



FOR IMMEDIATE RELEASE

Vision Zero Truckee Meadows Announces Goal of Zero Pedestrian Fatalities by 2030

Reno, Nevada (October 14, 2019) – A regional task force committed to pedestrian safety, Vision Zero Truckee Meadows, announces their goal to bring the number of pedestrian fatalities in our community to zero by 2030 by adopting the Vision Zero approach.

The last ten years of available data from 2007-2017 show that there were 87 pedestrian fatalities in Washoe County alone. It is critical that our community takes action to prevent pedestrian fatalities by taking the Vision Zero approach. If nothing is done, numbers show our community could see another 87 or more pedestrian fatalities in the next ten years.

Vision Zero is not a tagline, or even a program. It's a fundamental shift in the way our community is approaching the issue of safe mobility. The task force will look at every serious injury crash and fatality as an opportunity to learn how to prevent another crash, without placing blame.

The task force, with the support of local leaders, has made a commitment to take action to bring the number of fatalities on our roadways to zero by 2030. The task force will make equitable, data-driven, and transparent decisions to improve safety throughout our community. By partnering together to make roads and sidewalks safer for pedestrians, we make our roads safer for everyone, including bicyclists, drivers and people with disabilities. As part of the Vision Zero Network, the task force will be working to eliminate traffic fatalities and serious injuries among all road users by 2030.

The multi-jurisdictional Task Force is comprised of staff members from the Regional Transportation Commission (RTC) of Washoe County, the City of Reno, the Reno Police Department, the City of Sparks, Washoe County, the Federal Highway Administration (FHWA Nevada Division), Nevada Department of Transportation, Office of Traffic Safety, Reno Bike Project, Truckee Meadows Bicycle Alliance (TMBA) Regional Emergency Medical Services Authority (REMSA), Reno & Sparks Chamber of Commerce, Renown Hospital Trauma Center, Safe Kids Coalition, University of

Nevada, Reno (UNR), University of Nevada, Las Vegas (UNLV), Washoe County School District, Washoe County Sheriff's Office and members of the public.

The community is encouraged to visit the [Vision Zero Truckee Meadows website](#) to learn about how the task force is working to decrease the number of crashes in our community and improve safety for pedestrians and all road users. The website contains important safety information and provides a place to report areas of our community that need improvements, or where there are near misses. A near miss today can be a crash tomorrow. People can also read the [Vision Zero Action Plan](#).

###

About Vision Zero: *The Vision Zero Truckee Meadows Task Force is a regional partnership focusing on pedestrian safety in our community. The multi-jurisdictional Task Force is comprised of staff members from the Regional Transportation Commission (RTC) of Washoe County, the City of Reno, the Reno Police Department, the City of Sparks, Washoe County, the Federal Highway Administration (FHWA Nevada Division), Nevada Department of Transportation, Office of Traffic Safety, Reno Bike Project, Truckee Meadows Bicycle Alliance (TMBA), Regional Emergency Medical Services Authority (REMSA), Reno & Sparks Chamber of Commerce, Renown Hospital Trauma Center, Safe Kids Coalition, University of Nevada, Reno (UNR), University of Nevada, Las Vegas (UNLV), Washoe County School District, Washoe County Sheriff's Office and members of the public. By partnering together to make roads and sidewalks safer for pedestrians, we make our roads safer for everyone.*