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Always Buckle Up



Don't Drive Impaired



Focus on the Road



Stop on Red



Be Pedestrian Safe



Ride Safe

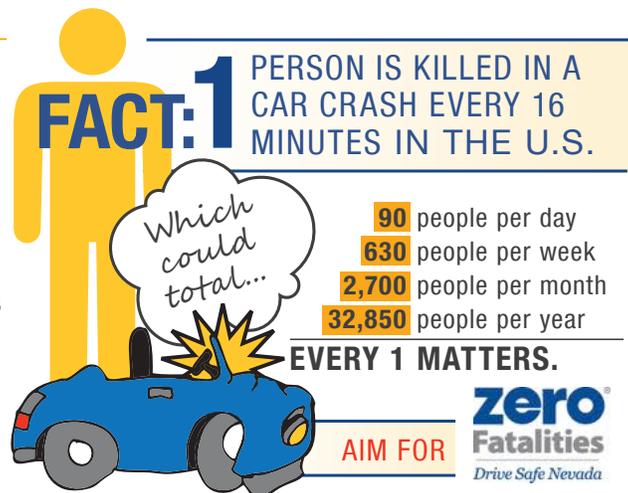
THE ROAD TO ZERO

One person dies in a car crash every 16 minutes in the United States. That's something to think about. That's why numerous government agencies including the American Association of State Highway and Transportation Officials (AASHTO), the Governors Highway Safety Association (GHSA), the American Association of Motor Vehicle Administrators (AAMVA) and numerous other organizations with a professional role in highway safety have united with one common goal: "Toward Zero Deaths".

This campaign and the people behind it aim to reduce fatalities and serious injuries related to traffic crashes nationwide. The vision is simple - a highway system free of fatalities through a decline in transportation related deaths and injuries. How do we get there, you ask? The answer is that it requires contributions, collaboration, and a commitment from us all. All stakeholders contribute in various ways to improving highway safety by:

- » Building and maintaining safer roads
- » Educating people on road safety issues
- » Designing and manufacturing safer vehicles
- » Enforcing traffic laws
- » Advocating for new legislation
- » Practicing safe driving habits

In 2011, the Nevada Department of Transportation, Nevada Highway Patrol, Nevada Office of Traffic Safety, and safety partners across the state launched the "Zero Fatalities" traffic safety goal and educational campaign to save lives. Five Nevada-specific problem areas have been targeted including seat belt usage, impaired driving, roadway departures, pedestrian and intersection safety. In the first four years of implementation of the Strategic Highway Safety Plan, traffic fatalities were reduced a whopping 41% from 434 in 2006 to 256 in 2010. Nevada's Zero Fatalities goal, consistent with the national Toward Zero Deaths campaign, will continue down the road to reaching Zero fatalities. In 2015, a sixth CEA, motorcycles, was added to Nevada's SHSP so there can be a focus on responding to efforts to address the significant increase in motorcycle fatal and serious injury crashes. Please visit www.zerofatalitiesnv.com for additional information on Nevada's SHSP, and www.towardszerodeaths.org for the national initiative.



WHAT'S TRENDING

In 1991, the Nevada Department of Public Safety created the **Nevada Rider Motorcycle Safety Program** to insure that



Nevada Rider

all motorcycle riders in the state of Nevada have access to proper motorcycle training at a reasonable cost and to monitor and ensure that all training providers throughout the state are conducting their programs with high standards.

Various forms of media are used to communicate motorcycle safety to riders and to encourage motorists to Share the Road with motorcyclists. The program also addresses motorcycle legislation, safe roadways, licensing, and judicial and law enforcement training.

Classes are offered for all levels of riders, including a Basic Rider Course (BRC), Experienced Rider Course (BRC2), Advanced Rider Course (ARC), and even classes for those interested in becoming an instructor. For more information on classes offered throughout Nevada, please see the Nevada Rider site at <http://www.nevadarider.com/attend-classes/>.

The Nevada Rider website also offers a variety of information for every riding level, including informational articles, ride maps, ride videos, rally information, tourism sites to visit on your next ride, and links to other rider resources. Join us in promoting a safe riding experience for all motorcyclists by knowing the laws, riding safe, and sharing our Nevada roads!

6TH ANNUAL NEVADA MOVES DAY

Adults and children statewide will be celebrating the benefits of walking and biking to school with the 6th Annual Nevada Moves Day took place on Wednesday, March 18, 2015.



Last year, more than 110 schools participated across the

state. Nevada Moves Day workshops are planned, including a workshop on how to plan and hold a special event and work with community partners.

Some great benefits of walking/biking to school include:

- » Increased awareness of how walk/bike friendly a community is and where improvements can be made
- » Walking and biking helps to reduce traffic congestion and air pollution near schools
- » Increased physical activity opportunities
- » Increased concern for the environment
- » It's an opportunity for children, parents, and community leaders to spend time together and experience their community from the pedestrian and bicyclist perspective

You can find ideas on how to promote events on the Walk/Bike to School website at <http://www.walkbiketoschool.org/get-set/event-ideas>.

PEDESTRIAN SAFETY: IN THE SPOTLIGHT

Today many people have turned to walking and biking as an alternative means of transportation to get to and from work and to run local errands close to home. Unfortunately, some of them never make it home. Statistics show a consistent rise in pedestrian fatalities in Nevada, especially in the areas of Las Vegas and Reno/Sparks where many pedestrians walk as their primary mode of travel. Pedestrian fatalities have been steadily rising since 2009.

In 2013 there were 70 pedestrian fatalities statewide in Nevada - up approximately 18% from 2012. The Nevada SHSP has had Pedestrians as a Critical Emphasis Area since it's original creation in 2006 after pedestrian fatalities were at 63 in 2005. The Pedestrian CEA team has focused on the following four key strategies:

1. Enforce pedestrian laws at high-crash locations;
2. Provide pedestrian safety education for pedestrians and motorists;
3. Develop criteria to identify high-crash locations and placement, design, and implementation guidelines for pedestrian amenities; and
4. Support the creation and implementation of a Washoe County pedestrian safety action plan.



In Washoe County, fatal motor vehicle crashes involving pedestrians were almost double the national per capita average between 2005 and 2011. Fortunately the Regional Transportation Commission (RTC) of Washoe County has embraced the Complete Streets concept - one where future planning efforts will be aimed at building roadways for all types of users including vehicles, buses, pedestrians, bicyclists, and people with disabilities.

NDOT announced earlier this month their commitment to dedicate up to \$10 Million in state highway funds to pedestrian safety projects, primarily in Clark and Washoe Counties. The State Transportation Board has approved a list of pedestrian safety enhancements on state roads in both counties that includes everything from crosswalk and lighting enhancements, to pedestrian warning signals, median islands, and dividers at certain pedestrian crossings.

“Every death and serious injury on Nevada roads is a tragedy, and nothing is more important to us than the safety of our transportation system,” said NDOT Director Rudy Malfabon. “This funding is an extension of the planning and projects which NDOT and our partners put in place each year to enhance safety and save lives. We know, too, how important education is to provide all road users with tips to help stay safe. Our Zero Fatalities educational campaign has reached nearly 98% of Nevadans with important traffic safety information.” (Nevada DOT. [2015, February 9]. [NDOT Allocates an Additional \\$10 Million for Pedestrian Safety Projects](http://nevadadot.com/News/Press_Releases/2015/NDOT_Allocates_an_Additional_$10_Million_for_Pedestrian_Safety_Projects). Retrieved from [http://nevadadot.com/News/Press_Releases/2015/NDOT_Allocates_an_Additional_\\$10_Million_for_Pedestrian_Safety_Projects.aspx](http://nevadadot.com/News/Press_Releases/2015/NDOT_Allocates_an_Additional_$10_Million_for_Pedestrian_Safety_Projects.aspx))

Targeted projects will quickly be put into place and the use of state highway funds will ensure the safety improvements are completed and constructed within a short amount of time.

2015 NATIONAL DISTRACTED DRIVING ENFORCEMENT

The National Highway Traffic Safety Administration (NHTSA) will be kicking off its second national enforcement campaign to discourage distractive driving called “**U Drive. U Text. U Pay.**” to kick off the month of April as being National Distracted Driving Awareness Month. NHTSA will use various types of media outlets to raise public awareness for the campaign and the consequences of texting and driving. The campaign will utilize \$5 million in national advertising that will target men and women between the ages of 18-24 through creative yet effective messages that will air on cable and broadcast television, radio, and through social media outlets like YouTube, BuzzFeed, and Twitter from April 6-15, 2015.

U DRIVE. U TEXT.



States have received a total of approximately \$8.4 million in grant funding from the U.S. Department of Transportation to support this and other campaigns aimed at fighting distracted driving (U.S. Department of Transportation. (2015). *2015 National Texting Enforcement Campaign Fact Sheet/Talking Points*. Retrieved from <http://www.trafficsafetymarketing.gov/DistractedDrivingEnforcement>.)

Locally, the Nevada Office of Traffic Safety will promote both the “no texting” campaign as well as the state’s hands-free law. Enforcement will be stepped up March 31 through April 20, 2015.

NATIONAL WORK ZONE AWARENESS WEEK

National Work Zone Awareness Week (NWZAW) is a nationwide annual campaign to encourage safe driving on our roads and highways through work zones and construction areas.

While the NDOT works to keep street workers safe throughout the year using protective warning signs, barriers, lane closures, and even flaggers and patrolmen, motorists are reminded to please drive extra cautious and be conscious of road workers on our Nevada roads. Keeping your eyes on the road and obeying speed limit signs and directions given in these areas helps to keep our road workers safe.



For more information, please visit <http://www.atssa.com/Events/NationalWorkZoneAwarenessWeek.aspx>.

TRAFFIC SAFETY CALENDAR

APRIL 2015

National Distracted Driving Enforcement Month

