

# NEWS BULLETIN

**Vision Zero is a holistic strategy to end traffic-related fatalities and serious injuries while increasing safe, healthy and equitable mobility for all.**

**It was first adopted in Sweden in the 1990s and has led to major reductions of traffic deaths and serious injuries in many cities that have implemented its policies.**

**Communities that adopt Vision Zero believe that most traffic deaths and injuries are a preventable public health issue, not a result of unavoidable accidents.**

**On average, one person is killed in a crash every five days, and someone is seriously injured in a crash every 20 hours.**

**Everyone we lose is someone's loved one, and each of these deaths and injuries is preventable.**

**In our city, red light runners are the leading cause of pedestrian injuries and deaths.**

**City Council adopted Vision Zero as a part of the Imagine Comprehensive Plan. Our Vision Zero program is a member of the Vision Zero Network, which is a growing coalition of U.S. cities committed to eliminating all traffic fatalities.**

**Through a combination of safer street design, targeted law enforcement, evidence-based public policy, thoughtful public engagement, and participation from our community, we can ensure city streets are safe for everyone.**

**The Strategic Mobility Plan includes key actions, indicators, and targets intended to shape future Vision Zero initiatives.**

**B-Roll, PSA, and soundbites are made available upon request to media from our city video production partners.**



**I AM SMILING  
PRODUCTIONS**



**It's Complicated TV**