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Media Release

Nevada Traffic Fatalities Rise in 2014

CARSON CITY, Nev. – The Nevada Departments of Public Safety and Transportation are reminding motorists to drive safely after Nevada traffic deaths rose in 2014 over the previous year.

Preliminary data shows that 284 traffic fatalities occurred on Nevada roads in 2014, an increase of 18 deaths compared to the previous year. Statewide, traffic fatalities have slightly risen over recent years after trending down from an all-time high of 432 in 2006.

Traffic fatalities in many rural counties have increased, with a more than 200 percent jump seen in Churchill, Lander, Storey and Humboldt counties. Pedestrian and motorcycle-related deaths have also risen, with a nearly two-percent increase in motorcycle fatalities and one more pedestrian death than 2013.

“These are so much more than numbers. Every death and serious injury on Nevada roads is a tragedy,” Nevada Department of Transportation Director Rudy Malfabon explained. “That is why the state’s traffic safety goal is zero fatalities, and that’s why transportation, safety, enforcement and other groups continue working together to implement life-saving road safety advances.”

The Nevada Strategic Highway Safety Plan brings Nevada traffic and safety advocates together to implement enforcement, engineering, emergency medical and educational strategies for cutting the yearly traffic fatality average in half by 2030, with the ultimate goal of zero fatalities on Nevada roads. This year, additional pedestrian crossing countdown signals, more highly-visible stop signs and many other safety enhancements have been put in place. Numerous road safety audits have been undertaken to enhance specific roadways and motorcycle safety was added as a critical emphasis area within the state’s Strategic Highway Safety Plan. In addition, zero fatalities public education campaigns have reached 95 percent of Nevadans and helped to educate about traffic safety.

“Ultimately, reaching zero fatalities relies on each and every person on the road,” Nevada Highway Patrol Trooper Loy Hixson added. “That’s why we want to remind everyone to focus on the road and share the road.”

To learn more about Nevada traffic safety, log on to www.zerofatalitiesnv.com.

Media Note: Crash, as opposed to accident is the requested term to use. The word accident gives the inaccurate connotation that there is no fault or liability associated. In fact, a majority of fatal crashes are caused by intoxicated, speeding, distracted, or reckless drivers and are not accidents. Many health professionals also feel that characterizing crashes as accidents, when a driver was intoxicated or negligent, may impede the recovery of crash victims by preventing them from assigning blame and working through emotions from the trauma.

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