

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

# VISION ZERO SF ACTION STRATEGY UPDATE

San Francisco County Transportation Authority
Board Meeting Presentation
July 28, 2021
Ryan Reeves, SFMTA Vision Zero Program Manager

#### **AGENDA & OBJECTIVES**

- Recap outreach that we've heard to date & process for strategy development
- Review the draft Action Strategy
- Share next steps on the release of Action Strategy

# ACTION STRATEGY UPDATE: PROCESS & OUTREACH RECAP

#### WHERE ARE WE IN THE PROCESS?



#### **RECAP: PROCESS & OUTREACH**

## Spring 2021: Survey, Community Presentations, Virtual Office Hours

- Where should we continue to focus our resources?
- What new strategies should we consider to slow speeds, change traffic safety culture and ensure safer vehicles?
- How can we ensure our commitment to equity?



#### **Vision Zero Action Strategy Update**

The City and County of San Francisco is updating the city's Vision Zero Action Strategy and wants to hear from you. We have created an <u>interactive Story Map</u> and <u>community survey</u> to gather feedback on your priorities and new ideas for safer streets. The survey will be available from *February 16 – March 5*.

#### Story Map:

<u>Vision Zero SF Action Strategy Story Map</u> (Chinese, Filipino, and Spanish translations included in link)

#### 三藩市零願景策略 最新報告

強調我們的承諾·在三藩市消除死亡車禍

Vision Zero SF 2021@2月16⊟



#### **INPUT FROM COMMUNITY GROUPS & COALITION**

The Arc San Francisco

Bay Area Families for Safe Streets

Bayview Hunters Point Mobilization for

Adolescent Growth in our Communities

(BMAGIC)

Bicycle Advisory Committee

California Alliance for Retired Americans

Community Living Campaign

**CC** Puede

Central City SRO Collaborative

Chinatown Community Development

Center

**Curry Senior Center** 

Diversability

Dogpatch Neighborhood Association -

**Executive Committee** 

**Duboce Triangle Neighborhood** 

Association

East Cut Community Benefit District

Family Connections Centers

Felton Institute

Friends of Monterey Blvd

Hayes Valley Neighborhood Association

India Basin Neighborhood Association

Inner Sunset Park Neighbors

La Voz Latina

Livable City

Lower Haight Merchants and Neighbors

Association (LoHaMNA)

Multimodal Accessibility Advisory

Committee

North of Panhandle Neighborhood

Association (NOPNA)

Potrero Boosters Neighborhood

**Association Executive Committee** 

Richmond Family Transportation Network Yerba Buena Community Benefit District

San Francisco Bicycle Coalition

San Francisco Interfaith Council

San Francisco Marin Medical Society

San Francisco Transit Riders

San Francisco Housing Action Coalition

Self-Help for the Elderly

Senior & Disability Action

Senior & Disability Workgroup of the

Vision Zero Coalition

South Beach | Rincon | Mission Bay

**Neighborhood Association** 

South of Market Community Action

Network (SOMCAN)

St. Francis Square Cooperative

Tenderloin Housing Clinic

Tenderloin Neighborhood Development

Corporation

TLCBD Safe Passage

(YBCBD)

Walk San Francisco

#### **RECAP: KEY THEMES FROM OUTREACH**

- Slow speeds through street re-design (quick-builds and traffic calming) and decreasing speed limits on streets
- Reducing conflicts at intersections for vulnerable road users
- Expand Slow Streets program to support mode shift
- Use speed detection systems to support traditional enforcement
- Focus education on the most dangerous driving behaviors
- Focus investments in Communities of Concern and the High Injury Network

# ACTION STRATEGY UPDATE: BUILDING ON LESSONS LEARNED SINCE 2014

#### NATIONAL CONTEXT: TRAFFIC FATALITIES ARE INCREASING

## Why are there so many Seattle traffic fatalities when so few people are commuting?

Jan. 27, 2021 at 12:51 pm | Updated Jan. 28, 2021 at 9:22 am

Traffic deaths rose 8% in 2020, even as Americans drove fewer miles during pandemic

Associated Press

Published 7:36 a.m. ET Mar. 5, 2021 | Updated 2:42 p.m. ET Mar. 5, 2021

## Traffic deaths on the rise in Portland

Alarming spike in Philadelphia traffic fatalities, including hit-and-runs, this year

The number of deaths is up by 100% compared to the same time last year

Traffic Deaths in 2020 Soared to Highest in 13 Years

By Alissa Walker

#### **VISION ZERO IS POSSIBLE**

#### Oslo got pedestrian and cyclist deaths down to zero. Here's how

More cities are starting to pedestrianise central zones to minimize cars and eliminate deaths on public roads





How One City In Brazil Reduced Road Crash Deaths By A Remarkable 40%

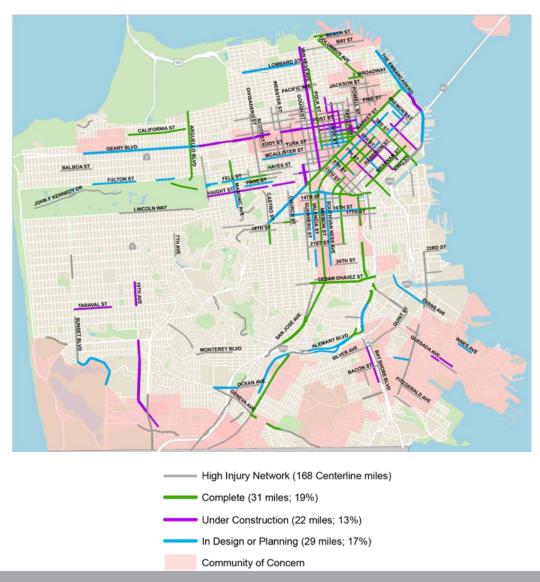


### City of Helsinki records zero pedestrian fatalities in 2019

Precise statistics on accidents have been kept since 1960, and during this time there have been no years in which there were zero pedestrian lives lost in traffic.

#### **OUR STRATEGY REFLECTS AN EVOLVING APPROACH**

- Quick-Build Program to deliver safety improvements more quickly at 1/10 of the cost of major capital projects
- Network level approach to key safety treatments
- Focus on self-enforcing streets and seeking alternatives to traditional enforcement, such as speed cameras
- Targeted advertising, marketing & culturally competent outreach
- Testing new approaches and pushing the limits of our authority



## GETTING TO ZERO WILL REQUIRE MAJOR SHIFTS IN POLICY, POLITICS & CULTURE

**Major Street Redesign**: Car free zones, quick builds, protected bike lane network, transit only lanes

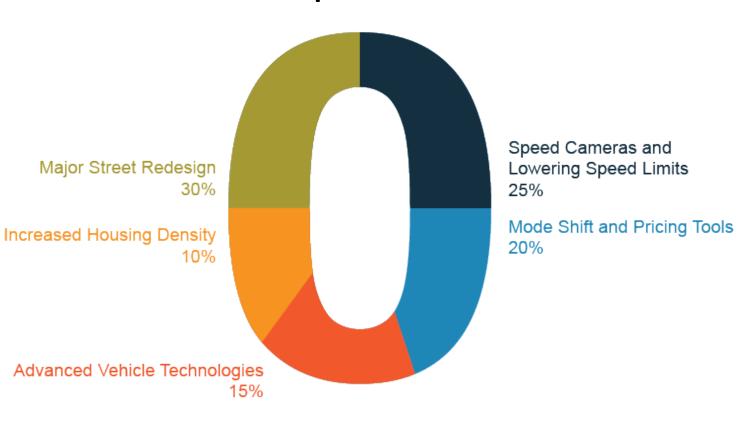
**Speed Cameras & Lowering Speed Limits** 

Mode Shift & Pricing Tools: Moving to active transportation modes, using tools like pricing

**Advanced Vehicle Technologies:** Advanced driver-assistance systems, smaller vehicles

Increased Housing Density: Housing near jobs/services, especially affordable housing and services for unhoused populations

#### **Roadmap to Zero in SF**



Based on national data & adapted for SF trends

# ACTION STRATEGY: DRAFT ACTIONS

#### **SAFE STREETS: DRAFT ACTIONS**

#### **Slowing Vehicle Speeds**

- 1. NEW: Complete All Eligible Quick-Builds on the HIN by 2024\*
- 2. NEW: Develop comprehensive speed management plan by 2022, including reducing posted speed limits & plan for automated tools
- 3. NEW: Complete 100 traffic calming devices annually, including in areas with seniors, people with disabilities, and schools



\*Unfunded need: \$5M annually

#### **SAFE STREETS: DRAFT ACTIONS**

#### **Safer Crossings**

#### 1. Upgrade all HIN intersections by 2024 with:

- Continental crosswalks and daylighting
- Slower Walking speeds and Leading Pedestrian Intervals

#### 2. Expand Turn Related Treatments including:

- NEW: Complete all eligible left turn traffic calming locations by 2024 (approximately 12 per year)
- NEW: Evaluate Turn on Red Restrictions in the Tenderloin in 2022 and expand based on findings
- Expand Red Light Camera program with 8 new locations by 2022

#### 3. Upgrade signals on the HIN with:

- 40% of all eligible Accessible Pedestrian Signals (APS)
- 95% of all eligible Pedestrian Countdown Signals (PCS)



#### **NO TURN ON RED:**

Keep crosswalks open for people walking and rolling.

NO VOLTEAR EN ROJO Mantenga los cruces peatonales libres para las personas que caminan y ruedan. 紅燈時禁止轉彎: 保持馬路暢通, 以便行人横過馬路 BAWAL LUMIKO KAPAG PULA ANG ILAW: Panatilihing bukas ang mga tawiran para sa mga naglalakad at gumagamit ng de-gulong na kagamitan.

This street improvement brought to you by Vision Zero SF. #VisionZeroAtWork

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#### SAFE PEOPLE: DRAFT ACTIONS

#### **Ensure Compliance with Traffic Laws**

- 1. Continue focus on dangerous driving behaviors:
  - Continue 50% Focus on the Five goal
  - Conduct monthly High Visibility Traffic Safety Event actions on the HIN focused on dangerous driving behaviors
  - Extend monthly safe speeds enforcement program
- 2. NEW: Pursue next steps from Budget & Legislative Analyst report that analyzes racial disparities in traffic stops



#### SAFE PEOPLE: DRAFT ACTIONS

#### **Advancing Traffic Safety Culture Change**

- 1. Develop ongoing education campaigns that highlight top crash factors and conduct citywide outreach to create traffic safety champions\*
- 2. NEW: Implement education campaign on impacts of impaired driving \*\*
- 3. Facilitate motorcycle safety training for riders\*\*
- 4. Provide annual grants to engage seniors, people with disabilities, service providers, and community-based organizations



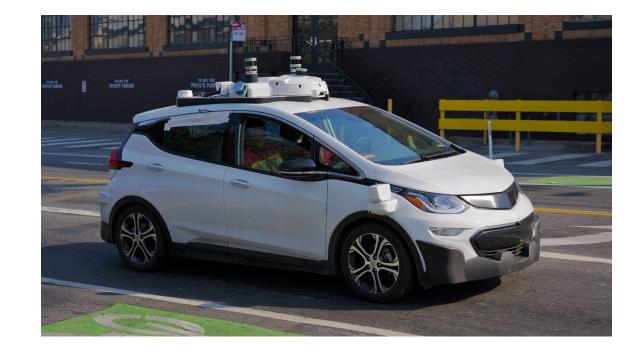
\*This includes approximately \$2M in unfunded needs to extend the program after FY22

\*\*These actions are dependent on grant awards

#### SAFE VEHICLES: DRAFT ACTIONS

## Autonomous Vehicles (AV) & City Fleet

- Ensure federal, state, and local AV policy increases safety for all road users
- 2. Release annual telematics report that includes driving trends and corrective actions
- 3. Explore additional collision avoidance technologies for SFMTA vehicles



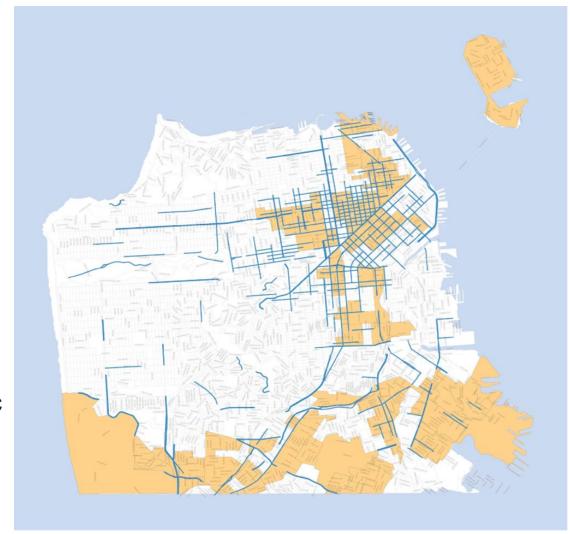
#### DATA SYSTEMS: DRAFT ACTIONS

#### 1. Data Reporting

- Regularly update public-facing TransBASE dashboard
- Integrate SFPD traffic collision data into Crime Date Warehouse
- Release annual severe injury trend report

#### 2. Trends & Analysis

- Update HIN Map using linked police, hospital, and emergency medical services data with most recent data
- Issue annual research brief to address traffic injury and inequities such as homelessness, race/ethnicity, language, income and immigration status\*



#### **METRICS & INDICATORS**

- Achieve zero traffic fatalities by 2024
- Deliver 13+ miles of annual safety improvements on HIN, including at least 50% in Community of Concern
- Issue 50% of traffic citations for Focus on the Five
- Conduct outreach to 15,000 people annually and achieve 250 million media impressions
- Issue 8 community grants for traffic safety outreach
- Achieve 20% community awareness/understanding of Vision Zero
- Conduct 45+ community events, with 100% translated

#### **ACTION STRATEGY NEXT STEPS & TIMELINE**





## Thank you!

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