



Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.

SPEED SAFETY CAMERAS – PUBLIC EDUCATION CAMPAIGN

SFCTA Board | February 13, 2024
Item 9

PROGRAM UPDATES



ASSEMBLY BILL 645

- Authorizes local departments of transportation of six cities to establish a speed safety program— **not police departments**
- Establishes a **5-year pilot** through January 1, 2032
- The number of cameras is limited based on the city's population: **San Francisco gets 33 cameras**

AB 645 Establishes:	
Authorized camera locations	<ul style="list-style-type: none"> - Safety corridors - Streets with speed racing or sideshows - School zones
Speed penalties	<ul style="list-style-type: none"> - 11-15 MPH over: \$50 - 16-25 MPH over: \$100 - 26+ MPH over: \$200
Type of penalty	<ul style="list-style-type: none"> - Civil penalty (not moving violation)
Penalty issued to	<ul style="list-style-type: none"> - Owner of vehicle (not driver)
Warning period	<ul style="list-style-type: none"> - First 60 days: no-fee warnings
Metrics for continued operation after 18 months	<ul style="list-style-type: none"> - Reduction of 85th percentile speed - OR 20% reduction in vehicles traveling 10 MPH over posted speed limit - OR 20% reduction in number of violators who receive 2+ violations

SPEED SAFETY CAMERA IMPLEMENTATION PROCESS



System Planning

Winter 2023 - Now

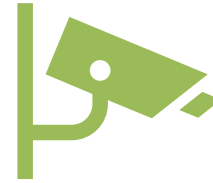
- Location Screening & Identification
- Speed Safety System Use Policy & Impact Report



System Design

2024

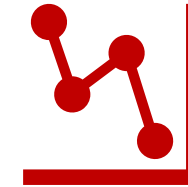
- Contract Legislation
- Vendor Selection
- Design & Installation of Roadside Equipment



Implementation

2025

- 30-Day Public Education Campaign
- 33 Cameras Deployed
- 60-Day Warning Period

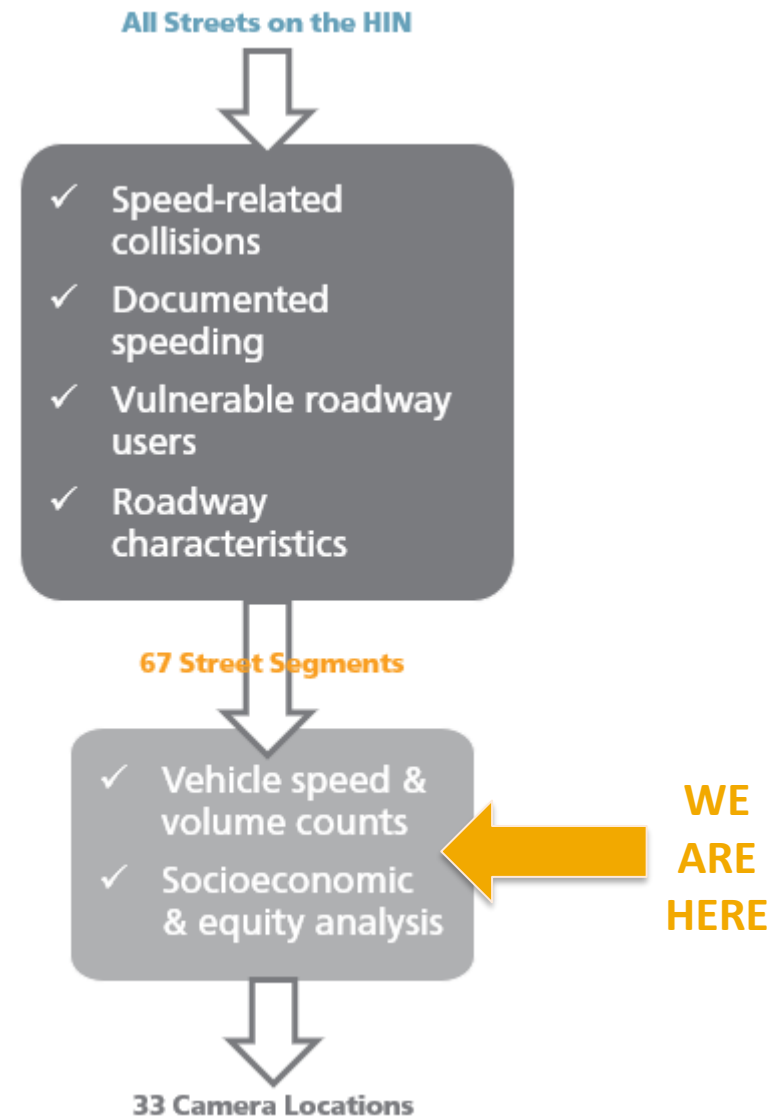
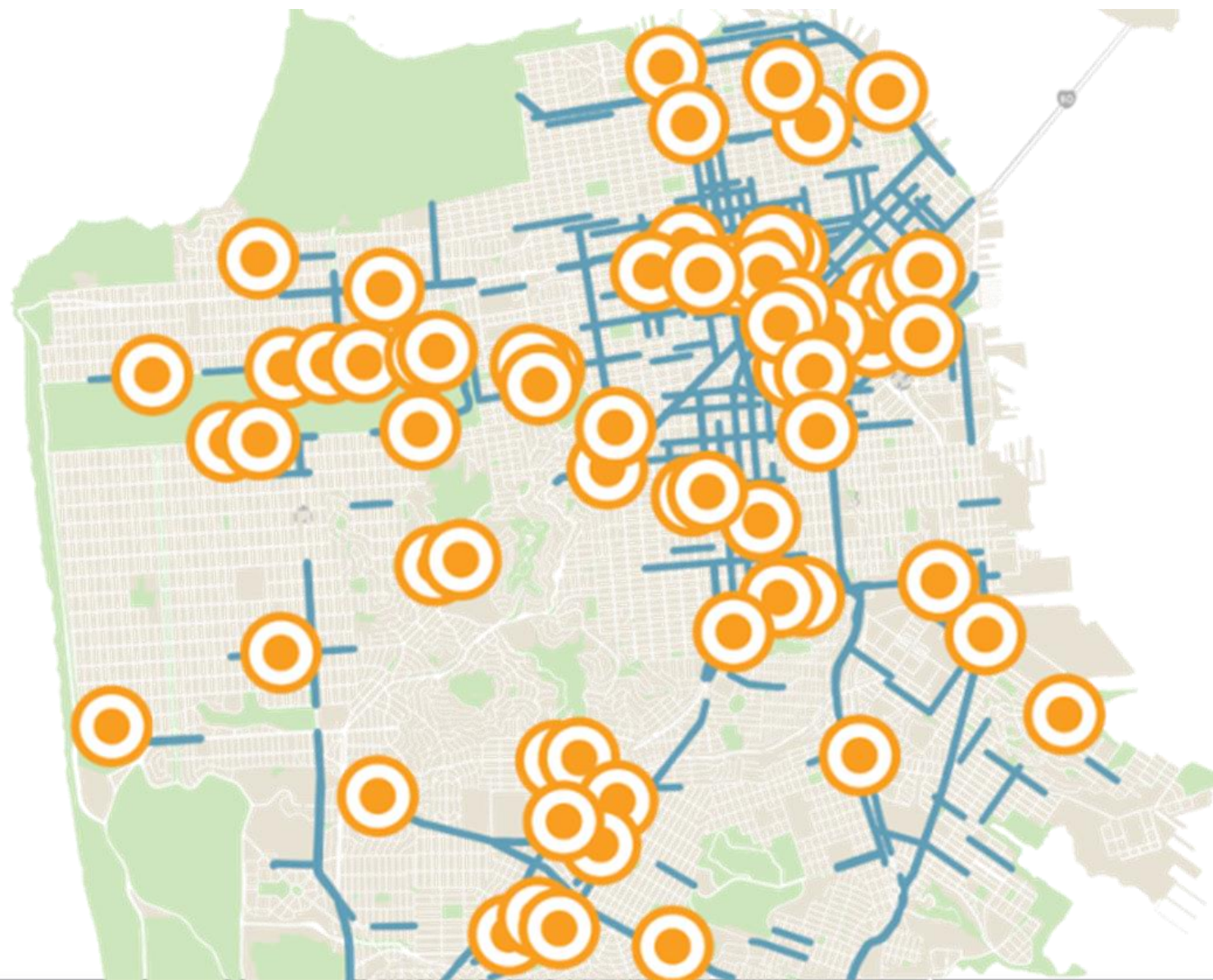


Evaluation

2026 - 2031

- Data Collection and Evaluation
- 18-Month Assessment
- Final Report to Legislature

LOCATION SELECTION



STAKEHOLDER OUTREACH COMPLETED

From AB 645: “The governing body of the designated jurisdiction shall consult and work collaboratively with relevant local stakeholder organizations, including **racial equity**, **privacy protection**, and **economic justice** groups, in developing the Speed Safety System Use Policy and Speed Safety System Impact Report.”

To date, SFMTA staff have met with these organizations to build their perspectives into the implementation of the program:

API Council, Office of Racial Equity & Belonging, Wu Yee Children’s Services, Chinatown TRIP

SF Public Defender’s Office – Confront and Advocate, Lawyers’ Committee for Civil Rights of the San Francisco Bay Area

GLIDE, San Francisco Financial Justice Project, Anti Police-Terror Project

Senior & Disability Action, Tenderloin Traffic Safety Task Force, Walk SF, KidSafe SF, Safe Streets Save Lives Coalition

PUBLIC EDUCATION CAMPAIGN



WHAT THE LEGISLATION SAYS

- Administer a **public information campaign** for at least 30 calendar days prior to the commencement of the program
- Include **public announcements in major media outlets** and **press releases**
- Include the Speed Safety System Use Policy, the Speed Safety System Impact Report, information on when systems will begin detecting violations, the streets, or portions of streets, where systems will be utilized, and the designated jurisdiction's internet website, where additional information about the program can be obtained

EDUCATION CAMPAIGN TIMELINE



Planning

January – March 2024

- Initiate engagement with community-based organizations & neighbor city agencies
- Vendor set up
- Evaluation setup



Engagement

April – June 2024

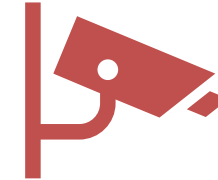
- Focus Groups
- Design
- Review



Campaign Development

July – September 2024

- Community-informed tactics
- Web graphics
- Blog posts
- Bus shelter ads
- Muni ads
- Billboards
- Light-pole banners

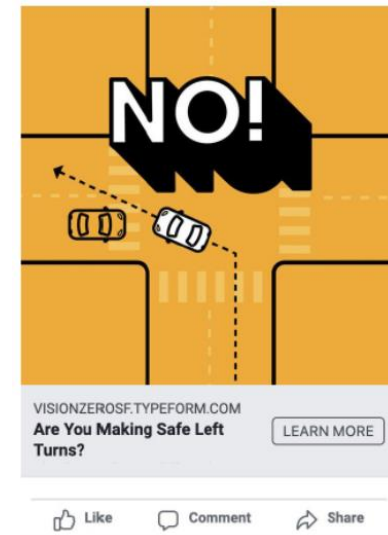
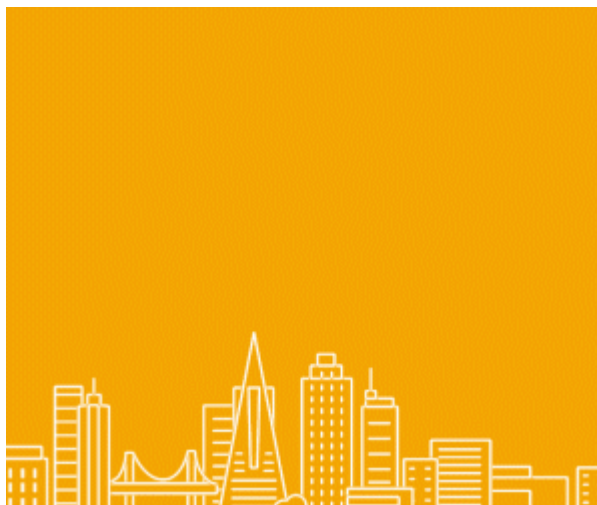


Launch

October 2024 – January 2025

- Wrap Campaign Development
- Installation begins Dec 2024
- Media event
- Web ads go live
- Earned media
- LAUNCH JAN 2025

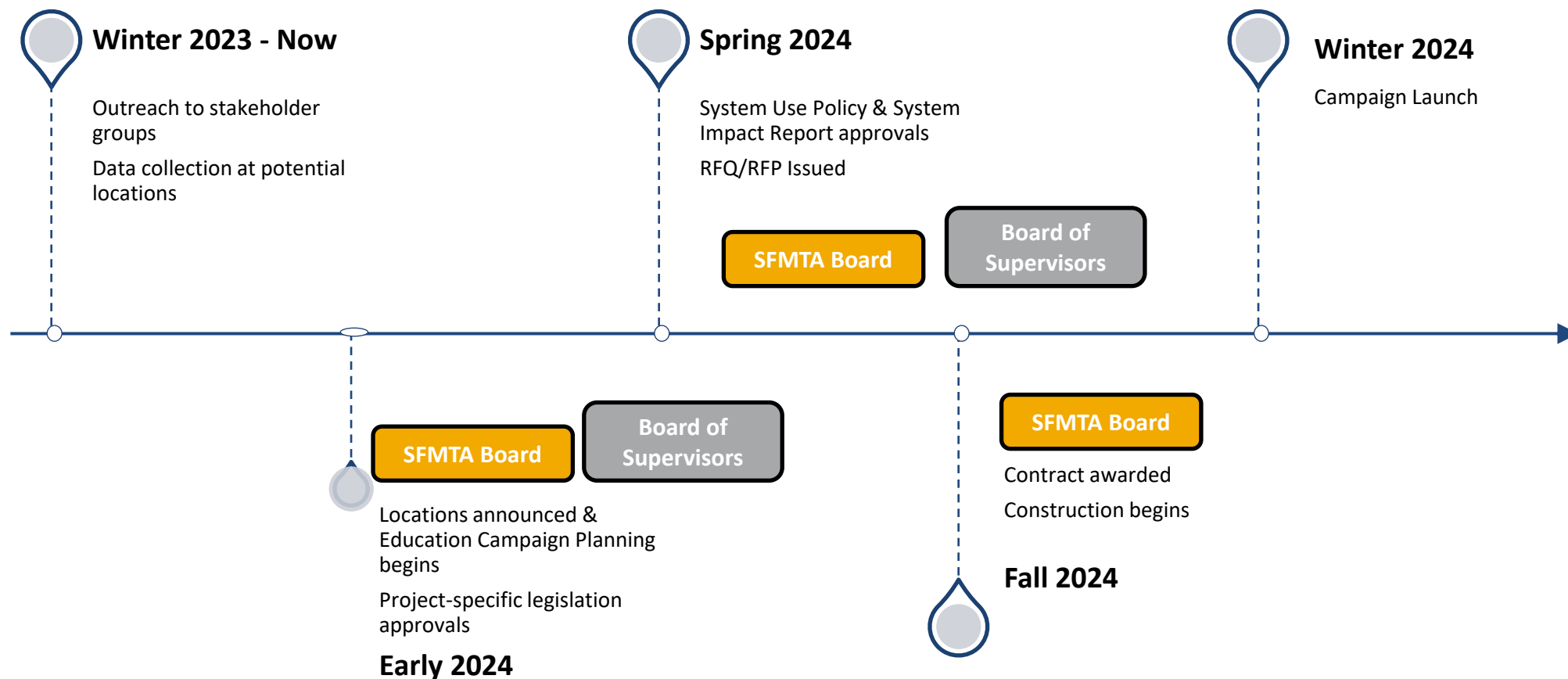
SAN FRANCISCO CAMPAIGN WITH REGIONAL REACH



COST & FUNDING

Item	Cost	Source
Outreach	\$50,000	Prop L Funds
Campaign Design/Production	\$40,000	Prop L Funds
Media Buys	\$30,000	Prop L Funds
Multilingual Messaging	\$16,000	MTA Additional Funds
Earned Media Support	\$15,000	Prop L Funds
Project Management	\$10,000	Prop L Funds
Regional Coordination	\$8,000	MTA Additional Funds
Evaluation	\$5,000	Prop L Funds
Total	\$174,000	\$150,000 Prop L Funds \$24,000 MTA Funds

UPCOMING MILESTONES



THANK YOU

