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Office of Traffic Safety Provides SFPD with Funding That Supports Vision Zero Safety Objectives

November 17, 2014 | 2:31 PM

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On Thursday, November 20th at 11:00 AM, Police Chief Greg Suhr will be at the 6th Street Central Market Safety Hub located at 72 Sixth Street to announce the award of new pedestrian safety funding from the State Office of Traffic Safety (OTS).

This OTS grant provides \$210,000 for pedestrian and bicycle safety enforcement and education and will support the City's Vision Zero policy, which aims to eliminate all traffic deaths in San Francisco by 2024. Vision Zero SF is a policy adopted by the City to create a culture whereby city residents, workers and visitors prioritize traffic safety, and ensure that when people make mistakes while using our streets the result is not serious injuries or death.

Despite the city's reputation as being one of the most pedestrian and bicycle friendly cities in the U.S., close to 900 pedestrians a year are hit by autos and the number of pedestrian/bicycle injuries and fatalities has been growing over the past few years.

Activities funded by this grant include:

- Increased traffic enforcement operations in areas with high pedestrian traffic accidents;
- Bicycle & pedestrian safety presentations to community groups in critical traffic corridors;
- Bicycle and pedestrian safety educational presentations at schools and to youth involved in the Crossing Guard Program;
- Distribution of multi lingual pedestrian safety materials in diverse neighborhoods;
- Pre- and post-award pedestrian safety survey (link to survey below).

Please take a moment to participate in our [brief survey](#).

Funding for this program is from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.

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