

PRESSRELEASE



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DENVER REGIONAL COUNCIL OF GOVERNMENTS HONORS DENVER'S VISION ZERO PLAN

DENVER – The City and County of Denver received a 2018 Metro Vision Award from the Denver Regional Council of Governments (DRCOG) for its Vision Zero initiative. The award was presented at DRCOG's annual awards celebration on April 25.

Vision Zero is an internationally recognized, data-driven initiative that views traffic-related injuries and deaths as unacceptable and preventable. Vision Zero calls for a "sea change," creating a shift in the way cities have historically addressed traffic safety. Rather than assuming human behavior will change, Denver and other Vision Zero leaders around the country want a system that is more forgiving.

"This initiative is coming at an important time as we face unprecedented growth in our region and more traffic on our roads," said Douglas Rex, executive director for DRCOG. "I commend Denver for taking the lead and putting safety first."

The strategy is built on data and analysis that pinpointed where the most severe crashes occur - areas where there are high concentrations of seniors, schools, community centers, low car-ownership and people with disabilities.

Denver also formed the Vision Zero Coalition, comprised of Denver's leading mobility non-profit organizations, business improvement districts, and the business community. The Coalition brings together trusted relationships within the community, as well as the flexibility, resourcefulness, and agility to implement Vision Zero.

DRCOG's Metro Vision Award program recognizes exemplary projects, plans and initiatives that significantly improve the quality of life in the Denver region and its communities. The regional council has been honoring outstanding achievements for more than 30 years.

The Denver Regional Council of Governments is a planning organization where local governments collaborate to establish guidelines, set policy and allocate funding in the areas of transportation and personal mobility, growth and development, and aging and disability resources

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