



**FOR RELEASE: Thursday, October 2**

**CONTACT:** Nicole Schneider, Walk San Francisco, 415.404.9042, [nicole@walksf.org](mailto:nicole@walksf.org)

## **Critical Vision Zero Safety Projects to Protect Students Are Announced on Walk and Roll to School Day**

**City leaders announce efforts to improve safety around schools after Governor Brown vetoes safety bill to double speeding fines in school zones**

**WHAT:** On International Walk and Roll to School Day, Mayor Ed Lee, Supervisor Jane Kim, Superintendent Richard Carranza, and other leaders will join students and families as part of a “walking school bus” to Bessie Carmichael Elementary School.

**Taking steps towards safer streets:** Bessie Carmichael Elementary School is home to nearly 500 children during the school week. The school is located at the corner of 7th and Harrison near an off-ramp for the congested US-80 Freeway. As a result, Bessie Carmichael is surrounded by some of the city’s most dangerous high-injury corridors, resulting in some of the worst traffic injury rates in SF. The community has fought for years to fix the fast, one-way arterials that border the school. On October 8th, with the leadership of the SoMa community, Supervisor Jane Kim, and a citywide commitment to Vision Zero, a goal to eliminate traffic deaths in 10 years, Bessie Carmichael is celebrating new improvements that will make it safer for children and the community.

**A citywide event:** In addition to the central event at Bessie Carmichael, 9 Supervisors are walking to their districts’ schools with students. Throughout the city, nearly 90 schools and over 13,000 of students are expected to celebrate Walk and Roll to School Day, the highest number of participating schools and students ever!

**WHO:** Students, parents, teachers, staff, and:

Mayor Ed Lee  
District 6 Supervisor, Jane Kim  
SFUSD Superintendent, Richard Carranza  
Bessie Carmichael Elementary School Principal, Tina Lagdamen  
SFMTA Transportation Director, Ed Reiskin  
SF Recreation and Park Department General Manager, Phil Ginsburg  
SFPD Police Chief, Greg Suhr  
SF Department of Public Health, Health Officer Tomás Aragón  
SF Environment Clean Transportation Manager, Bob Hayden  
Walk San Francisco Executive Director, Nicole Schneider

**WHEN: Wednesday, October 8**

**8:15 a.m.:** Parents and students gather at Victoria Manalo Draves Park for a lively warm-up with SF Rec and Park Director Phil Ginsburg and remarks from City leaders

**8:35 a.m.:** Walking School Bus departs for school

**8:40 – 9:00 a.m.:** Leaders speak at Bessie Carmichael Elementary School

**(continued on next page)**

**WHERE:** Walk begins: **Victoria Manalo Draves Park**, Folsom St at Colombia Square St.

Walk ends: **Bessie Carmichael Elementary School**, 375 7th St

NOTE: Walk will enter through Sherman St. entrance

**VISUALS:** Schoolchildren in chaperoned groups, with signs, drawings, and big smiles, making their way through SoMa to Bessie Carmichael Elementary, with free giveaways, celebration, and brief remarks at the schoolyard.

###

**Walk San Francisco** ([WalkSF.org](http://WalkSF.org)) and its members are making San Francisco a more livable, walkable city, by reclaiming streets as safe, shared public space for everyone to enjoy.

**International Walk and Roll to School Day** encourages the creation of safer routes to school, enhances kids' health by encouraging physical activity, reduces traffic, and protects the environment.

**The San Francisco Safe Routes to School Partnership** ([www.sfsaferoutes.org](http://www.sfsaferoutes.org)) works to implement the federally funded Safe Routes to School program to encourage more families to walk, bike, take transit and carpool to and from school. The San Francisco Department of Public Health is the lead agency, and the Partnership includes public and private partners.

**Vision Zero – Zero traffic fatalities in 10 years.** No loss of life on city roadways is acceptable, when serious and fatal traffic collisions can be prevented. By engineering inherently safer streets, enforcing traffic laws more effectively, and targeting traffic-safety education, cities that adopt Vision Zero policies can eliminate ALL serious and fatal traffic-related injuries, including motorist, bicyclist, and pedestrian collisions.