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## **Nevada Traffic Fatalities Rise in 2015**

*CARSON CITY, Nev.* – The Nevada Departments of Transportation and Public Safety are reminding motorists of the importance of driving safely after Nevada traffic deaths rose in 2015 over the previous year.

**Preliminary** data shows that 321 traffic fatalities occurred on Nevada roads in 2015, an increase of 30 deaths compared to the previous year.

When compared with the number of miles driven in Nevada, though, traffic deaths have dropped from an average of 1.54 deaths per every 100 million miles traveled in 2008 to 1.13 fatalities per 100 million miles in 2013. Statewide, traffic fatalities reached an all-time high of 432 in 2006.

Washoe County saw 36 traffic fatalities in 2015, compared to 38 deaths in 2014. Pedestrian fatalities dropped 33 percent, while bicycle fatalities decreased more than 66 percent in Washoe County.

“Every death and serious injury on Nevada roads is a tragedy. Every death is a family member, a friend or loved one who will not be coming home,” Nevada Department of Transportation Director Rudy Malfabon explained. “When each person thinks about themselves and their loved ones, the only acceptable traffic safety goal is zero fatalities. That’s why, for our state, there is no other acceptable goal than zero fatalities, and transportation and safety agencies across Nevada will continue to dedicate ourselves to saving lives on Nevada roads.”

“Ultimately, reaching zero fatalities relies on each and every person on the road,” Nevada Highway Patrol Trooper Duncan Dauber added. “We will continue our efforts to remind everyone to focus on the road and share the road.”

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## NEVADA TRAFFIC FATALITIES- Add 1

This year, traffic safety partners across the state updated the Nevada Strategic Highway Safety Plan with enhanced enforcement, engineering, emergency medical and educational strategies in six emphasis areas: pedestrian, intersection, seatbelt and motorcycle safety, as well as reducing impaired driving and limiting lane departure crashes by focusing on distracted driving. The goal is cutting the yearly traffic fatality average in half by 2030, with an ultimate goal of zero fatalities on Nevada roads.

“We are laser-focused on the driving behaviors and issues that are tragically causing the most deaths and injuries on Nevada roads,” NDOT Chief Traffic Safety Engineer Ken Mammen explained. “We continue implementing life-saving strategies in each area. That includes efforts such as maximizing enforcement of impaired, distracted and other dangerous driving habits, improving roadway visibility of pedestrians and intersections, as well as educational efforts to remind everyone to safely share the road. As we continue those efforts, we want to remind everyone on the road to watch for each other and share the road.”

This year, Nevada lawmakers established laws prohibiting u-turns or passing other vehicles in school zones and school crossing zones, additional pedestrian crossing signals have been installed and many other traffic safety enhancements made. The Nevada Highway Patrol and Nevada Department of Transportation have also partnered to place additional troopers and vehicles to enforce safe driving through road work zones. In addition, zero fatalities public education campaigns have reached 97 percent of Nevadans with traffic safety education.

To learn more about Nevada traffic safety, log on to [www.zerofatalitiesnv.com](http://www.zerofatalitiesnv.com).

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***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.*

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