



*New Mexico* DEPARTMENT OF  
**TRANSPORTATION**  
MOBILITY FOR EVERYONE



**target**  
**zero** **NM**

# Choosing Your Role in Ending Traffic Fatalities



## Fatal and Injury Crashes in New Mexico, 2024

# New Mexico's Traffic Fatality Issue

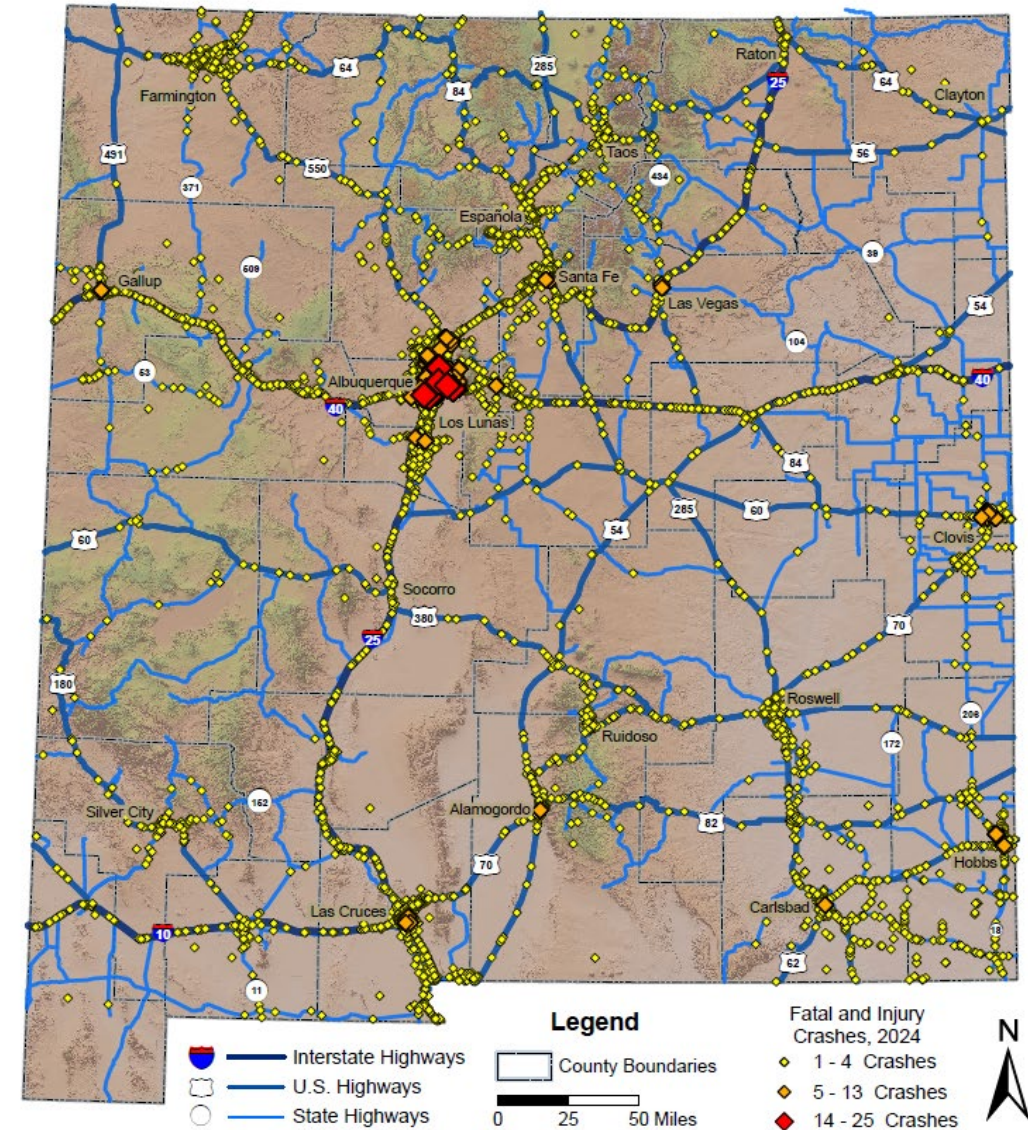
New Mexico has the **highest rate** of pedestrian fatalities in the nation, according to the Governor's Highway Safety Association, with 99 pedestrians killed in 2023 alone. Third consecutive year we've held this top ranking.

**3rd in the nation** for crash fatalities according to the National Highway Traffic Safety Administration's Fatality Analysis Reporting System.

Forbes Advisor Study ranked New Mexico as the state with **the worst drivers** in January 2025.

<https://www.forbes.com/advisor/car-insurance/worst-drivers-by-state/>

**Most dangerous** state to drive in by Everly Life Road Safety Index Report.



Prepared for the New Mexico Department of Transportation, Traffic Safety Division, Traffic Records Bureau. Under Contract CO6380 by the University of New Mexico, Geospatial and Population Studies, Traffic Research Unit (TRU) [gps.unm.edu](mailto:gps.unm.edu) November 2025 Contact [GPS@unm.edu](mailto:GPS@unm.edu)



# ZERO MEANS ZERO

## ZERO TRAFFIC-RELATED FATALITIES BY 2050



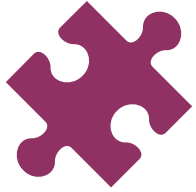
Target Zero is a transformative initiative that will coordinate all the transportation safety work currently underway and sharpen the department's focus on safety in all our work. Target Zero visions a transportation system where every journey is completed safely, with zero driving-related deaths by 2050.



Photo Courtesy of Library of Congress Prints and Photographs Division  
<https://blogs.loc.gov/law/2023/10/descansos-roadside-memorials/>



# SAFE SYSTEM APPROACH



Create



Coordinate



Cultivate



Communicate

THE ROLE OF  
TARGET ZERO

# WHAT CAN YOU DO?

