



# Memorandum

## AGENDA ITEM 11

**DATE:** January 18, 2024  
**TO:** Transportation Authority Board  
**FROM:** Anna LaForte - Deputy Director for Policy and Programming  
**SUBJECT:** 2/13/2024 Board Meeting: Release \$130,000 in Previously Allocated Prop L Funds to the San Francisco Municipal Transportation Agency for Vision Zero Education and Communications: Speed Safety Cameras

<p><b>RECOMMENDATION</b>   <input type="checkbox"/> Information   <input checked="" type="checkbox"/> Action</p> <p>Release \$130,000 in previously allocated Prop L funds to the San Francisco Municipal Transportation Agency (SFMTA) for Vision Zero Education and Communications: Speed Safety Cameras</p> <p><b>SUMMARY</b></p> <p>In fall 2023, the Governor signed Assembly Bill (AB) 645 authorizing a six-city speed safety camera pilot including San Francisco. In November 2023, the Board allocated \$150,000 in Prop L sales tax funds to SFMTA to support a public information campaign for this pilot program; including public announcements in major media outlets; multilingual direct outreach around camera locations; printed and digital materials; and targeted multilingual advertising. These materials will be shared with Bay Area pilot cities San Jose and Oakland for a regional campaign that would broaden and deepen the speed safety camera pilot.</p> <p>The Board placed \$130,000 of the Prop L funds on reserve to be released by the Board prior to expenditure of funds, following SFMTA presentation of a draft detailed scope, schedule, and budget for the speed safety cameras education and communications project to the Board for input. SFMTA is requesting that the Board release the funds on reserve. To support this request, the SFMTA has provided a presentation (Attachment 1) with an update on its data-driven process for selecting speed safety camera locations, and the scope, schedule, and budget for the education and communications project. Attachment 2 is an infographic that provides key details on the speed safety camera program. We recommend that the Board release the reserved funds, as requested.</p>	<ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Fund Allocation/Release</li> <li><input type="checkbox"/> Fund Programming</li> <li><input type="checkbox"/> Policy/Legislation</li> <li><input type="checkbox"/> Plan/Study</li> <li><input type="checkbox"/> Capital Project Oversight/Delivery</li> <li><input type="checkbox"/> Budget/Finance</li> <li><input type="checkbox"/> Contract/Agreement</li> <li><input type="checkbox"/> Other: _____</li> </ul>
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## **BACKGROUND**

In October 2023, the Governor signed AB 645. This bill authorizes, until January 1, 2032, six cities, including the City and County of San Francisco, to establish a Speed Safety System Pilot Program if the system meets specified requirements. The bill is fairly prescriptive and establishes authorized camera locations, speed penalties, the type of penalty (civil penalty, not moving violation), to whom penalties are issued (owner of vehicle, not driver), warning period, and metrics for continued operation after 18 months.

AB 645 requires a participating city or city and county to adopt a Speed Safety System Use Policy and a Speed Safety System Impact Report before implementing the program, and requires the participating city or city and county to engage in a public information campaign at least 30 days before implementation of the program, including information relating to when the systems would begin detecting violations, where the systems would be utilized, and where additional information about the program can be obtained.

## **DISCUSSION**

We recommend that the Board release the \$130,000 in Prop L funds on reserve for Vision Zero Education and Communications: Speed Safety Cameras, as requested. The outreach and education campaign will be developed more fully between January and September 2024, and launched in fall 2024, prior to the installation of the speed safety cameras in early 2025. Prop L funds will support the campaign's design and production; multilingual direct outreach around camera locations; media buys for public announcements in major media outlets; project management; and regional coordination.

Attachment 1 provides information on the education campaign as well as an update on the process for selecting camera locations, which will include at least two cameras per supervisorial district. Locations must be on the Vision Zero High Injury Network and have a history of speed-related collisions, documented speeding, in the vicinity of vulnerable roadway users, and particular roadway characteristics such as good visibility and longer blocks. SFMTA has reviewed the more than 900 intersections on the High Injury Network and narrowed it down to 67 street segments that are candidates for the speed safety cameras. SFMTA will do further analysis of these 67 segments and ultimately select the 33 camera locations where the pilot will be conducted.

## **FINANCIAL IMPACT**

The recommended action would not allocate any additional funds; however, it will allow for expenditure of previously allocated funds that have been held on reserve. Sufficient funds are included in the Fiscal Year 2023/24 budget to accommodate the recommended action. Furthermore, sufficient funds will be included in future budgets to cover the recommended cash flow distributions in those fiscal years.



## **CAC POSITION**

The CAC will consider this item at its January 24, 2024, meeting.

## **SUPPLEMENTAL MATERIALS**

Attachment 1 - Speed Safety Cameras - Public Education Campaign Presentation

Attachment 2 - Speed Safety Cameras in San Francisco Infographic



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

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# **SPEED SAFETY CAMERAS – PUBLIC EDUCATION CAMPAIGN**

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SFCTA CAC | January 24, 2024

# **PROGRAM UPDATES**



## ASSEMBLY BILL 645

- Authorizes local departments of transportation of six cities to establish a speed safety program— **not police departments**
- Establishes a **5-year pilot** through January 1, 2032
- The number of cameras is limited based on the city's population: **San Francisco gets 33 cameras**

AB 645 Establishes:	
<b>Authorized camera locations</b>	<ul style="list-style-type: none"> <li>- Safety corridors</li> <li>- Streets with speed racing or sideshows</li> <li>- School zones</li> </ul>
<b>Speed penalties</b>	<ul style="list-style-type: none"> <li>- 11-15 MPH over: \$50</li> <li>- 16-25 MPH over: \$100</li> <li>- 26+ MPH over: \$200</li> </ul>
<b>Type of penalty</b>	<ul style="list-style-type: none"> <li>- Civil penalty (not moving violation)</li> </ul>
<b>Penalty issued to</b>	<ul style="list-style-type: none"> <li>- Owner of vehicle (not driver)</li> </ul>
<b>Warning period</b>	<ul style="list-style-type: none"> <li>- First 60 days: no-fee warnings</li> </ul>
<b>Metrics for continued operation after 18 months</b>	<ul style="list-style-type: none"> <li>- Reduction of 85th percentile speed</li> <li>- OR 20% reduction in vehicles traveling 10 MPH over posted speed limit</li> <li>- OR 20% reduction in number of violators who receive 2+ violations</li> </ul>

# SPEED SAFETY CAMERA IMPLEMENTATION PROCESS



## System Planning

Winter 2023 - Now

- Location Screening & Identification
- Speed Safety System Use Policy & Impact Report



## System Design

2024

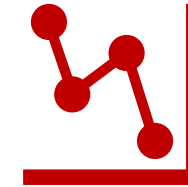
- Contract Legislation
- Vendor Selection
- Design & Installation of Roadside Equipment



## Implementation

2025

- 30-Day Public Education Campaign
- 33 Cameras Deployed
- 60-Day Warning Period

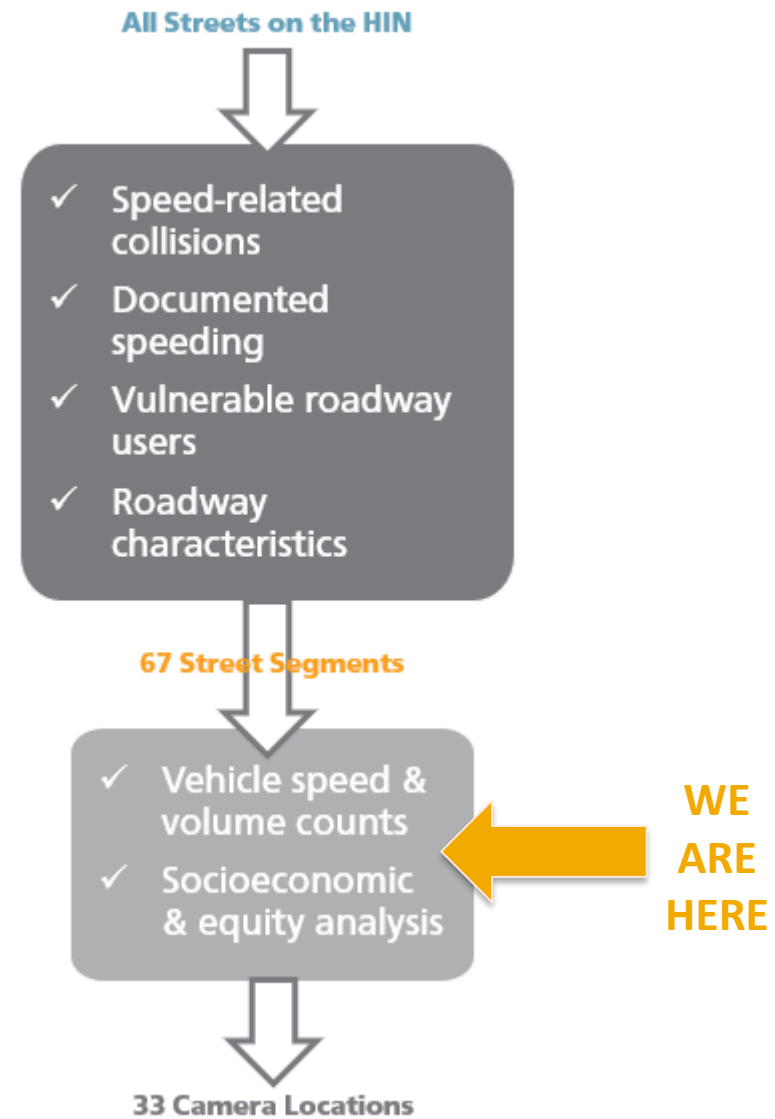
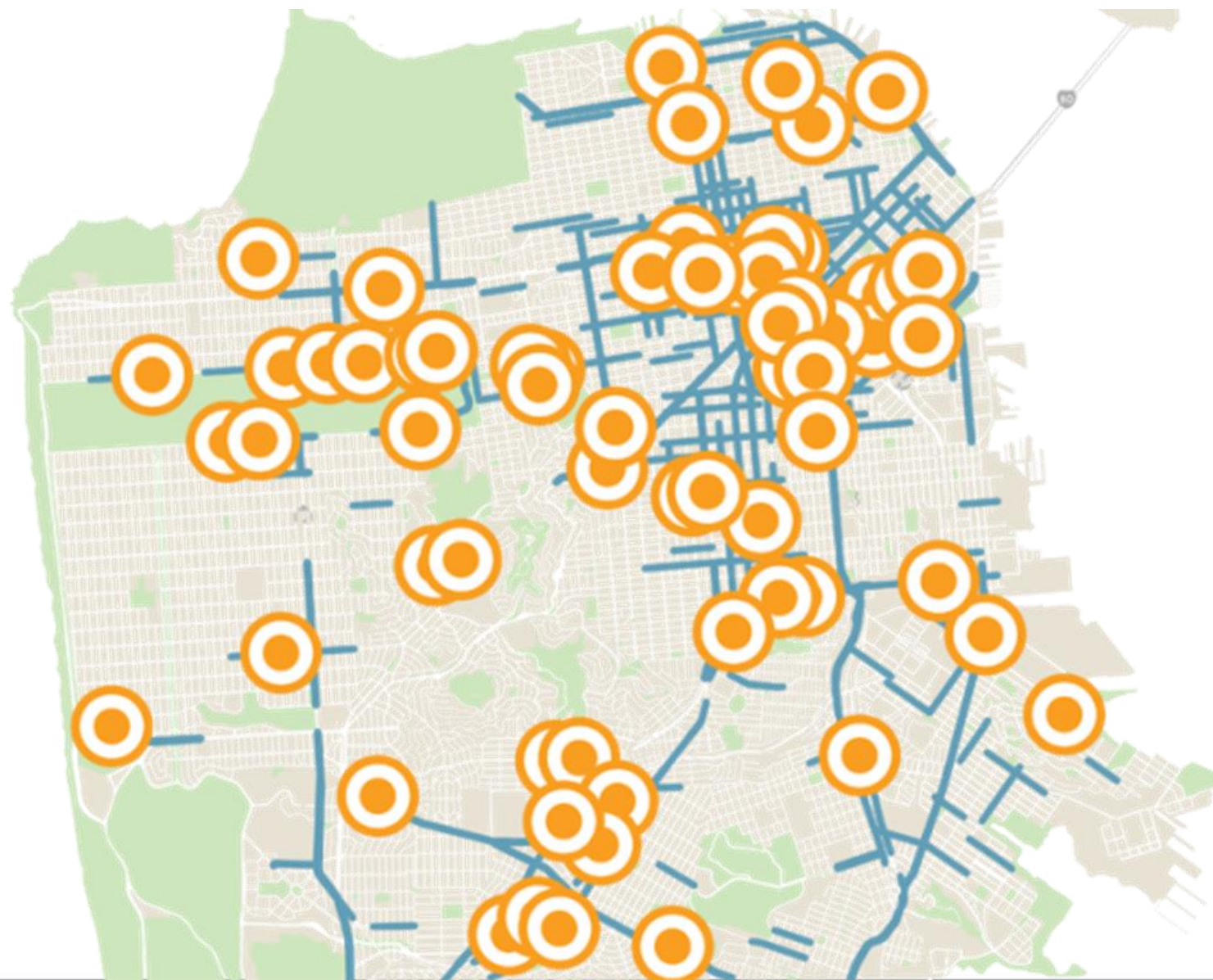


## Evaluation

2026 - 2031

- Data Collection and Evaluation
- 18-Month Assessment
- Final Report to Legislature

# LOCATION SELECTION





# STAKEHOLDER OUTREACH COMPLETED

From AB 645: “The governing body of the designated jurisdiction shall consult and work collaboratively with relevant local stakeholder organizations, including **racial equity**, **privacy protection**, and **economic justice** groups, in developing the Speed Safety System Use Policy and Speed Safety System Impact Report.”

To date, SFMTA staff have met with these organizations to build their perspectives into the implementation of the program:

API Council, Office of Racial Equity & Belonging, Wu Yee Children’s Services, Chinatown TRIP

SF Public Defender’s Office – Confront and Advocate, Lawyers’ Committee for Civil Rights of the San Francisco Bay Area

GLIDE, San Francisco Financial Justice Project, Anti Police-Terror Project

Senior & Disability Action, Tenderloin Traffic Safety Task Force, Walk SF, KidSafe SF, Safe Streets Save Lives Coalition

# **PUBLIC EDUCATION CAMPAIGN**



## WHAT THE LEGISLATION SAYS

- Administer a **public information campaign** for at least 30 calendar days prior to the commencement of the program
- Include **public announcements in major media outlets** and **press releases**
- Include the Speed Safety System Use Policy, the Speed Safety System Impact Report, information on when systems will begin detecting violations, the streets, or portions of streets, where systems will be utilized, and the designated jurisdiction's internet website, where additional information about the program can be obtained

# EDUCATION CAMPAIGN TIMELINE



## Planning

January – March 2024

- Initiate engagement with community-based organizations & neighbor city agencies
- Vendor set up
- Evaluation setup



## Engagement

April – June 2024

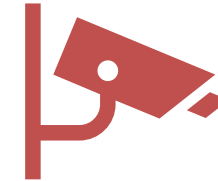
- Focus Groups
- Design
- Review



## Campaign Development

July – September 2024

- Community-informed tactics
- Web graphics
- Blog posts
- Bus shelter ads
- Muni ads
- Billboards
- Light-pole banners

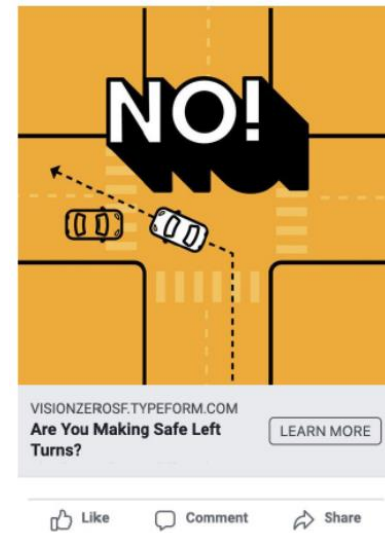


## Launch

October 2024 – January 2025

- Wrap Campaign Development
- Installation begins Dec 2024
- Media event
- Web ads go live
- Earned media
- LAUNCH JAN 2025

# SAN FRANCISCO CAMPAIGN WITH REGIONAL REACH

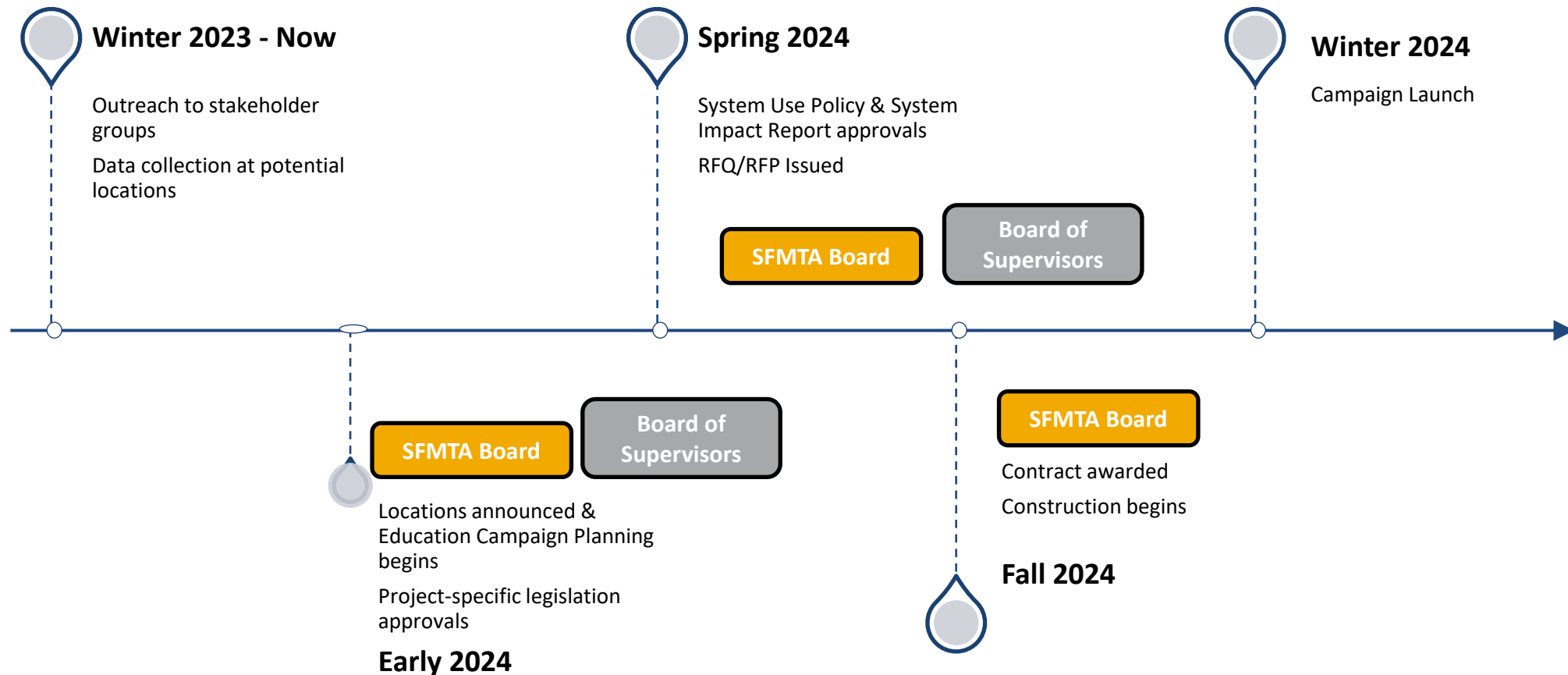


## COST & FUNDING

Item	Cost	Source
Outreach	\$50,000	Prop L Funds
Campaign Design/Production	\$40,000	Prop L Funds
Media Buys	\$30,000	Prop L Funds
Multilingual Messaging	\$16,000	MTA Additional Funds
Earned Media Support	\$15,000	Prop L Funds
Project Management	\$10,000	Prop L Funds
Regional Coordination	\$8,000	MTA Additional Funds
Evaluation	\$5,000	Prop L Funds
<b>Total</b>	<b>\$174,000</b>	<b>\$150,000 Prop L Funds</b> <b>\$24,000 MTA Funds</b>



# UPCOMING MILESTONES



**THANK YOU**





# Speed Safety Cameras in San Francisco

Agenda Item 11  
Attachment 2



In the US, speed safety cameras are **used in 205 cities and 21 states**, and have been proven to reduce the number of severe and fatal crashes **by up to**

**58%**

## SPEEDING



is the #1 cause of crashes in San Francisco

[SFMTA.com/SpeedCameras](http://SFMTA.com/SpeedCameras)

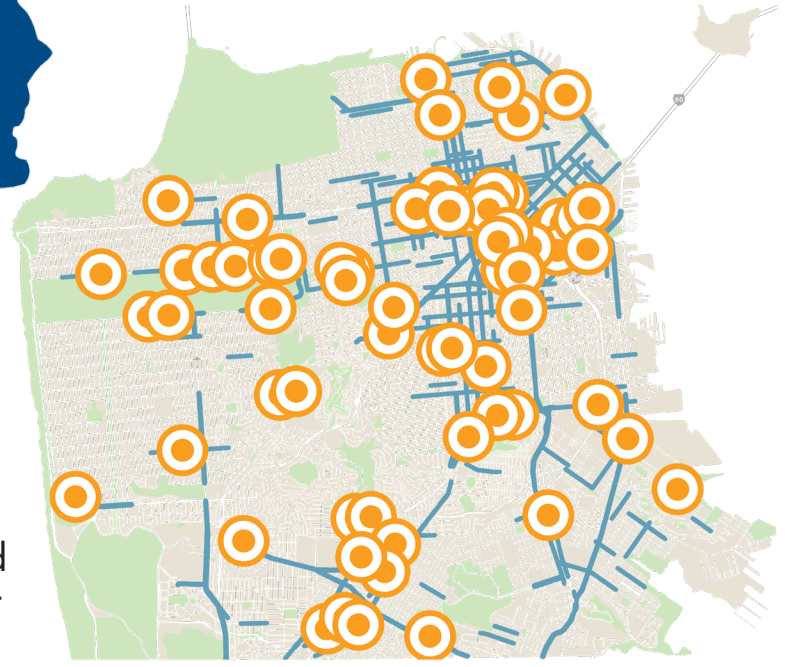


San Francisco is one of 6 California cities that can do a **5-year speed safety camera pilot** (others are San Jose, Oakland, Los Angeles, Long Beach, and Glendale)



Speeding 11 MPH over the posted speed limit will result in a **violation**

San Francisco will get **33 speed safety cameras**, distributed geographically through the city



All cameras will be placed **on the High-Injury Network**, the 12% of city streets that account for 68% of traffic-related severe injuries or fatalities

