



FOR IMMEDIATE RELEASE
Wednesday, Jan. 29, 2020

City of San Diego Launches Pledge Drive to Stop Distracted Driving as Part of Vision Zero Campaign

CITY PARTNERS WITH CIRCULATE SAN DIEGO TO INCREASE AWARENESS OF VISION ZERO GOALS, IMPROVE STREET SAFETY

SAN DIEGO – With the goal of eliminating traffic fatalities and severe injuries by 2025, the City of San Diego is partnering with nonprofit Circulate San Diego to launch a pledge drive that encourages San Diegans to be attentive and avoid distractions as they travel the city.

The pledge drive is part of the expanded education outreach for Vision Zero, an initiative that is driving efforts to improve street safety and save lives here in San Diego and in cities around the world. Circulate San Diego is the leading organization to promote Vision Zero in the San Diego region.

“We’re making record investments, including upgrades to nearly 300 intersections, to help keep pedestrians, cyclists and motorists safer because no loss of life is acceptable,” said Mayor Kevin L. Faulconer. **“Now we’re asking San Diegans to join us in this life-saving effort by pledging to pay attention and avoid distractions no matter how they get around town so we can make the streets safer for everyone.”**

Distracted driving is a leading cause of vehicle and pedestrian crashes and happens any time you aren’t giving your full attention to the road, the speed limit, bicyclists, pedestrians and the cars around you. The City and Circulate are encouraging drivers to [take the pledge](#) online and commit to doing their part to end traffic deaths by 2025.

“Circulate San Diego is very excited to partner with the City of San Diego to raise awareness about Vision Zero,” said Colin Parent, Executive Director and General Counsel for Circulate San Diego. **“This new effort reflects a growing commitment from San Diego to end traffic collisions and save lives.”**

First implemented in Sweden in the 1990s, Vision Zero is an initiative that includes a three-part strategy: engineering, education and enforcement. As part of San Diego's new Vision Zero outreach campaign, the City and Circulate will work together to educate high school students, commuters and members of the public about the dangers of being distracted while driving, bicycling and walking. The campaign also includes informational videos and social media messaging.

Traffic engineers are evaluating collisions on City streets during 2019 to prioritize future safety improvements. For the current fiscal year, about \$13 million was allocated to Vision Zero street projects, including more than \$2.4 million for the installation of new sidewalks, \$1.8 million for new traffic signals and \$1.6 million for median installations.

The San Diego Police Department receives grant funding from the California Office of Traffic Safety to promote street safety and provide enforcement in high priority corridors. Enforcement efforts target drivers and pedestrians who are caught committing common violations like speeding and crossing against a traffic signal. Learn more about the City's Vision Zero initiative by visiting www.sandiego.gov/VisionZero.

###