

# Coalition Building









# Getting the Solution Across



 64° San Fran  
P/SUNNY

≡ SECTIONS

 TRAFFIC

 VIDEO

San Francisco

East Bay

South Bay

Peninsula

North Bay

## ADVOCACY GROUP WANTS MONTHLY PEDESTRIAN SAFETY PROJECTS

# Key Strategies for 2015

1. Fix 15% of high injury corridors per year (18 miles)
2. Statewide automated enforcement campaign
3. Increasing *Focus on the Five* enforcement to 37% of all citations
4. Building a broader coalition, and formalizing processes



# Vision Zero in the Broader Context





A Cultural Shift:

Saving Human Life is the Highest Priority