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Highway Users Coalition Launches Education Campaign

Campaign focuses on problems with congestion and gridlock

(Reno, NV) – The Nevada Highway Users Coalition has launched a statewide public education and advertising campaign to raise awareness about the need for increased road and highway capacity to protect Nevadans’ quality of life, the coalition announced today.

The advertising campaign focuses on the effects of growing congestion and gridlock throughout the Reno and Las Vegas areas and includes television, outdoor and radio executions.

“Nevada’s transportation infrastructure is on the verge of a crisis point,” said NHUC Board Member Stan Goodin, president of Goodin Insurance & Financial Services. “There is simply not enough roadway capacity to handle existing traffic, much less our future needs.”

“The purpose of this campaign is to educate the public that this issue needs to be addressed soon, or else the quality of our lives will decline significantly,” Goodin said.

Two key statistics illustrate the problem. In recent years, traffic in Nevada has grown nine times faster than the capacity of the state’s highway system, according to The Road Information Program (TRIP). In addition, at least 100,000 more vehicles will be driving on Nevada’s roads in just three years.

While traffic is getting worse and worse in Reno and Las Vegas, Nevada has a massive funding shortfall for its transportation capital improvements. A 2006 Blue Ribbon Task Force estimated the shortfall at \$3.8 billion. Meanwhile, the cost of raw materials for road construction has increased 35 percent over the past five years. Inevitably, the cost of addressing this capacity problem is increasing year by year.

While the 2007 Nevada Legislature identified a fraction of the needed funding, the overall issue of the decreasing buying power of the state’s revenue streams remains the ongoing challenge. The Nevada Highway Users Coalition is not currently advocating a specific solution. It is working to raise public awareness of the problem and the consequences of not addressing it.

The Nevada Highway Users Coalition is a 501(c)4 organization of statewide business owners, citizens groups and labor unions worried about the future of Nevada and the role ease of movement plays in the quality of life for Nevadans, the ability to conduct business and the attractiveness of Nevada as a tourist destination.