



Vulnerable Road Users Task Force Meeting Summary



Date/Time:	Thursday, December 5, 2024 10:00am – 11:30am
Chair:	Rachel Shaw, Tahoe Regional Planning Agency
Vice Chair Motorcycles:	Justin McDonald, DPS–OTS, Nevada Rider
Vice Chair Pedestrians:	Erin Breen, UNLV Vulnerable Road Users Project
Facilitator	Lindsay Saner, Kimley-Horn

Attendees

- See attached attendee list

Topics

- Summary from September Quarterly Meeting – see attached. No questions or changes requested.
- Data Update – Monthly Statewide Fatal Report, as of October 31 (see attached). We are expecting the November report next week.
 - Nevada crash data available at <https://zerofatalitiesnv.com/nevadacrashdata/>.
 - Monthly fatal reports sent by Anita Pepper, PIO for Office of Traffic Safety; if you would like to receive reports reach out to Anita (a.pepper@dps.state.nv.us).
 - Vulnerable Road User fatalities most often occur on Community Streets with a posted speed between 30-49 MPH.
 - To date, there have been 95 Vulnerable Road User fatalities in Clark County.
 - 62 (73%) when dark
 - 79% dusk and dawn (and dark)
 - 18 (21%) daylight
 - 68% at night on 45 mph street
 - 35 (11%) at night on 50 mph+ street
 - Matt Cambron shared that he attended a presentation where the speaker said 1/3 of pedestrian fatalities happen on Boulder Highway. This is not true.
 - Boulder Highway's worst year was 2015. Wrong message to send. The task force discussed the need for positive, educational, factual information to share with people.
 - **Action:** **Develop white paper on VRU crashes with facts/references to approach the conversation. Develop for both rural and urban areas statewide.
 - Rachael Shaw shared her info slides "How to Talk about Crashes" from Vision Zero project to educate TRPA staff (see attached).
 - Kelly Norman (CAMPO) shared there are differences in the data for Carson City, 5 K's vs 7K's from OTS data. It is important to monitor the data, particularly for counties where the numbers are smaller.
 - Traffic Records Coordinating Committee (TRCC)
 - Next meeting is 12/10.
 - Changes coming to crash report form for all law enforcement agencies based on MMUCC 6 Recommendations from NHTSA.
 - Working on DMV Data and Traffic Records integration.
 - Crash locator App (NDOT) has been fixed. Planning to have all 2023 data completed by end of 2024.

- Provide supporting data on vulnerable road users and speed.
- Agency/Organization Updates:
 - NDOT:
 - Preparing for the 2026-2030 SHSP Update, as well as the 2025 Legislative Session, and a summary of the Safety Summit Recap.
 - McKenna Bacon, Lacey Tisler and Shara Thiesen are presenting on a panel on VRU Assessments on 12/12.
 - RTC SNV
 - Daniel Fazekas shared that the Safe Streets for Southern Nevada public Kick off meeting will be in February 2025. They are finalizing the engagement plan and ramping up for community engagement.
 - The Project Management Team for the plan includes all SNV jurisdictions.
 - Rachael Shaw shared that Douglas County received SS4A funds to do a Comprehensive Safety Action Plan.
- Motorcycle CEA Updates: Justin McDonald
 - Justin McDonald previewed the “Moto 101” Presentation for the group. A few highlights include:
 - “ATGATT” All the Gear All the Time
 - Links to videos and surveys
 - Looking for support to get the word out about the Moto 101 program. Looking into funding options similar to Drivers Edge (funded through an OTS grant).
 - Harley Davidson provides training. It was suggested to reach out to other providers for support of Moto 101.
 - Share with the media.
 - The group discussed the need for a similar training for parents and kids using e-Bikes.
 - Consider connecting with parents through large employers. Make it easy to sign-up.
 - World Day of Remembrance included a motorcycle rally.
- Pedestrian CEA Updates: Erin Breen
 - World Day of Remembrance held in November in Las Vegas.
 - Nevada Bike and Ped Board met recently. Include NBPB Board update at next task force meeting.
 - NBPB is providing letter of support for Old Highway 40.
 - NDOT Bike/Ped and Safe Routes to School Update:
 - Working Southwest Valley Rim Trail
 - S Virginia Street Bike and Ped Plan
 - Lighting – working on new solutions to fix the theft issue
 - Development of the RTCSNV’s new Design Criteria Manual (DCM) will be kicking off in 2025, and could include new standards for lighting.
 - In Reno, some crosswalks have lights on the signal mast arm (Moana near the swimming building) that seem to be effective for lighting the crosswalk.
 - LaShonn Ford from RTC Washoe noted these special cases with lights on the mast arm are due to constraints for light poles due to overhead power lines. They are currently studying this for future signal pole updates.
 - RTC Southern Nevada recently updated lights at bus stops using solar powered equipment.
 - RTC has installed 2,050 standalone solar-powered lights at bus stops without shelters to improve safety, security, and visibility.
 - 200 more will be installed by end of December 2024. As lighting technology has improved, RTC Transit Amenities staff is upgrading older solar-powered shelters with efficient LED fixtures that are brighter and consume less energy.
 - There is an intentionality of where we place lighting upgrades. Oftentimes, a shelter is dark due to theft, and we are working against the clock as we install lighting at shelters because of vandalism and theft.
 - This project was federally funded with FTA discretionary Bus and Bus Facilities,

FTA Community Project Funding (earmark) and FTA 5307 apportioned formula funding.

- **Action for Task Force:** Conduct lighting research study for Nevada. What has been done and what needs to be done?
- Erin Breen shared there is a need to address window tinting, and understanding the impacts to K and A crashes.
- Mohammad Fahran (RTCSNV) requested the next round of network screening results to be presented at RTC Committee meetings so everyone hears the information.

Upcoming Meetings:

- Nevada Advisory Committee on Traffic Safety (NVACTS) – Monday, December 16, 10:00-11:00 am
- Pedestrian Action Update Meeting (Vice Chair, Action Step Leaders) – Wednesday, February 12
- Motorcycles Action Update Meeting (Vice Chair, Action Step Leaders) – Wednesday, February 12
- Next Vulnerable Road Users Key Area Meeting – Thursday, March 13, 10:00-11:30 am

Attachments:

- A. Attendees List
- B. Summary from September 5, 2024, Vulnerable Road Users Meeting (no attachments)
- C. Monthly Fatality Report
- D. TRPA How to Talk about Traffic Crashes
- E. Strategies and Action Steps

Links:

Roadmap of Laws: [2025-Advocates-Report-online-fnl2-120424.pdf](#)

[Nevada Rider Motorcycle Safety Program](#)

Surveys:

[Pre-test quiz link – Moto 101](#)

[Serious About Safety](#)

[Course feedback form](#)

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Vulnerable Road Users Task Force Meeting Summary



Date/Time:	Thursday, September 5, 2024 10:00am – 11:30am
Chair:	Rebecca Kapuler, NDOT
Vice Chair Motorcycles:	Justin McDonald, DPS–OTS, Nevada Rider
Vice Chair Pedestrians:	Erin Breen, UNLV Vulnerable Road Users Project
Facilitator	Lindsay Saner, Kimley-Horn

Attendees

- See attached attendee list

Topics

- Summary from June Quarterly Meeting – see attached. No questions or changes requested.
- Data Update – Monthly Statewide Fatal Report, as of July 31 (see attached). We are expecting the August report next week.
 - Nevada crash data available at <https://zerofatalitiesnv.com/nevadacrashdata/>.
 - Non-motorized scooters, e-scooters, and wheelchairs (motorized or not) are considered “Pedestrians” in the FARS data
 - Monthly fatal reports sent by Anita Pepper, PIO for Office of Traffic Safety; if you would like to receive reports reach out to Anita (a.pepper@dps.state.nv.us).
 - Currently, overall numbers are trending up including pedestrians.
 - Justin McDonald reported that August has seen an increase in motorcycle crashes so those numbers will likely also increase.
 - Kevin Tice reported that large fluctuations in smaller counties can occur due to the random occurrence of fatal crashes.
 - Laurie Sanders requested details on the scooter, moped crashes that are represented.
 - Erin Breen may be able to provide more information, but not available today.
 - Laurie concerned as she is seeing more scooters being used in Clark County. Believes this may be a case of people trying to commute on a cheaper smaller vehicle.
 - Matthew Cambron enquired if the scooters are the stand-up motorized or smaller riding type scooters.
 - Adam Anderson reported that FARS does differentiate. Stand-up are pedestrians on personal conveyance. Sit-down are classed as scooters. Wheelchairs, motorized or not, are pedestrians on personal conveyance.
- Traffic Records Coordinating Committee (TRCC) Updates:
 - TRCC met June 11.
 - **TRCC Funded Studies:** The four studies being conducted by UNLV are progressing, these include:
 - AI Speech Recognition for Crash Reports
 - Statistical Transparency of Policing (STOP) Data Collection
 - Study on Adjudication of Citations and Enforcement
 - UNLV Nevada Road Users Linked Database – looking to expand into the other elements of the TRCC crash data.

- Guest presentation from NTSB on the North Las Vegas Fatal Crash Investigation. They reported on findings and recommendations and identified some limitations/challenges that were faced through the investigation.
- The next TRCC meeting is December 10.
- Agency/Organization Updates:
 - NDOT – Jeffrey Bickett provided a presentation on Pedestrian Hybrid Beacon (PHB) Signals for Improving Safety and Mobility in Nevada (see attached slides).
 - Goals
 - Develop pedestrian treatment selection criteria
 - Develop theoretical signal timing recommendations for corridors and mid-block pedestrian crossings
 - Overall goal: maximize pedestrian safety while avoiding unnecessary vehicle delays
 - MLK Blvd and Bartlett Ave
 - 3100 peak hour volume, ADT was 40,500 vehicles
 - Modeled at several different pedestrian counts per hour
 - RRFB pedestrian actuated, little delay. Vehicle delay highlighted. 2-stage crossing favors vehicles. PHB has a re-service time to service both pedestrians and vehicles.
 - More pedestrians equates to RRFB challenges in delays, as the RRFB can be activated perpetually.
 - Pedestrian Treatment Selection Guide
 - Illustrated guide on appropriate treatment
 - Establishes hierarchy of pedestrian treatment types
 - Recommends use of pedestrian hybrid beacon (PHB) in preference to rectangular rapid flashing beacons (RRFB) at sites with high speed, high volume, or limited sight distance
 - NDOT Traffic Safety Engineering is incorporating this into their Unsignalized Crossing Guidelines.
 - Erin Breen shared that while we keep talking about inclusive road users' safety, priority is going to vehicles. Currently RRFBs are not recommended on streets over 35mph. Doing nothing is a worse situation. At least an RRFB will give a pedestrian an opportunity to cross with some safety element.
 - This study analyzed the benefit of PHBs vs RRFBs and what would be acceptable based on FHWA's crosswalk treatment guidelines.
 - Daniel Fazekas shared that while the study had a certain methodology there is an opportunity to pursue an overall safe crossing, where the next step is lowering the speed limit in areas where pedestrians are crossing.
 - Alexandra Neal inquired if there any community listening session or contact with the general public near the study locations.
 - The study was conducted at the locations identified based on existing infrastructure. There was no public engagement conducted for the purpose of this study.
- Motorcycle CEA Updates: Justin McDonald
 - Action Item 1.6: Develop and conduct rider surveys
 - Under contract with a survey software provider and training will begin in the Fall
 - Action Item 2.1: Expand availability of mid-level and advanced motorcycle courses in Northern and Southern Nevada
 - There is an opportunity to send trainers in mid-October to the Rider Skills Lab
 - Action Item 2.2: Conduct virtual Moto 101 Training for Teens
 - Updating Moto 101 curriculum for teens to be pushed out this Fall/Winter
 - Action Item 2.3: Increase the number of rider coaches with increased recruitment and retention
 - 7 candidates going through the training.

- Candidates are currently going through 90-minute “Virtual Familiarization” team calls to prepare for in-person training
 - In Person Training: September 30th – October 6th
 - Strategy 3: Street Vibrations in the north coming up in September. Ensuring signage is available for the event.
 - Strategy 4: Bystander assistance program, which is first aid training for motorcyclists to assist a victim at the scene of a crash. Post crash care is part of the Safe System Approach. Accident Scene Management (ASMI) will be bringing back their training.
 - Strategy 4: Will be monitoring the 2025 Legislative Session to ensure the universal helmet law is maintained.
 - World Day of Remembrance event coming up with Erin Breen in November
- Pedestrian Updates:
 - Strategy 1: Screen the roadway network for high-risk signalized intersections and apply effective and/or innovative countermeasures for pedestrians
 - Substantially complete progress on the action items
 - Strategy 2: Screen the roadway network for high-risk
 - Lighting study in Northern Nevada has been completed. Currently looking for funding to conduct a lighting study in Southern Nevada
 - Strategy 3: Conduct outreach and education initiatives for target audiences that focus on eliminating high-risk pedestrian behaviors.
 - Awareness campaigns are starting to ramp up with back to school and the cooler weather.
 - Challenge to have officers/staff available for events
 - November 1st: Dusk to Dawn campaign.
 - Copper wire theft in Southern Nevada has made night-time lack of lighting worse. Clark County is piloting solar powered streetlights.
 - Daylight Savings is November 3rd, the Dusk to Dawn campaign helps raise awareness.
 - First Friday event in Las Vegas last year was a huge success. We will be doing this again.
 - November 17th: World Day of Remembrance
 - Red Rock Running Company assisting with fun runs/5k
 - Southern Nevada Bicycle Coalition assisting with community bike rides
 - Motorcycle Rally
 - Erin shared details on the 2024 Pedestrian Fatalities in Clark County:
 - 62 pedestrians killed in Clark County this year.
 - 4 in motorized wheelchair
 - 2 on standup motorized scooters
 - 38 male / 20 female / 4 no information
 - 15 of 62 in daylight, 46 dark, 1 at dawn
 - 42 in LVMPD jurisdiction, 8 in NHP, 7 in Henderson, 5 in North Las Vegas
 - 16 were hit and run
 - 40 pedestrian-at-fault, 16 driver-at-fault, 3 both, 3 unconfirmed
 - 47 of 62 occurred on a major arterial road
 - 7 involved DUI driver. 2 pedestrian error with DUI driver
 - Daniel Fazekas (RTCSNV) provided an update on the Safe Streets for All Southern Nevada Action Plan
 - Plan for all of Clark County (urban and rural)
 - Internal kick-off, working on engagement plan and literature review
 - Project kick-off meeting scheduled for the end of September
 - Goal is to have all of Southern Nevada support this as their safety plan
 - Looking to adopt policies and procedures for how we design roads going forward
 - Project will take about two years

- Another SS4A project will go out in the next couple months to redesign the Clark County Area Uniform Standard Drawings (the “Blue Book”)
- Potential topic of future conversation: how do we get the public/media to better support safety measures?
- Graham Dollarhide (RTC Washoe) gave an update on Vision Zero Truckee Meadows
 - RTC Washoe received an SS4A planning grant
 - Update or refine comprehensive safety action plan
 - Utilize new data to update high injury network and safety action plan and develop a predictive safety tool
 - Rachael Shaw (TRPA) gave an update on the Tahoe Vision Zero Plan
 - Plan was completed in February
 - Tahoe MPO used the Vision Zero plan to apply for SS4A grant funding
- Open Discussion
 - Topic for future meeting:
 - How can we educate the public and how we can get the media to help.
 - Consider holding a session at the Safety Summit about communications and working with the media. It would be very beneficial. A lot can be said about how to work with media.
 - NDOT has a new Outreach and Education Officer, Kristen Marshall (kristen.marshall@dot.nv.gov). The program is designed for education and outreach for anyone biking, walking, rolling that has interaction with vehicles.
 - UNLV has food delivery robots on campus
 - UNLV wants to expand the program to the area around campus
 - Robots not allowed on sidewalks unless they can maintain 48 inches of clearance
 - Guidelines/ordinances needed on where these robots (and stand-up scooters) belong (sidewalk or bike lane)
 - Carrie Krupp shared that the Joining Forces Pedestrian event was held August 7 – 31, and she will have more details at the next meeting.
 - Rebecca Kapuler is stepping down as Chair and Rachael Shaw (TRPA) will be the new Chair.

Upcoming Meetings:

- 2024 Nevada Traffic Safety Summit – November 12-14, 2024 (Reno, NV)
- Nevada Advisory Committee on Traffic Safety (NVACTS) – Thursday, November 14, 3:00-5:00 pm
- Pedestrian Action Update Meeting (Vice Chair, Action Step Leaders) – Thursday, November 21
- Motorcycles Action Update Meeting (Vice Chair, Action Step Leaders) – Thursday, November 21
- Next Vulnerable Road Users Key Area Meeting – Thursday, December 5, 10:00-11:30 am

Attachments:

- A. Attendees List
- B. Summary from June 6, 2024, Vulnerable Road Users Meeting (no attachments)
- C. Monthly Fatality Report
- D. Pedestrian Hybrid Beacon Presentation Slides
- E. Strategies and Action Steps

Links:

Nevada Crash Data: <https://zerofatalitiesnv.com/nevadacrashdata/>

Nevada Traffic Safety Summit: <https://zerofatalitiesnv.com/safety-summit/>

DATE OF REPORT: 11/5/2024

DATA AS OF: 10/31/2024

TO: PUBLIC SAFETY, DIRECTOR NDOT, HIGHWAY SAFETY COORDINATOR, NDOT TRAFFIC ENGINEERING, FHWA, LAW ENFORCEMENT AGENCIES

FROM: THE OFFICE OF TRAFFIC SAFETY, STATE FATAL DATA

PREPARED BY: ADAM ANDERSON, FARS ANALYST

SUBJECT: FATALITIES BY COUNTY, PERSON TYPE, DAY, MONTH, YEAR AND PERCENT CHANGE.

Month	2023 Crashes	2024 Crashes	% Change	Month	2023 Fatals	2024 Fatals	% Change
JAN	25	39	56.00%	JAN	27	42	55.56%
FEB	15	17	13.33%	FEB	17	19	11.76%
MAR	26	34	30.77%	MAR	26	40	53.85%
APR	37	28	-24.32%	APR	40	35	-12.50%
MAY	30	36	20.00%	MAY	33	38	15.15%
JUN	32	33	3.13%	JUN	35	35	0.00%
JUL	32	24	-25.00%	JUL	41	27	-34.15%
AUG	33	27	-18.18%	AUG	36	27	-25.00%
SEP	30	27	-10.00%	SEP	32	30	-6.25%
OCT	35	39	11.43%	OCT	40	42	5.00%
NOV	0	0	0.00%	NOV	0	0	0.00%
DEC	0	0	0.00%	DEC	0	0	0.00%
Reporting Period Total	295	304	3.05%	Reporting Period Total	327	335	2.45%
Year End Total	351			Year End Total	389		

KNOWN FATAL COMPARISON BETWEEN 2023 AND 2024.

COUNTY	2023 Crashes	2024 Crashes	% Change	2023 Fatalities	2024 Fatalities	% Change	2023 Occupants	2024 Occupants	% Change	2023 Unrestrained	2024 Unrestrained	% Change
CARSON	5	3	-40.00%	6	4	-33.33%	3	3	0.00%	0	0	0.00%
CHURCHILL	10	0	-100.00%	12	0	-100.00%	9	0	-100.00%	1	0	-100.00%
CLARK	195	217	11.28%	208	239	14.90%	92	94	2.17%	33	31	-6.06%
DOUGLAS	2	1	-50.00%	2	1	-50.00%	2	1	-50.00%	0	0	0.00%
ELKO	5	13	160.00%	5	15	200.00%	4	15	275.00%	3	6	100.00%
ESMERALDA	2	3	50.00%	2	5	150.00%	2	1	-50.00%	0	0	0.00%
EUREKA	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
HUMBOLDT	3	3	0.00%	4	3	-25.00%	3	2	-33.33%	2	0	-100.00%
LANDER	1	3	200.00%	1	3	200.00%	1	2	100.00%	1	1	0.00%
LINCOLN	3	1	-66.67%	3	1	-66.67%	3	1	-66.67%	1	1	0.00%
LYON	6	8	33.33%	7	9	28.57%	5	8	60.00%	3	2	-33.33%
MINERAL	2	1	-50.00%	3	1	-66.67%	3	1	-66.67%	0	0	0.00%
NYE	16	7	-56.25%	28	7	-75.00%	26	5	-80.77%	4	2	-50.00%
PERSHING	1	4	300.00%	1	4	300.00%	1	4	300.00%	0	1	100.00%
STOREY	0	2	200.00%	0	2	200.00%	0	1	100.00%	0	1	100.00%
WASHOE	42	38	-9.52%	43	41	-4.65%	16	16	0.00%	6	6	0.00%
WHITE PINE	2	0	-100.00%	2	0	-100.00%	2	0	-100.00%	1	0	-100.00%
Reporting Period Total	295	304	3.05%	327	335	2.45%	172	154	-10.47%	55	51	-7.27%
Year End Total	351			389			200			66		

KNOWN COMPARISON OF FATALITIES BY PERSON TYPE BETWEEN 2023 AND 2024.

COUNTY	2023 Pedestrian	2024 Pedestrian	% Change	2023 Motorcyclist	2024 Motorcyclist	% Change	2023 Bicyclist	2024 Bicyclist	% Change	2023 Other (Scooter, Moped, ATV)	2024 Other (Scooter, Moped, ATV)	% Change
CARSON	2	1	-50.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
CHURCHILL	1	0	-100.00%	2	0	-100.00%	0	0	0.00%	0	0	0.00%
CLARK	64	80	25.00%	45	50	11.11%	7	10	42.86%	4	5	25.00%
DOUGLAS	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
ELKO	1	0	-100.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
ESMERALDA	0	0	0.00%	0	4	400.00%	0	0	0.00%	0	0	0.00%
EUREKA	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
HUMBOLDT	0	1	100.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
LANDER	0	0	0.00%	0	1	100.00%	0	0	0.00%	0	0	0.00%
LINCOLN	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
LYON	1	1	0.00%	1	0	-100.00%	0	0	0.00%	0	0	0.00%
MINERAL	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
NYE	1	0	-100.00%	1	2	100.00%	0	0	0.00%	0	0	0.00%
PERSHING	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
STOREY	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	1	100.00%
WASHOE	16	10	-37.50%	7	12	71.43%	4	3	-25.00%	0	0	0.00%
WHITE PINE	0	0	0.00%	0	0	0.00%	0	0	0.00%	0	0	0.00%
Reporting Period Total	86	93	8.14%	58	69	18.97%	11	13	18.18%	4	6	50.00%
Year End Total	109			64			12			4		

THIS REPORT IS A POINT IN TIME COMPARISON

THIS DATA DOES NOT INCLUDE DATA FIELDS MARKED BY THE OFFICER AS UNKNOWN.

2023 DATA IS PRELIMINARY AND DOES NOT NECESSARILY INCLUDE FINAL REPORTS (FORM 5, CORONER, AND/OR TOXICOLOGY).

2024 DATA IS NOT FINAL UNTIL THE END OF DECEMBER 2025.

NOTE: The monthly report will be distributed by the 7th of each month.

- Key:**
- Fatalities = Total number of reported fatalities (vehicle occupants, pedestrian, motorcyclist, bicyclist, and other).
 - Vehicle Occupants = Driver and occupant fatalities in a motor vehicle.
 - Vehicle Unrestrained = Driver and occupant fatalities in a motor vehicle unrestrained.
 - Pedestrian = Any person on foot, on a personal conveyance, or in a building.
 - Motorcyclist = A person riding any motor vehicle that has a seat or saddle for the use of its operator and is designed to travel on not more than three wheels in contact with the ground.
 - Bicyclist = A person on an other road vehicle that can be propelled by pedaling (bicycle, tricycle, unicycle, pedalcar, electric bike).
 - Other = A person on a scooter, moped, ATV, or other motorized vehicle not captured above on a roadway.

What is Vision Zero?

- Originated in Sweden in 1997
- Fundamentally different approach to traffic safety based on the principle that traffic deaths are preventable through a systems approach
- Goal: *eliminate all traffic fatalities and severe injuries for all road users*



TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behaviour

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

Vision Zero Communication Calisthenics



Instead of this:	Use this:	Why:
A pedestrian wearing all dark clothing was killed in an accident.	A pedestrian was killed in a crash.	The term "accident" conveys a sense of faultlessness and inevitability. "Crash" indicates these incidents are preventable. Be mindful of including details that may victim blame.
The cyclist was hit by a car.	The driver hit the cyclist.	Referring to an object (the car) instead of the person (the driver) uses passive language and neutralizes blame. Putting the cyclist as the subject also creates a perception that they are at fault. Ex: If someone is stabbed, do the news headlines say, "person killed by knife"?
There was a crash at Presbyterian Curve.	There was a crash at Presbyterian Curve, the fourth at this location this year.	Instead of treating it like an isolated incident, highlights a greater problem and need for safer infrastructure. Source: Colorado DOT

Key Area: Vulnerable Road Users (VRU)

Critical Emphasis Area: Pedestrians (P)

Strategy #1: Screen the roadway network for high-risk signalized intersections and apply effective and/or innovative countermeasures for pedestrians.









No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
1.1	Screen the network annually to identify the top high-crash pedestrian locations at signalized intersections and distribute results.	Shara Thiesen (NDOT)	Dec 2025	12/04/2024	○ Not Started	Top high-crash pedestrian locations at signalized intersections.	Annual network screening to be done in 2025.
1.2	Screen the network annually to identify the top high-crash pedestrian locations at unsignalized intersections and distribute results.	Shara Thiesen (NDOT)	Dec 2025	12/04/2024	○ Not Started	Top high-crash pedestrian locations at unsignalized intersections.	Annual network screening to be conducted in 2025.
1.3	Screen the network annually to identify the top-high crash pedestrian locations at unsignalized midblock locations and distribute results.	Shara Thiesen (NDOT)	Dec 2025	12/04/2024	○ Not Started	Top high-crash pedestrian locations at unsignalized midblock locations.	Annual network screening to be conducted in 2025.
1.4	Identify countermeasures to apply to the top high-crash pedestrian signalized intersections.	Erin Breen (UNLV)	Dec 2025	12/04/2024	○ Moderate Progress	Identify projects to improve pedestrian safety at top high-crash signalized intersections.	End date was updated from 12-30-2023 to 12-31-2025.
1.5	Identify countermeasures to apply to the top high-crash pedestrian unsignalized intersections.	Erin Breen (UNLV)	Dec 2025	12/04/2024	○ Moderate Progress	Identify projects to improve pedestrian safety at top high-crash unsignalized intersections.	End date was updated from 12-30-2023 to 12-31-2025.
1.6	Identify countermeasures to apply to the top high-crash pedestrian mid-block crossing locations.	Erin Breen (UNLV)	Dec 2025	12/04/2024	○ Moderate Progress	Identify projects to improve pedestrian safety at top high-crash mid-block crossing locations.	End date was updated from 12-30-2023 to 12-31-2025.

1.7	Conduct pedestrian safety analysis throughout the state to determine potential systemic countermeasures to apply to improve pedestrian safety.	Erin Breen (UNLV)	Dec 2025	12/04/2024	 Moderate Progress	Systemic safety analysis and identification of proven safety countermeasures.	End date was updated from 6-30-2022 to 12-31-2025.
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Strategy #2: Screen the roadway network for high-risk segments and apply effective and/or innovative countermeasures for pedestrians.






No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
2.1	Explore existing lighting studies and develop plan for lighting studies in Nevada.	Xu Hao (UNR)	Dec 2025	06/04/2024	○ Not Started	DEVELOP WHITE PAPER for Lighting Study. List of recommendations from previous lighting studies and plan to conduct lighting studies in Nevada.	End date was updated from 1-1-2023 to 12-31-2025.
2.2	Modify the NDOT Unsignalized Crosswalk Guidelines to support the installation of medians and pedestrian crossing islands.	Maurilio Olivares (NDOT)	Dec 2024	06/04/2024	○ Substantial Progress	Updated NDOT Unsignalized Crosswalk Guidelines. Apply the NDOT guidance for pedestrian crossings at the top high-crash mid-block crossing locations.	Incorporating the PHB study. Planned to be completed in October 2024.
2.3	Support and document roadway lane reconfigurations to support pedestrian safety throughout the state.	Maurilio Olivares (NDOT) Gena Kendall (RTC SNV)	Jun 2025	06/04/2024	○ Substantial Progress	Education on roadway lane reconfigurations that benefit pedestrian safety. Reach out to agencies and ask them to self-report lane reconfiguration projects.	Coordinating with RTC's Design Criteria Manual and Design Standards updates.
2.4	Use before and after data to show impacts of safety project improvements.	Erin Breen (UNLV)	Jun 2025	06/04/2024	○ Initiated	Identify safety improvement projects and track crash data before and after installation.	Looking at changes at intersections where FYA is now protected during peak hours.

Strategy #3: Conduct outreach and education initiatives for target audiences that focus on eliminating highrisk pedestrian behaviors. Action

No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
3.1	Conduct pedestrian awareness campaigns incorporating media outreach and education material on Nevada Revised Statutes (NRS) to provide to violators (drivers and pedestrians).	Andrew Bennett (CCOTS) Rebecca Kapuler (NDOT)	Dec 2024	06/04/2024	 Substantial Progress	Number of events, campaigns, outreach materials.	On-going pedestrian education and outreach.
3.2	Conduct HVE events focused on pedestrian safety.	Carrie Krupp (DPS-OTS)	Jun 2024	08/09/2023	 Substantial Progress	Number of events, number of citations (driver and pedestrian). Obtain citation data locations from pedestrian citation class.	End date was updated from 6-30-2023 to 6-30-2024.
3.3	Implement pedestrian safety zones.	Jason Stallcop (RPD)	Jun 2024	06/04/2024	 Substantial Progress	Number of pedestrian safety zones implemented.	Proposal for 3rd location in Reno (Kitzche and Gentry). Maryland Parkway (SNV) groundbreaking for BRT project. Much of the Maryland Parkway corridor will be a pedestrian safety zone.
3.4	Expand the pedestrian citation class.	Erin Breen (UNLV) Rebecca Kapuler (NDOT)	Dec 2023	01/31/2023	 Not Started	Number of classes and participants. Implement pedestrian citation class in Washoe County. Pilot program with middle schools requiring them to take citation class.	On hold for new civil infractions as of 1/2023 to see how they are handled in the courts. Citations are being written.
3.5	Continue advancing Vision Zero in Northern Nevada.	Rebecca Kapuler (NDOT)	Dec 2024	06/04/2024	 Substantial Progress	Report output from Vision Zero in Northern Nevada.	Truckee Meadows Vision Zero ongoing efforts. Additional Comprehensive Safety Action Plans and Local Road Safety Plans are underway or complete in CAMPO, Douglas County, etc.
3.6	Start Vision Zero in Southern Nevada.	Lia Grimaldi (CLV)	Dec 2025	06/04/2024	 Completed	Development of Vision Zero in Southern Nevada.	City of Las Vegas is updating the Vision Zero Plan. RTCSNV is getting started. RTCSNV received additional SS4A funds to update the Design Criteria Manual. CNLV applied for SS4A funds (coordinating with NDOT).
3.7	Prepare the Vulnerable Road Users Safety Assessment Update for 2026.	Shara Thiesen (NDOT) McKenna Bacon (NDOT)	Dec 2024	12/28/2023	 Not Started	Summary of data needs, best practices, strategies and priorities for the 2026 Vulnerable Road Users Safety Assessment Update.	Output measure for 2024.
3.8	Removed		Dec 2025	12/04/2024	 Not Started	Removed.	End date was updated from NaN-NaN-NaN to 12-31-2025.




Critical Emphasis Area: Motorcyclists (MO)

Strategy #1: Conduct public education programs for high-risk motorcyclist behaviors (speeding, aggressive, reckless, and impaired riding) and for motorists to yield to motorcycles.




No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
1.1	Create and run motorcycle safety campaigns for motorcyclists and other motorists to watch out for motorcyclists.	Anita Pepper (DPS-OTS) Justin McDonald (DPS-OTS)	Dec 2024	05/15/2024	 Moderate Progress	Minimum of two motorcycle safety campaigns each year - one directed at motorcyclists and another directed at motorists.	End date was updated from 5-31-2024 to 12-31-2024. New campaigns have been suspended until 10/1/24.
1.2	Develop a motorcycle safety topic/article to include in the SHSP quarterly newsletter.	Justin McDonald (DPS-OTS) Danny Banda (DPS-OTS)	Dec 2024	02/08/2024	 Moderate Progress	One topic/quarter.	Changed to moderate progress
1.3	Include motorcycle safety in presentations to corporate partners.	Matt Cambron (DPS-OTS) Justin McDonald (DPS-OTS)	Dec 2024	09/05/2024	 Moderate Progress	Traffic safety presentations to include motorcycle safety message.	Create an 'off-the-shelf' presentation for motorcyclist safety so any employee can deliver.
1.4	Increase outreach and partnering with dealerships and clubs in the Las Vegas area to educate riders and to gain dealership support for motorcycle safety initiatives.	Matt Cambron (DPS-OTS)	Dec 2024	09/05/2024	 Moderate Progress	Develop outreach program as part of strategic plan.	Scheduled to attend the World Day of Remembrance on 11/17 to promote motorcycle rider safety and remember those with whom we lost in traffic crashes.
1.5	Develop Nevada-specific materials to educate riders about selecting a motorcycle compatible with skill level, the need for hi-visibility riding gear, proper protective gear, danger of excessive speed, etc.	Matt Cambron (DPS-OTS)	Dec 2024	02/08/2024	 Initiated	Distribute through Nevada Rider booths at outreach events and at dealerships.	End date was updated from 12-31-2023 to 12-31-2024. Pushed back to Dec. 2024

1.6	Develop and conduct rider surveys.	Justin McDonald (DPS-OTS)	Dec 2024	09/05/2024	<input checked="" type="radio"/> Moderate Progress	Develop online survey for use virtually and in person at outreach events.	Will schedule/receive training on the software and work with PIO to create surveys to the public.
1.7	Encourage law enforcement agencies to conduct education sessions, social media outreach and on-cycle training for the public.	Todd Hartline (DPS-OTS) Rob Honea (DPS-OTS)	Dec 2023	02/08/2024	<input type="radio"/> Not Started	Track what agencies are doing, develop plan to expand outreach and education.	It appears the insurance/liability at the higher stages up is the sticking point. Nobody wants to take this component on.
1.8	(COMBINED WITH 1.4) Outreach/partnering with motorcycle clubs.		Jun 2022	08/11/2021	<input type="radio"/> Not Started	Combined with 1.4.	N/A

Strategy #2: Increase the percentage of motorcyclists that are trained and licensed.

No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
2.1	Expand availability of mid-level and advanced motorcycle courses in Northern and Southern Nevada.	Matt Cambron (DPS-OTS) Laurie Sanders (CSN)	Jun 2025	08/15/2024	 Substantial Progress	Offer Circuit Rider Course with elite instructors.	End date was updated from 12-31-2024 to 6-30-2025. This is an ongoing task to encourage mid to advanced level training courses.
2.2	Conduct virtual Moto 101 Training for Teens.	Justin McDonald (DPS-OTS)	Dec 2024	09/05/2024	 Initiated	Convert Moto 101 training curriculum to virtual platform, promote and schedule online sessions.	Initiated a curriculum update. Partnering with ZTF staff to experience flow. Scheduling training with software company for online test creation & grading.
2.3	Increase number of rider coaches with increased recruitment and retention.	Matt Cambron (DPS-OTS)	N/A	05/15/2024	 Not Started	Fill each training course to 12 attendees max to increase number of active coaches (45 at CSN, 20 at WNC, 6 at TMCC, 15 at Nevada Rider, 10 at HHD, 15 at LVHD, 15 at RRHD, 3 at NAFB).	N/A

Strategy #3: Integrate the unique characteristics of motorcycles and rider vulnerability into motorcycle-friendly roadway design, traffic control, construction, and maintenance policies and practices.

No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
3.1	Implement the use of motorcycle-specific signage and/or countermeasures where unavoidable hazardous conditions exist or where data indicates higher levels of motorcycle crashes.	Sam Ahiamadi (NDOT)	Dec 2023	05/10/2023	 Moderate Progress	Develop list of signage and countermeasures that are effective for motorcycles and develop implementation plan.	Coordinating with NDOT. End date was updated from 6-30-2022 to 12-30-2023.
3.2	Review and evaluate recommendations in the National Cooperative Highway Research Program (NCHRP) Scan Team Report Leading Practices for Motorcyclist Safety. Implement recommendations that are in alignment with NDOT policies and procedures.	Sam Ahiamadi (NDOT)	Dec 2023	05/10/2023	 Initiated	Review Scan Team Report and develop action plan for Nevada roads.	End date was updated from 6-30-2022 to 12-30-2023.
3.3	Include DPS motorcycle safety staff on Road Safety Assessment (RSA) teams and as appropriate in the SMP process.	Sam Ahiamadi (NDOT)	Dec 2023	12/02/2024	 Completed	Invite motorcycle safety staff to participate in all RSA field reviews.	Updates to the RSA guidelines underway by NDOT. To include motorcycle representative on multi-discipline review team.

Strategy #4: Increase crash survivability through education and training.

No.	Description	Action Step Leader	Completion (Est.)	Last Update	Status	Output Measure	Comment
4.1	Increase and support bystander assistance training for motorcyclists.	Justin McDonald (DPS-OTS)	Dec 2024	05/15/2024	○ Not Started	Develop plan for bystander training seminars in Nevada.	Bystander assistance grant not awarded this year.
4.2	Monitor legislative proposals that impact motorcycles safety.	Justin McDonald (DPS-OTS)	Apr 2025	12/02/2024	○ Substantial Progress	Unhelmeted crash data presentation for 2025 Legislative Session. Tracking sheet of BDRs related to motorcycle safety.	Monitor BDRs for 2025 Legislative Session.