



## News Release

### For Immediate Release

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**Contact:** Sydney Turner, Director of Planning and Programming

**Email:** [sturner@r1planning.org](mailto:sturner@r1planning.org) | **Office:** 815-319-4180

### Region 1 Planning Council Seeks Public Input for Traffic Safety Planning Efforts

**ROCKFORD, IL** — Region 1 Planning Council (R1) is hosting a traffic safety workshop to gather public input about perceptions of traffic safety within the region. R1 will use feedback received to guide development of a regional Traffic Safety Action Plan. The workshop is open to the public and your participation will provide greater understanding of what traffic safety measures are working and where there are opportunities to further promote safe travel on the Region's roadways.

Please join us for the following session:

#### **R1 Traffic Safety Action Plan**

Date: Thursday, February 1, 2024

Location: Rockford Mass Transit District East Side Transfer Center, 725 N. Lyford Road, Rockford, IL 61107

Time: 3:00-4:30pm

*There will be a presentation of transportation safety analysis findings before the attendee feedback session.*

Additionally, the public may provide comments about regional traffic safety through R1's new online Engagement Platform at <https://engager1.mysocialpinpoint.com/>.

Once on the platform, individuals can complete a traffic safety survey and provide location-specific feedback through an interactive map. Information received from this survey and map will provide data on traffic safety topics such as speeding, distracted and/or impaired driving, and bicycle and pedestrian safety. This information will in turn be used by R1 and its partner organizations to develop strategies and countermeasures supporting a Safe Systems approach, which aims to eliminate fatal and serious injuries for all road users.

**ABOUT THE TRAFFIC SAFETY ACTION PLAN:** R1 is developing a regional traffic safety action plan to address identified transportation safety concerns in the Rockford metropolitan planning area (MPA) using the Safe Systems approach. There are six principles that form the Safe System approach: deaths and serious injuries are unacceptable, humans make mistakes, humans are vulnerable, responsibility is shared, safety is proactive, and redundancy is crucial. The Safe System approach requires a supporting safety culture that places safety first and foremost in road system investment decisions.

In addition to the Safe System Approach, the Vision Zero approach is also helping to shape the plan. This approach focuses on safe mobility for all road users, acknowledging that even one death on the transportation system is unacceptable. This project is funded through the United States Department of Transportation's (USDOT) Safe Streets and Roads for All (SS4A) program.

**ABOUT R1:** Region 1 Planning Council (R1) is a special-purpose, regional government agency. Regional councils are public organizations comprised of local elected officials that promote collaboration among local governments, working across the jurisdictional silos of states, counties, and municipalities. A regional council depends on intergovernmental collaboration to foster economic and community growth; through planning, research, federal funding, and data. For more information, visit <http://r1planning.org>.

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