

 Always Buckle Up

 Don't Drive Impaired

 Focus on the Road

 Stop on Red

 Be Pedestrian Safe

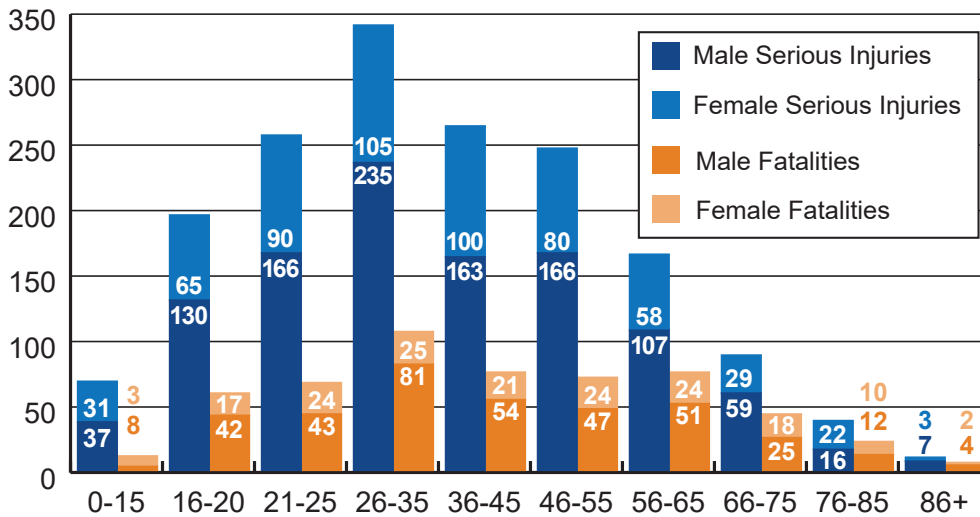
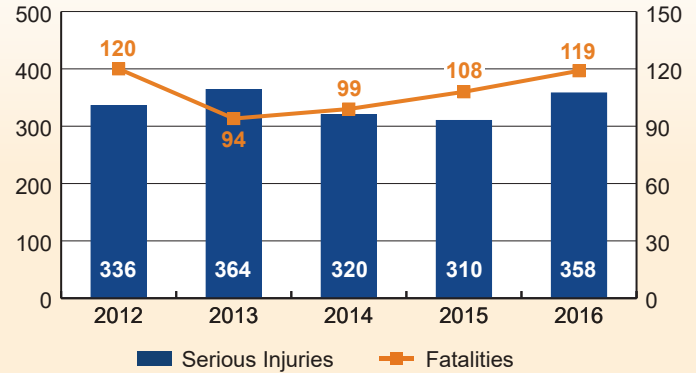
 Ride Safe



NEVADA'S LANE DEPARTURE PROBLEM

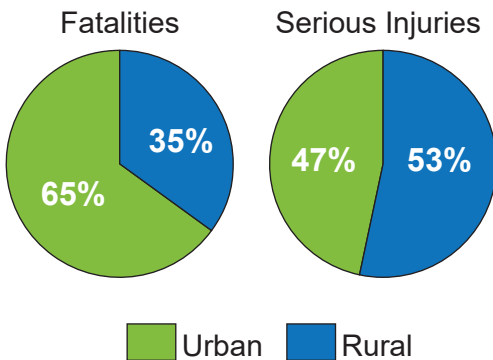
Between 2012 and 2016, 540 people lost their lives and a staggering 1,688 were seriously injured in lane departure crashes on Nevada roadways.

The goal of the Nevada Strategic Highway Safety Plan (SHSP) is to reach zero fatalities. This fact sheet provides information on who is involved in lane departure fatal and serious injury crashes, where and when these crashes occurred, and why they happened. It also outlines how the State plans to reduce lane departure fatalities and serious injuries.



WHO?

Male drivers aged 26 to 35 years old, are involved in most lane departure fatalities and serious injuries, followed by male drivers aged 36 to 45 years old.



WHERE?

Between 2012 and 2016, over three-fifths (62 percent) of the lane departure fatalities and serious injuries occurred in **Clark County**. About 62 percent of such fatalities and serious injuries occurred on urban roadways.

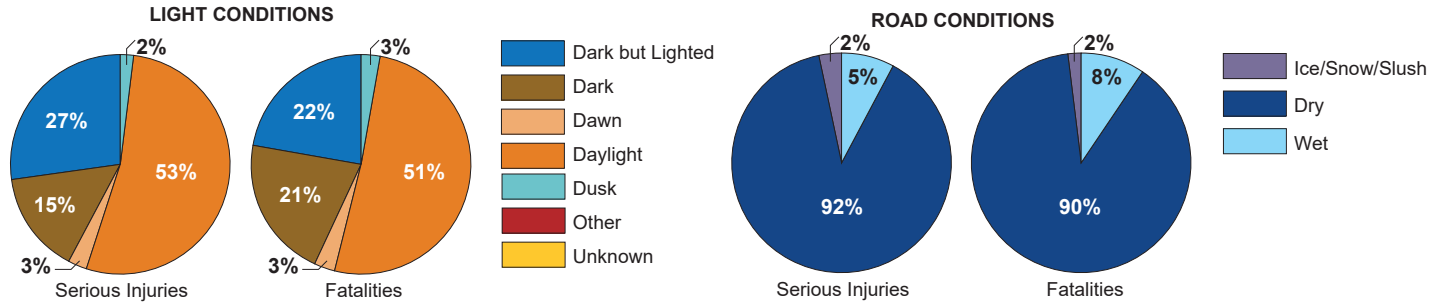
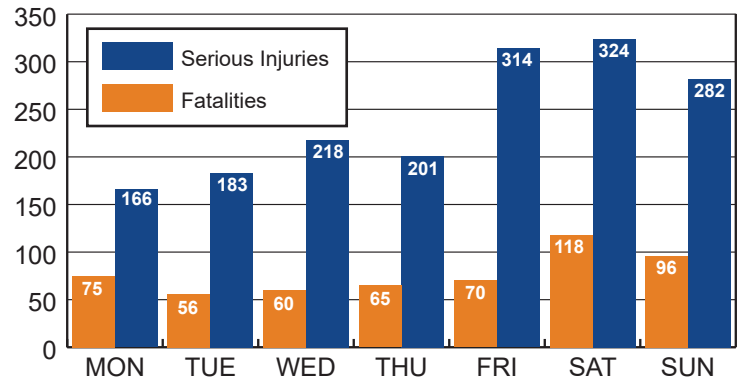


WHEN?

The highest number of lane departure fatalities and serious injuries occurred on Friday through Sunday. Most of the lane departure fatalities and serious injuries occurred during daylight hours (53 percent) as compared to dark hours (16 percent).

WHY?

About 9 out of 10 lane departure fatalities and serious injuries occur under dry road surface conditions.



HOW DO WE REACH OUR GOAL?

CRITICAL STRATEGIES TO REDUCE LANE DEPARTURE FATALITIES

The Nevada SHSP identified several strategies that have the greatest potential to reduce lane departure fatalities and crashes. By focusing on these strategies we can begin to reduce the terrible toll caused by lane departure fatalities.

Increase targeted enforcement and public education programs on high risk behaviors, such as distracted driving, driving too fast for conditions, and drowsy driving:

- » Review data and determine target groups that are more likely to run off the road; develop programs to target those audiences (specifically distracted driving).
- » Coordinate with safety stakeholders (enforcement, EMS, fire department, etc.) to develop high visibility, well publicized enforcement campaigns statewide throughout the year.
- » Develop a milepost education program to decrease emergency response times to crashes.

Keep vehicles in their lanes through improvements/engineering, particularly on curves:

- » Propagate the installation of shoulder and centerline rumble strips statewide where feasible/applicable.
- » Improve high lane departure risk areas (curves) by evaluating existing curve crash data, coordinate with stakeholders, completing Road Safety Assessments if appropriate, and providing recommendations of surface friction treatments, reconstruction, signing and other methods.
- » Research animal migration patterns and implement strategies such as fencing and animal crossings to decrease animals on roadway.

Increase survivability in the event of a roadway departure:

- » Conduct regional implementation of slope flattening/roadside object removal projects.
- » Install median barrier systems statewide where appropriate.
- » Apply Traffic Incident Management (TIM) strategies to minimize disruption after incidents.