

Vision Zero – San Francisco

Goal: Zero Traffic Deaths by 2024

Vision Zero Progress Report to the Vision Zero Committee of the Transportation Authority Board

Tuesday, September 30, 2014

Vision Zero Two-Year Action Strategy

- The Vision Zero Steering Committee and Subcommittee leads are developing an action strategy for the next two years. We are seeking public input at a special meeting on October 7th at 9:00am in City Hall Rooms 201, with the goal of releasing the document by December 2014.

Vision Zero Subcommittees

Engineering (Lead: Mari Hunter, SFMTA)

- 8 of the 24 projects in 24 months have been completed. The MTA will present the scopes, schedules and budgets for these projects later in the meeting.
- Identified actions for the Two-Year Action Strategy including developing a list of key safety treatments and add to the Pedestrian and Bicycle High Injury Network to include all other modes to help prioritize projects and identify gaps.

Education (Lead: John Knox White, SFMTA)

Subcommittee agencies (SFMTA, SFDPH, SFPD, SFCTA, SFE, the District Attorney's Office, and SFUSD)

- Safe Streets SF, an educational and enforcement partnership of SFMTA, SFDPH, SFPD and Walk San Francisco, kicked off on 60 buses at the beginning of September. Enhanced, focused, enforcement activities will begin in early October and continue to the end of the year.
- The Directors of all seven subcommittee agencies have signed a project charter that commits their agencies to collaborate and coordinate safety education campaigns.
- The project charter also commits the subcommittee to develop a citywide safety education strategy for rolling out a long-term education program. The goal is to have a draft for Board/Commission approval by the end March 2015.
- SFMTA, SFPD and SFDPH received a \$2 million grant from for the Active Transportation Program (ATP) to fund a speed-related education and enforcement program.
 - Half the money will go to SFPD for equipment and one full year of stepped up enforcement; the other half will fund program development, media and evaluation.
 - Funding is expected to be available in July 2015.
- SFMTA has begun working on a large vehicle training curriculum. The process is currently taking feedback from large vehicle drivers on their knowledge and concerns about urban roadway infrastructure, best- practice skills for driving in urban environments with lot of people who walk and bike.

- SFPD was successful in receiving a pedestrian safety education and enforcement grant for \$200,000. They are working to partner with SFMTA and SFPD to coordinate the education portion with the Safe Streets SF campaign.

Enforcement (Lead: Mikail Ali, SFPD & Mari Hunter, SFMTA)

- As of August 31, 2014 there has been a 62% increase in citations issued as compared to the same period in 2013. Of all the citations issued 24% were for the top five collision factors (Speeding, red light violations, stop sign violations, failure to yield to a pedestrian in a crosswalk, and failure to yield while making a left or u-turn).
- SFMTA is evaluating how to optimize Parking Control Officer resources to further their support of safety.

Evaluation, Analysis and Monitoring (Lead: Megan Wier, SFDPH)

- SFDPH is coordinating closely with SFMTA and SFPD to evaluate the Safe Streets SF Education and Enforcement campaign.
- SFDPH has publicly released TransBASESF.org, an online spatial database which links data on injuries with transportation, infrastructure, and socio-demographic data. TransBASE was a key data input into WalkFirst and is being utilized for Vision Zero evaluation, monitoring and analysis initiatives.
- SFDPH worked with SFMTA to enter speed data from 2012-present, and is now working to develop a system so that it is regularly data entered and thus useful for evaluation and monitoring safety efforts. Data is now being mapped and will be shared publicly via TransBASE and as a part of Vision Zero monitoring efforts.
- Hiring is underway for a new Epidemiologist position that will be developing a comprehensive transportation injury surveillance system linking hospital and police collision records, thanks to an SFMTA Work Order with SFDPH. This work will help capture the estimated 20-25% of pedestrian and cyclist injuries not included in police records.

Policy (Lead: Timothy Papandreou, SFMTA)

- A newly established Policy Subcommittee is working to identify a set of policy initiatives that Vision Zero partners can support and mobilize behind at the local and state level, in coordination with the next two-year state legislative session starting in January. Recommended policy proposals for advancement will need to be supported by a cross-department team who can serve as experts and participate in the advocacy/legislative process. The City Vision process – discussed later in this update – is supporting the identification of potential policy proposals which may include automated speed enforcement and lowering speed limits.

The following Work Groups are working on products to inform activities of the above Subcommittees. Work Groups may be time-limited once their topic is sufficiently integrated into the Subcommittee structure.

Vision Zero Work Group Updates

Schools (Lead: Ana Validzic, SFDPH)

- The SF Safe Routes to School (SF SRTS) Partnership has agreed to be the Schools workgroup for Vision Zero and will serve as the coordinating body for Vision Zero school-related work. SF SRTS is an existing partnership of SFUSD, City agencies, and CBOs working on school related transportation, including pedestrian and bicycle safety.
- The SRTS Partnership has now expanded to work with 25 elementary schools and is leveraging the current grant to extend resources to the remainder of the elementary schools in SFUSD.
- In August, SF SRTS was awarded an Active Transportation Program grant for \$990,000 for school years 2015-2017. The grant will provide detailed transportation toolkits to 100 schools in SFUSD supported by multi-lingual outreach and traffic enforcement for schools on high injury corridors.
- For back to school in mid-August, the SF Police Department conducted traffic enforcement at 8 schools located on high- injury corridors – Jean Parker, Gordon Lau, Redding, Cesar Chavez, Marshall, John Yehall Chin, Tenderloin, and Monroe.
- Walk and Roll to School Day is Wednesday October 8th. A media event is planned for Bessie Carmichael located on 7th Street and Folsom to highlight the short term improvements and long term need for traffic safety at Bessie and the surrounding community. To date, over 60 schools have signed up to participate in Walk and Roll to School Day. Invitations have gone to elected officials and City agency directors to participate. All are invited to help celebrate safe and active walking!

City Vision (Leads: Megan Wier, SFDPH and Timothy Papandreou, SFMTA)

- SFDPH, SFMTA and the SFTA have been conducting an international review of traffic safety best practices. Traffic safety practices were reviewed for: U.S. cities with Vision Zero Policies (New York, Chicago); “peer” U.S. cities (Portland, Seattle, Washington DC, Boston, Los Angeles; and international countries with Vision Zero policies (Sweden, the Netherlands, Australia) – and compared with existing practice in San Francisco. These practices are further being evaluated with best practice evidence regarding traffic safety based on research from the transportation and public health fields. Findings with respect to opportunities for implementation in San Francisco will inform both the Two-Year Action Strategy and the longer-term strategy for realizing Vision Zero in San Francisco.
- Once the Two-year Action Strategy is finalized based on public feedback, the Steering Committee will reach out to the Mayor’s Office, TA Vision Zero Committee, and Vision Zero Task

Force for input into this larger City Vision process with respect to longer-term actions and strategic opportunities.

- A key output of this work group will be an analysis regarding how different packages of improvements and approaches to implementation would advance San Francisco towards zero deaths.

Communications (Lead: John Knox White, SFMTA)

- A contract has been signed with D&A consultants and work kicked off to provide communications support in developing a Vision Zero communications strategy.
- The communications working group (SFMTA, SFDPW, SFDPH, SFPD, SF Planning, SFFD, SFUSD, and SFDPH) has begun meeting.