

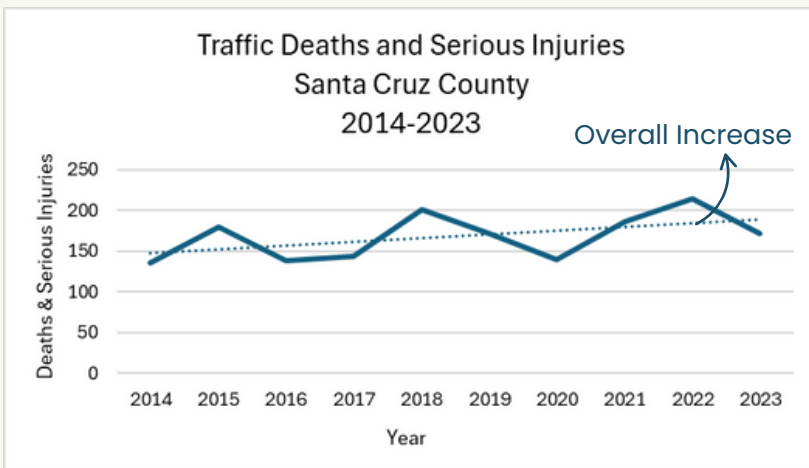
THE IMPACT OF TRAFFIC VIOLENCE ON SANTA CRUZ COUNTY

Crash Report
OVERVIEW &
KEY FINDINGS
2014-2023

A motorist, bicyclist, or pedestrian is involved in a serious crash once every two days in Santa Cruz County.

From 2014-2023, a total of 224 people were killed and 1,456 seriously injured in crashes. This is an average of 22 fatalities and 146 serious injuries each year.

Severe crashes have been on the **rise** in our community.



Source: [Transportation Injury Mapping System](#) (TIMS)

Please Note: Data only includes crashes reported to law enforcement. TIMS data for 2023 are provisional.

We have the power to stop traffic violence!



The Community Traffic Safety Coalition (CTSC) is committed to traffic safety. By using Vision Zero strategies, we can prevent deaths and serious injuries.

Santa Cruz County Crash Rankings

Compared to all 58 CA counties,
we rank among the worst
for these types of crashes:

INJURIES & FATALITIES
among bicyclists
2nd Worst



Alcohol Involved
INJURIES & FATALITIES
2nd Worst



INJURIES & FATALITIES
among pedestrians
5th Worst



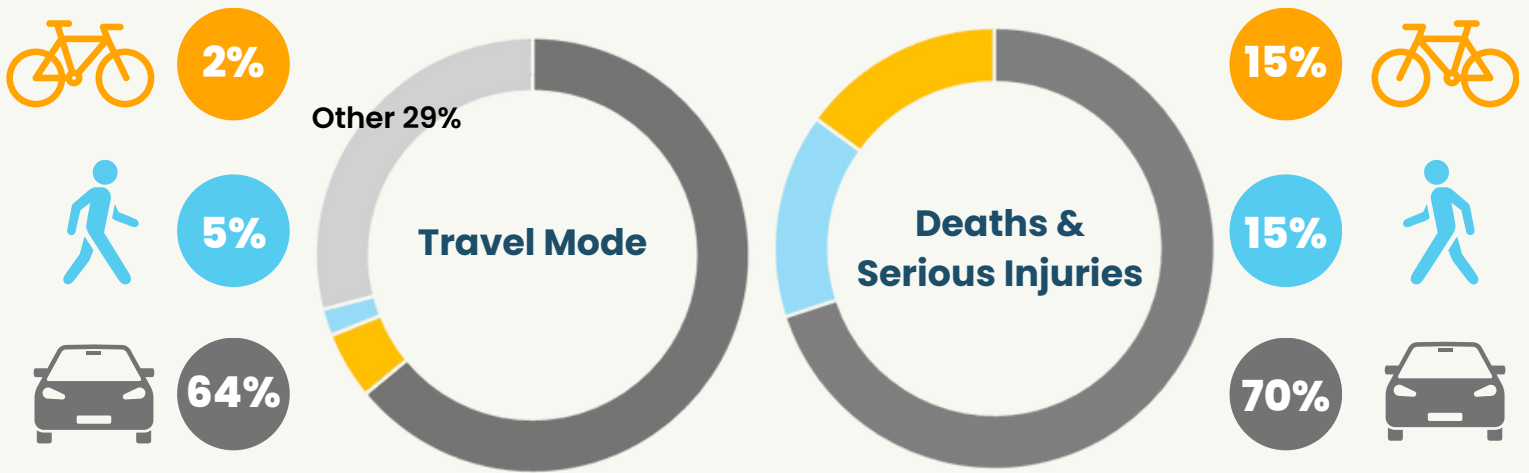
Speed Related
FATAL & INJURY CRASHES
5th Worst



Source: [OTS Crash Rankings](#), 2022

Santa Cruz County:

Travel Mode vs. Traffic Deaths and Serious Injuries



Sources: TIMS, [American Community Survey US Census](#), 2018–2021

Individuals who bike or walk in our community are disproportionately impacted by traffic crashes. Bicyclists and pedestrians experience 30% of reported deaths and severe injuries despite representing 7% of the commuting population.



Watsonville resident, Victor Kimura, shares his experience after he was hit by a vehicle while walking his dog:

Fourteen bones were broken in my body. My jaw was broken in three places, and the brain concussion was severe enough that I lost parts of my memory, most of my sense of smell, much of my ability to taste certain kinds of food, and my sense of direction. I'm at the point now, after over six years, where I can move around by virtue of a cane.

—Victor Kimura



If you or someone you know was seriously injured or lost a loved one in a crash, Families for Safe Streets offers support services.



WHAT CAUSES SERIOUS CRASHES IN SANTA CRUZ COUNTY?

21%

**DRUGS &
ALCOHOL**



20%

**UNSAFE
SPEED**



29%

**IMPROPER TURNING &
RIGHT OF WAY VIOLATIONS**



Source: TIMS, Primary Collision Factor Violations, 2014-2023

Get Involved in Traffic Safety!

- Voice your concerns to elected officials.
- Attend CTSC meetings.
- Participate in traffic calming programs.
- Participate in World Day of Remembrance for Road Traffic Victims.
- Attend CTSC's Bicycle Traffic School.

Learn More

[View the full CTSC Crash Report](#)



What is Vision Zero?

Vision Zero is a world-wide strategy to end all traffic deaths and serious injuries.

~~Accident~~
unavoidable



CRASH
preventable

Traffic collisions are not random incidents that we have no control over. By using the words "crash" or "collision" rather than "accident," we acknowledge that traffic deaths and severe injuries are preventable.



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