

NDOT raising traffic safety awareness

With a rise in Nevada traffic deaths in 2012, the Nevada Department of Transportation will post traffic fatality numbers on digital freeway boards to remind motorists to always drive safely.

Freeway digital message signs, or DMS, across the state will periodically display updated statewide traffic death numbers. The messages will be followed by safety messages reminding drivers to always buckle up, never drive impaired and other safety reminders.

Preliminary numbers show that 258 traffic fatalities occurred on Nevada roads in 2012, an increase of 12 deaths compared to the previous year. Despite recent upticks, Nevada traffic fatalities have generally trended down after reaching an all-time high of 432 in 2006.

Under the Nevada Strategic Highway Safety Plan, Nevada traffic and safety advocates implement enforcement, engineering, emergency medical and educational strategies to cut yearly traffic fatality averages in half by 2030, with the ultimate goal of zero fatalities on Nevada roads.