

1 [Pedestrian Safety Public Awareness Working Group]

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3 **Resolution urging the Transportation Authority to convene and coordinate a Pedestrian**
4 **Safety Public Awareness Working Group and to develop an action plan within 90 days**
5 **of their first meeting.**

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7 WHEREAS, Between December 31st and January 12th San Francisco has seen three
8 pedestrian fatalities and an additional four pedestrian collisions resulting in serious injuries;
9 and

10 WHEREAS, 2013 has registered 20 pedestrian deaths, the highest number of
11 pedestrian fatalities in the last five years; and

12 WHEREAS, In the 2013 Mayor's Pedestrian Strategy, on file with the Clerk of the
13 Board of Supervisors in File No. 140039, outreach and education were identified as key next
14 steps for the successful implementation of the Strategy; and

15 WHEREAS, One of the goals of the California Transportation Commission's Active
16 Transportation Program is to increase the safety and mobility of non-motorized users
17 statewide; and

18 WHEREAS, Other countries like Ireland, the United Kingdom and France successfully
19 implemented Public Awareness Campaigns that significantly reduced the number of fatal
20 accidents; now, therefore, be it

21 RESOLVED, That the Board of Supervisors urges the Transportation Authority to
22 convene a Pedestrian Safety Public Awareness Working Group; and, be it

23 FURTHER RESOLVED, That the working group shall include the Executive Director of
24 the Transportation Authority, or their designee, the Director of the Department of Public
25 Health, or their designee, the Director of the Department of Public Works, or their designee,

1 the Director of the Municipal Transportation Agency, or their designee, the District Attorney, or
2 their designee, the Chief of the San Francisco Police Department, or their designee, the Chief
3 of the San Francisco Fire Department, or their designee, members of Pedestrian Safety
4 Advocacy Groups and Pedestrian Safety Advocates; and, be it

5 FURTHER RESOLVED, That the working group shall develop an action plan that will
6 include a public awareness campaign targeting both Vehicle Drivers and Pedestrians, and an
7 application for Active Transportation Program funding to help implement the campaign; and,
8 be it

9 FURTHER RESOLVED, That the working group shall complete its work within 90 days
10 of their first meeting but no later than 120 days from the date this Resolution is approved and
11 report its findings to the Board of Supervisors' Neighborhood Services and Safety Committee.

