

SFPD Launches Pilot Street Safety Program

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SAN FRANCISO, CA – Richmond District Police Captain Simon Silverman has announced the launch of SF Street Smarts, a public safety education program designed to improve driver, pedestrian and bicycle safety through education and community outreach. The program began on June 27, 2014, in San Francisco's Richmond Police District. The program was created in San Jose, CA in 2004. It uses street pole banners, posters, brochures, and electronic media as well as educational programs to improve street safety. SF Street Smarts is designed to raise awareness, influence attitudes, and change behaviors such as speeding, running red lights, crosswalk infractions by drivers, distracted driving, jaywalking and bicycling infractions. The program was initiated by the Richmond Community Police Advisory Board (RCPAB), working closely with Captain Silverman, Deputy Chief Sharon Ferrigno, (former Richmond District Police Captain), and SF SAFE.

Program funding was generously provided by the offices of Supervisors Mark Farrell and Eric Mar. "Pedestrian and traffic safety has been an area of focus here in City Hall with the rise in pedestrian deaths and related accidents. It is so important that we as a city support programs like SF Street Smarts that focus on traffic safety and awareness. I am a proud supporter of the funding for this project, and I believe all drivers, pedestrians, and cyclists have a role to play in keeping our streets safe. SF

Street Smarts is one of those projects to help meet that goal," said Supervisor Mark Farrell.

"Keeping our streets safe is a top priority for my office. I am proud of our work with Richmond residents and the Richmond District police station to launch this critical campaign that can help save lives," said Supervisor Eric Mar.

This first deployment of SF Street Smarts will be a one-year pilot program covering Supervisor Mar's District 1, and part of Supervisor Farrell's District 2. The SFPD Richmond District, RCPAB and SF SAFE identified the key problem locations in this area that had the highest incidence of collisions, citations or concerns reported by the community. There was special emphasis on pedestrian safety due to the many recent tragic pedestrian collisions in San Francisco. The program will target these high-risk areas.

The safety issues targeted by the program are:

- Speeding
- Running red lights and stop signs
- Right-of-way violations at intersections and crosswalks by drivers, pedestrians and bicyclists
- Distracted driving
- Bicyclist safety and bicyclist violations

SF Street Smarts raises awareness, but the true goal is to educate members of the community to change their attitudes and behaviors, making the neighborhood streets safer and friendlier for everyone who uses them. "We have a tendency to be isolated from others when we are driving. The Street Smarts messages remind us that we are not alone on the road and that our behavior affects the other people using the streets around us. I hope that the SF Street Smarts program will prompt people to think of safe driving as an obligation to their community," said Captain Simon Silverman of Richmond Police Station.

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