



THE CITY OF SAN DIEGO

Engineering & Capital Projects Department

PRESS RELEASE

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Lose the Roaditude

Bicyclists, motorists, and pedestrians cleverly reminded to use more caution on City Streets

SAN DIEGO – The City of San Diego in partnership with the San Diego Association of Governments (SANDAG) will launch its *Lose the Roaditude* safety awareness campaign targeting bicyclists, motorists and pedestrians. “Safe streets for our residents and visitors must remain one of our highest priorities and the help from commuters is necessary to achieve this goal,” said Councilmember Todd Gloria.

“Effective public information and education programs, traffic enforcement, and good traffic engineering are paramount but bicyclists, motorists and pedestrians who *lose the roaditude* are also essential to safety measures on our City streets,” said San Diego Police Chief Bill Lansdowne.

The campaign identifies *roaditude* as not following the common rules of the road and reinforces following safety practices such as: crossing at crosswalks, bicycling with the flow of traffic, stopping at red lights and stop signs, obeying the speed limits, respecting others on the road, along with a host of other clever campaign messages, including: “Don’t WALK to the Hand” encouraging pedestrians to obey the traffic signal when crossing City streets.

According to Chief Lansdowne, “The City continues to take proactive steps to improve safety on San Diego streets and in neighborhoods but even one fatality is too many. We are asking bicyclists, motorists and pedestrians to *lose the roaditude* by following the safety rules to help everyone arrive safely.”

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