

Deaths on Nevada highways increase in 2010 from 2009

Initial numbers show that 256 fatalities occurred on Nevada roads in 2010; 13 more than in 2009, which was the fewest state traffic fatalities in more than 20 years.

“These are so much more than numbers. Any rise in fatalities is truly tragic, and the loss and toll on individuals and families across the state is something no one should have to endure,” Traci Pearl, administrator of the Nevada Department of Public Safety, Office of Traffic Safety, said in a statement. “Although these numbers are lower than Nevada’s high of 434 roadway deaths in 2006, we as transportation and safety professionals will continue working every day to make roads as safe as possible with engineering, enforcement, education, and emergency medical solutions. But the most important part is for all motorists to do their part by always driving safely and attentively and wearing seat belts.”

Since 2006, many safety strategies have been implemented on Nevada roads, including more than 2,000 miles of centerline rumble strips installed on state freeways, road safety audits to enhance traffic safety, continuing installation of pedestrian walking countdown timers at approximately 120 crosswalks throughout northern Nevada, Nevada’s first pedestrian safety action planning and child passenger safety training for all peace officers statewide, to name a few.

Many of the traffic safety initiatives are part of the Nevada Strategic Highway Safety Plan. Overseen by the Nevada Department of Transportation, the SHSP brings Nevada traffic and safety agencies together to reduce traffic fatalities and serious injuries with the ultimate goal of zero traffic deaths on Nevada roads.

Following these safety efforts and other factors, traffic deaths dropped from an all-time high of 434 in 2006 to 256 in 2010.

“One death on our roads is too many,” NDOT Director Susan Martinovich said in the same release. “That is why we’re asking all Nevadans to drive carefully every time so we can all get where we’re going safely. Buckling up, paying attention to the road and not driving under the influence can save lives!”