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**\*\*MEDIA ADVISORY\*\***

**Mayor Faulconer to Launch Vision Zero  
A Strategy to Eliminate All Traffic Deaths by 2025 in San Diego**

*Circulate San Diego releases Vision Zero report outlining blueprint for change*

San Diego, CA — On Monday, June 22, 11 am, San Diego Mayor Kevin Faulconer will join Mayor Pro Tem Marti Emerald, Councilmember Mark Kersey, Police Chief Shelley Zimmerman, and Circulate San Diego to announce their support of developing a strategy in the City of San Diego to reach zero traffic deaths, Vision Zero. The announcement will be made at the same time Circulate San Diego, a regional non-profit that educates and advocates for transportation choices and smart land uses, releases a report outlining a strategy for the Mayor and elected leaders to consider.

**WHO:** **Mayor of San Diego**, Kevin Faulconer  
**Council President Pro Tem**, Marti Emerald  
**San Diego Councilmember and Infrastructure Committee Chair**, Mark Kersey  
**San Diego Police Department**, Chief Shelley Zimmerman  
**Circulate San Diego**, Jim Stone, Executive Director

**WHEN:** Monday, June 22, 2015 - 11:00 am

**WHERE:** Corner of Euclid and Polk Avenues, near Euclid Elementary School, City Heights, San Diego

At the heart of Vision Zero is the belief that death and injury on city streets is unacceptable and preventable. One person on average is seriously injured or killed while bicycling, walking or driving on San Diego streets every day.

*"There is nothing more important than public safety which is why we're working toward the goal of zero traffic deaths in the City of San Diego," Mayor Faulconer said. "We're making great strides to become a more pedestrian- and bicycle-friendly city by investing in our infrastructure and making safety a top priority in all street projects. Whether you drive, bike or walk, safer streets benefit everyone."*

The concept for Vision Zero in San Diego is supported by a strong coalition of leading transportation, business and community based organizations and the thousands of members they represent. A similar strategy has been implemented in five cities around the country, with successful results.

Circulate San Diego has been monitoring the increase in traffic deaths and will release a report at the press conference outlining a strategy for change. According to Circulate's Director Jim Stone, *"Vision Zero is an idea whose time has come in San Diego. We owe it to San Diegans to have safe streets. No loss of life is acceptable."*