

1 [Pedestrian Safety Public Awareness Working Group]

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3 **Resolution urging the Transportation Authority to convene and coordinate a Pedestrian**  
4 **Safety Public Awareness Working Group and to develop an action plan within 90 days**  
5 **of their first meeting.**

6  
7 WHEREAS, Between December 31<sup>st</sup> and January 12<sup>th</sup> San Francisco has seen three  
8 pedestrian fatalities and an additional four pedestrian collisions resulting in serious injuries;  
9 and

10 WHEREAS, 2013 has registered 20 pedestrian deaths, the highest number of  
11 pedestrian fatalities in the last five years; and

12 WHEREAS, In the 2013 Mayor's Pedestrian Strategy, on file with the Clerk of the  
13 Board of Supervisors in File No. 140039, outreach and education were identified as key next  
14 steps for the successful implementation of the Strategy; and

15 WHEREAS, One of the goals of the California Transportation Commission's Active  
16 Transportation Program is to increase the safety and mobility of non-motorized users  
17 statewide; and

18 WHEREAS, Other countries like Ireland, the United Kingdom and France successfully  
19 implemented Public Awareness Campaigns that significantly reduced the number of fatal  
20 accidents; now, therefore, be it

21 RESOLVED, That the Board of Supervisors urges the Transportation Authority to  
22 convene a Pedestrian Safety Public Awareness Working Group; and, be it

23 FURTHER RESOLVED, That the working group shall include the Executive Director of  
24 the Transportation Authority, or their designee, the Director of the Department of Public  
25 Health, or their designee, the Director of the Department of Public Works, or their designee,

1 the Director of the Municipal Transportation Agency, or their designee, the District Attorney, or  
2 their designee, the Chief of the San Francisco Police Department, or their designee, the Chief  
3 of the San Francisco Fire Department, or their designee, members of Pedestrian Safety  
4 Advocacy Groups and Pedestrian Safety Advocates; and, be it

5 FURTHER RESOLVED, That the working group shall develop an action plan that will  
6 include a public awareness campaign targeting both Vehicle Drivers and Pedestrians, and an  
7 application for Active Transportation Program funding to help implement the campaign; and,  
8 be it

9 FURTHER RESOLVED, That the working group shall complete its work within 90 days  
10 of their first meeting but no later than 120 days from the date this Resolution is approved and  
11 report its findings to the Board of Supervisors' Neighborhood Services and Safety Committee.



City and County of San Francisco

City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Tails  
Resolution

File Number: 140039

Date Passed: March 18, 2014

Resolution urging the Transportation Authority to convene and coordinate a Pedestrian Safety Public Awareness Working Group and to develop an action plan within 90 days of their first meeting.

March 06, 2014 Neighborhood Services and Safety Committee - RECOMMENDED

March 18, 2014 Board of Supervisors - ADOPTED

Ayes: 11 - Avalos, Breed, Campos, Chiu, Cohen, Farrell, Kim, Mar, Tang, Wiener and Yee

File No. 140039


I hereby certify that the foregoing Resolution was ADOPTED on 3/18/2014 by the Board of Supervisors of the City and County of San Francisco.

  
Angela Calvillo  
Clerk of the Board

\_\_\_\_\_  
**Unsigned**  
Mayor

\_\_\_\_\_  
**3/28/14**  
Date Approved

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without his approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

  
Angela Calvillo  
Clerk of the Board