



PROCLAMATION

WHEREAS, there were over 3,500 traffic crashes in Fort Collins in 2010 - over 700 of which were injury crashes and three of which were fatal; and

WHEREAS, the economic impact from traffic crashes in Fort Collins was in excess of \$90 million in 2010; and

WHEREAS, safe roads are a critical part of a world class community; and

WHEREAS, the City tracks and analyzes crash records to identify crash patterns, crash types and problem locations; and

WHEREAS, traffic data can direct practical community outreach strategies to increase traffic safety awareness, educate citizens about common mistakes on the road, and remind drivers about the dangers of distraction behind the wheel; and

WHEREAS, the City has developed a comprehensive outreach plan to bring increased awareness to traffic safety utilizing a variety of media outlets and conducting community safety presentations to carry forward and reinforce safe driving in our community throughout the year.

NOW, THEREFORE, I, Karen Weitkunat, Mayor of the City of Fort Collins, do hereby proclaim support for the designation of October 2011 as

TRAFFIC SAFETY AWARENESS MONTH

in Fort Collins and encourage citizens to increase their awareness of safe driving, walking and bicycling techniques and thereby promote a safe transportation system for travelers using all modes of transportation.

IN WITNESS WHEREOF, I have hereunto set my hand and the seal of the City of Fort Collins this 4th day of October, A.D. 2011.

Mayor

ATTEST:

Chief Deputy City Clerk