



**SLOW
DOWN**

SAVE A LIFE

ZERO TRAFFIC DEATHS
VISION ZERO
IN SAN DIEGO BY 2025

SPEED KILLS. SLOW DOWN.

IF HIT BY A
DRIVER GOING:

CHANCE OF PEDESTRIAN SURVIVAL:

20 MPH



90%

30 MPH



60%

40 MPH



20%

*Traffic crashes are the leading cause of unintentional death for children in San Diego.
Pedestrians hit by cars traveling at 25 mph are half as likely to die as those hit at 30 mph.*

CRASHES ARE PREVENTABLE. TOGETHER, WE CAN SAVE LIVES.

