



Nevada Department of Public Safety  
Traci Pearl, Office of Traffic Safety  
Phone (775) 684-7476  
Email: [tpearl@dps.state.nv.us](mailto:tpearl@dps.state.nv.us)

Nevada Department of Transportation  
Meg Ragonese, Public Information Officer  
Phone (775) 888-7172 Cell (775) 443-5926  
Email: [mragonese@dot.state.nv.us](mailto:mragonese@dot.state.nv.us)

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## **Nevada Motor Vehicle Fatalities Rise in 2010**

*CARSON CITY, Nev.* –Nevada traffic fatalities rose in 2010 to **256**.

Initial numbers show that **256** fatalities occurred on Nevada roads in 2010. The traffic fatalities compare to 243 Nevada traffic deaths in 2009, the lowest state traffic fatalities in more than 20 years.

“These are so much more than numbers. Any rise in fatalities is truly tragic, and the loss and toll on individuals and families across the state is something no one should have to endure,” says Traci Pearl, Administrator of the Nevada Department of Public Safety, Office of Traffic Safety. “Although these numbers are lower than Nevada’s high of 434 roadway deaths in 2006, we as transportation and safety professionals will continue working every day to make roads as safe as possible with engineering, enforcement, education, and emergency medical solutions. But the most important part is for all motorists to do their part by always driving safely and attentively and wearing seatbelts.”

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Since 2006, many safety strategies have been implemented on Nevada roads, including more than 2,000 miles of centerline rumble strips installed on state freeways, road safety audits to enhance traffic safety, continuing installation of pedestrian walking countdown timers at approximately 120 crosswalks throughout northern Nevada, Nevada’s first pedestrian safety action planning and child passenger safety training for all peace officers statewide, to name a few.

Many of the traffic safety initiatives are part of the Nevada Strategic Highway Safety Plan (SHSP). Overseen by the Nevada Department of Transportation (NDOT), the SHSP brings Nevada traffic and safety agencies together to reduce traffic fatalities and serious injuries with the ultimate goal of zero traffic deaths on Nevada roads.

Through the Office of Traffic Safety’s *Joining Forces* program, the Nevada Highway Patrol and all of the state’s local law enforcement agencies are involved in a consistent, coordinated effort to improve traffic safety on Nevada roadways.

Following these safety efforts and other factors, traffic deaths dropped from an all-time high of 434 in 2006 to **256** in 2010.

“One death on our roads is too many,” NDOT Director Susan Martinovich said. “That is why we’re asking all Nevadans to drive carefully every time so we can all get where we’re going safely. Buckling up, paying attention to the road and not driving under the influence can save lives!”

To learn more about Nevada traffic safety, log on to [www.drivesafenv.com](http://www.drivesafenv.com) or [www.ots.state.nv.us](http://www.ots.state.nv.us), or call (775) 684.7470.

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