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## **MEDIA ADVISORY**

### **2015 Deadly Year for Traffic Crashes – Numbers Increase from 2014**

San Diego, California (February 2, 2016) – 2015 was a deadly year for people walking, bicycling, and driving the streets of San Diego. Fifty-four people died on the road last year, a 17% increase from the previous year. Advocates for Vision Zero, a movement to reach zero traffic deaths, will gather at noon to honor lost lives by placing white shoes on the steps of City Hall.

- WHEN:** 12 Noon, Tuesday, February 2
- WHERE:** Steps at 1200 Civic Center Plaza
- WHAT:** Honoring the 54 lives lost in 2015 due to traffic violence, and release 2015 traffic death data
- WHO:** Kathleen Ferrier, Director of Advocacy, Circulate San Diego  
Samantha Ollinger, Executive Director, Bike SD  
Bob Prath, AARP  
Jose Miranda, Nicole Leon, Friends of Jaime Leonen, 2015 crash victim
- WHY:** Vision Zero is a strategy adopted by the City last fall to reach zero traffic fatalities and serious injuries in San Diego by 2025. Members of the Vision Zero coalition will acknowledge the City's early actions to advance the strategy, and highlight the need for further action to reduce the number of lives lost.

The City has experienced an alarming increase in traffic deaths, especially among pedestrians, over the past several years. The numbers increased significantly in 2015 for all modes of transportation, including people walking, bicycling, driving, and motorcycling. People walking experienced the biggest increase, with 23 deaths and 54 people seriously injured, 42% higher than 2014. This tragic reality comes on the heels of 2014, the now the second deadliest year in San Diego in a decade.

Vision Zero is supported by a coalition of leading transportation, business, and community based organization. This coalition will place shoes on the steps of City Hall to symbolize and honor the lives lost in 2015. They will also release 2015 traffic fatality statistics at the press conference.

*[Circulate San Diego](#) is a regional non-profit organization dedicated to advancing mobility and making the region a better place to move, work, learn, and play. Our work focuses on creating great mobility choices, more walkable and bikeable neighborhoods, and land uses that promote sustainable growth.*

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