



MAYOR
Renard U. Johnson

CITY MANAGER
Dionne Mack

CITY COUNCIL

District 1
Alejandra Chávez

District 2
Dr. Josh Acevedo

District 3
Deanna M. Rocha

District 4
Cynthia Boyar Trejo

District 5
Ivan Niño

District 6
Art Fierro

District 7
Lily Limón

District 8
Chris Canales

**NEWS
RELEASE**

03/30/2026

City's 12th Traffic Fatality

Date: 03-28-2026 **Time:** 08:55 PM

Location: 11800 Pelicano/ Zaragoza

Vehicle#1: 2014 Harley Davidson FXD

Driver: 67-year-old William Page, East El Paso, TX resident. **(Deceased)**

Vehicle#2: 2025 Cadillac Escalade

Driver: 57-year-old Humberto Rivas Jr., East El Paso, TX resident.

Passenger: 40-year-old Veronica Reyes, East El Paso, Texas, resident.

EL PASO, Texas— On 03-28-2026, the Special Traffic Investigations unit responded to a vehicle vs motorcycle crash at the 11800 block of Pelicano. The initial investigation revealed that Page was traveling westbound on Pelicano while Rivas was traveling eastbound on Pelicano. The motorcyclist failed to yield the right-of-way to the Cadillac Escalade and attempted to make a left turn onto Zaragoza, resulting in a collision. Page was transported to a local hospital, where he unfortunately succumbed to his injuries.

This is the 12th traffic fatality this year compared to 16 at the same time last year.



Promoting **Transparent & Consistent Communication**
Among All Members of the Community

Media Contact: Ofc. Adrian Cisneros #2121
Public Affairs / Media Relations
ASKPD@elpasotexas.gov
915.838.5098