

Brian Sandoval
Governor



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Fellow Nevadans,

The Department of Public Safety, Office of Traffic Safety, has operated continuously since 1966. Our goal is simple: to reduce the number of fatalities and serious injuries from traffic related crashes.

Traffic crashes and their resulting fatalities and injuries represent a public epidemic. Nationally we lost over 32,000 people from car crashes in 2010, losing 257 of our own here in Nevada. In 2006, a formal plan known as the *Strategic Highway Safety Plan* was submitted to the Federal government to address this public safety emergency, and thanks to the efforts of you and many others around the state we're seeing a significant decline (www.zerofatalitiesnv.com). But we're not done yet.

In this past year we emphasized programs that focused on the four 'E's' to reduce traffic injuries and fatalities: education, enforcement, emergency medical systems, and engineering, utilizing strategies that have proven results and help us all to maximize our resources in these tough economic times.

Despite a slight increase in pedestrian deaths, the number of people killed from traffic crashes in Nevada decreased in 2011 and will end the year at slightly more than half of the record 2006 total. As of December 18th, 231 people had died in Nevada traffic crashes, down 22 from the same time in 2010 and far less than the record 432 fatalities in 2006. Only 64 of the deaths involved alcohol as a factor, barely half of the 126 in 2008. In Clark County, 105 people have died on the highways this year, down 25 for the same time span last year. Nevada's drop in highway fatalities since 2006 is the fifth-best among the states.

Public awareness and education play an important role in changing driver behavior, and we need to be outspoken in our communities about our commitment to traffic safety. If you are a driver, this includes you. If you ride a bicycle, it includes you. If you walk, it includes you. If you ride a motorcycle, own a business, or have a family, this includes you. Let's all continue toward our 'zero fatalities' goal in 2012 and beyond.

Sincerely,

A handwritten signature in blue ink, appearing to read "Chris Perry", is written over a faint, large watermark of the Nevada Department of Public Safety logo.

Chris Perry, Director, Department of Public Safety
Governors Highway Safety Representative