



RESOLUTION COMMITTING THE TRANSPORTATION AUTHORITY AND ENCOURAGING THE SAN FRANCISCO BOARD OF SUPERVISORS AND THE MEDIA TO PLEDGE TO USE “CRASH” AND “COLLISION” AND NOT “ACCIDENT” WHEN REPORTING ON TRAFFIC VIOLENCE, IN RECOGNITION OF WORLD DAY OF REMEMBRANCE 2018

WHEREAS, Death and injuries caused by road collisions leave a long-lasting impact on millions across the world; and

WHEREAS, Over 1.3 million people are killed in road collisions every year globally; and

WHEREAS, Thirty people die annually and 500 people are hospitalized annually with severe injuries from traffic crashes in San Francisco; and

WHEREAS, City trauma surgeons respond to a serious injury every 17 hours; and

WHEREAS, 50% of patients at Zuckerberg General Hospital trauma center are people injured in traffic collisions; and

WHEREAS, San Francisco adopted Vision Zero as City policy in 2014, with the goal of zero traffic deaths for all modes, including people in motor vehicles, walking, and cycling; and

WHEREAS, The World Day of Remembrance for Road Traffic Victims was founded to honor the lives of victims and families of road traffic collisions and to draw attention to the consequences of road crashes and measures that can be taken to prevent them; and

WHEREAS, Road crashes can be prevented by making streets safer, by improving driving behavior, and increasing involvement of governments; and

WHEREAS, San Francisco will be holding its fourth annual commemoration of the World Day of Remembrance on Sunday, November 18, 2018; and

WHEREAS, The San Francisco Bay Area Families For Safe Streets whose members are and



continue to be impacted by traffic violence organize San Francisco's vigil; and

WHEREAS, Language plays a significant role in perception; and

WHEREAS, The primary goal of this year's vigil is to have cities, counties, elected officials, and the media sign the pledge to change the language when reporting on collisions; now, therefore, be it

RESOLVED, That the Transportation Authority commits to use the vernacular "crash" and "collision" and not "accident" when reporting on traffic violence; and be it

FURTHER RESOLVED, The Transportation Authority encourages the San Francisco Board of Supervisors to pledge to use the vernacular "crash" and "collision" and not "accident"; and be it

FURTHER RESOLVED, That the Transportation Authority encourages the paper of record, and all local papers and media to adopt formal editorial policies to use the words "crash" or "collision" and not "accident".