

7TH ANNUAL

FINISH

THE

RIDE

April 26, 2020

9 MILE FUN RIDE

20 MILE NICE AND EASY RIDE

35 MILE LEG BURN RIDE

50 MILE KILLER HALF-CENTURY

Griffith Park, Los Angeles



**SAFE**

StreetsAreForEveryone.org



Drug-Free World

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LLP  
ATTORNEYS



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# STREETS ARE FOR EVERYONE



**OUR MISSION** Streets Are For Everyone (SAFE) aims to improve the quality of life for pedestrians, bicyclists and drivers alike by working to reduce traffic caused fatalities to Zero.

SAFE addresses the problem in a holistic fashion through direct education, broad awareness campaigns, partnerships, community outreach, policy and legislation, support for those impacted and other proven strategies.

## Did you know?

- Approximately 6,500 pedestrians and 900 bicyclists are killed each year as a result of collisions with motor vehicles. (ref: Federal Highway Administration)
- Pedestrians and bicyclists account for as much as 40 to 50 percent of traffic fatalities in some large urban areas. (ref: Federal Highway Administration)
- It's estimated that 90,000 pedestrians and 60,000 bicyclists are injured in collisions with motor vehicles each year with many more never reported. (ref: Federal Highway Administration)
- In the 6 largest cities in the US, 9-20% of all

collisions are hit and runs. In Los Angeles, the incidence is 48%. (Ref.: LAPD and USA Today).

## The Tragedy That Started A Movement

On Sunday morning, February 17th, 2013, Damian Kevitt and his wife were riding their bikes in a Los Angeles park. Only a few hundred feet from their destination, Damian was struck by a mini-van. The driver never stopped, dragging him nearly a quarter mile onto the 5 Freeway.

Barely surviving, Damian lost his right leg, nearly his left, and broke over 20 bones. Teams of doctors performed over 11 surgeries to put Damian back together again. It was during this time, lying in his hospital bed and unable to move, that Damian vowed not only to finish the ride he had started but to use his collision to help others.

*It's not just a ride, it's a movement to make city*



**“The only way I can ever bring closure to what happened to me is by taking the bad that occurred and turning it into something good—and not just for one or two others.” – Damian**



# STREETS ARE FOR EVERYONE



*streets safe for bicyclists, pedestrians and everyone.  
Thus streets are for everyone was born.*

It started in January 2014 as an idea to simply finish his bike ride with hundreds joining him – called FINISH THE RIDE. The purpose was to inspire others and help end the epidemic of hit and run crimes in Los Angeles. Working with LA County Bicycle Coalition and city and state officials, FINISH THE RIDE rapidly became an event like no other.



Early morning on April 27th, 2014, over 700 riders and hundreds of well-wishers along with federal, state and local politicians gathered to join Damian in tracing his route from his church in Hollywood to Griffith Park, finishing the ride that almost killed him. Spirits were high and the theme was clear: make the streets safer for ALL road users.

More importantly, FINISH THE RIDE reached close to 50 million people through media and social media support, all echoing the cry to end hit-and-run crimes. The result? A change in the entire viewpoint toward hit and run crimes in LA and a subsequent 16% drop in

serious injuries and fatalities in just one year.

## **The Movement Continues...**

Building on the success of FINISH THE RIDE, the dedicated team at Streets Are For Everyone pressed forward with a multifaceted attack on a problem that continues to take the lives of pedestrians, bicyclists and motorists on an almost daily basis. Their strategy includes:

- **Policy and Planning** — supporting sensible legislation and evidence based policy implementation.
- **Broad Public Street Safety Campaigns** — this includes bus ads, billboards, media and social media campaigns.
- **Vision Zero** — working with city officials on re-engineering dangerous corridors and intersections to reduce traffic fatalities as part of the Vision Zero program.
- **Streets, Art, SAFE** — a film competition where Hollywood filmmakers mentor high school students in making street safety PSAs.
- **SAFE Support** — the nation's first and only support service for those who end up in a hospital after a traffic collision.
- **"FINISH THE RIDE" and "FINISH THE RUN"** events as flanking actions to all of the above.

## **Join Us in Making Streets Safe for Everyone**

SAFE is an effective, dynamic campaign. It is a movement that has already started to reshape Los Angeles and is expanding across the US. Join SAFE and help change conditions!