



FOR IMMEDIATE RELEASE

Lauren Ball, *RTC Public Information Officer*
LBall@rtcwashoe.com | Office: 775-335-1916 or Cell: 775-420-1727

or

Michael Moreno, *RTC Public Affairs Manager*
MMoreno@rtcwashoe.com | Office: 775-335-1869 or Cell: 775-771-6453

Vision Zero Truckee Meadows Urges Safety as Time Change Approaches
70% of Pedestrian Fatalities in Nevada Occur between Dusk and Dawn

Media photo, video, and interview opportunity:

When: Thursday, November 4, 2021 at 11:30 a.m.

Where: Crosswalk with pedestrian flashers located on Virginia Street between Plumb Lane and Regency Way. (Directly in front of Nirvana Beauty Lounge at 1700 S. Virginia St.)

Who: Reno City Councilmember/RTC Chair Neoma Jardon, Reno Police Lieutenant Michael Browett, Vision Zero Truckee Meadows Project Manager Rebecca Kapuler, and Trauma Educator Nicholas Mannering with Renown Regional Trauma Center

Reno/Sparks, Nevada (November 2, 2021) – The [Vision Zero Truckee Meadows](#) regional task force is reminding the community to use extra caution as we approach the time change on Sunday, November 7, 2021. It will be dark earlier and Nevada statistics show that 70% of pedestrian fatalities occur between dusk and dawn.

#Dusk2DawnNV Campaign:

As part of the Vision Zero Truckee Meadows task force's efforts to keep our community safe, the task force is joining the statewide #Dusk2DawnNV safety marketing campaign for the second year in a row. The campaign prompts the community to take extra roadway safety precautions to bring the number of pedestrian fatalities in our region to zero. The community can join the conversation on social media by sharing how they are staying safe using the hashtag #Dusk2DawnNV. The campaign will also be featured on RTC bus advertising.

Pedestrian Safety Zones:

In addition to a safety campaign, Vision Zero Truckee Meadows is reminding the community of a new Pedestrian Safety Zone that was introduced last summer in downtown Reno at the corner of Lake Street and Fourth Street.

Pedestrian Safety Zones are designed to reduce the rate of pedestrians from being injured or killed by motor vehicles on our roadways. The zones are marked by signage and include 20 mph signs. Drivers, bicyclists, and pedestrians face increased fines in these areas.

There will also be Pedestrian Safety Zones established in the areas of East Sixth Street from Center Street to Record Street and Sierra Street from Third Street to Ridge Street.

Renown Trauma Center Statistics:

Vision Zero Truckee Meadows partner Renown Trauma Center is sharing information about patients who ended up in the Trauma Center because of a pedestrian crash between March 2020 and March 2021.

- 118 people were admitted due to pedestrian crashes.
- 55% of people were admitted during fall and winter months
- 44% of pedestrians hit between 7 p.m. – 6 a.m.
- Males were most likely to be hit
- 17 out of 118 patients went directly to surgery
- 6 people died in the hospital
- 14 out of 118 people were discharged to nursing homes
- 30 out of 118 were 55 years of age and older
- 13 were children under the age of 15

Safety Tips:

As part of their efforts to promote pedestrian safety in advance of the time change, the task force is re-releasing a video with important safety tips for pedestrians.

WATCH VIDEO: [It's Dark Earlier. Tips to Keep you Safe.](#)

The video features the following safety tips for pedestrians:

- Stay in well-lit areas.
- Walk with friends.
- Be visible so drivers can see you. Carry a flashlight or reflector.
- Put down your phone. Unless you're using it as a flashlight!
- Take off your headphones.
- Stay on sidewalks and use marked crosswalks.
- Avoid wearing dark clothing.
- Always be aware of your surroundings and traffic.

- Think twice before you walk at night! When it's dark, it's harder for drivers to see you.

The community is reminded to please use extra caution on area roadways.

For more information, visit [VisionZeroTruckeeMeadows.com](https://www.visionzerotruckeemeadows.com).

###

About Vision Zero: *The Vision Zero Truckee Meadows Task Force is a regional partnership focusing on pedestrian safety in our community. The multi-jurisdictional Task Force is comprised of staff members from the Regional Transportation Commission (RTC) of Washoe County, the City of Reno, the Reno Police Department, the City of Sparks, Washoe County, the Federal Highway Administration (FHWA Nevada Division), Nevada Department of Transportation, Office of Traffic Safety, Reno Bike Project, Regional Emergency Medical Services Authority (REMSA), Reno & Sparks Chamber of Commerce, Renown Regional Trauma Center, Safe Kids Coalition, University of Nevada, Reno (UNR), University of Nevada, Las Vegas (UNLV), Washoe County School District, Washoe County Sheriff's Office and members of the public. By partnering together to make roads and sidewalks safer for pedestrians, we make our roads safer for everyone. Learn more at [VisionZeroTruckeeMeadows.com](https://www.visionzerotruckeemeadows.com).*