

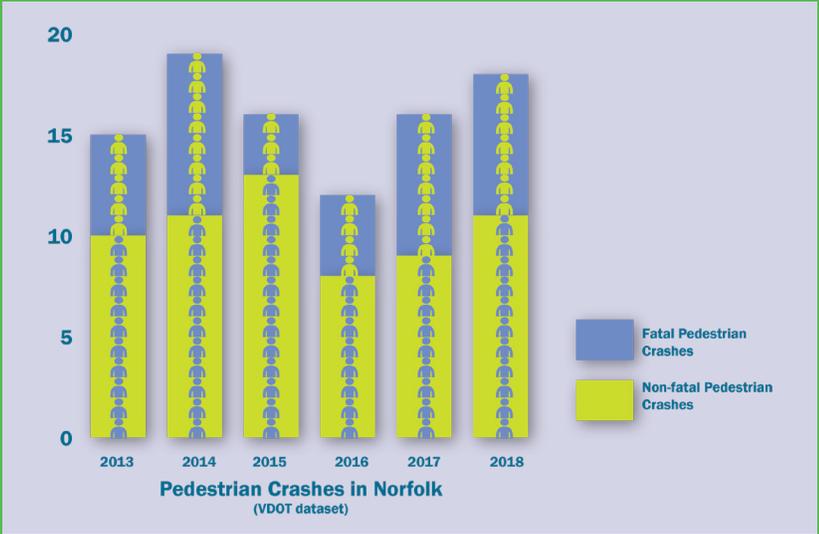


### WHAT IS MULTIMODAL NORFOLK?

The City of Norfolk is developing a Multimodal Transportation Master Plan to help define the direction that the City's transportation system will take over the coming years. This Plan will provide the framework for both large and small transportation decisions about projects, priorities, coordinated planning with respect to land use decisions, public/private initiatives, other infrastructure projects, and more.

### WHY THIS PLAN?

We cannot stand still. There are too many accidents and fatalities on our streets. The city's Vision Zero policy was instituted to reduce fatalities and to make Norfolk's streets healthier and safer. At the same time, Norfolk's economic future is multimodal. Companies will locate in cities with high quality multimodal travel options because that is what their workforces demand. This plan is about getting people connected in Norfolk in ways that are safer, more comfortable and more efficient. It is a key part of planning for a healthier and more prosperous future for our city.



This chart of pedestrian crashes on city streets in a five year period highlights the need for a safer approach to transportation in Norfolk

*Our economy is directly tied to the quality of our mobility choices*

We don't have a choice in improving the quality of Norfolk's transportation choices. The nation's most economically successful cities are making significant investments in multimodal transportation. Businesses locate where there is an educated and skilled workforce. Workers today are seeking great places that have quality multimodal transportation choices. We need to build the high quality transportation system that tomorrow's economy demands.