

# Traffic Violence in Santa Cruz County

A look at the problem, and at how **Vision Zero** can save lives



Many of our friends, neighbors, and loved ones have been impacted by traffic violence. An average of 13 people die on our roadways each year, yet a review of local media uncovered a staggering 24 deaths on our roadways in the past 12 months.

**It doesn't have to be this way.**

The Community Traffic Safety Coalition and Santa Cruz County Health Services Agency's Public Health Department invite you to join us to learn how



**Vision Zero policies** are making an impact around the world and how Santa Cruz County can join the movement to **eliminate all traffic deaths and serious injuries.**

Please join us in a conversation about making our county's roadways safer for all.

To RSVP or be included in future mailings, visit [www.surveymonkey.com/r/VisionZeroForum](http://www.surveymonkey.com/r/VisionZeroForum)

**When:** Thursday, June 29, 2017

**Time:** 4:00 p.m. – 6:00 p.m.

**Where:** Simpkins Swim Center  
Community Room B  
979 17th Ave  
Santa Cruz, CA 95062

**RSVP:** [surveymonkey.com/r/VisionZeroForum](http://surveymonkey.com/r/VisionZeroForum)

#### Featured Speaker:

Leah Shahum, *Vision Zero Network*,  
Founder and Executive Director

The Vision Zero Network is committed to helping communities **eliminate all traffic fatalities and severe injuries** by bringing together local leaders in health, traffic engineering, law enforcement, policy, and advocacy to develop and share winning strategies, policies, and practices that make Vision Zero a reality. Learn more at [www.visionzeronetwork.org](http://www.visionzeronetwork.org)

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**Public Health**  
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Santa Cruz County



**COMMUNITY TRAFFIC  
SAFETY COALITION**