

Brian Sandoval
Governor



Chris Perry
Director

Bernie Curtis
Chief
Nevada Highway Patrol

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Trooper Loy Hixson
Nevada Highway Patrol – Southern Command
Public Information Officer
lhixson@dps.state.nv.us
702-533-6808
775-720-2518

Media Release

Nevada Motor Vehicle Fatalities Drop in 2011

Carson City, Nevada. – Preliminary numbers show that 243 fatalities occurred on Nevada roads in 2011. This compares to 257 Nevada traffic deaths in 2010. The reduced fatalities follow a general trend of traffic deaths dropping from an all-time high of 432 in 2006 to 243 in 2011.

“While economic and societal factors play a role in the amount of traffic deaths, we as transportation and safety professionals continue working every day to make roads as safe as possible with engineering, enforcement, education, and emergency medical solutions,” said Traci Pearl, Administrator of the Nevada Department of Public Safety, Office of Traffic Safety.

“One death on Nevada roads is too many, and we are working together to reach zero fatalities,” Nevada Department of Transportation Director Susan Martinovich detailed. “This year, Nevada publicly launched our Zero Fatalities goal. As part of Zero Fatalities, traffic safety stakeholders across the state are using updated strategies to save lives.”

Many of the traffic safety initiatives are part of the Nevada Strategic Highway Safety Plan (SHSP). Overseen by NDOT, the SHSP brings Nevada traffic and safety agencies and advocates together to reduce the yearly traffic fatality average by 62 by 2015, with the ultimate goal of zero traffic deaths on Nevada roads.

The safety plan contains more than 80 strategies and action steps, including:

- Continued stepped-up traffic safety enforcement events by Nevada Highway Patrol and all of the state’s local law enforcement agencies through the Office of Traffic Safety’s Joining Forces program
- Implementation of a statewide handheld cellphone ban while driving to help reduce dangerous distracted driving
- Nearly 3,000 miles of centerline rumble strips installed on state roadways
- Road safety audits to enhance traffic safety
- Continued installation of flashing yellow arrow turn signals at designated traffic lights

“We are out there every day to enhance safety, but safety ultimately relies on everyone using the road,” NDOT Chief Safety Engineer Chuck Reider explained. “Join the Zero Fatalities community by not driving impaired, buckling up, stopping on red at intersections, being pedestrian safe and not letting distractions cause you to run off the road. It just might save your life or the life of someone you care about.”

To learn more about Nevada traffic safety, log on to www.zerofatalitiesnv.com or www.ots.state.nv.us, or call (775) 684.7470.

Preliminary Traffic Fatality Numbers in Sample Categories

Alcohol-Related Fatalities

Clark County 2011- 41 2010- 43 **Statewide** 2011- 64 2010- 75

Pedestrian Fatalities

Clark County 2011- 30 2010- 33 **Statewide** 2011- 47 2010- 41

Motorcycle Fatalities

Clark County 2011-23 2010- 30 **Statewide** 2011- 39 2010-45

Bicycle Fatalities

Clark County 2011- 1 2010- 3 **Statewide** 2011- 4 2010- 6

Important New Traffic Safety Laws

Handheld Cellphone Ban - It is now illegal in Nevada to drive while operating a handheld cellphone or similar device.

Three-foot Bicycle Safety Law - Drivers passing a bicycle must move into the adjacent lane if possible. If not possible, the driver must pass with at least three feet of space between their vehicle and the bicycle.

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