



PEDESTRIAN SAFETY EFFORTS UPDATE

**ITEM 13
TRANSPORTATION BOARD
MARCH 9, 2015**



SOUTHERN NEVADA PEDESTRIAN SAFETY MEDIA EVENT MARCH 5TH





UPDATE ITEMS

- NORTH VIRGINIA ST. TRAFFIC SIGNAL AT BAILEY DR./WALL ST.
- US 50 TRAFFIC SIGNAL AT FORTUNE DR.
- FUTURE PED SAFETY PROJECTS
- TRACKING ROAD SAFETY ASSESSMENT RECOMMENDATIONS
- PEDESTRIAN SAFETY CAMPAIGN AS PART OF ZERO FATALITIES PROGRAM



NORTH VIRGINIA AT BAILEY DR./WALL ST.

LEGEND

FUTURE
PORTABLE
PRECAST
CONCRETE
BARRIER RAIL



FUTURE
TRAFFIC
SIGNAL POLES





US 50 at FORTUNE DR.

- ADDITIONAL INFORMATION CONFIRMED AFTER BOARD MEMO WAS DRAFTED
- NDOT WILL ISSUE A PERMIT TO THE DEVELOPER TO INSTALL TRAFFIC SIGNAL
- NDOT WILL REQUEST AN INTERLOCAL AGREEMENT WITH LYON COUNTY FOR MAINTENANCE OF THE TRAFFIC SIGNAL
- NDOT WILL INSTALL SAFETY IMPROVEMENTS ON US 50 AT PINE CONE RD., SMITH'S SHOPPING CENTER, AND RETAIL ROAD THIS YEAR (INTERSECTIONS WEST OF FORTUNE DR.)



FUTURE PED SAFETY PROJECTS

- PRELIMINARY LIST OF ADDITIONAL \$5.3M IN PROJECTS PROVIDED IN BOARD PACKET CAN BE CONSIDERED FOR FY 16 (22 PROJECTS IN SO. NV; 1 AT ZEPHYR COVE; 1 ON US 50 IN DAYTON; 2 IN SPARKS)
 - RAPID RECTANGULAR FLASHING BEACONS
 - LIGHTING IMPROVEMENTS
 - UPGRADE EXISTING SCHOOL FLASHERS AT 2 LOCATIONS
- NDOT WILL CONTINUE OUTREACH TO LOCAL AGENCIES FOR MORE CANDIDATE PROJECTS
- MEETING WITH CARSON CITY ON THEIR SUGGESTED PROJECTS FOR PED SAFETY
- DISCUSS THIS PROGRAM DURING 2015 COUNTY TOURS



TRACKING ROAD & PED SAFETY ASSESSMENT SUGGESTED IMPROVEMENTS

- USE A CURRENT RSA AGREEMENT TO DEVELOP A LOCATION-BASED (GIS) TRACKING SYSTEM
- WORK WITH NDOT MAINTENANCE FORCES ON IMPLEMENTATION
- DEVELOP OTHER IMPROVEMENTS SEPARATELY AS PEDESTRIAN SAFETY PROJECTS



ZERO FATALITIES

DPS & NDOT MEDIA CAMPAIGN

- JOINTLY FUNDED CAMPAIGN PRIMARILY USES FEDERAL SAFETY FUNDS
- EMPHASIS AREAS
 - PEDESTRIAN SAFETY
 - HOLIDAY IMPAIRED
 - CLICK IT OR TICKET
 - MOTORCYCLE SAFETY
 - BADGE ON BOARD (COMMERCIAL VEHICLES)
 - DISTRACTED DRIVING

zero®
Fatalities
Drive Safe Nevada

Campaign Impacts

Has the Zero Fatalities campaign influenced you?

2012 numbers vs 2014 numbers.





ZF PED SAFETY MESSAGES

**TOO MANY PEDESTRIANS
DIE ON OUR ROADS**

LOOK OUT FOR EACH OTHER | **zero**
Fatalities

**TOO MANY PEDESTRIANS DIE
ON OUR ROADS**

LOOK BEFORE CROSSING | **zero**
Fatalities



ZERO FATALITIES TV SPOT