



MEDIA ADVISORY

FOR IMMEDIATE RELEASE

Contact:

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Vision Zero Webb Laredo Safety Action Plan Media Event

Who: The Webb County - City of Laredo Regional Mobility Authority, together with the City of Laredo, U.S. Department of Transportation's Safe Streets and Roads for All Program and community partners.

What: Join us for a special media event to publicly launch the Safety Action Plan and reintroduce Vision Zero, a commitment to improve road safety and achieve zero traffic fatalities and severe injuries.

When: Thursday February 29, 2024 at 10:00 AM

Where: U.S. Post Office Grounds, 1300 Matamoros Street. Parking is available at the El Metro Transit Center Parking Garage.

Details:

- What is the Vision Zero Webb Laredo Safety Action Plan.
- Invitation to the greater Laredo, Webb County community to get engaged.
- Remarks from local officials, community leaders, and safety advocates.
- Q&A session with media representatives.

Visuals:

- 119 community members standing as a backdrop, representing the 119 killed or seriously injured in 2022.
- Vision Zero banners and materials.

RSVP: Please RSVP to Sabrina Lopez at (210) 201-6150 or sabrina@able.city

Why: In 2022, 119 people were killed or seriously injured on streets in our county. There have been 43,826 crashes between 2018 and 2022, with crash numbers trending up since 2020. The Vision Zero Webb Laredo Safety Action Plan is aimed at providing solutions to reduce and eliminate crashes that cause serious injuries and deaths using the Safe Systems Approach. Come find out more on Thursday.