



**San Francisco  
County Transportation  
Authority**

BD021324

RESOLUTION NO. 24-31

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RESOLUTION RELEASING \$130,000 IN PREVIOUSLY ALLOCATED PROP L FUNDS TO THE SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY FOR VISION ZERO EDUCATION AND COMMUNICATIONS: SPEED SAFETY CAMERAS

WHEREAS, In November 2023, through approval of Resolution 24-18, the Transportation Authority Board allocated \$150,000 in Proposition (Prop) L transportation sales tax funds, with conditions, to the San Francisco Municipal Transportation Agency (SFMTA) for Vision Zero Education and Communications: Speed Safety Cameras to develop and implement a public information campaign for the speed safety camera pilot authorized in six cities, including San Francisco, through Assembly Bill 645 (Friedman); and

WHEREAS, Resolution 24-18 placed \$130,000 of the allocated Prop L funds on reserve to be released by the Transportation Authority Board prior to expenditure of funds, following SFMTA presentation of a draft detailed scope, schedule and budget for the speed safety cameras education and communications project to the Board for input; and

WHEREAS, On February 13, 2023, SFMTA staff appeared before the Transportation Authority Board to present an update on its data-driven process for selecting speed safety camera locations, and the scope, schedule and budget for the education and communications campaign to support the speed safety camera pilot; and

WHEREAS, There are sufficient funds in the Capital Expenditures line item of the Transportation Authority's approved Fiscal Year 2023/24 budget to cover the proposed action; now therefore be it

RESOLVED, That the Transportation Authority hereby releases \$130,000 in previously allocated Prop L local transportation sales tax funds to the SFMTA for Vision Zero Education and Communications: Speed Safety Cameras; and be it further



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RESOLVED, That the Transportation Authority hereby authorizes the actual cash reimbursement of funds for these activities to take place subject to the Fiscal Year Cash Flow Distribution Schedule detailed in the attached allocation request form approved through Resolution 24-18.

Attachments:

1. Allocation Request Form (approved through Resolution 24-18)



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The foregoing Resolution was approved and adopted by the San Francisco County Transportation Authority at a regularly scheduled meeting thereof, this 27th day of February 2024, by the following votes:

**Ayes:** Commissioners Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safaí, Stefani, and Walton (11)

**Nays:** none (0)

**Absent:** none (0)

DocuSigned by:  
*Rafael Mandelman* 3/20/2024  
3235B3A057A3450...  
Rafael Mandelman Date  
Chair

ATTEST: DocuSigned by:  
*Tilly Chang* 3/21/2024  
FFD2528AB8BE49B...  
Tilly Chang Date  
Executive Director

# San Francisco County Transportation Authority Allocation Request Form

<b>FY of Allocation Action:</b>	FY2023/24
<b>Project Name:</b>	Vision Zero Education and Communications: Speed Safety Cameras
<b>Grant Recipient:</b>	San Francisco Municipal Transportation Agency

## EXPENDITURE PLAN INFORMATION

<b>PROP L Expenditure Plans</b>	Safer and Complete Streets
<b>Current PROP L Request:</b>	\$150,000
<b>Supervisory District</b>	Citywide

## REQUEST

### Brief Project Description

In October 2023, the Governor signed AB 645 authorizing a six-city speed safety camera pilot. Requested Prop L funds will support a public information campaign for this pilot program, including public announcements in major media outlets and press releases, multilingual direct outreach around camera locations, printed and digital materials, and targeted multilingual advertising. These materials may also be shared in collaboration with Bay Area pilot cities San José and Oakland for a regional campaign that would broaden and deepen the speed safety camera pilot.

### Detailed Scope, Project Benefits and Community Outreach

Every year in San Francisco, about 30 people lose their lives and over 500 more are severely injured while traveling on city streets. San Francisco adopted Vision Zero in 2014, an ambitious citywide policy to prioritize street safety and end traffic deaths. Vision Zero prioritizes work along the High Injury Network, the 13% of streets where more than 75% of severe and fatal crashes occur, to protect our most vulnerable road users such as people walking, motorcyclists, older adults, and people experiencing homelessness.

The City's Vision Zero Action Strategy identifies multiple priority education and outreach programs that are necessary to support SF's achievement of zero roadway fatalities and are currently unfunded. The Vision Zero Communications Strategy identifies the need for ongoing education and outreach program in both supporting behavior change on SF's streets, but also to increase support for policy, infrastructure and transportation changes in pursuit of eliminating traffic fatalities. The *Vision Zero Education and Communications* project will raise awareness for Vision Zero and promote traffic safety culture through direct outreach, targeted media campaigns, community partnerships, and other communication strategies layered with engineering projects to multiply efforts to end traffic deaths.

In October 2023, the Governor signed AB 645. This bill authorizes, until January 1, 2032, six cities including the City and County of San Francisco to establish a Speed Safety System Pilot Program if the system meets specified requirements. The bill would require a participating city or city and county to adopt a Speed Safety System Use Policy and a Speed Safety System Impact Report before implementing the program, and would require the participating city or city and county to engage in a

public information campaign at least 30 days before implementation of the program, including information relating to when the systems would begin detecting violations and where the systems would be utilized.

This requested Prop L funding will support staff and contracted consultants for this scoped work:

- Speed Safety Camera public information campaign: The assembly bill legislation requires pilot cities to administer a public information campaign for at least 30 calendar days prior to the commencement of the program, which shall include public announcements in major media outlets and press releases. Additionally, the SFMTA would develop a robust education campaign similar to our other Vision Zero programs that includes multilingual direct outreach around camera locations, printed and digital materials, and targeted multilingual advertising. These materials may also be shared in collaboration with Bay Area pilot cities San José and Oakland for a regional campaign that would broaden and deepen the speed safety camera pilot.

The citywide Vision Zero policy to end traffic deaths prioritizes street safety projects along the High Injury Network and in Equity Priority Communities. Education and communications programs include:

- All materials and outreach are multilingual, increasing access to traffic safety information to vulnerable road users and disadvantaged populations.
- Partnerships with community based organizations serving disadvantaged populations deepens Vision Zero education and outreach efforts.
- Targeted media campaigns are a low-cost and effective way of reaching the public to raise awareness and deepen understanding of and support for Vision Zero.
- Leveraging education efforts with engineering and other safety interventions increases the project impact.

Notable examples of past outreach include:

- 2020 Left Turn Traffic Calming pilot + *Safety – It's Your Turn* education campaign, which resulted in slowing average left turn speeds by 17% and high left turn speeds by 71%; 17,000 in-person interactions and 76 million digital impressions, and; grants to 6 community advocates deepening outreach to vulnerable road users such as people with low visibility, seniors, youth, bicyclists, and monolingual speakers. This work led to a 2021 Vision Zero Action Strategy commitment to expand left turn traffic calming to an additional 35 locations.
- To raise awareness around the dangers of speeding, for multiple years the SFMTA has worked with the DMV to place public service announcements in all 172 field offices in California.

Notable examples of past evaluation:

- Multi year quantitative and qualitative surveys of SF residents on brand awareness and public perception on Vision Zero shows an increase in Vision Zero recognition as well as a deeper and sustained understanding of the dangers of speeding.
- 2019 project evaluation of the Safe Speeds campaign + high visibility enforcement found a 5% reduction in 85th percentile speeds during the campaign and that the demographics of people receiving these traffic citations were proportionate with overall San Francisco demographics, indicating a more equitable approach to traffic enforcement during the campaign.
- 2020 Left Turn Traffic Calming pilot + *Safety – It's Your Turn* education campaign, which resulted in slowing average left turn speeds by 17% and high left turn speeds by 71%. There was also evidence that pairing the pilot with the education campaign extended the project impacts on turning speeds.

## Project Location

Citywide

## Project Phase(s)

Construction (CON)

<b>Type of Project in the Prop L 5YPP/Prop AA Strategic Plan?</b>	Named Project
<b>Is requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan?</b>	Less than or Equal to Programmed Amount
<b>PROP L Amount</b>	\$150,000.00

# San Francisco County Transportation Authority Allocation Request Form

<b>FY of Allocation Action:</b>	FY2023/24
<b>Project Name:</b>	Vision Zero Education and Communications: Speed Safety Cameras
<b>Grant Recipient:</b>	San Francisco Municipal Transportation Agency

## ENVIRONMENTAL CLEARANCE

<b>Environmental Type:</b>	Categorically Exempt
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## PROJECT DELIVERY MILESTONES

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)				
Environmental Studies (PA&ED)				
Right of Way				
Design Engineering (PS&E)				
Advertise Construction				
Start Construction (e.g. Award Contract)	Jan-Feb-Mar	2024		
Operations (OP)				
Open for Use			Jan-Feb-Mar	2025
Project Completion (means last eligible expenditure)			Apr-May-Jun	2025

## SCHEDULE DETAILS

- 'Start Construction' (Beginning Jan-Feb-Mar 2024): Book funds on local on-call consultant contract, develop campaigns, materials, outreach, and media strategies for Speed Safety Camera program. Consider regional partnerships with San Jose and Oakland pilot cities.
- 'Open for Use' (Beginning Jan-Feb-Mar 2025): Launch speed safety camera campaign in advance of cameras turning on to raise awareness, build support, and set expectations of program. Maintain campaign/outreach and support public information noticing as cameras are installed in 2025, track campaign metrics
- 'Project Completion': 5 year pilot ends 2029/2030 and will require reporting back per legislation. For the purposes of this request, June 2025 is the last date for expenditures.

# San Francisco County Transportation Authority Allocation Request Form

<b>FY of Allocation Action:</b>	FY2023/24
<b>Project Name:</b>	Vision Zero Education and Communications: Speed Safety Cameras
<b>Grant Recipient:</b>	San Francisco Municipal Transportation Agency

## FUNDING PLAN - FOR CURRENT REQUEST

Fund Source	Planned	Programmed	Allocated	Project Total
EP-218: Safer and Complete Streets	\$150,000	\$0	\$0	\$150,000
<b>Phases In Current Request Total:</b>	\$150,000	\$0	\$0	\$150,000

## COST SUMMARY

Phase	Total Cost	PROP L - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering	\$0		
Environmental Studies	\$0		
Right of Way	\$0		
Design Engineering	\$0		
Construction	\$150,000	\$150,000	Funds available
Operations	\$0		
Total:	\$150,000	\$150,000	

<b>% Complete of Design:</b>	N/A
<b>As of Date:</b>	N/A
<b>Expected Useful Life:</b>	N/A

## PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST

Fund Source	Phase	FY2024/25	FY2025/26	Fund Source Total			
PROP L	Construction	\$50,000	\$100,000	\$0	\$0	\$0	\$150,000
<b>Total:</b>		\$50,000	\$100,000	\$0	\$0	\$0	\$150,000



# San Francisco County Transportation Authority

## Prop L Allocation Request Form

### MAJOR LINE ITEM BUDGET

SUMMARY BY MAJOR LINE ITEM (BY AGENCY LABOR BY TASK)					
Budget Line Item	Totals	% of contract	SFPW	SFMTA	Contractor
1. Contract					
Task 1: AB645 campaign	\$ 120,000				\$ 120,000
2. OCS Replacement				\$ -	\$ -
3. Project Management/Admin	\$ 20,000		\$ -	\$ 10,000	\$ 10,000
4. Other Direct Costs (print, materials)	\$ 10,000		\$ -	\$ -	\$ 10,000
5. Contingency			\$ -	\$ -	\$ -
<b>TOTAL CONSTRUCTION PHASE</b>	<b>\$ 150,000</b>		<b>\$ -</b>	<b>\$ 10,000</b>	<b>\$ 140,000</b>

# San Francisco County Transportation Authority Allocation Request Form

<b>FY of Allocation Action:</b>	FY2023/24
<b>Project Name:</b>	Vision Zero Education and Communications: Speed Safety Cameras
<b>Grant Recipient:</b>	San Francisco Municipal Transportation Agency

## SFCTA RECOMMENDATION

<b>Resolution Number:</b>	2024-018	<b>Resolution Date:</b>	11/28/2023
<b>Total PROP L Requested:</b>	\$150,000	<b>Total PROP L Recommended</b>	\$150,000

<b>SGA Project Number:</b>	218-907001	<b>Name:</b>	Vision Zero Education and Communications: Speed Safety Cameras
<b>Sponsor:</b>	San Francisco Municipal Transportation Agency	<b>Expiration Date:</b>	06/30/2025
<b>Phase:</b>	Construction	<b>Fundshare:</b>	100.0%

### Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY2024/25	FY2025/26	Total
PROP L EP-218	\$50,000	\$100,000	\$150,000

#### Deliverables

1. Quarterly progress reports shall include % complete of the funded phase, work performed in the prior quarter, work anticipated to be performed in the upcoming quarter, and any issues that may impact schedule, in addition to all other requirements described in the Standard Grant Agreement.

#### Special Conditions

1. The recommended allocation is contingent upon approval of the Prop L Safer and Complete Street 5YPP and amendment of the Prop L Strategic Plan Baseline.

2. Of the \$150,000 in recommended Prop L funds, \$130,000 will be placed on reserve to be released by the Transportation Authority Board prior to expenditure of funds. The Board shall release the funds following SFMTA presentation of a draft detailed scope, schedule and budget for the speed safety cameras education and communications project to the Board for input (anticipated January 2024).

Metric	PROP AA	TNC TAX	PROP L
Actual Leveraging - Current Request	No PROP AA	No TNC TAX	0.0%
Actual Leveraging - This Project	No PROP AA	No TNC TAX	0.0%

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## EXPENDITURE PLAN SUMMARY

<b>Current PROP L Request:</b>	\$150,000
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- 1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Initials of sponsor staff member verifying the above statement:

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## CONTACT INFORMATION

	Project Manager	Grants Manager
<b>Name:</b>	Uyen Ngo	Joel C Goldberg
<b>Title:</b>	Vision Zero Education & Outreach Coordinator	Grants Procurement Manager
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<b>Email:</b>	uyen.ngo@sfmta.com	joel.goldberg@sfmta.com