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City of San Diego Launches Video Campaign to Help Make Streets Safer

PUBLIC SERVICE ANNOUNCEMENTS EDUCATE PEDESTRIANS, BICYCLISTS AND DRIVERS ON HOW TO BE CAUTIOUS WHILE TRAVELING ON CITY STREETS

SAN DIEGO –To encourage safer driving, biking and walking habits, the City of San Diego and Cox Communications created three [public service announcements](#) (PSA) that will air on [CityTV](#) and on Cox cable through Sept. 30, 2018.

Each video supports the City's Vision Zero safety initiative and [#TransitTuesday efforts](#) to increase participation in alternative transportation methods. Vision Zero was adopted by the San Diego City Council in 2015 with the goal of eliminating all traffic fatalities and serious injuries in the City by 2025 through education, engineering and enforcement.

“We’re moving toward our Vision Zero goal by educating our residents and making infrastructure investments aimed at significantly reducing traffic-related fatalities and severe injuries,” said Mayor Kevin L. Faulconer. “We’ve launched the PSAs and new website to inform our residents of the progress being made and show how the City is using data to inform the decisions we’re making to improve public safety in our neighborhoods.”

Each 30-second PSA is available for viewing or downloading on the City's Vision Zero portal at www.sandiego.gov/vision-zero. The safety tips include:

1. Driving Tips
 - a. Don't be a distracted driver.
 - b. Pause and wait before you turn.
 - c. Stop for pedestrians crossing the street.
 - d. Take care in the glare.

2. Biking Tips
 - a. Go with the flow.
 - b. Obey traffic signs and signals and stay off the sidewalk.

- c. Be visible and predictable, especially at night.
- d. Use your hand signals for stopping and turning.
- e. Always wear a helmet.

3. Walking Tips

- a. Watch for turning cars and bicycles.
- b. Cross at intersections or crosswalks.
- c. Look in all directions for vehicles and bicycles.
- d. Avoid using headphones or using your phone when crossing the street.

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