



**CITY OF DURHAM**  
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## Media Advisory

For Immediate Release: July 31, 2017

### Durham Kicks Off Vision Zero to Eliminate Traffic Fatalities

*New Effort Underway to Increase Safety and Combat Roadway Fatalities*

- What:** [Vision Zero Durham](#) Stakeholder Kick-off Meeting
- Who:** City of Durham Transportation Department along with other City Departments, Durham County Departments, State Agencies, and Community Stakeholders
- When:** Tuesday, August 1, 2017, from 2 p.m. to 3:30 p.m.
- Where:** City Hall Committee Room  
101 City Hall Plaza, Second Floor  
Durham, N.C. 27701

#### Fast Facts:

- According to [NC Vision Zero data](#), in Durham County between 2010 and 2014, 39,822 crashes occurred resulting in 337 deaths or serious injuries. On average, 23 people die in crashes in Durham County each year. Vision Zero Durham is aimed at eliminating all traffic fatalities and severe injuries while increasing safe, healthy, and equitable mobility for all.
- The August 1 kick-off meeting for this new effort will include all stakeholders involved in making Durham roadways safer with remarks from City of Durham Mayor William V. “Bill” Bell, Deputy City Manager Keith Chadwell, Durham Fire Department Chief Daniel Curia, Transportation Department Director Terry Bellamy, and NC Vision Zero Coordinator Tracy Anderson. News media are invited to attend this stakeholder meeting.

- First implemented in Sweden in the 1990s, Vision Zero has been successful across Europe and is now gaining momentum in major American cities, including Durham. Vision Zero implements the “5 E Strategy” – education, encouragement, enforcement, engineering, and evaluation – to achieve zero fatalities and severe injuries on Durham roadways. Vision Zero Durham will emphasize educational outreach in order to educate the community’s most vulnerable roadway users: low-income people, people of color, children and the elderly.
- The Transportation Department is also launching a [Vision Zero Durham webpage](#) to coincide with the kick-off meeting. Residents will be able to access in the coming months the Vision Zero Durham e-brochure, Vision Zero Durham Action Plan, a traffic calming report, and news about Vision Zero Durham and other Vision Zero programs in the U.S.
- The City is continuing to invest in bicycle and pedestrian infrastructure in order to diversify transportation options for residents and make roadways safer. More than 20 bicycle and pedestrian projects are currently being designed and will soon be constructed, leveraging more than \$20 million dollars of federal and local funding. Additionally, \$15 million has been allocated to the construction of sidewalks identified in the recently adopted [Durham Bike + Walk Implementation Plan](#). In the recently approved [2017-2022 CIP budget](#), \$100,000 was allocated for bicycle facilities.
- The City has long been committed to making its streets safer for residents and Vision Zero Durham will build on these efforts. In 2003, the City introduced an [Accident Reduction Program](#) to identify and treat high-accident intersections. In 2015, Mayor Bell accepted the [Mayor’s Challenge for Safer People and Safer Streets](#) issued by US Transportation Secretary Anthony Foxx.
- After the kick-off meeting, the City’s Transportation Department will be co-sponsoring a series of educational outreach events with its partners for Vision Zero Durham Week, which is set for September 11-15, 2017.
- For more information about this effort, contact Transportation Planner Bryan Poole at (919) 560-4366, ext. 36423 or by email at [Bryan.Poole@DurhamNC.gov](mailto:Bryan.Poole@DurhamNC.gov).

## **About the City of Durham Transportation Department**

The [Transportation Department](#) is responsible for a broad range of transportation services, which include traffic signs and signals, transportation planning, [parking operations](#), street lighting, taxicab administration, and bicycle and pedestrian planning. The department also oversees [GoDurham](#) and [GoDurham ACCESS](#) as well as leads planning functions for the [Durham-Chapel Hill-Carrboro Metropolitan Planning Organization \(DCHC MPO\)](#), which is the regional organization that is responsible for planning and programming state and federal transportation projects in the urbanized areas of Durham, Orange, and Chatham counties. Guided by the City's [Strategic Plan](#), the department helps to strengthen the foundation, enhance the value, and improve the quality and sustainability of neighborhoods that are necessary for a strong and diverse community.

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