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**Attention all Drivers: Police Officers to Enforce Speed Limits  
Around Schools and Senior Centers**

***SF Department of Public Health and Police Department Launch Campaign  
to Slow Down Drivers and Increase Pedestrian Safety***

**San Francisco, CA** – San Francisco seniors and youth will move another step closer to having safer streets as the San Francisco Department of Public Health (SFDPH) and the San Francisco Police Department (SFPD) team up to launch a \$140,000 grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

The Pedestrian Safety Project for Youth and Seniors will promote pedestrian safety by identifying schools and senior centers at high risk for pedestrian injuries and providing focused traffic enforcement by motorcycle officers. The focused enforcement will be on primary collision factors, including speed, red-light violations, stop-sign enforcement, and pedestrian right-of-way. This effort will also partner with the Safe Routes to School Program and the Mayor's Pedestrian Safety Task Force to coordinate pedestrian safety efforts within the City.

“Research has shown that adhering to speed limits reduces injuries and deaths, especially among seniors and youth who are at high risk. We are pleased to be able to work closely with the Police Department to increase traffic enforcement and educating drivers to reduce their driving speed around schools and seniors centers to create a safer environment and, ultimately, save lives,” noted Barbara Garcia, Director of Health.

The motorcycle officers focused on traffic enforcement will conduct numerous Targeted Enforcement Operations (TEOs) and issue \$155 citations to drivers who violate pedestrian safety laws. The enforcement operations will begin early in 2013. No specific date has been set.

“Pedestrian safety is a serious issue in our community, especially for seniors and schoolchildren,” said SFPD Chief Greg Suhr. “Drivers don't realize how lethal their cars become, especially when they're distracted. We want people to drive safely and not to have to ticket them, but our officers are prepared enforce the law.”

The campaign was developed to address high rates of pedestrian injuries and fatalities. According to 2011 SFPD collision data, 876 pedestrians were injured by auto collisions. The same data show that 68% of all deaths caused by traffic collisions were pedestrian casualties (25 total traffic deaths; 17 pedestrian deaths). Children and seniors are particularly vulnerable to pedestrian injuries. Older pedestrians represent 35% to 60% of all fatal pedestrian injuries from traffic collisions, a disproportionate share. Serious and fatal injuries to children represent a greater loss of years of life. They can be particularly traumatic to families and communities. Pedestrian injuries to children most often happen during the school commute.

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Funding for the campaign was provided by a grant from OTS, through the National Highway Traffic Safety Administration. A total of \$140,000 was awarded for the one-year campaign.