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City launches initiative to eliminate all traffic fatalities and severe injuries *~Residents asked to participate in survey to provide valuable feedback~*

The City of Brighton today launched Vision Zero and School Zone Safety Action Plan, a new initiative aimed at eliminating all traffic fatalities and severe injuries while increasing safe, healthy equitable mobility for all residents and visitors.

To kick off the initiative, the Brighton community is encouraged to visit www.surveymonkey.com/r/visionzeroeng and complete a [survey](#) providing feedback on traffic safety concerns in the city. The results of the [survey](#) will help city and school district officials identify and prioritize strategies to improve traffic safety in Brighton.

Working with community partners including the Brighton Police Department, School District 27J, Brighton Fire Rescue District, and RTD, Vision Zero is a transportation safety philosophy that was developed in Sweden in the late 1990s to eliminate traffic deaths and serious injuries in the transportation system. Each year, more than 40,000 people are killed in traffic accidents in the United States and thousands more injured. Vision Zero recognizes that humans make mistakes, and therefore the transportation system should be designed to minimize the consequences of those errors.

The Vision Zero and School Zone Safety Action Plan will be an invaluable tool in launching an initiative to assist the City in eliminating traffic deaths and severe injuries as well as creating safer streets and school zones for the residents, students and visitors of Brighton," said Interim Streets and Fleet Director Michael Woodruff.

The city began laying the groundwork for its Vision Zero initiative in early 2016 with the completion of the city's Transportation Master Plan. The plan singled out safety in transportation planning and design as a top priority. The Brighton Vision Zero and School Zone Safety Action Plan is an important next-step in identifying how the City will go about the process of prioritizing safety in all transportation decision making. The main purpose of the plan is to identify strategies aimed at significantly reducing the number of fatal and severe injury traffic crashes in Brighton including areas around K-12 schools.

"School District 27J is grateful to the City of Brighton for their efforts to eliminate traffic fatalities and severe injuries through the Vision Zero initiative," said Superintendent Dr. Chris Fiedler.

In addition to the survey, the city will be conducting in-person interviews, reviewing corridors with the highest level of traffic accidents, conducting a school zone analysis and crash analysis, meeting with stakeholders and reviewing research. While the project is expected to wrap up in December, some quick action recommendations around K-12 schools may be implemented before the 2018-2019 school year begins.

The Brighton Vision Survey and School Zone Safety [Survey](#) will be open through May 20. For more information on the initiative, please visit www.brightonco.gov/visionzero.

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