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Municipal
Transportation
Agency

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FOR IMMEDIATE RELEASE

March 12, 2015

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***** Press Release *****

SFMTA Completes Pedestrian Safety Improvements in District 1

Bolder Crosswalks Line Geary Blvd. and a New Speed Limit on Fulton St. Increase Pedestrian Safety and Further Vision Zero Goals

San Francisco—The San Francisco Municipal Transportation Agency (SFMTA), which manages all surface transportation in the city, including the Municipal Railway (Muni), today joined Mayor Edwin M. Lee and District 1 Supervisor Eric Mar to announce the completion of work to install zebra-striped crosswalks along various Geary Boulevard intersections, as well as the implementation of a reduced speed limit on Fulton Street between Arguello and the Great Highway. The two pedestrian safety projects in District 1 are in support of Vision Zero, San Francisco's goal to eliminate all traffic deaths by 2024.

"Even one traffic fatality in San Francisco is unacceptable, and we are committed to making our city's streets safer for all road users," said Mayor Lee. "Straight-forward and practical solutions like new crosswalks and traffic signals will help move us towards our Vision Zero goal of zero traffic fatalities in San Francisco by 2024."

Over the past several months, the SFMTA has upgraded 33 intersections on Geary Boulevard with bolder, zebra-painted crosswalks which increase pedestrian visibility. Geary Boulevard is on San Francisco's "High Injury Network." This network is made up of 12 percent of city streets that account for 70 percent of severe and fatal traffic injuries across all modes of transportation.

Until recently, the SFMTA had primarily implemented these high-visibility crosswalks near schools and at mid-block crosswalks. As part of Vision Zero, the city's goal now is to gradually enhance all crosswalks with this new pattern. So far, hundreds of crosswalks citywide have been upgraded on streets like Geary Boulevard, 3rd Street and Guerrero Street.

"We need to end the culture of speeding and dangerous driving in San Francisco, and lowering speed limits and improving crosswalks are powerful tools," said District 1 Supervisor Eric Mar. "Improvements like these can save lives, but we must act faster to prevent tragedies like the one the city suffered yesterday."

More More More

With high traffic speeds being the strongest predictor of whether people are killed or seriously injured when hit by a car, the city also recently completed a speed limit reduction on Fulton Street from Arguello to the Great Highway from 35 MPH to 30 MPH. Since 2011, the SFMTA has reduced the speed limit on 13 streets citywide, such as Sunset Boulevard, Howard Street, the Broadway Tunnel and John Muir Drive.

“Our goal of zero traffic fatalities by 2024 isn’t just about numbers, it’s about using all the tools we have to make sure everyone is safe in San Francisco, from kids walking to school to seniors strolling the neighborhood,” said SFMTA Director of Transportation, Ed Reiskin.

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 will be safer, more livable streets as San Francisco works towards the Vision Zero goal of zero traffic fatalities by 2024. For more information, go to: www.visionzerosf.org

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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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