



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

VISION ZERO COMMITTEE

October 4, 2019



ITEM 3: Progress Report

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& JOHN KNOX WHITE (SFMTA)**

SAFE STREETS HIGHLIGHTS



Taylor St. Quick Build



6th St. Quick Build



7th St. Quick Build



Townsend St.- In Construction



Terry Francois Boulevard



Battery and Sansome St.



**NORTH AND SOUTH OF
MARKET SIGNAL
RETIMING PROJECT**



NORTH AND SOUTH OF MARKET SIGNAL RETIMING

Grant Highlights:

- Retimes approximately 345 signalized intersections in San Francisco, or about 30 percent of city's total
- Funded by a \$3.74M Highway Safety Improvement Program (HSIP) grant
- Key goal to improve safety in a number of High Injury Corridors and high crash areas:
 - South of Market
 - Tenderloin
 - Financial District/Union Square
 - Western Addition

NORTH AND SOUTH OF MARKET SIGNAL RETIMING

Key project benefits include:

- Reducing the walking speed to three feet per second
- Adding leading pedestrian intervals
- Updated signal synchronization for key corridors
- Updated signal timing to accommodate key MUNI lines
- Updated cycles, yellow lights, and all-red clearance intervals

CURRENT STATUS

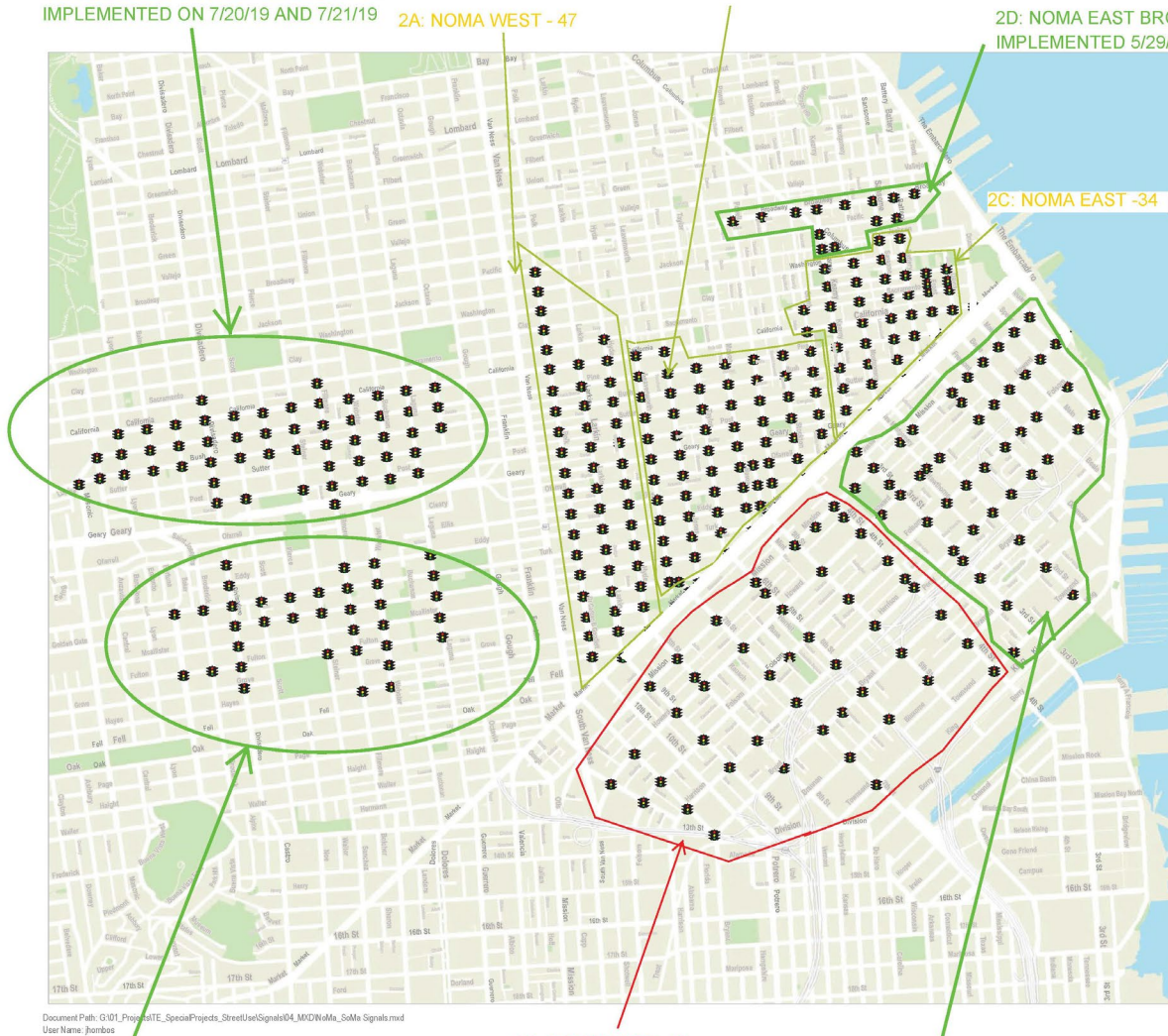
1B: BUSH/PINE WEST OF VAN NESS - 57
 IMPLEMENTED ON 7/20/19 AND 7/21/19

2B: NOMA CENTRAL - 56

NOMA-SOMA IMPLEMENTATION STATUS - AS OF 9/23/19

2A: NOMA WEST - 47

2D: NOMA EAST BROADWAY - 13
 IMPLEMENTED 5/29/19



NOMA & SOMA Traffic Signal Systems

July 2018

Please contact Geraldine de Leon at geraldine.deleon@sfmta.com if you are modifying the timing card for any location shown on the map and/or is listed as part of the NOMA or SOMA systems at the top right corner of the card.

Legend

- ★ Signalized Intersection in NOMA/SOMA System
- IN GREEN - NEW TIMING IMPLEMENTED IN FIELD
- IN YELLOW - NEW TIMING TO BE IMPLEMENTED SOON
- IN RED - NEW TIMING BEING FINALIZED

0.4 miles

Scale 1:6,569

Date Saved: 7/6/2018

For reference contact: jarrett.hornbostel@sfmta.com

By downloading this map, you are agreeing to the following disclaimer: "The City and County of San Francisco ("City") provides the following data as a public record and no right of any kind is granted to any person by the City's provision of this data. The City and County of San Francisco ("City") makes no representation regarding and does not guarantee or otherwise warrant the accuracy or completeness of this data. Anyone who uses this data for any purpose whatsoever does so entirely at their own risk. The City shall not be liable or otherwise responsible for any loss, harm, claim or action of any kind from any person arising from the use of this data. By accessing this data, the person accessing it acknowledges that she or he has read and does so under the condition that she or he agrees to the contents and terms of this disclaimer."

Document Path: G:\01_Projects\ITE_SpecialProjects_StreetUse\Signals\04_MXD\NMa_SoMa_Signals.mxd
 User Name: jrombos

1A: WESTERN ADDITION - 39
 IMPLEMENTED ON 4/30/19

3B: SOMA WEST - 48

3A: SOMA EAST - 55
 IMPLEMENTED ON 9/7/18 AND 9/8/18



NOMA-SOMA SIGNAL RETIMING PROJECT

Summary of improvements by intersection:

- **200** – New leading pedestrian intervals
- **280** – Updated for 3 feet per second walking speed
- **180** – Updated yellow & all-red
- **9** – Pedestrian Scrambles implemented

SAFE PEOPLE HIGHLIGHTS



LAST TA COMMITTEE EDUCATION UPDATE

- Multilingual work (campaigns, projects, outreach)
- Safe Streets for Seniors program



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



請前往 VisionZeroSF.org/Streets 觀看影片,
來了解這些新特點的作用

VISIONZEROSF.ORG



JULY – SEPTEMBER METRICS (AS OF 9/17/19)

Street Team Outreach Events	18
Rapid Response Post Fatality Outreach	3 responses
Social Media Campaign (impressions)	Biking in Today's SF: 182,802 Safe Speeds: 2,539,126
In-language Outreach (events)	16
High Visibility Partnerships	1
In-language Campaigns	2
Social Media Posts	63
Twitter Reach	99,600
Campaign Reach	50,388,426
Outreach Contacts	7,750



JULY – SEPTEMBER CAMPAIGNS: MOTORCYCLE SAFETY

Project objective: Provide hands-on safety skills training to motorcyclists; raise motorcycle safety awareness through campaign

Project audience: SF motorcyclists, targeted social media audience

Outcome/results: 1st SFPD motorcycle civilian trainings to 60 participants; 3,809,112 reached (Muni ads); 420,1000 reached (social media)



JULY – SEPTEMBER CAMPAIGNS: SAFE SPEEDS

Project objective: Reduce unsafe speeds in SF through campaign that used bus shelters, radio, VMS, social media, earned media, DMV and rental car outreach

Project audience: SF drivers, targeted social media audience

Outcome/results: 50,125,716 total campaign reach

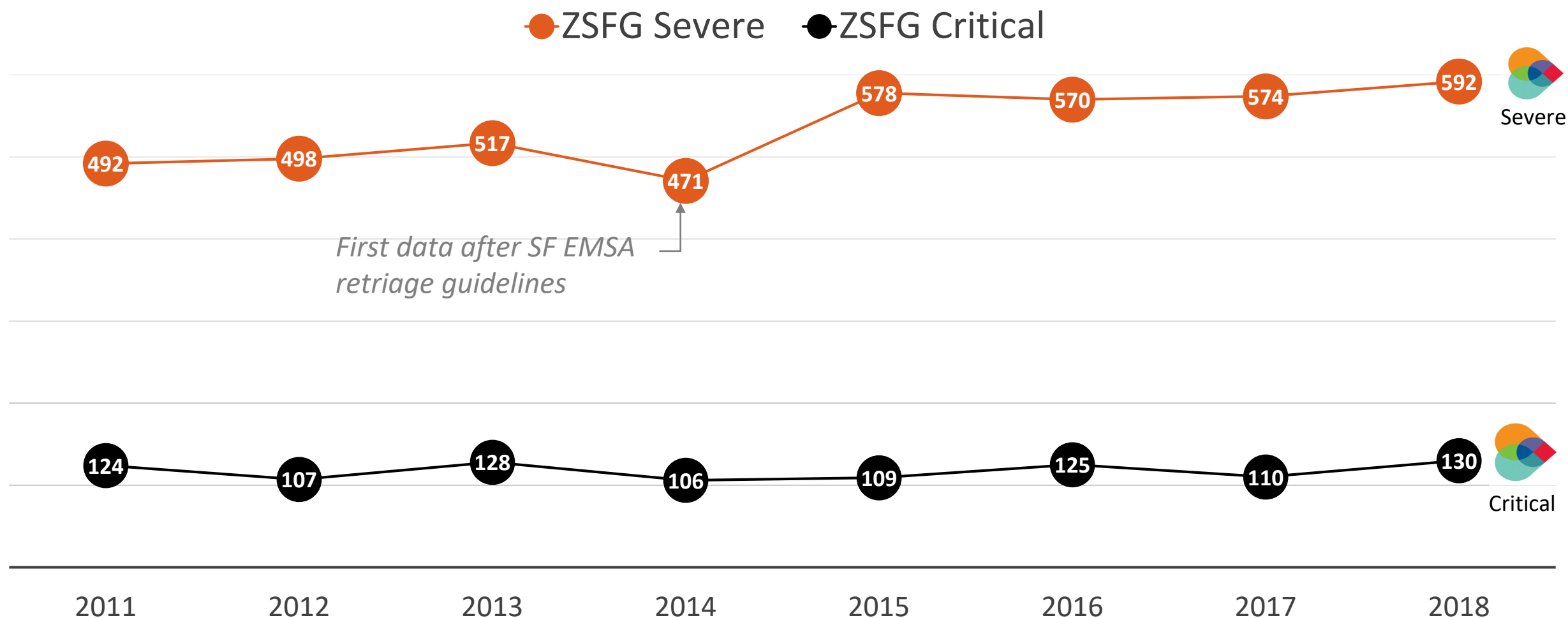


DATA SYSTEMS HIGHLIGHTS



VISION ZERO SEVERE TRAFFIC INJURY TRENDS: 2011-2018

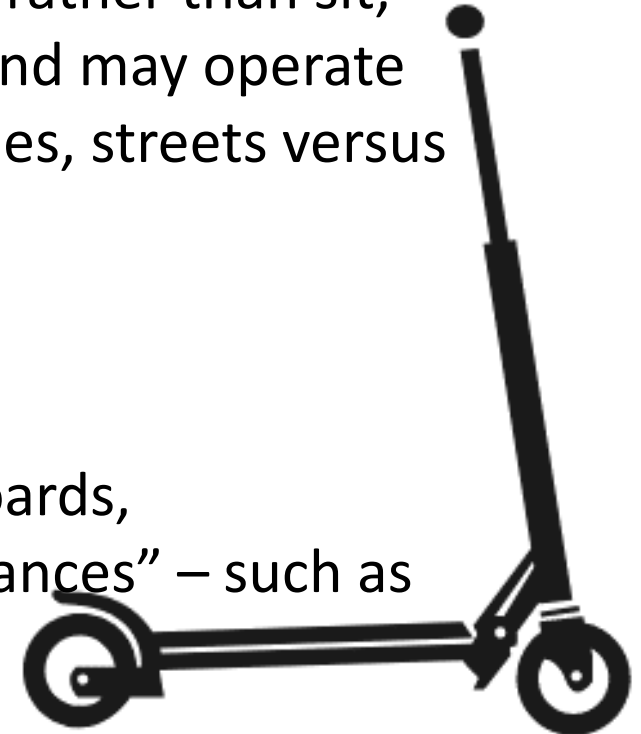
ALL MODES



Please note: 1) Critical injury is included in Severe injury counts and statistics. 2) Implementation of Emergency Medical Services Agency retriage guidelines during this period led to more patients with severe injury being sent to ZSFG and contributed to increases in severe injuries as reported above.

PROPOSING NEW NATIONAL MEDICAL CODES FOR E-SCOOTERS TO THE CENTERS FOR DISEASE CONTROL AND PREVENTION

- Would classify e-scooters as “**pedestrian conveyances**” (V00-V09)
- Compared to motorcycle riders, e-scooter riders stand rather than sit, travel at lower speeds (15-20 MPH versus >30 MPH), and may operate their vehicles in a variety of spaces (sidewalks, bike lanes, streets versus in-street only) depending on jurisdiction.
- Codes also allow capture of injuries related to hoverboards, e-skateboards, and “other standing pedestrian conveyances” – such as Segways.



PUBLIC-FACING TRANSBASES.F.ORG DASHBOARD RELEASED

An aerial photograph of a city street intersection. The street is lined with tall buildings. A white rectangular text box is centered over the image. The text inside the box is blue and underlined. The background shows a mix of modern and older architecture, with a street with cars and a bus.

transbase.sfgov.org