



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

# TRANSPORTATION AUTHORITY BOARD MEETING

SEPTEMBER 10, 2019





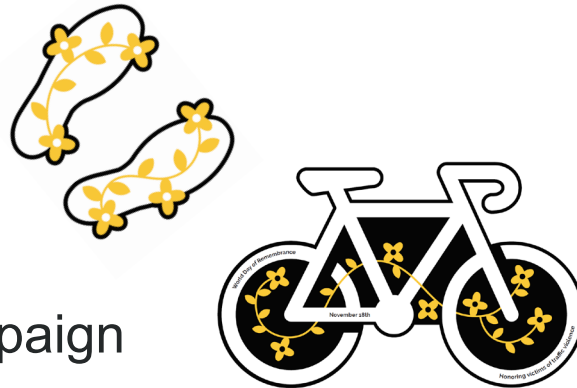
# VISION ZERO COMMUNICATIONS AND EDUCATION UPDATE: MULTILINGUAL AND SENIOR CAMPAIGNS

**UYEN NGO, SFMTA**  
**DONGMEI TAN, SFDPH**



# 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

Street Team Outreach Events	17
Rapid Response Outreach	2 responses 8 memorial posters
Social Media Campaign (impressions)	Distracted Driving: 512,154 Motorcycle Safety: 375,152 Driving in Today's SF: 984,910 It Stops Here: 365,763
In-language Outreach (events)	19
High Visibility Partnerships	2
In-language Campaigns	2
Social Media Posts	90
Twitter Reach	158,100
Campaign Reach	17,506,500
Outreach Contacts	5,000





# APRIL – JUNE CAMPAIGNS



# EXISTING MULTILINGUAL MATERIALS: THE BEGINNING



Save the Date: **October 10, 2018**

To learn more, visit [walksf.org/walk-to-school](https://walksf.org/walk-to-school)

保存日期: **2018年10月10日**

要了解更多, 請訪問 [walksf.org/walk-to-school](https://walksf.org/walk-to-school)

Reserve la fecha: **Miércoles 10 de octubre de 2018**

Para más información, visite [walksf.org/walk-to-school](https://walksf.org/walk-to-school)

Presented By: The San Francisco Safe Routes to School Partnership



- San Francisco Bicycle Coalition
- San Francisco Department of Environment
- San Francisco Department of Public Health
- San Francisco Unified School District
- San Francisco Municipal Transportation Agency
- Shape Up San Francisco
- Tenderloin Safe Passage
- Walk San Francisco
- YBike Program of the Presidio YMCA

Thank you to our event sponsors:



FIVE POINT





# EXISTING MULTILINGUAL MATERIALS: CAMPAIGNS

7



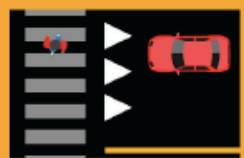


# NEW MULTILINGUAL MATERIALS: CAMPAIGNS

## 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

VISIONZerosf.org





# MULTILINGUAL MATERIALS: PROJECTS



**VISION ZERO SF**

Working together to prioritize street safety and eliminate traffic deaths in San Francisco.

**Information and Resources for Victims and Family Members**

*Printed by SF Department of Public Health*

**VISION ZERO SF**

Trabajando juntos para priorizar la seguridad vial y eliminar las muertes por colisiones de tránsito en San Francisco.

**Información y Recursos para Víctimas y Familiares**

*Impreso por el Departamento de Salud Pública de San Francisco*

**VISION ZERO SF**

共同致力於優先改善三藩市道路安全及消除交通死亡人數

**给交通事故受害者及親屬的訊息資源**

三藩市公共衛生局印發





# MULTILINGUAL MATERIALS: OUTREACH





# UPDATE ON CHINESE FOCUSED CAMPAIGN





# SAFE STREETS FOR SENIORS



**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 and seven in FY 19-20



# 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.

