



10-YEAR REVIEW

2011-2021

For ten years, the Zero Fatalities program has fought to save lives on Nevada's roadways through public education and partnerships that focus on safe driving behaviors and personal responsibility.

Thank you to all who have supported our mission and helped continue the critical conversation of traffic safety. We have much work to do, and we can't do it without your continued involvement.



Equity
Engineering
Education
Enforcement
EMS
Everyone

4 KEY AREAS



Safer Roads



Safer Vulnerable Road Users



Safer Drivers and Passengers



Impaired Driving Prevention

40

PSA campaigns

4.28 BILLION

impressions + Dozens of donated influencer PSAs

13 AREAS OF FOCUS



Safe Speed



Lane Departures



Intersections



Work Zones



Pedestrians



Motorcyclists



Bicyclists



Micromobility



Occupant Protection



Older Drivers



Young Drivers



Distracted Drivers



Impaired Driving

26K followers across
 f @ t v in

100's of partnerships

lyft The largest statewide traffic safety investment by Lyft to combat impaired driving.

1000s of media interviews

The 1st designated driver program for the Vegas Golden Knights.

A REAFFIRMED COMMITMENT TO 1 GOAL FOR ALL NEVADANS:

Zero Fatalities
Lives are on the Line