



COUNTY OF SANTA CRUZ

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Nicole D. Coburn, County Executive Officer

News Release

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SANTA CRUZ COUNTY OBSERVES WORLD DAY OF REMEMBRANCE FOR ROAD TRAFFIC VICTIMS

Community members are invited to join Santa Cruz County and the City of Watsonville in observing the World Day of Remembrance for Road Traffic Victims.

WHAT: World Day of Remembrance for Road Traffic Victims

WHERE: Chanticleer County Park, 1975 Chanticleer Ave., Santa Cruz

WHEN: Sunday, November 16, 2025, from noon – 1 pm

This year, the City of Watsonville Public Works and Utilities, Santa Cruz County Community Development & Infrastructure and Community Traffic Safety Coalition are collaborating to hold the county's fourth annual World Day of Remembrance for Road Traffic Victims event.

The annual event honors those killed or injured in traffic crashes and calls for continued action to make roads safer for everyone. This year's program will include speakers, a silent walk to a nearby crash site at Live Oak Elementary School, a visual flag display memorializing lost lives, and informational booths with support resources for victims and families. District 1 Supervisor Koenig's office will present a proclamation recognizing the importance of this observance.

"On this day, we will honor lives lost and recognize the devastating impact of road traffic crashes on our families and wider community," said Murray

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Fontes, City of Watsonville Assistant Director of Public Works and Utilities. “But remembering is not enough—we must all commit to creating safer roads for everyone by continuing to invest in safer infrastructure, advocate for policy changes and foster a culture of responsibility among all road users.”

“Preventing roadway tragedies takes action from all of us—engineers, policymakers, partners, and the public,” said Matt Machado, Director of Santa Cruz County’s Community Development and Infrastructure Department. We’re strengthening cross-agency partnerships and completing road improvement projects that put safety first for multi-modal travel.”

Traffic deaths and serious injuries continue to be a major concern in Santa Cruz County. From 2014–2023, a total of 224 individuals were killed and 1,456 seriously injured. This is an average of 22 fatalities and 146 serious injuries each year. For more information on traffic deaths and serious injuries in the county, view the [2014–2023 Crash Report](#) and “*Impact of Traffic Violence in Santa Cruz County*” in [English](#) and [Spanish](#).

For more information on World Day of Remembrance, visit: wdor-usa.org/

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