentencing guidelines through an ordinance or a judicial directive. Clark County Courts would enforce the mandate, requiring collaboration with judges and court administrators to ensure proper implementation of sentencing practices. City governments within Clark County would also play a role in implementing the mandate, particularly in coordinating enforcement across court systems.

While the agencies involved in this alternative are relatively limited in number, potential pushback from judicial officials concerned about discretion in sentencing and increased caseloads could complicate implementation.

### ***Immediacy***

Alternative 4 is estimated to take between 12 and 17 months to implement, scoring 3 points, or moderate, on immediacy.

Since this policy change falls under county jurisdiction, it does not have to align with Nevada's biennial legislative schedule. Instead, it could be introduced in any Clark County Commission session, which takes place annually (Clark County, n.d.). This proposal could be introduced as early as February 2026, giving CCOTS about a year to develop it, build support, and coordinate with relevant agencies to ensure smooth implementation. Once approved, sentencing guidelines and enforcement mechanisms would need to be finalized.

The estimate of 12-17 months for implementation assumes that the mandate would be approved upon introduction in the next commission session, but it is possible that this alternative could take even longer if it needs to be re-introduced in a future session.

## OUTCOMES MATRIX

The following outcomes matrix summarizes the evaluation of each alternative based on cost-effectiveness, political feasibility, administrative complexity, and immediacy. Each alternative was assigned a score of one to five for each criterion, with (1) indicating the most favorable outcome and (5) the least. Alternatives with lower weighted averages are considered preferable.

I assigned weights to each criterion based on the significance of differences between score levels. Greater weight was given to criteria where changes between points substantially impacted outcomes, ensuring that the most influential factors were prioritized. Each criterion was assigned the following weight: cost-effectiveness (35%), political feasibility (35%), administrative complexity (20%), and immediacy (10%).

	Alternative 1: DUI Blitzes	Alternative 2: Dram Shop Law	Alternative 3: Joint Impairment Training	Alternative 4: IID Mandate
<b>Cost-Effectiveness</b> 35%	2 points (\$80,557/life saved)	4 points (\$166,387/life saved)	5 points (\$225,378/life saved)	1 point (\$34,954/life saved)
<b>Political Feasibility</b> 35%	2 points (low-moderate political barriers)	4.2 points (moderate-high political barriers)	3.6 points (moderate political barriers)	3.6 points (moderate political barriers)
<b>Administrative Complexity</b> 20%	2 points (low-moderate complexity)	3 points (moderate complexity)	5 points (high complexity)	3 points (moderate complexity)
<b>Immediacy</b> 10%	3 points (12-17 months)	5 points (>24 months)	3 points (12-17 months)	3 points (12-17 months)
<b>Weighted Average</b>	<b>2.1 points</b>	<b>3.97 points</b>	<b>4.31 points</b>	<b>2.51 points</b>

## RECOMMENDATION & IMPLEMENTATION

### Recommendation

After evaluating each alternative based on cost-effectiveness, political feasibility, administrative complexity, and immediacy, I recommend that CCOTS implement and publicize a permanent schedule for conducting DUI blitzes. This alternative enhances law enforcement presence in high-traffic areas and during periods when impaired driving is most prevalent, enabling officers to identify and stop impaired drivers before crashing. By publicizing these enforcement efforts, this strategy not only increases immediate roadway safety but also reinforces the perception that driving under the influence is likely to result in arrest, deterring potential offenders. While Alternative 1 is not the most cost-effective option, it offers a politically and administratively feasible approach to reducing impaired driving fatalities in a reasonable time frame. Unlike alternatives requiring legislative approval or industry cooperation, this strategy aligns with existing law enforcement practices and can be implemented without substantial regulatory hurdles or pushbacks. The outcomes matrix shows that Alternative 1 achieves the best balance between cost-effectiveness, political feasibility, administrative complexity, and immediacy, making it the preferred option for reducing impaired driving in Clark County.

While the universal IID mandate is the most cost-effective option, Alternative 1 is still financially feasible. Even if LVMPD were to bear the entire financial burden of the alternative, implementation over five years would cost less than one percent of the department's 2024-2025 budget while saving an estimated 100 lives (LVMPD, 2024).

### Implementation Timeline

To implement and publicize a permanent schedule for conducting DUI blitzes, I recommend the following phases of implementation: efficient coordination of key stakeholders, adequate planning, and recruitment and training for law enforcement officers.

1. **Initial Planning and Coordination** – The initial planning and coordination phase should begin as soon as possible and last between one and three months. CCOTS should begin by coordinating with the NVOTS and LVMPD to develop a plan for DUI blitzes. This phase will leverage past experiences with DUI Strike Teams and blitzes to design an effective schedule, identifying key high-traffic areas and peak times for impaired driving. While data already shows the times of day and days of the week in which impaired driving is most prevalent, this planning should prioritize analyzing data to determine the patrol routes that would be most impactful.
2. **Recruitment and Training of Officers** – At the same time as the initial planning and coordination phase, LVMPD should begin the recruitment process to ensure adequate officers are available to participate in the DUI blitzes. This includes processing



applications, conducting background checks, and ensuring recruits pass fitness exams. Once officers are selected, they will undergo the standard 28-week Police Academy, followed by a 24-week Field Training Evaluation Program. After completing these, officers will participate in a specialized DUI training workshop.

3. **Launch of DUI Blitzes and Media Presence** – It is expected to take approximately 12 months to finalize the DUI blitz schedule and recruit and train the necessary officers. Once LVMPD has sufficient personnel to conduct DUI blitzes on an ongoing basis, CCOTS and LVMPD should publicly announce the first DUI blitz, marking the start of the permanent schedule. Media communication will focus on informing the public about the increased DUI enforcement, emphasizing that DUI blitzes are a permanent measure to enhance traffic safety and deter impaired driving.

## Data & Evaluation

Data collection and evaluation are essential to ensuring the success and continued improvement of the DUI blitz program. By systematically gathering and analyzing data, CCOTS can make informed decisions about the effectiveness of the blitzes, identify areas for improvement, and adjust strategies to maximize their impact, potentially making the program more cost-effective over time.

During each DUI blitz, officers should collect detailed information on the number of DUI arrests, the types of impairment, and the specific locations and times of arrests. This data will help identify trends and patterns in impaired driving, allowing CCOTS to evaluate whether the blitz schedule aligns with peak impaired driving times and high-risk areas. In addition, tracking the number of officers deployed and their routes will provide valuable insights into resource allocation and whether more personnel are needed in certain locations or at specific times.

Once CCOTS has gathered data from the first couple of months, it can begin evaluating the program's effectiveness. An increase in DUI arrests in high-risk areas and during peak times would suggest that the blitzes are targeting the right issues. However, if arrests remain low or there is little change in road safety, CCOTS may need to adjust the schedule, increase officer deployment, or focus blitzes on additional high-risk areas.

The data will also help assess the program's broader impact, including changes in impaired-driving-related accidents and fatalities in the targeted areas. A significant reduction in such incidents would indicate that the blitzes not only identify impaired drivers but also deter potential offenders through heightened enforcement.

By continuously collecting and analyzing this data, CCOTS can refine the frequency of the blitzes, optimize resource allocation, and improve the program's overall strategy. This data-driven approach will enable CCOTS to enhance the effectiveness of DUI blitzes and further reduce impaired driving over time.



## Challenges to Implementation

There are several challenges to implementing DUI blitzes effectively, particularly related to testing for impairment and data collection. One significant limitation is the logistics and cost associated with collecting accurate data on the substances involved in impaired driving. While evidentiary breath tests can identify alcohol impairment, officers must rely on blood tests to detect other substances, including cannabis (Hofland & Tomsheck Law Firm, n.d.). However, blood tests can only be administered by trained personnel who are not usually on the scene during DUI blitzes (Davidson, 2022). Officers must transport suspects to labs where these specialists can draw blood. Since the toxicology department at LVMPD handles the specimens for DUI cases, an increase in blood tests could potentially overburden LVMPD analysts (LVMPD, n.d.).

Another challenge is ensuring that data collection remains consistent and thorough. Officers must track key details, such as the number of arrests, the types of impairment, and the locations and times of incidents. The added complexity of blood testing and the need for accurate record-keeping could strain resources, particularly given that blood tests are costly (Hofland & Tomsheck Law Firm, n.d.). The additional time and financial resources required for blood testing can make the program more resource-intensive than initially expected.

Lastly, ensuring officers can collect and process impairment data while balancing their regular duties presents a logistical challenge. While DUI blitzes are designed for officers to focus solely on identifying impaired drivers, it is possible that competing responsibilities could impact the scheduling and effectiveness of blitzes. If officers are expected to shift their attention away from impaired driving in the event of an emergency, it could require officers to abandon their DUI enforcement duties. Interruptions in the blitz schedule may lead to incomplete or inconsistent data, hindering the ability to accurately assess the program's effectiveness and make informed adjustments.

## CONCLUSION

Impaired driving remains one of the most pressing public safety challenges in Clark County, accounting for nearly half of all preventable traffic fatalities in the county. These crashes result in devastating personal loss and impose significant economic burdens on the county. Despite ongoing efforts, the county continues to experience increasing rates of impaired driving crashes, highlighting the need for stronger, evidence-based interventions.

This report evaluated four policy alternatives designed to reduce impaired driving fatalities, each tailored to the unique context of Clark County. After assessing each alternative's cost-effectiveness, political feasibility, administrative complexity, and immediacy, this report recommends that CCOTS implement and publicize a permanent schedule for DUI blitzes. If implemented successfully, this alternative could save 100 lives over five years. By increasing DUI enforcement and the perceived risk of arrest, DUI blitzes can significantly reduce impaired driving incidents and help Clark County move closer to its goal of zero traffic fatalities.

While this report focuses on strategies to reduce fatalities once impaired drivers are already on the road, it is important to acknowledge that these approaches do not address the root causes of impairment. Enforcement and accountability measures serve a critical role in saving lives but remain reactive in nature. In the long term, CCOTS should also consider complementary strategies that focus on preventing individuals from becoming impaired drivers in the first place. This could include expanding public education efforts, supporting mental health and substance use initiatives, and promoting safer transportation planning before substance consumption. A more proactive approach could strengthen overall prevention efforts and help address the underlying behaviors that lead to impaired driving.

## REFERENCES

- Akers, M. (2022). The traffic safety office is working to end the trend of rising traffic fatalities. *Las Vegas Review-Journal*. From <https://www.reviewjournal.com/news/news-columns/road-warrior/traffic-safety-office-working-to-end-trend-of-rising-traffic-fatalities-2612523/>
- ALFRED. (2024). All employees: leisure and hospitality: restaurants and other eating places in Nevada. *Federal Reserve Bank of St. Louis*. Retrieved March 7, 2025, from <https://alfred.stlouisfed.org/series?seid=SMU32000007072250001>
- American Automobile Association (AAA). (2025, March 3). Nevada average gas prices. Retrieved March 3, 2025, from <https://gasprices.aaa.com/?state=NV>
- American Automobile Association (AAA) Foundation for Traffic Safety. (2009). *2009 traffic Safety culture index*. From <https://aaafoundation.org/wp-content/uploads/2018/02/2009TSCIndexReport.pdf>
- Bergen, G., Pitan, A., Qu, S., Shults, R. A., Chattopadhyay, S. K., Elder, R. W., ... Calvert, W. B. (2014). Publicized sobriety checkpoint programs: a community guide systematic review. *American Journal of Preventive Medicine*, 46(5), 529–539. <https://doi.org/10.1016/j.amepre.2014.01.018>
- Billboard Prints. (n.d.). Billboard pricing. Retrieved March 7, 2025, from <https://www.billboardprints.com/pricing/>
- Bleakley, C. (2024, June 17). Nearly two dozen arrested in weekend Las Vegas ‘DUI Blitz.’ *8NewsNow*. <https://www.8newsnow.com/news/local-news/nearly-2-dozen-arrested-in-weekend-las-vegas-dui-blitz/>
- Blue Line Media. (2025). Billboard advertising is in Las Vegas, Nevada, and Clark County, Nevada. Retrieved March 7, 2025, from <https://www.bluelinemedia.com/billboard-advertising/las-vegas-nv>
- Brevers, D., Bechara, A., Cleeremans, A., Kornreich, C., Verbanck, P., & Noël, X. (2014). Impaired decision-making under risk in individuals with alcohol dependence. *Alcoholism, clinical and experimental research*, 38(7), 1924–1931. <https://doi.org/10.1111/acer.12447>
- Census Reporter. (2023). Clark County, NV. Retrieved March 7, 2025, from <https://censusreporter.org/profiles/05000US32003-clark-county-nv/>

- Clark County. (2023). *Clark County crash data dashboard*. Retrieved February 14, 2025, from <https://app.powerbi.com/view?r=eyJrIjoiYWE5NjZmYzktODE0Ni00NDNhLThtZjktOGVhMTJhODJkMTM5IiwidCI6IjdlMjIwZDMwLTBiNTktNDdlNS04YTgxLWE0YTlkOWFmYmRjNCIsImMiOiN9>
- Clark County Bar Association. (2023). From dram shop law to gram shop law: No civil liability for licensed establishments. Retrieved from <https://clarkcountybar.org/from-dram-shop-law-to-gram-shop-law-no-civil-liability-for-licensed-establishments/>
- Clark County Courts (n.d.). Eights Judicial District Court: Clark County, NV. Retrieved from <https://www.clarkcountycourts.us/>
- Clark County, Nevada. (n.d.). About Clark County. *Clark County Government*. Retrieved April 4, 2025, from [https://www.clarkcountynv.gov/residents/about\\_clark\\_county/index.php](https://www.clarkcountynv.gov/residents/about_clark_county/index.php)
- Clark County, Nevada. (n.d.). Boards, committees, and commissions. *Clark County Government*. Retrieved April 4, 2025, from [https://www.clarkcountynv.gov/government/departments/public\\_communications/boards,\\_committees,\\_and\\_commissions.php](https://www.clarkcountynv.gov/government/departments/public_communications/boards,_committees,_and_commissions.php)
- Clark County, Nevada. (n.d.). Liquor & Gaming Administrative Board. *Clark County Government*. Retrieved April 4, 2025, from [https://www.clarkcountynv.gov/business/doing\\_business\\_with\\_clark\\_county/divisions/liquor\\_and\\_gaming/](https://www.clarkcountynv.gov/business/doing_business_with_clark_county/divisions/liquor_and_gaming/)
- Clark County, Nevada. (n.d.). Liquor & Gaming Administrative Decisions. *Clark County Government*. Retrieved April 4, 2025, from [https://www.clarkcountynv.gov/business/doing\\_business\\_with\\_clark\\_county/liquor\\_\\_\\_gaming\\_administrative\\_decisions.php](https://www.clarkcountynv.gov/business/doing_business_with_clark_county/liquor___gaming_administrative_decisions.php)
- Clark County Office of Traffic Safety (CCOTS). (2022). *Clark County Office of Traffic Safety Strategic Plan*.
- Cornell Law School. (2021). Dram Shop Rule. Retrieved from [https://www.law.cornell.edu/wex/dram\\_shop\\_rule](https://www.law.cornell.edu/wex/dram_shop_rule)
- Cueto, I. (2024). What is in a drink? U.S. regulators consider new alcohol label, but health advocates want even more. *StatNews*. Retrieved from <https://www.statnews.com/2024/08/12/alcohol-health-warning-labels-industry-opposition-updated-rules/>

- Danzis, D. (2024). Nevada gaming by the numbers: Casino taxes exceed expectations. *Las Vegas Review Journal*. Accessed September 17, 2024, from <https://www.reviewjournal.com/business/casinos-gaming/nevada-gaming-by-the-numbers-casino-taxes-exceed-expectations-3154932/>
- Data USA. (2022). Clark County, Nevada. *Data USA*. Retrieved March 6, 2025, from <https://datausa.io/profile/geo/clark-county-nv/>
- Davidson, M. (2022, Sept. 6). Stopped for a suspected DUI? You could face an immediate blood draw. *Las Vegas Review Journal*. Retrieved from <https://www.reviewjournal.com/investigations/stopped-for-a-suspected-dui-you-could-face-an-immediate-blood-draw-2634969/>
- DesignBro.com. (2025). Pricing. Retrieved March 7, 2025, from <https://designbro.com/pricing/billboard/>
- Drummond, C. (2024). Las Vegas police will relaunch the DUI strike team. *KSNV News 3 Las Vegas*. Retrieved from <https://news3lv.com/news/local/las-vegas-police-to-relaunch-dui-strike-team-metropolitan-police-department-impairment-crime-traffic-bureau>
- DUI.org. (2024, Oct. 24). How DUI checkpoints work to keep you safe. DUI.org. Retrieved from <https://www.dui.org/resources-and-articles/dui-checkpoints-and-road-safety/>
- Edison. (n.d.). LMS Pricing: Find the Pricing Model That's Right for You. Retrieved March 7, 2025, from <https://www.edisonos.com/learning-management-system/pricing>
- Elder, R. W., Shults, R. A., Sleet, D. A., Nichols, J. L., Zaza, S., & Thompson, R. S. (2002). Effectiveness of Sobriety Checkpoints for Reducing Alcohol-Involved Crashes. *Traffic Injury Prevention*, 3(4), 266–274. <https://doi.org/10.1080/15389580214623>
- Fell, J. C., Lacey, J. H., & Voas, R. B. (2004). Sobriety Checkpoints: Evidence of Effectiveness Is Strong, but Use Is Limited. *Traffic Injury Prevention*. <https://doi.org/10.1080/15389580490465247>
- Fell, J. C., & Scherer, M. (2017). Administrative license suspension: Does length of Suspension matter? *Traffic Injury Prevention*, 18(6), 577–584. <https://doi.org/10.1080/15389588.2017.1293257>
- Food Liability and Insurance Program (FLIP). (2024). Dram Shop Insurance. Retrieved from <https://www.fliprogram.com/dram-shop-insurance>
- Futurist Speakers. (n.d.). Government consulting rates for public sector consultants. Retrieved from <https://www.futuristsspeakers.com/government-consulting-rates-consultant-fees/>

Gaming Control Board. (n.d.). Nevada Gaming Commission and Nevada Gaming Control Board. *Nevada Gov.* Retrieved from <https://gaming.nv.gov/>

Governors Highway Safety Association (GHSA). (2024). Drug-impaired driving laws by state. Retrieved from <https://www.ghsa.org/state-laws/issues/drug%20impaired%20driving>

GovJobs.com. (2025). Government Affairs Manager. Retrieved March 7, 2025, from <https://www.governmentjobs.com/careers/clarkcounty/classspecs/newprint/1314865>

GovJobs.com. (2025). Police Recruit. Retrieved March 7, 2025, from <https://www.governmentjobs.com/careers/lvmpd/jobs/2998871/police-recruit?pagetype=jobOpportunitiesJobs>

GovJobs.com. (2025). Public Information Coordinator. Retrieved March 7, 2025, from <https://www.governmentjobs.com/careers/clarkcounty/jobs/newprint/1050300>

Grube, J. (2007). Alcohol Regulation and Traffic Safety: An Overview. *Transportation Research Circular*.

Grube, J. W., & Stewart, K. (2004). Preventing Impaired Driving Using Alcohol Policy. *Traffic Injury Prevention*, 5(3), 199–207.  
<https://doi.org/10.1080/15389580490465229>

Hofland & Tomscheck Law Firm. (n.d.). Blood Test. *Hofland & Tomscheck: Attorneys at Law*. Retrieved from <https://www.lvnvlawfirm.com/practice-areas/lv-dui-defense-center/blood-test/>

IACP. (n.d.). Company Profile: LVMPD. Retrieved from <https://policecareers.theiacp.org/profile/285818/>

Impaired Driving Specialists. (2025). NHTSA's "DWI Detection & SFST Student Training Course." Retrieved from <https://impaireddrivingspecialists.com/nhtsas-dwi-sfst-student-training-course/>

Indeed. (2025). Economic Analyst Salary in United States. Retrieved March 7, 2025, from <https://www.indeed.com/career/economic-analyst/salaries>

Indeed. (2025). Graphic designer salary in United States. Retrieved March 7, 2025, from <https://www.indeed.com/career/graphic-designer/salaries>

Indeed. (2025). Instructional Designer hourly salaries in the United States at Indeed. Retrieved March 7, 2025, from <https://www.indeed.com/cmp/Indeed/salaries/Instructional-Designer?period=hourly>

- Indeed. (2025). IT Support Specialist in the United States. Retrieved March 7, 2025, from <https://www.indeed.com/career/it-support/salaries>
- Indeed. (2025). Marketing and Communications Assistant. Retrieved March 7, 2025, from <https://www.indeed.com/viewjob?jk=15223867051bdc61&from=comp-individual-job>
- Indeed. (2025). Police Officer Salary in Las Vegas, NV. Retrieved March 7, 2025, from <https://www.indeed.com/career/police-officer/salaries/Las-Vegas--NV>
- Indeed. (2025). Video editor salary in United States. Retrieved March 7, 2025, from <https://www.indeed.com/career/video-editor/salaries>
- Indeed. (2025). Voice-over artist salary in United States. Retrieved March 7, 2025, from <https://www.indeed.com/career/voice-over-artist/salaries>
- Institute of Living. (2022). Marijuana vs. alcohol: What is the difference in impaired driving? *Hartford HealthCare*. Retrieved from <https://instituteofliving.org/health-wellness/news/newsroom-detail?articleId=38108>
- Jaeger, K. (2022). Nevada Marijuana Sales Totaled \$965 Million in 2022 Fiscal Year. *Marijuana Moment*. Retrieved from <https://www.marijuanamoment.net/nevada-marijuana-sales-totaled-965-million-in-2022-fiscal-year/>
- Jung, J. (2023). Alcohol-serving businesses cannot be sued — despite DUI being a top killer on Nevada roads. *KTNV*. Retrieved from <https://www.ktnv.com/news/alcohol-serving-businesses-cant-be-sued-despite-dui-being-a-top-killer-on-nevada-roads>
- Justia.com. (2023). Nev. Rev. Stat. § 268.001 - Limited powers of local governing bodies; liberal interpretation of powers. Retrieved from <https://law.justia.com/codes/nevada/chapter-268/statute-268-001/>
- Kahntact Medical. (2025). Alco-Sensor RBT VXL Breathalyzer: DOT Package. Retrieved March 7, 2025, from <https://kahntactmedical.com/product/alco-sensor-rbt-vxl-dot-package/>
- Coben, J. H., & Larkin, G. L. (1999). Effectiveness of ignition interlock devices in reducing Drunk driving recidivism. *American journal of preventive medicine*, 16(1 Suppl), 81–87. [https://doi.org/10.1016/s0749-3797\(98\)00117-2](https://doi.org/10.1016/s0749-3797(98)00117-2)
- Kaufman, E. J., & Wiebe, D. J. (2016). Impact of State Ignition Interlock Laws on Alcohol-Involved Crash Deaths in the United States. *American Journal of Public Health*, 106(5), 865–871. <https://doi.org/10.2105/AJPH.2016.303058>



- Kelley-Baker, T., Taylor, E., Berning, A., Yao, J., Lauer, L., & Watson, D. (2017). The feasibility of voluntary ignition interlocks as a prevention strategy for young drivers. (Report No. DOT HS 812 425). Washington, DC: National Highway Traffic Safety Administration
- Klein, P. (2021, Aug. 17). Police turnover costs Nevada big. Retrieved from <https://thenevadaindependent.com/article/police-turnover-is-costing-nevada-big>
- Lacey, J. H., Jones, R. K. (Ralph K.), Smith, R. G., & Mid-America Research Institute. (1999). *Checkpoint Tennessee: Tennessee's Statewide Sobriety Checkpoint Program* (DOT-HS-808-841). <https://doi.org/10.21949/1525454>
- Las Vegas Metropolitan Police Department (LVMPD). (2024, April 25). *Final budget: Fiscal year 2024–2025*. Retrieved from <https://www.lvmpd.com/home/showpublisheddocument/5784/638531742113330000>
- Las Vegas Metropolitan Police Department (LVMPD). (n.d.). LVMPD police academy training. Protect the City. Retrieved from <https://www.protectthecity.com/applicants/police-and-corrections-recruit-information/lvmpd-police-academy-training>
- Las Vegas Metropolitan Police Department (LVMPD). (n.d.). Toxicology. Retrieved from <https://www.lvmpd.com/about/bureaus/forensic-laboratory/toxicology>
- Lewis, L. (2023). Ignition Interlock Devices: In-Car Breathalyzer Requirements. *FindLaw*. Retrieved from <https://www.findlaw.com/dui/cases/ignition-interlock-devices.html>
- Liu, P., Mellicant, E., Stephen, R., & Sullivan, J. R. (2020). *Mapping Clark County's future: An analysis of Clark County's communities and economy*. SRI International, Center for Innovation Strategy and Policy. Prepared for the Clark County Office of Community and Economic Development.
- Manna, O. (2018, Dec 12). The newly formed DUI Strike Team cracks down on people driving under the influence. *8NewsNow*. Retrieved from <https://www.8newsnow.com/news/local-news/newly-formed-dui-strike-team-cracks-down-people-driving-under-the-influence/>
- McBride, M. (2024, June 12). Las Vegas police re-launch DUI Strike Team to prevent fatal Collisions. *Fox5Vegas*. Retrieved from <https://www.fox5vegas.com/2024/06/13/metro-police-re-launch-dui-strike-team-prevent-fatal-collisions/>



- MRSC. (2024, Feb. 16). Taking Action Using Ordinances, Resolutions, Motions, and Proclamations. Retrieved from <https://mrsc.org/stay-informed/mrsc-insight/february-2024/ordinances-resolutions-motions-proclamations>
- National Conference of State Legislatures (NCSL). (2024). *Drugged Driving: Marijuana Impaired Driving*. Retrieved from <https://www.ncsl.org/transportation/drugged-driving-marijuana-impaired-driving>
- National Conference of State Legislatures (NCSL). (2023). State Ignition Interlock Laws. Retrieved from <https://www.ncsl.org/transportation/state-ignition-interlock-laws>
- National Highway Traffic Safety Administration (NHTSA). (2023). *Alcohol-impaired driving: Traffic safety facts 2021 data*. U.S. Department of Transportation. Retrieved from <https://www.nhtsa.gov>
- National Highway Traffic Safety Administration (NHTSA). (n.d.). *Drug-impaired driving*. Retrieved from <https://www.nhtsa.gov/risky-driving/drug-impaired-driving>
- National Highway Traffic Safety Administration (NHTSA). (2023). *Traffic Safety Facts: 2022 Data*. US Department of Transportation, HS 813 578. Retrieved from <https://crashstats.nhtsa.dot.gov/Api/Public/ViewPublication/813578>
- National Institute on Drug Abuse (NIDA). (2019). *Cannabis Drug Facts*. Retrieved from <https://nida.nih.gov/publications/drugfacts/cannabis-marijuana>
- Nevada Advisory Committee on Traffic Safety (NACTS). (2023). *Annual Report: 2023*. Retrieved from [https://www.leg.state.nv.us/Division/Research/Documents/RTTL\\_NRS408.581\\_2023\\_NVACTS.pdf](https://www.leg.state.nv.us/Division/Research/Documents/RTTL_NRS408.581_2023_NVACTS.pdf)
- Nevada Department of Motor Vehicles (DMV). (n.d.). *Driver's license suspension and revocation*. Retrieved from <https://dmv.nv.gov/dlsuspension.htm>
- Nevada Department of Motor Vehicles (DMV). (2018). *DUI Laws*. Retrieved from <https://dmv.nv.gov/pdfforms/qtdui.pdf>
- Nevada Department of Public Safety (NDOPS). (2020). *Nevada Traffic Safety Crash Facts: June 2020*. Office of Traffic Safety.
- Nevada Department of Transportation (NDOT). (2024). *Nevada Traffic Safety Crash Facts*.
- Nevada Departments of Public Safety and Transportation (NDPS&T). (2019). DUI Strike Team. *Zero Fatalities*. Retrieved from <https://zerofatalitiesnv.com/2019/01/31/dui-strike-team/>

- Nevada Dram Shop Liability Protection Act, Nev. Rev. Stat. § 41.1305 (n.d.). Retrieved March 6, 2025, from <https://www.leg.state.nv.us/NRS/NRS-041.html#NRS041Sec1305>
- Nevada Justice Court. (n.d.). Ignition interlock notice – DUI cases.
- Nevada Legislature. (2020). Driving Under the Influence in Nevada: December 2020. Nevada Legislature, Research Division. Retrieved from <https://www.leg.state.nv.us/Division/Research/Documents/Driving-Under-the-Influence-2020.pdf>
- Nevada Legislature. (n.d.). How a Bill Becomes a Law. Retrieved from <https://www.leg.state.nv.us/Senate/uLegislate/How-a-Bill-Becomes-a-Law/>
- Nevada Legislature. (2025). Nevada Legislature official website. Retrieved from <https://www.leg.state.nv.us/>
- Nevada Legislature. (2023). NRS 369: Intoxicating liquor: Licenses and taxes.
- Nevada Legislature. (2017). *Senate Committee on Transportation: Exhibit H, 79th Session*. Retrieved from <https://www.leg.state.nv.us/Session/79th2017/Exhibits/Senate/TRN/STRN196H.pdf>
- Nevada Legislature. (2025). The 2025–2026 guide to the Nevada Legislature. Retrieved from <https://www.leg.state.nv.us/Division/Research/Content/items/the-guide-to-the-nevada-legislature-current>
- Nevada Resort Association. (n.d.). Impact of Gaming in Nevada. *Nevada Resorts Association*. Retrieved from <https://www.nevadaresorts.org/impact/>
- Nevada Resort Association. (n.d.). Raising the Bar for All Nevadans. *Nevada Resorts Association*. Retrieved from <https://www.nevadaresorts.org/>
- Nevada Server Card. (n.d.). Home. Retrieved from <https://nevadaservercard.com/>
- News 3 Staff. (2024, Dec 9). DUI blitz initiative results in 10 arrests, 173 citations issued. *News 3 Las Vegas*. Retrieved from <https://news3lv.com/news/local/dui-blitz-initiative-results-in-10-arrests-173-citations-issued>
- Nutshell.com. (2025). What's the Cost of Social Advertising? Retrieved from <https://www.nutshell.com/blog/cost-of-social-advertising>
- NV Business Law. (n.d.). Navigating Liquor Law and Licensing for New Businesses. Retrieved from <https://nvbusinesslaw.com/blog/navigating-liquor-law-and-licensing-for-new-businesses/>

NV Rev Stat § 268.001 (n.d.). Chapter 268 - powers and duties common to cities and towns incorporated under general or special laws. Retrieved March 6, 2025, from <https://www.leg.state.nv.us/nrs/nrs-268.html>

OpenAI. (2023). ChatGPT (Mar 14 version) [Large language model]. Retrieved from <https://chat.openai.com/>

Police Interceptor Utility Report. (2020). Police Interceptor Content.

Prevention.org. (n.d.). Alcohol Compliance Checks. Retrieved from <https://www.prevention.org/alcohol-policy-resource-center/law-enforcement-strategies/alcohol-compliance-checks/>

Rafferty Weiss Media. (n.d.). Average Cost of Hosting a Virtual Event and How to Budget. Retrieved from <https://www.raffertyweiss.com/blog/average-cost-of-hosting-a-virtual-event-and-how-to-budget>

Rammohan, V., Hahn, R. A., Elder, R., Brewer, R., Fielding, J., Naimi, T. S., .... Task Force on Community Preventive Services. (2011). Effects of dram shop liability and enhanced overservice law enforcement initiatives on excessive alcohol consumption and related harms: Two community guide systematic reviews. *American Journal of Preventive Medicine*, 41(3), 334-343. <https://doi.org/10.1016/j.amepre.2011.06.027>

Salary.com. (2025). Public Relations Specialist. Retrieved March 7, 2025, from <https://www.salary.com/research/salary/benchmark/public-relations-specialist-i-salary/las-vegas-nv>

Scherer, M., Fell, J. C., Thomas, S., & Voas, R. B. (2015). Effects of Dram Shop, Responsible Fatal Crash Ratios. *Traffic Injury Prevention*, 16(sup2), S59-S65. <https://doi.org/10.1080/15389588.2015.1064909>

Seeman, M. (2024). 39 DUI arrests made during Super Bowl Sunday blitz in Las Vegas. *KSNV News 3 Las Vegas*. Retrieved from <https://news3lv.com/news/local/39-dui-arrests-made-during-super-bowl-sunday-blitz-in-las-vegas-lvmpd-metro-police-drunk-driving-impaired-southern-nevada-lviii-allegiant-stadium>

Shouse Law Group. (n.d.). "Driver's License Revocations" in Nevada DUI Cases." *Shouse Law Group*. Retrieved from <https://www.shouselaw.com/nv/dui/laws/license-revocation/>

Shouse Law Group. (n.d.). "DUI Blitz" (Checkpoint) in Las Vegas – How it works. *Shouse Law Group*. Retrieved from <https://www.shouselaw.com/nv/dui/laws/dui-checkpoints/>

- Singichetti, B., Golightly, Y. M., Wang, Y. C., Marshall, S. W., & Naumann, R. B. (2024). Impact of alcohol driving-while-impaired license suspension duration on future alcohol-related license events and motor vehicle crash involvement in North Carolina, 2007 to 2016. *Accident; Analysis and Prevention*, 197, 107449. <https://doi.org/10.1016/j.aap.2023.107449>
- Snyder, R. (2022). Casino trade group launches PAC focused on Legislature, raises \$2 million. *The Nevada Independent*. Retrieved from <https://thenevadaindependent.com/article/casino-trade-group-launches-pac-focused-on-legislature-raises-2-million>
- State Bar of Nevada. (2023). *DUI: What you need to know*. Retrieved from <https://nvbar.org/wp-content/uploads/SBN-Public-Info-Brochure-DUI-fn.pdf>
- Stempel, J. W. (2014). Making liquor immunity worse: Nevada's undue protection of commercial hosts evicting vulnerable and dangerous patrons. *Nevada Law Journal*, 14(3), 866-883. <https://scholars.law.unlv.edu/nlj/vol14/iss3/13>
- Stinnesbeck, J. (2018). Fact Sheet - Recreational Marijuana in Nevada. *Legislative Counsel Bureau - Research Division*. Retrieved from <https://www.leg.state.nv.us/Division/Research/Publications/Factsheets/RecreationalMarijuana.pdf>
- Stringer, R. J. (2022). Waiting for the Stop Sign to Turn Green: Contemporary Issues on Drug and Alcohol Impaired Driving Policy. *American Journal of Criminal Justice*, 47(4), 735-748. <https://doi.org/10.1007/s12103-022-09705-5>
- Substance Abuse and Mental Health Services Administration. (2022). Implementing Community-Level Policies to Prevent Alcohol Misuse. Publication: PEP22-06-01-006. Retrieved from <https://library.samhsa.gov/sites/default/files/pep22-06-01-006.pdf>
- Talent.com. (2025). Program Manager average salary in the USA, 2025. Retrieved March 7, 2025, from <https://www.talent.com/salary?job=program+manager>
- The Community Guide. (2010). Alcohol - excessive consumption: Dram shop liability. Retrieved from <https://www.thecommunityguide.org/findings/alcohol-excessiveconsumption-dram-shop-liability>
- True Impact Media. (n.d.). Las Vegas Billboard and Outdoor Advertising. Retrieved from <https://trueimpactmedia.com/billboard-advertising-in-las-vegas/>
- U.S. Bureau of Labor Statistics. (2025). Consumer Price Index, West Region — January 2025. Retrieved from [https://www.bls.gov/regions/west/news-release/consumerpriceindex\\_west.htm](https://www.bls.gov/regions/west/news-release/consumerpriceindex_west.htm)

- U.S. Department of Justice. (2023). *Strategic Communications for Law Enforcement Executives*. Community Oriented Policing Services. Retrieved from <https://portal.cops.usdoj.gov/resourcecenter/content.ashx/cops-r1127-pub.pdf>
- U.S. Department of Transportation. (2023). *Benefit-Cost Analysis Guidance for Discretionary Grant Programs*.
- Voas, R. B., & Fell, J. C. (2011). Preventing Impaired Driving Opportunities and Problems. *Alcohol Research & Health*, 34(2), 225.
- Wagenaar, A. C., & Maldonado-Molina, M. M. (2007). Effects of Drivers' License Suspension Policies on Alcohol-Related Crash Involvement: Long-Term Follow-Up in Forty-Six States. *Alcoholism: Clinical and Experimental Research*, 31(8), 1399–1406. <https://doi.org/10.1111/j.1530-0277.2007.00441.x>
- Willis, C., Lybrand, S., & Bellamy, N. (2004). Alcohol ignition interlock programmes for reducing drink driving recidivism. *Cochrane Library*. Retrieved from <https://www.cochranelibrary.com/cdsr/doi/10.1002/14651858.CD004168.pub2/abstract>
- Webinar Press. (n.d.). How Much Does It Really Cost to Host a Webinar? Retrieved from <https://webinarpress.com/how-much-does-it-really-cost-to-host-a-webinar/>
- Xuan, Z., Blanchette, J. G., Nelson, T. F., Heeren, T. C., Nguyen, T. H., & Naimi, T. S. (2015). Alcohol policies and impaired driving in the United States: Effects of driving- vs. drinking-oriented policies. *The International Journal of Alcohol and Drug Research*, 4(2), 119–130. <https://doi.org/10.7895/ijadr.v4i2.205>
- Zero Fatalities Nevada. (2023). Public Data and Reports. Retrieved March 5, 2025, from <https://zerofatalitiesnv.com/nevadacrashdata/>
- ZipRecruiter. (2025). Copyright Salary. Retrieved March 7, 2025, from <https://www.ziprecruiter.com/Salaries/Copyright-Salary>
- ZipRecruiter. (2025). Drug Recognition Expert Salary. Retrieved March 7, 2025, from <https://www.ziprecruiter.com/Salaries/Drug-Recognition-Expert-Salary>
- ZipRecruiter. (2025). Waiter Waitress Salary in Nevada. Retrieved March 7, 2025, from <https://www.ziprecruiter.com/Salaries/Waiter-Waitress-Salary--in-Nevada>
- Zonay, T. (2015). Judicial Discretion Definition. *The National Judicial College*. Retrieved from <https://www.judges.org/news-and-info/judicial-news-judicial-discretion-guidelines/>

## APPENDIX A: COST-EFFECTIVENESS CALCULATIONS

### Major Assumptions

#### *Inflation Rate*

To calculate the estimated inflation rate of 4 percent, I averaged the inflation rates in January 2023-2025 of the Western region of the United States. I used inflation rates from the Bureau of Labor Statistics.

	Inflation Rate (CPI Western Region)
Jan-23	5.6%
Jan-24	3.7%
Jan-25	2.7%
Average	$(5.6 + 3.7 + 2.7)/3 = 4\%$

#### *Annual Fatalities*

To calculate the estimated number of impaired driving traffic fatalities per year, I used data from the Zero Fatalities Nevada Dashboard. I used reported data to calculate the average percent change in fatalities from 2018 to 2022. I then assumed that there would be a similar trend in fatality increases from 2023 to 2030.

	Percent Change	Formula
2018-2019	-1.15%	$(86-87)/87 * 100$
2019-2020	-6.98%	$(80-86)/86 * 100$
2020-2021	47.50%	$(118-80)/80 * 100$
2021-2022	2.54%	$(121-118)/118 * 100$
Average	10.48%	$(-1.15 - 6.98 + 47.5 + 2.54)/4$

Year	Fatalities	Source
2018	87	Reported, Zero Fatalities NV
2019	86	Reported, Zero Fatalities NV
2020	80	Reported, Zero Fatalities NV
2021	118	Reported, Zero Fatalities NV
2022	121	Reported, Zero Fatalities NV
2023	133.7	Assumption (10.48% increase)
2024	147.7	Assumption (10.48% increase)
2025	163.2	Assumption (10.48% increase)
2026	180.3	Assumption (10.48% increase)
2027	199.2	Assumption (10.48% increase)
2028	220	Assumption (10.48% increase)
2029	243.1	Assumption (10.48% increase)
2030	268.5	Assumption (10.48% increase)

Based on these findings, I inputted a range of estimated fatalities per year between 133 and 268 to account for uncertainty in estimates. This range served as the foundation for my effectiveness calculations.

## Cost Adjustments: Inflation and Discounting

For each alternative, I applied a 4 percent annual inflation rate to estimate year-to-year cost increases and a 3.1 percent social discount rate to calculate the present value of those future costs. These adjustments provide a more accurate estimate of total program costs over five years.

I used the following formulas for cost adjustments:

### NPV of Total Costs

NPV Year 1	NPV Year 2	NPV Year 3	NPV Year 4	NPV Year 5
Year 1 Costs	$\frac{\text{Year 2 Costs}}{(1.04)^1(1.031)^1}$	$\frac{\text{Year 3 Costs}}{(1.04)^2(1.031)^2}$	$\frac{\text{Year 4 Costs}}{(1.04)^3(1.031)^3}$	$\frac{\text{Year 5 Costs}}{(1.04)^4(1.031)^4}$

## Alternative 1: Specific Costs

The following table shows specific costs included in each cost category of Alternative 1, including information about the source and assumptions.

Cost Category	Relevant Field	Cost or Metric	Source
Academy, Field Training, & Onboard for Officers	Academy, Field Training, & Onboard for Officers	\$100,000 per officer	Klein, 2021
Academy, Field Training, & Onboard for Officers	Additional DUI Enforcement Training	\$750	Impaired Driving Specialists, 2025
Police Equipment	Vehicles (Base Cost + Ready for Road Package)	\$52,436.40*	Police Interceptor Utility Report, 2019
Police Equipment	Evidentiary Breathalyzers	\$2,485	Kahntact Medical, 2025
Officer Salary	LVMPD Recruit Officer Salary	\$62,500 - \$89,000	GovJobs.com
Press/Media	Salary for Public Information Office Employee	\$75,088	GovJobs.com



Press/Media	Hours public information office employees work per year	2080 hours	Assumption
Press/Media	Hours public information office employees would work on media for Alternative 1 per week	10 hours	Assumption
Gas	Cost/mile	\$3.80/mile	AAA Fuel Prices (as of 3/2/25)
Gas	Average miles traveled in a shift	100 miles	Assumption
Gas	Number of shifts per officer per year (52 weeks, Fri-Sun)	156 shifts	Assumption

*\*Adjusted for inflation (cost of vehicle in 2025 value)*

## Alternative 2: Specific Costs

The following table shows specific costs included in each cost category of Alternative 2, including information about the source and assumptions.

Cost Category	Relevant Field	Cost or Metric	Source
Legal consulting fees for drafting proposal	Cost of consulting	\$150 - \$300/hour	Futurist Speakers, n.d. (+Assumption)
Legal consulting fees for drafting proposal	Hours required	200-400 hours	Assumption
Initial lobbying	Salary of Government Affairs Manager	\$110,000	GovJobs.com, 2025
Initial lobbying	Hourly wage of additional lobbyist	\$52.88	Assumes 2080 hours worked/year
Initial lobbying	Number of hours worked by 2 current lobbyists	500 hours	Assumes 10 hours worked/week for 50 weeks of the year
Economic and legal impact study	Salary of an economic analyst	\$81,050	Indeed, 2025
Economic and legal impact study	Hourly wage of economic analyst	\$38.97	Assumes 2080 hours worked/year



Economic and legal impact study	Hours to conduct economic and legal impact study	400 hours	Assumption
Billboards (initial setup)	Initial design cost (Pro Price + Estimated Taxes/Fees)	\$1,300	DesignBro, 2025
Billboards (initial setup)	Cost of installation of 2 billboards	\$4,000	Assumption
Billboards (initial setup)	Square foot per billboard (48' W x 14'H)	672 sq ft	TrueImpact, 2025
Billboards (initial setup)	\$/square foot to print billboard material	\$0.99	BillboardPrints, 2025
Billboards (ongoing)	Cost of renting 2 large bulletin billboards in high-traffic areas for 1 display period (4 weeks)	\$5000	TrueImpact.com, 2025
Billboards (ongoing)	Display periods per year	12	Assumption
Social media campaigns	Hourly wage of marketing and communications assistant in Clark County	\$25.95	Indeed.com, 2025
Social media campaigns	Hours worked by media personnel if 5 hours/week for 50 weeks out of year	250 hours	Assumption
Social media campaigns	Facebook cost-per-mile	\$7.19 per 1,000 impressions	Nutshell.com, 2025
Social media campaigns	Instagram cost-per-mile	\$7.91 per 1,000 impressions	Nutshell.com, 2025
Social media campaigns	Residents in Clark County aged 20-39 (28% of population)	654,240.44 residents	Census Reporter, 2025

Social media campaigns	Number of miles (1000 impressions) to reach residents aged 20-39 on Facebook and Instagram	654.24044 miles	Based on Census Reporter, 2025
Social media campaigns	Number of days of the year for impressions to reach residents	120	Assumption
Stakeholder meetings	Median salary of public relations specialist in Las Vegas, NV	\$66,008	Salary.com, 2025
Stakeholder meetings	Hourly wage of public relations specialist in Las Vegas, NV	\$31.73	Salary.com, 2025; Assuming they work 2080 hours per year
Inspections of alcohol-serving establishments	Hourly wage of Nevada law enforcement officers	\$33.89	Indeed.com, 2025
Inspections of alcohol-serving establishments	Additional hours per week on law enforcement checks	40 hours	Assumption
Improving license and compliance system	Personnel, software, and regulation to improve license and compliance system	\$300,000 - \$600,000	Assumption
Maintaining license and compliance system	Ongoing regulation and maintenance	\$150,000 - \$300,000	Assumption
Legal fees to adjust RBS requirements	Consulting cost	\$150 - \$300/hour	Futurist Speakers, n.d. (+Assumption)
Legal fees to adjust RBS requirements	Hours for adjusting RBS requirements	200 hours	Assumption

### Alternative 3: Specific Costs

The following table shows specific costs included in each cost category of Alternative 3, including information about the source and assumptions.

Cost Category	Relevant Field	Cost or Metric	Source
Program development	Average hourly wage of instructional designer (national)	\$46.41	Indeed.com, 2025
Program development	Estimated hours of work for an engaging course design	80 to 280 hours	SkidLabs.com
Program development	Average hourly wage of copyright job (national)	\$41	ZipRecruiter.com, 2025
Program development	Estimated hours of copyright work	80 to 280 hours	SkidLabs.com
Program development	Average hourly wage of graphic designer (national)	\$22.67	Indeed.com, 2025
Program development	Estimated hours of work for design of videos and course	80 to 280 hours	SkidLabs.com
Program development	Average hourly wage of a voice over artist (national)	\$57.74	Indeed.com, 2025
Program development	Estimated hours of voice over and editing	5 hours	Assumption (based on 2-hour module and editing)
Program development	Average hourly wage of a drug recognition expert	\$62	ZipRecruiter.com, 2025
Program development	Expected hours of work to develop content	80 to 280 hours	SkidLabs.com
Program manager	Average salary of a program manager (national)	\$109,000	Talent.com, 2025
Cost of software	Estimate of one-time cost for perpetual license and custom LMS	\$50,000 - \$100,000	Edison.com, 2024
IT support	Average salary of an IT support specialist	\$55,733	Indeed.com, 2025

IT support	Number of IT support specialists to hire	1 specialist	Assumption
Stakeholder meetings	Median salary of public relations specialist in Las Vegas, NV	\$66,008	Salary.com, 2025
Stakeholder meetings	Hourly wage of public relations specialist in Las Vegas, NV	\$31.73	Salary.com, 2025; Assuming they work 2080 hours per year
Stakeholder meetings	Assume two, 2-hour meetings per week for first year (for 50 weeks per year)	200 hours of meetings	Assumption
Drafting and implementing county ordinance	Cost of legal consulting	\$150 - \$300 / hour	Futurist Speakers, n.d.(+Assumption)
Drafting and implementing county ordinance	Number of hours for consulting	100 - 200 hours	Assumption
Training time costs	Number of service staff receiving training	115,000 - 175,000	StLouisFed.org, 2024; DataUse.io, 2022
Training time costs	Number of law enforcement officers receiving training	3,300 officers	IACP, 2025
Training time costs	Hours to complete the course	3 hours	Assumption
Training time costs	Average hourly wage of service staff in Nevada	\$16	ZipRecruiter, 2025
Training time costs	Average hourly wage of law enforcement officers in Nevada	\$33.41	Indeed.com, 2025
Developing a compliance system	Personnel, software, and regulation costs for improvements to licensing and compliance system	\$300,000 - \$600,000	Assumption
Improving and maintaining compliance system	Cost of maintenance	\$150,000 - \$300,000	Assumption

## Alternative 4: Specific Costs

The following table shows specific costs included in each cost category of Alternative 4, including information about the source and assumptions.

Cost Category	Relevant Field	Cost or Metric	Source
Legal consulting fees for the proposal	Cost of legal consulting	\$150-\$300/hour	Futurist Speakers, n.d. (+Assumption)
Legal consulting fees for the proposal	Number of hours to draft the proposal	100-200 hours	Assumption
Lobbying fees	Annual salary of current lobbyists in Clark County	\$110,000 hours	GovJobs.com, 2025
Lobbying fees	Hourly wage of lobbyists in Clark County	\$52.88	GovJob.com (+Assumption that they work 2080 hours per year)
Lobbying fees	Number of lobbyists working on the proposal	2 lobbyists	Assumption
Lobbying fees	Hours worked per year on proposal if they work 20 hours/week for 50 weeks of year	1000	Assumption
Compliance and enforcement	Monitoring and enforcing IID compliance	\$25,000 - \$50,000	Assumption
Social media campaigns	Hourly wage of marketing and communications assistant in Clark County	\$25.95	Indeed.com, 2025
Social media campaigns	Hours worked by media personnel if 5 hours/week for 50 weeks out of year	250 hours	Assumption
Social media campaigns	Facebook cost-per-mile	\$7.19 per 1,000 impressions	Nutshell.com, 2025

Social media campaigns	Instagram cost-per-mile	\$7.91 per 1,000 impressions	Nutshell.com, 2025
Social media campaigns	Residents in Clark County aged 20-39 (28% of population)	654,240.44 residents	Census Reporter, 2025
Social media campaigns	Number of miles (1000 impressions) to reach residents aged 20-39 on Facebook and Instagram	654.24044 miles	Based on Census Reporter, 2025
Social media campaigns	Number of days of the year for impressions to reach residents	120 days	Assumption
Public outreach and awareness	Number of webinars during planning phase, available to all citizens	3 webinars	Assumption
Public outreach and awareness	Average cost of hosting a single virtual event/managed webinar	\$5,125	RaffertyWeiss.com & WebinarPress.com

## Summary of Alternatives

	Cost Per Life Saved	Effectiveness
<b>Alternative 1: DUI Blitzes</b>	\$80,557	8 – 12%
<b>Alternative 2: Dram Shop Law</b>	\$166,387	2.4 – 6.4%
<b>Alternative 3: Joint Impairment Training</b>	\$225,378	3.6 – 7.2%
<b>Alternative 4: IID Mandate</b>	\$34,954	15%