Acknowledgements

The update and implementation of this Strategic Highway Safety Plan would not be possible without the hard work and commitment of the Nevada Executive Committee on Traffic Safety (NECTS) and the Technical Working Group (TWG). Both groups have dedicated significant amounts of volunteer time and effort toward the development of this document and saving the lives of Nevadans. Members of these committees are shown below.

Special acknowledgements also go to Chuck Reider and Traci Pearl for their leadership of the process and their on-going commitment to transportation safety.

NECTS Committee Members

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<th>NECTS Agency Department</th>
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<th>NECTS Appointee</th>
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<td>Nevada Department of Transportation (NDOT)</td>
<td>Susan Martinovich</td>
<td>Susan Martinovich Fred Drees</td>
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<td>Department of Public Safety</td>
<td>Jerry Hafen</td>
<td>Col. Tony Almaraz Traci Pearl</td>
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<td>Department of Motor Vehicles (DMV)</td>
<td>Edgar Roberts</td>
<td>Beryl Schulz</td>
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<td>Mike Willden</td>
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<td>Department of Education</td>
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<td>Regional Transportation Commission (RTC) of Southern Nevada</td>
<td>Jacob Snow</td>
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<td>RTC of Washoe County</td>
<td>Lee Gibson</td>
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<td>Nevada Association of Counties</td>
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<td>Nevada League of Cities</td>
<td>David Fraser</td>
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• Zero Fatalities logo
• Email signature
• TV ads
• Radio ads
• Man-on-the-street video
• Videos
• Fact sheet
• Vertical banners
• Pledge boards
• Presentation
• Window clings
• Pledge cards
Drivers: Look for walkers. Walkers: Look for drivers.

Always Buckle Up  |  Don’t Drive Impaired  |  Focus on the Road  |  Be Pedestrian Safe  |  Stop on Red

Don’t be color blind. Stop on red.

Always Buckle Up  |  Don’t Drive Impaired  |  Focus on the Road  |  Be Pedestrian Safe
Nearly 250 Nevadans died in traffic crashes last year.

*Nevada, 2011*
Cameron Cleveland
My brother was just recently killed in a motorcycle crash and this commercial really hit home.... No one deserves to die doing what they love. I hope that call, it literally destroyed my life in a matter of seconds. DRIVE SAFE.

Good Decisions Save Lives
in memoriam ~ after her family suffered a tragic car accident a CO mom became a police officer at her local PD, to work to prevent others from losing their loved ones on the roads. Please repost this story, to remind all road users to drive safely. We CAN reduce accidents on our roads by remembering that Good Decisions Save Lives. Please share your new page, set up to join efforts to reduce traffic fatalities.

Nevada State Bank
On this day in 1966, President Lyndon Johnson signed the National Traffic and Motor Vehicle Safety Act into law. Immediately afterward, he signed the Highway Safety Act. The two bills made the federal government responsible for setting and enforcing safety standards for cars and including requiring all passengers to wear seat belts.

Bex Berra
New fan from Good Decisions Save Lives. Thanks for informative statistics and news on your page.

City of Fernley.org
From Zero Fatalities Nevada: NHP cracking down on distracted driving and drivers who do not move over for emergency vehicles with lights on.

Nevada Department of Transportation
Throughout the year, the Nevada Highway Patrol is engaged with many diverse traffic safety awareness and enforcement campaigns by participating in the “Joining Forces” grant program with funding from...
Zero Fatalities®
Drive Safe Nevada

Always Buckle Up    Don't Drive Impaired    Focus on the Road    Stop on Red    Be Pedestrian Safe

WHY ZERO?
Zero Fatalities is all about eliminating fatalities on our roadways. Some people may think zero is an impossible goal, but when it comes to your family and friends, what other number would be acceptable? We're aiming for zero fatalities because every one matters.

ZERO REPORT CARD
Nevada Traffic Fatalities This Year

215
ZERO FALLALITIES:

SAFE DRIVING PLEDGE

I pledge to always drive safely, attentively, and follow the rules of the road, and the driving tips on the back of this card, to help reach zero fatalities.

zero Fatalities®
Drive Safe Nevada
zerofatalitiesnv.com

TEN WAYS TO REACH ZERO FATALITIES TODAY:

1. Always buckle up.
2. Click it or ticket. Do yourself a favor and save some $$.
3. Don’t drive impaired.
4. Designate a sober driver.
5. Focus on the road.
6. Pay attention to the road, not your cell phone.
7. Stop on red.
8. Obey traffic laws. Green, not red or yellow, means ‘go’.
10. Stay alert; be aware of your surroundings.
ARE TEENS UNSAFE DRIVERS?

Join The Conversation At
facebook.com/ZeroFatalitiesNV

Always Buckle Up
Don't Drive Impaired
Stay in Your Lane
Stop on Red
Be Pedestrian Safe

UNSAFE DRIVING COULD REALLY COST YOU
MEDIA EVENT ALERT

Who: Media and public invited to see how modern driving technology can improve driving safety.

When: Friday, June 14, 2013, 9:00 a.m. to 1:30 p.m.

Where: Regional Public Safety Training Center
Nevada Department of Public Safety
7770 Nevada Parkway
Las Vegas, Nevada

Why: Nevada is participating in the first National Road Safety Week, a nationwide initiative to enhance and promote safety on our nation’s roadways. The Nevada Department of Public Safety is committed to reducing traffic fatalities and injuries by promoting safe driving habits and encouraging the use of technology to improve driving safety.

What: The event will feature demonstrations of modern driving technology, including a simulation of a fully autonomous vehicle, and a discussion of how technology can be used to improve driving safety.

Join us for this important event to see how modern technology can make our roads safer for all drivers.

#ZeroFatalitiesNV

www.ZeroFatalitiesNV.com
Campaign Targets Distracted Drivers AND Pedestrians

RENO, NV - Ask anyone to identify the most dangerous intersection in Reno and it's unlikely Plumb Lane and Harvard Way will be named by many. However, it tops the Reno Police Department's most recent list.

This intersection has seen 10 crashes in the past three months. That's three more than the next most dangerous, McCarran at North Virginia.

Ask Reno police why and they will mention the obvious. It is adjacent to Wooster High School, but it shares some of the same hazards, you'll see all over town.

"The majority of the crashes we see are driver inattention," says Reno Police Sgt. Joe Robinson. "They are very avoidable if the driver would just pay attention to driving and not so much to the cell phone or the radio or all of the other distractions that can be caused when you're driving."

Expect to be reminded of those hazards and others as you drive around town in the coming months.

The Department of Transportation has launched a new traffic safety campaign, "Zero Fatalities" with billboards at some of the busiest and most dangerous locations.
ONE PEDESTRIAN IS KILLED EVERY TWO HOURS AND INJURED EVERY NINE MINUTES IN U.S. TRAFFIC CRASHES

DON'T BE THE ONE. BE PEDESTRIAN SAFE.

FOR SAFE DRIVING TIPS VISIT ZEROFATALITIESNV.COM

www.ZeroFatalitiesNV.com
Highway Patrol Troopers spent two hours educating 50-60 children on crosswalk safety and gave a K-9 demonstration on locating drugs. Children ranged from age 3-6, a perfect age for teaching them crosswalk safety. Our message was simple...“Look left, right, then left again!” During the presentation, they were taken to a side street and actually practiced crossing the street. Parents and teachers also participated with the children.

There were 47 pedestrian fatalities in the State of Nevada in 2011. Our goal is “ZERO FATALITIES”. www.zerofatalitiesnv.com

Our NHP Trooper and K-9 Thor gave an outstanding presentation search for drugs. We hid drug training items for NHP K-9 Thor and teachers got to see us at work!!
GAS CAN COST AN ARM AND A LEG
SO CAN FORGETTING TO BUCKLE UP

BUZZED? BOMBED?
LIT? LOADED?
SLOPPY? SMASHED?
DON'T DRIVE
STARS (Supporting Teens and Roadway Safety) gives teens the chance to spread the word about safe driving in Nevada and get hands-on experience with the innovative Driver’s Edge program. Plus, contest winners will earn great prizes like laptop computers, iPads and more.

Taking part in the program helps teens receive a fun, enriching experience. Plus, participation looks great on any resume!

PREVIOUS WINNING POSTERS

CALL FOR ENTRIES
JOIN & WIN!

WHAT’S THE DRIVING SAFETY GOAL FOR YOUR FAMILY?

SAFE DRIVING TIPS >>
Partnerships are Paramount...

“Save A Life, Win A MacBook”
Outdoor Promotions
CCSD Police
CCSD Partnership Office
RTC

...and of course OTS and SHSP

82 entries 2nd through 12th grade
Here’s Why it Works

**St. Patty’s Leprechaun in Crosswalk:**
109 stories!
1,968,033 Nielsen Audience
1:35:39 run time!
$247,518. value

Coverage across the country in most media markets in print and many large markets on evening news complete with footage.

Featured on NPR’s Wait, Wait, Don’t Tell Me....

In Premier Episode of Spike TV “Undercover Sting” on 5/7/12
PEDESTRIANS

NOT EQUIPPED WITH AIRBAGS
Everywhere You Look

SAVE Your Own Life

New Program with CCSD and the Students Against Violence Everywhere (SAVE) for pedestrian safety. Older students teaching younger students about simple steps to take to SAVE your life...

Came to be when counselor saw 8th grader literally save his own life by crossing smartly.

HUGE PSA shoot 2 weeks ago with 150 students from middle and high school in crosswalk on major 7 lane arterial... AWESOME!!

Stop, Look, Live... their motto

Eyes on the road isn’t just for motorists. Cross like your life depends on it.
CRASH HERE. BEFORE YOU CRASH OUT THERE.

Rest up. Drive safe.

zero Fatalities® Drive Safe Nevada

ZeroFatalitiesNV.com

www.ZeroFatalitiesNV.com
KEEP THE SHINY SIDE UP!
DON'T DRIVE DROWSY

TRUCKERS, BACK OFF THE HAMMER!

ZeroFatalitiesNV.com

Slow Down. Drive Safe.