



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

# VISION ZERO COMMITTEE

JUNE 27, 2019





# ITEM 8: VISION ZERO COMMUNICATIONS AND EDUCATION UPDATE

UYEN NGO, SFMTA



# LAST TA COMMITTEE EDUCATION UPDATE

- 2018 Partnership Recaps
  - Safe Speeds Campaign and **DMV** PSA video
  - Supporting **SF Bay Area Families for Safe Streets** World Day of Remembrance
  - **District Attorney's** Senior Pedestrian Safety
  - Update crossing time standards with **Vision Zero Coalition** members
- 2019 Look Ahead
  - Driving in Today's SF
  - Safer Intersections
  - Chinese-focused campaign
  - Motorcycle Safety Year 3
  - Rapid Response Street Team Outreach



# APRIL – JUNE METRICS (AS OF 6/14)

4

<b>Street Team Outreach Events</b>	<b>17</b>
<b>Rapid Response Outreach</b>	<b>2 responses</b> <b>8 memorial posters</b>
<b>Paid Social Media Campaign (impressions)</b>	<b>Distracted Driving: 512,154</b> <b>Motorcycle Safety: 375,152</b> <b>Driving in Today's SF: 984,910</b> <b>It Stops Here: 400,000</b>
<b>In-language Outreach (events)</b>	<b>19</b>
<b>High Visibility Partnerships</b>	<b>2</b>
<b>In-language Campaigns</b>	<b>2</b>
<b>Social Media Posts</b>	<b>90</b>
<b>Twitter Reach</b>	<b>48,500</b>
<b>Campaign Reach</b>	<b>17,506,500</b>
<b>Outreach Contacts</b>	<b>5,000</b>





# APRIL – JUNE CAMPAIGNS





# EXISTING MULTILINGUAL MATERIALS: CAMPAIGNS



**CONSEJOS DE SEGURIDAD DE MOTOCICLETAS PARA SAN FRANCISCO**

Para obtener más información sobre conducción segura de motocicletas, capacitación, equipo y más, ve a [VisionZeroSF.org/motorcycles](http://VisionZeroSF.org/motorcycles)

Para reportar condiciones de conducción inseguras, llama al 311

**VISIONZerosf.org**

311 Free language assistance / 免費語言協助 / Ayuda gratis con el idioma / Бесплатная помощь переводчице / Trợ giúp Thông dịch Miền phi / Assistance linguistique gratuite / 無料の通訳支援 / 무료 언어 지원 / Libreng tulung para sa wikang Filipino / 無料の通訳支援 / 311 免費語言協助 / 311 免費語言協助 / 311 免費語言協助




**SPEEDING KILLS**

Just 5 miles over the limit is twice as likely to kill.

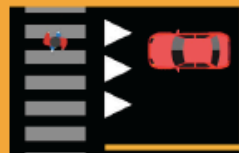
**VISIONZEROSF.ORG**



## 您在哪裡 見過這些 標示？

三藩市各處街道都可以看到！

路面標示為所有人創建安全區，  
維護開車者、步行者以及騎自行  
車者的安全



在鯊魚齒標示前  
停車  
給予行人安全的  
空間橫越馬路



減速進入混合區  
注意並禮讓自行車



將車停在停車格  
內  
切勿停在自行車  
道

請前往 [VisionZeroSF.org/Streets](https://visionzerosf.org/streets) 觀看影片，  
來了解這些新特點的作用

## 減速進入混合區

# MULTILINGUAL MATERIALS: PROJECTS

8





# MULTILINGUAL MATERIALS: OUTREACH

## VISION ZERO SF CREATING SAFER STREETS FOR SAN FRANCISCO



## VISIÓN CERO SF CREANDO CALLES MÁS SEGURAS PARA SAN FRANCISCO



### Traffic deaths are preventable.

**At least 3 pedestrians are hit  
by cars in our city every day.**

Each year, about 30 people are killed and 500 are hospitalized after being hit. These deaths and injuries are unacceptable and preventable.

Vision Zero SF is the City's commitment to eliminating all traffic fatalities and reducing the number of severe injuries. San Francisco is making streets safer for people who drive, bicycle, walk or take transit.

Safety is now a top priority in every transportation project.



### We are making progress.

We've made safety improvements on more than 60 miles of streets. Since adopting Vision Zero in 2014, we have:

- Installed 1,500+ street safety features like bike lanes and boarding islands
  - Issued 100,000+ citations to drivers for the five traffic violations that most often lead to fatal crashes
  - Launched anti-speeding and texting-while-driving campaigns
  - Engaged in one-on-one conversations about safer streets with 20,000+ residents
- While we are seeing progress, there is still more we can do. The city is working hard to get us to our ultimate goal of zero deaths.

### Traffic safety is an equity issue.



Traffic fatalities disproportionately affect our most vulnerable communities.

- In 2017, 40% of fatalities occurred in low income neighborhoods
- In 2017, 50% of people killed while walking were seniors

Our streets must be safe for all road users in all communities and for people of all incomes, races and ethnicities, ages and abilities.

**JOIN THE  
MOVEMENT  
FOR SAFER  
STREETS**

   
@visionzerosf  
visionzerosf.org



### Las muertes por accidentes de tránsito pueden prevenirse.

**Al menos 3 peatones  
son atropellados  
por un auto en  
nuestra ciudad  
cada día.**



Cada año, alrededor de 30 personas mueren y 500 son hospitalizadas después de ser atropelladas. Estas muertes y lesiones son inaceptables y pueden prevenirse.

Visión Cero SF es el compromiso de la Ciudad de eliminar todas las muertes por accidentes de tránsito y de reducir el número de lesiones graves. San Francisco está haciendo las calles más seguras para las personas que conducen, andan en bicicleta, a pie, o toman el transporte público.

La seguridad es ahora una prioridad en cada proyecto de transporte.

### La seguridad vial es un problema de equidad.

**Las muertes por accidentes  
de tránsito afectan de manera  
desproporcionada a nuestras  
comunidades más vulnerables.**

- En el 2017, el 40% de las muertes por atropellos ocurrieron en vecindarios de bajos ingresos
- En el 2017, el 50% de las personas muertas por atropellos mientras caminaban eran personas mayores.

Nuestras calles deben ser seguras para todas las personas que usan las calles en todas las comunidades y para personas de todos los ingresos, razas y etnias, edades y capacidades.



### Estamos avanzando.

Hemos hecho mejoras de seguridad en más de 60 millas de calles. Desde que adoptamos Visión Cero en 2014, hemos:

- Instalado más de 1,500 medidas de seguridad vial, como carriles para bicicletas e islas de embarque
  - Emitido más de 100,000 citaciones a conductores por las cinco infracciones de tránsito que más resultan en accidentes fatales
  - Lanzado campañas contra la velocidad y contra el uso de mensajes de texto mientras se conduce
  - Participado en conversaciones individuales con más de 20,000 residentes sobre cómo tener calles más seguras
- Aunque estamos progresando, todavía hay más que podemos hacer. La ciudad está trabajando duro para lograr nuestra meta final de cero muertes.



VISIONZerosf.org



VISIONZEROSF



# UPDATE ON CHINESE FOCUSED CAMPAIGN





**SFDPH is educating seniors and service providers about Vision Zero and gathering input to bring back to City agencies**

- Conduct **multi-lingual presentations to seniors and service providers** on Vision Zero, how to get involved, and how to stay safe
- **Reached over 2, 054 seniors and staff at 62 locations**
- Funded **15 community based organizations** to conduct in-depth education & outreach in their neighborhoods in FY 16-17 and 17-18
- Funded **seven** community-based organizations in FY18-19



# COMMUNITY PRESENTATIONS AND OUTREACH

- Conduct presentations and outreach in senior centers, community events in different neighborhoods located near VZ High Injury Network, including **Richmond, Chinatown, Bayview, Mission, Tenderloin**, etc.
- Audiences are very diverse and most are non-English speaking
- Present and/or interpret in **English, Cantonese, Mandarin, and Spanish** to address language barriers





# EDUCATION MATERIALS

- Safe Streets for Seniors brochure (English, Chinese, Spanish, Tagalog)
- Outreach card with lanyard (English, Chinese, Spanish, Tagalog)
- Distributed through presentations, outreach events, and partner agencies.

