

CLARK COUNTY, NEVADA

Office of Traffic Safety



Increasing Rate of Traffic-Related Fatalities in Clark County

1,056

DEATHS

2015-2020

186

DEATHS

2020 Year End

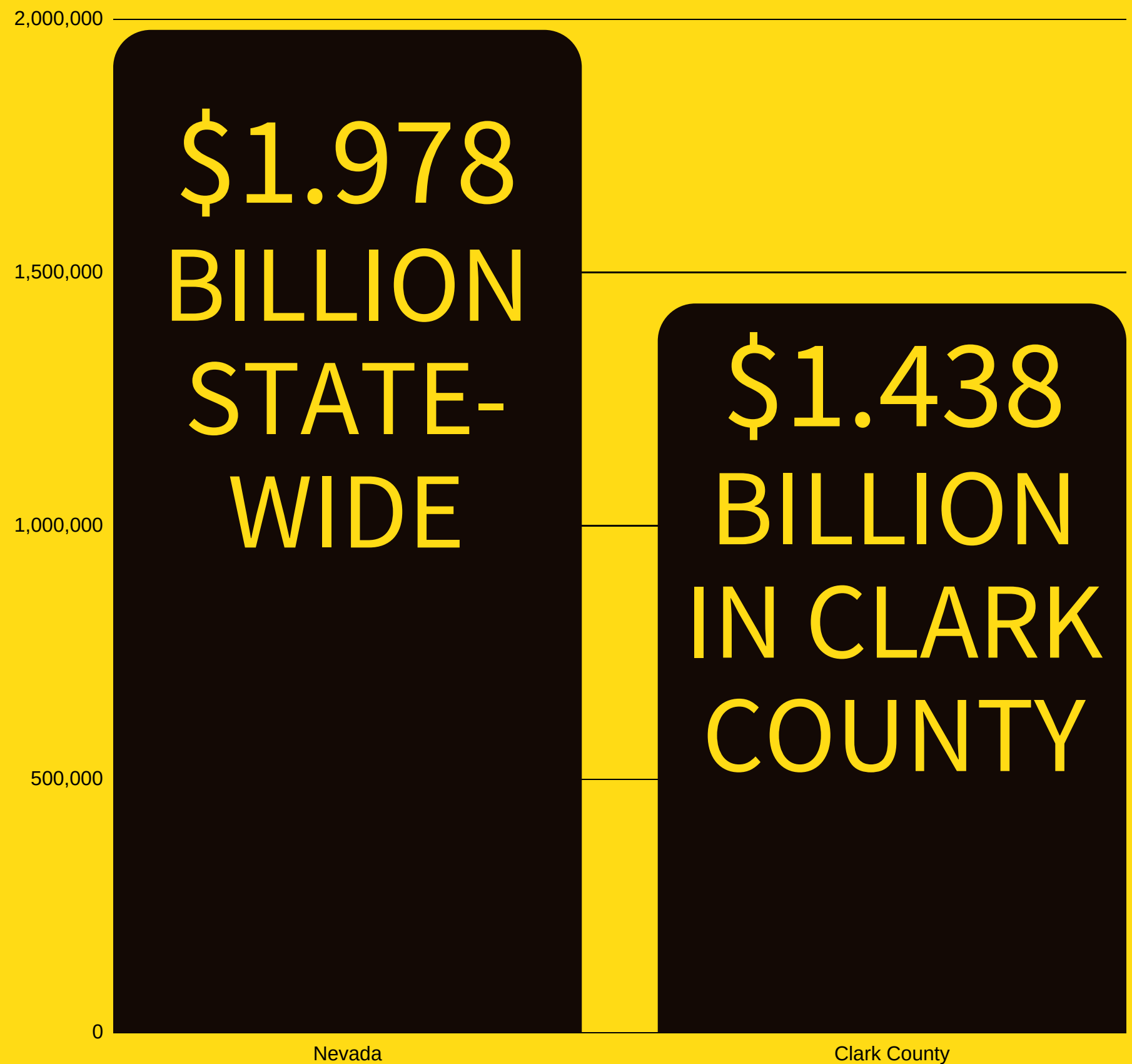
162

DEATHS

2021 To Date

The Financial Cost Of All Crashes

According to the 2021 Roadmap of State Highway Safety Laws: Annual Economic Cost Due to all Motor Vehicle Crashes in Nevada is \$1.978 Billion. \$1.438 Billion of that being in Clark County.



In 2018, the CDC
reported the total cost of
traffic crash deaths at:
\$498.2 Million in NV /
350 Nevada fatalities

**= \$1.4 Million
Per Fatal.**



CONNECTING THE DOTS

ENGINEERING

Clark County Department of Comprehensive Planning

Clark County Public Works

Regional Transportation Commission*

Southern Nevada Regional Planning Coalition*

EDUCATION

Clark County Public Information Office

Clark County Office of Economic Development

Clark County Public Works Information Officer

University Medical Center

ENFORCEMENT

Clark County Department of Business License

Clark County Fire Department

Clark County Coroner

Las Vegas Metropolitan Police Department (Traffic Bureau)*

*Regional Entity

”

**ENGINEERING, EDUCATION,
AND ENFORCEMENT**
COUNTERMEASURES MUST BE
INSTITUTED.

CLARK COUNTY NEEDS A COMPREHENSIVE PLAN

DEVELOPING A REGIONAL PLAN THAT ADDRESSES LOCAL TRAFFIC TRENDS AND CONCERNS.

Clark County continues to experience an increase in traffic-related fatalities. In the last six years (2015 - 2020), Clark County has experienced 1,056 lives lost on its roadways. That doesn't include the 153 lives lost so far this year (2021).

Traffic fatalities are a nationwide problem with local impacts. Currently, the Nevada Departments of Public Safety and Transportation are leading the efforts to reduce and eliminate traffic fatalities through the State's Strategic Highway Safety Plan. This plan addresses Statewide trends in the hope to implement engineering, education, and enforcement countermeasures at all levels of government.



SCOPE OF WORK

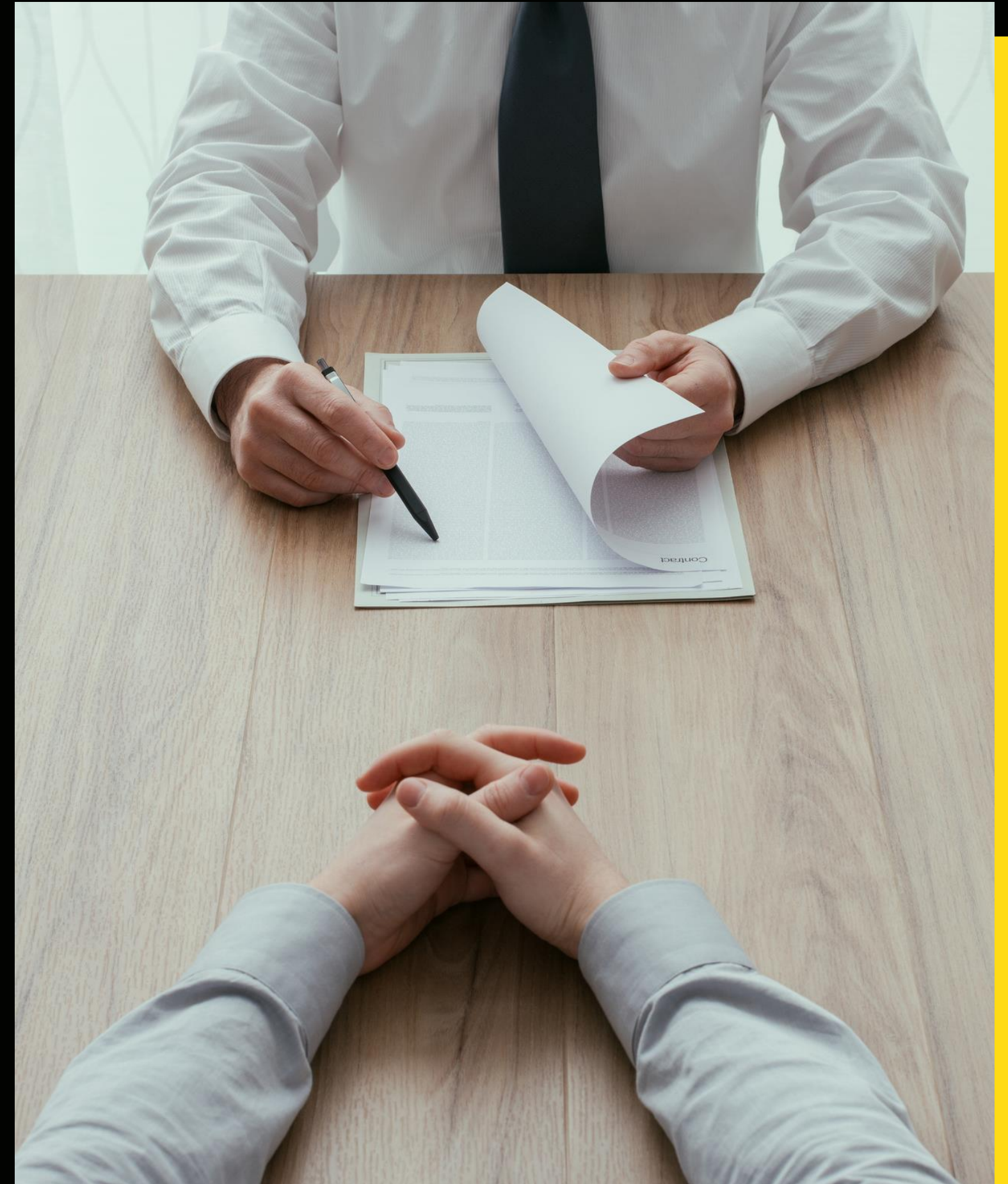
- ✓ Ensure Clark County is receiving its full share of federal funding available for traffic safety programs.
- ✓ Support and manage grant projects related to traffic safety communication, education, and other traffic safety issues. Seek out and encourage traffic safety grant projects and partnerships as appropriate.
- ✓ Interact with federal, state, and local government officials, media representatives, traffic safety partners, and the public to respond to information requests.
- ✓ Work closely with the County Commission and staff to set priorities and carry out programs, including management of traffic safety projects.
- ✓ Develop an effective system to track progress and evaluate program components to measure success that can be effectively communicated.
- ✓ Write and implement policy, as necessary, to fulfill the County's mission and vision.
- ✓ Conduct best practices research of traffic safety programs, communication strategies, and behavioral/educational methodologies using sources such as GHSA, NHTSA, National Safety Council, CDC, private organizations, and other States' programs for reference. Provide analysis and recommendations for improvements.
- ✓ Serve as the point of contact for traffic safety concerns.



Director of Traffic Safety

Clark County, Nevada

Schedule 35,
Reporting to the County Manager and Commission



CLARK COUNTY, NEVADA

Office of Traffic Safety

