



San Francisco Department of Public Health

Grant Colfax, MD
Director of Health

City and County of San Francisco
London N. Breed
Mayor

FOR IMMEDIATE RELEASE

Nov. 11, 2020

Contact:

Jenna Lane, San Francisco Department of Public Health
jenna.lane@sfdph.org

San Francisco Department of Public Health Awarded Grant for Vision Zero Education and Outreach with People with Disabilities and Multi-lingual Residents

San Francisco, Calif. – The San Francisco Department of Public Health (SFDPH) announced today that it has received a \$100,000 grant from the California Office of Traffic Safety (OTS). This grant will aim to increase safety for some of the city’s most vulnerable residents who walk and bike in the coming year. San Francisco’s [Vision Zero SF](#) – a City initiative to build better and safer streets with the goal to eliminate traffic fatalities – will use grant funds to focus on community outreach to multi-lingual communities and people with disabilities, as well as service providers.

“Reaching San Francisco communities disproportionately burdened by severe and fatal traffic injury is absolutely key to achieving Vision Zero,” said Shamsi Soltani, Vision Zero Epidemiologist at SFDPH. “This grant from the Office of Traffic Safety supports continued work with an eye to equity, including outreach to communities that might not typically be represented at public meetings. Every San Franciscan deserves to travel safely in their City.”

The San Francisco Department of Public Health co-chairs San Francisco’s Vision Zero Task Force with the San Francisco Municipal Transportation Agency. Pedestrians accounted for 62% of the 29 traffic deaths in 2019 with 1 person killed while biking. Educational efforts funded by the OTS grant will leverage the ongoing Vision Zero SF partnerships and activities to promote safety for pedestrians, bicyclists and drivers, with more targeted outreach to vulnerable communities.



San Francisco Department of Public Health

Grant Colfax, MD
Director of Health

City and County of San Francisco
London N. Breed
Mayor

“Our goal is that education will change poor behaviors and make our roads safer,” OTS Director Barbara Rooney said. “This funding will help ensure the safety of those out biking or walking.”

Grant funds will be used for a variety of activities promoting bicyclist and pedestrian safety:

- Collaborating with community-based organizations and health care providers to promote walking and biking to people with disabilities and multi-lingual residents.
- Developing traffic safety educational materials.
- Education workshops geared toward youth and older adults.
- Community outreach events, including traffic safety fairs, community events, and Open Streets events.

The grant program runs from Oct. 1, 2020 to Sept. 30, 2021. Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.

###

