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San Francisco Launches Second Year of Vision Zero Motorcycle Education Campaign

Campaign in support of the City's Vision Zero Goal to End All Traffic Deaths by 2024

San Francisco, CA – San Francisco residents, commuters and visitors will see significant movement toward safe streets as the San Francisco Municipal Transportation Agency (SFMTA) - which manages all surface transportation in the city, including the Municipal Railway (Muni) – continues another year of work on a first of its kind Vision Zero education campaign targeting people who ride motorcycles. The campaign is funded by a \$175,000 grant from the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration.

The first year of the campaign, which completed last month, produced six Motorcycle Safety Ambassador trainings around the city, a series of motorcycle safety materials available at motorcycle shops and clubs, and a San Francisco-specific [motorcycle safety video](#) that is a valuable tool for riders both new and seasoned.

This OTS grant-awarded campaign will, according to Supervisor Mark Farrell, “bring the city closer to our Vision Zero goal by directly addressing people who ride motorcycles for the first time. I’m looking forward to the increased awareness that this safety pilot will bring to San Francisco’s streets.”

“With Vision Zero, our message is that traffic deaths aren’t preventable, they are unacceptable,” said Ed Reiskin, SFMTA Director of Transportation. “Campaigns like this help us all to understand what it takes to be safe on our streets and ultimately eliminate these tragic fatalities.”

San Francisco is experiencing an increase in motorcycle usage. According to the California Department of Motor Vehicles, there were 22,853 registered motorcycles in San Francisco in 2014, a 10 percent increase in registered motorcycles over five years. With this increase, San Francisco has seen more motorcycle crashes resulting in injury and death. The Office of Traffic Safety database ranks San Francisco as having the highest fatal collision rate among California cities over 250,000 in population and fifth among all counties in the State. Nearly 30 percent of all traffic fatalities in San Francisco so far in 2017 involved motorcycles despite them accounting for a small fraction of total road users.

To stem these fatalities, the SFMTA will continue to work in direct partnership with the San Francisco Police Department (SFPD) and the San Francisco Department of Public Health (SFDPH) to implement a citywide education campaign aimed at reducing and ending injuries and deaths among people who ride motorcycles. As part of the city’s Vision Zero Education Strategy, this campaign will be used to educate the targeted population and

implement a spectrum of prevention measures intended to alter individual behaviors that most contribute to crashes, including unsafe speed, unsafe passing and DUI.

The campaign was developed in support of Vision Zero, San Francisco’s policy to eliminate all traffic-related deaths by 2024. Every year, about 30 people lose their lives and over 200 more are seriously injured while traveling on city streets. These deaths and injuries are preventable, and San Francisco is committed to stopping further loss of life.

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Vision Zero (www.visionzerosf.org) – San Francisco adopted Vision Zero as a policy in 2014, committing to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives. The result of this collaborative, citywide effort is safer, more livable streets as San Francisco works towards the Vision Zero goal of zero traffic fatalities by 2024. San Francisco is engineering inherently safer streets, enforcing traffic laws more effectively, and targeting traffic-safety education to reach its Vision Zero goals.

Office of Traffic Safety (www.ots.ca.gov) – The California Office of Traffic Safety (OTS) strives to eliminate traffic deaths and injuries. It does this by making available grants to local and state public agencies for programs that help them enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries and economic losses from collisions.

Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

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