



Memorandum

AGENDA ITEM 8

DATE: January 25, 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>RECOMMENDATION <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>SUMMARY</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"> <input checked="" type="checkbox"/> Fund Allocation/Release <input type="checkbox"/> Fund Programming <input type="checkbox"/> Policy/Legislation <input type="checkbox"/> Plan/Study <input type="checkbox"/> Capital Project Oversight/Delivery <input type="checkbox"/> Budget/Finance <input type="checkbox"/> Contract/Agreement <input type="checkbox"/> Other: _____
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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 was briefed on this item at its January 24, 2024, meeting and unanimously adopted a motion of support for the staff recommendation.

SUPPLEMENTAL MATERIALS

- Attachment 1 - Speed Safety Cameras - Public Education Campaign Presentation
- Attachment 2 - Speed Safety Cameras in San Francisco Infographic
- Attachment 3 - Resolution



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

SPEED SAFETY CAMERAS – PUBLIC EDUCATION CAMPAIGN

SFCTA Board | February 13, 2024
Item 9

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

SPEED SAFETY CAMERA IMPLEMENTATION PROCESS



System Planning

Winter 2023 - Now

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



System Design

2024

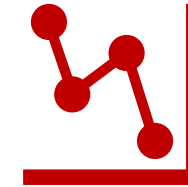
- Contract Legislation
- Vendor Selection
- Design & Installation of Roadside Equipment



Implementation

2025

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

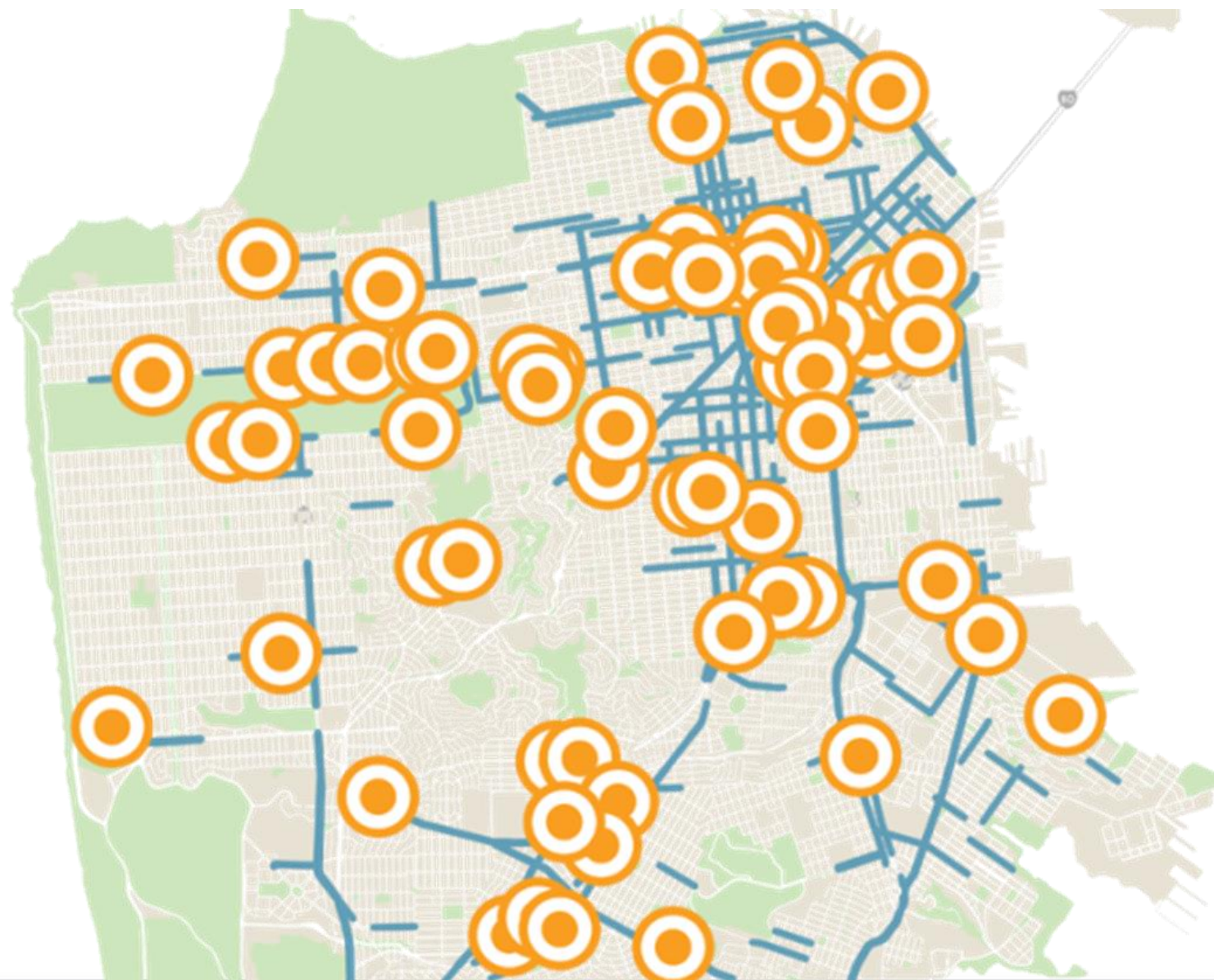


Evaluation

2026 - 2031

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

LOCATION SELECTION



All Streets on the HIN

- ✓ Speed-related collisions
- ✓ Documented speeding
- ✓ Vulnerable roadway users
- ✓ Roadway characteristics

67 Street Segments

- ✓ Vehicle speed & volume counts
- ✓ Socioeconomic & equity analysis

WE
ARE
HERE

33 Camera Locations

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

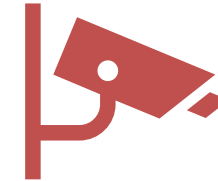
- Focus Groups
- Design
- Review



Campaign Development

July – September 2024

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

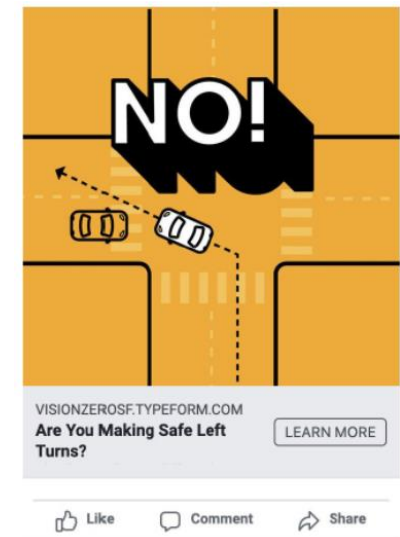


Launch

October 2024 – January 2025

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

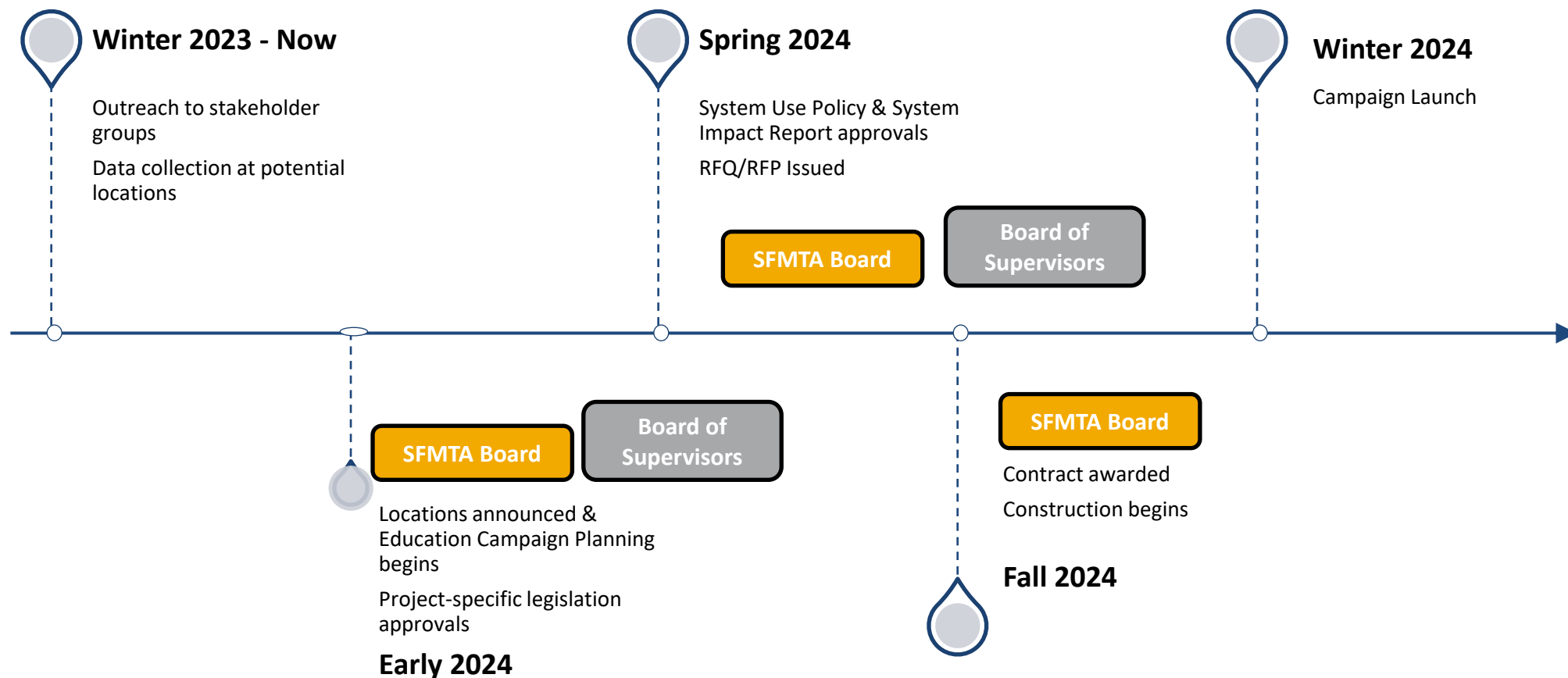
SAN FRANCISCO CAMPAIGN WITH REGIONAL REACH



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
Total	\$174,000	\$150,000 Prop L Funds \$24,000 MTA Funds

UPCOMING MILESTONES



THANK YOU



Speed Safety Cameras in San Francisco

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

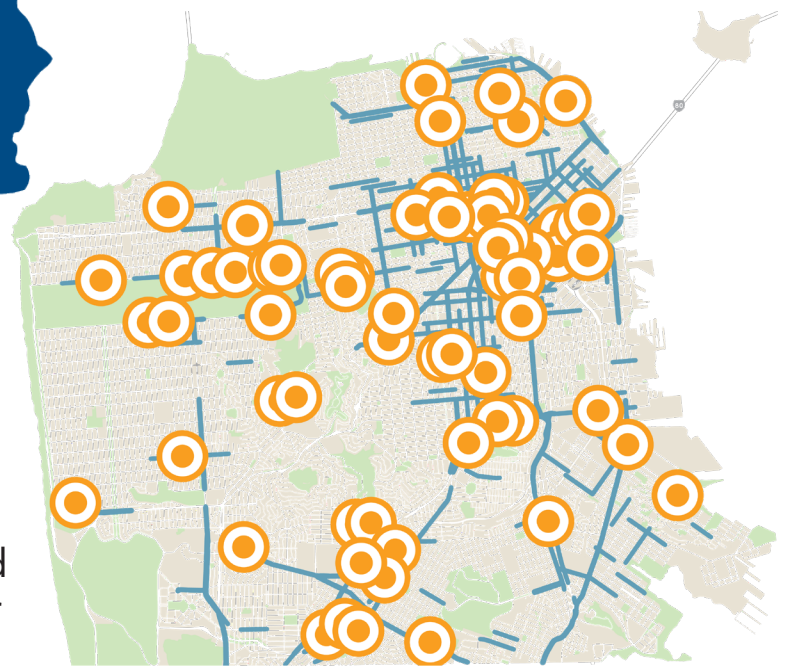


San Francisco is one of 6 California cities that can do a **5-year speed safety camera pilot** (others are San Jose, Oakland, Los Angeles, Long Beach, and Glendale)



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

● If hit by a person driving at:

● Person Survives the Collision

● Results in a Fatality

20 MPH



30 MPH



40 MPH



Attachment 3



**San Francisco
County Transportation
Authority**

BD021324

RESOLUTION NO. 24-31

RESOLUTION RELEASING \$130,000 IN PREVIOUSLY ALLOCATED PROP L FUNDS TO THE SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY FOR VISION ZERO EDUCATION AND COMMUNICATIONS: SPEED SAFETY CAMERAS

WHEREAS, In November 2023, through approval of Resolution 24-18, the Transportation Authority Board allocated \$150,000 in Proposition (Prop) L transportation sales tax funds, with conditions, to the San Francisco Municipal Transportation Agency (SFMTA) for Vision Zero Education and Communications: Speed Safety Cameras to develop and implement a public information campaign for the speed safety camera pilot authorized in six cities, including San Francisco, through Assembly Bill 645 (Friedman); and

WHEREAS, Resolution 24-18 placed \$130,000 of the allocated Prop L funds on reserve to be released by the Transportation Authority 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; and

WHEREAS, On February 13, 2023, SFMTA staff appeared before the Transportation Authority Board to present an update on its data-driven process for selecting speed safety camera locations, and the scope, schedule and budget for the education and communications campaign to support the speed safety camera pilot; and

WHEREAS, There are sufficient funds in the Capital Expenditures line item of the Transportation Authority's approved Fiscal Year 2023/24 budget to cover the proposed action; now therefore be it

RESOLVED, That the Transportation Authority hereby releases \$130,000 in previously allocated Prop L local transportation sales tax funds to the SFMTA for Vision Zero Education and Communications: Speed Safety Cameras; and be it further



RESOLVED, That the Transportation Authority hereby authorizes the actual cash reimbursement of funds for these activities to take place subject to the Fiscal Year Cash Flow Distribution Schedule detailed in the attached allocation request form approved through Resolution 24-18.

Attachments:

1. Allocation Request Form (approved through Resolution 24-18)

San Francisco County Transportation Authority Allocation Request Form

FY of Allocation Action:	FY2023/24
Project Name:	Vision Zero Education and Communications: Speed Safety Cameras
Grant Recipient:	San Francisco Municipal Transportation Agency

EXPENDITURE PLAN INFORMATION

PROP L Expenditure Plans	Safer and Complete Streets
Current PROP L Request:	\$150,000
Supervisory District	Citywide

REQUEST

Brief Project Description

In October 2023, the Governor signed AB 645 authorizing a six-city speed safety camera pilot. Requested Prop L funds will support a public information campaign for this pilot program, including public announcements in major media outlets and press releases, multilingual direct outreach around camera locations, printed and digital materials, and targeted multilingual advertising. These materials may also be shared in collaboration with Bay Area pilot cities San José and Oakland for a regional campaign that would broaden and deepen the speed safety camera pilot.

Detailed Scope, Project Benefits and Community Outreach

Every year in San Francisco, about 30 people lose their lives and over 500 more are severely injured while traveling on city streets. San Francisco adopted Vision Zero in 2014, an ambitious citywide policy to prioritize street safety and end traffic deaths. Vision Zero prioritizes work along the High Injury Network, the 13% of streets where more than 75% of severe and fatal crashes occur, to protect our most vulnerable road users such as people walking, motorcyclists, older adults, and people experiencing homelessness.

The City's Vision Zero Action Strategy identifies multiple priority education and outreach programs that are necessary to support SF's achievement of zero roadway fatalities and are currently unfunded. The Vision Zero Communications Strategy identifies the need for ongoing education and outreach program in both supporting behavior change on SF's streets, but also to increase support for policy, infrastructure and transportation changes in pursuit of eliminating traffic fatalities. The *Vision Zero Education and Communications* project will raise awareness for Vision Zero and promote traffic safety culture through direct outreach, targeted media campaigns, community partnerships, and other communication strategies layered with engineering projects to multiply efforts to end traffic deaths.

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 would require 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 would require 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 and where the systems would be utilized.

This requested Prop L funding will support staff and contracted consultants for this scoped work:

- Speed Safety Camera public information campaign: The assembly bill legislation requires pilot cities to administer a public information campaign for at least 30 calendar days prior to the commencement of the program, which shall include public announcements in major media outlets and press releases. Additionally, the SFMTA would develop a robust education campaign similar to our other Vision Zero programs that includes multilingual direct outreach around camera locations, printed and digital materials, and targeted multilingual advertising. These materials may also be shared in collaboration with Bay Area pilot cities San José and Oakland for a regional campaign that would broaden and deepen the speed safety camera pilot.

The citywide Vision Zero policy to end traffic deaths prioritizes street safety projects along the High Injury Network and in Equity Priority Communities. Education and communications programs include:

- All materials and outreach are multilingual, increasing access to traffic safety information to vulnerable road users and disadvantaged populations.
- Partnerships with community based organizations serving disadvantaged populations deepens Vision Zero education and outreach efforts.
- Targeted media campaigns are a low-cost and effective way of reaching the public to raise awareness and deepen understanding of and support for Vision Zero.
- Leveraging education efforts with engineering and other safety interventions increases the project impact.

Notable examples of past outreach include:

- 2020 Left Turn Traffic Calming pilot + *Safety – It's Your Turn* education campaign, which resulted in slowing average left turn speeds by 17% and high left turn speeds by 71%; 17,000 in-person interactions and 76 million digital impressions, and; grants to 6 community advocates deepening outreach to vulnerable road users such as people with low visibility, seniors, youth, bicyclists, and monolingual speakers. This work led to a 2021 Vision Zero Action Strategy commitment to expand left turn traffic calming to an additional 35 locations.

- To raise awareness around the dangers of speeding, for multiple years the SFMTA has worked with the DMV to place public service announcements in all 172 field offices in California.

Notable examples of past evaluation:

- Multi year quantitative and qualitative surveys of SF residents on brand awareness and public perception on Vision Zero shows an increase in Vision Zero recognition as well as a deeper and sustained understanding of the dangers of speeding.

- 2019 project evaluation of the Safe Speeds campaign + high visibility enforcement found a 5% reduction in 85th percentile speeds during the campaign and that the demographics of people receiving these traffic citations were proportionate with overall San Francisco demographics, indicating a more equitable approach to traffic enforcement during the campaign.

- 2020 Left Turn Traffic Calming pilot + *Safety – It's Your Turn* education campaign, which resulted in slowing average left turn speeds by 17% and high left turn speeds by 71%. There was also evidence that pairing the pilot with the education campaign extended the project impacts on turning speeds.

Project Location

Citywide

Project Phase(s)

Construction (CON)

Type of Project in the Prop L 5YPP/Prop AA Strategic Plan?	Named Project
Is requested amount greater than the amount programmed in the relevant 5YPP or Strategic Plan?	Less than or Equal to Programmed Amount
PROP L Amount	\$150,000.00

San Francisco County Transportation Authority Allocation Request Form

FY of Allocation Action:	FY2023/24
Project Name:	Vision Zero Education and Communications: Speed Safety Cameras
Grant Recipient:	San Francisco Municipal Transportation Agency

ENVIRONMENTAL CLEARANCE

Environmental Type:	Categorically Exempt
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PROJECT DELIVERY MILESTONES

Phase	Start		End	
	Quarter	Calendar Year	Quarter	Calendar Year
Planning/Conceptual Engineering (PLAN)				
Environmental Studies (PA&ED)				
Right of Way				
Design Engineering (PS&E)				
Advertise Construction				
Start Construction (e.g. Award Contract)	Jan-Feb-Mar	2024		
Operations (OP)				
Open for Use			Jan-Feb-Mar	2025
Project Completion (means last eligible expenditure)			Apr-May-Jun	2025

SCHEDULE DETAILS

- 'Start Construction' (Beginning Jan-Feb-Mar 2024): Book funds on local on-call consultant contract, develop campaigns, materials, outreach, and media strategies for Speed Safety Camera program. Consider regional partnerships with San Jose and Oakland pilot cities.
- 'Open for Use' (Beginning Jan-Feb-Mar 2025): Launch speed safety camera campaign in advance of cameras turning on to raise awareness, build support, and set expectations of program. Maintain campaign/outreach and support public information noticing as cameras are installed in 2025, track campaign metrics
- 'Project Completion': 5 year pilot ends 2029/2030 and will require reporting back per legislation. For the purposes of this request, June 2025 is the last date for expenditures.

San Francisco County Transportation Authority Allocation Request Form

FY of Allocation Action:	FY2023/24
Project Name:	Vision Zero Education and Communications: Speed Safety Cameras
Grant Recipient:	San Francisco Municipal Transportation Agency

FUNDING PLAN - FOR CURRENT REQUEST

Fund Source	Planned	Programmed	Allocated	Project Total
EP-218: Safer and Complete Streets	\$150,000	\$0	\$0	\$150,000
Phases In Current Request Total:	\$150,000	\$0	\$0	\$150,000

COST SUMMARY

Phase	Total Cost	PROP L - Current Request	Source of Cost Estimate
Planning/Conceptual Engineering	\$0		
Environmental Studies	\$0		
Right of Way	\$0		
Design Engineering	\$0		
Construction	\$150,000	\$150,000	Funds available
Operations	\$0		
Total:	\$150,000	\$150,000	

% Complete of Design:	N/A
As of Date:	N/A
Expected Useful Life:	N/A

PROPOSED REIMBURSEMENT SCHEDULE FOR CURRENT REQUEST

Fund Source	Phase	FY2024/25	FY2025/26	Fund Source Total			
PROP L	Construction	\$50,000	\$100,000	\$0	\$0	\$0	\$150,000
Total:		\$50,000	\$100,000	\$0	\$0	\$0	\$150,000

San Francisco County Transportation Authority

Prop L Allocation Request Form

MAJOR LINE ITEM BUDGET

SUMMARY BY MAJOR LINE ITEM (BY AGENCY LABOR BY TASK)					
Budget Line Item	Totals	% of contract	SFPW	SFMTA	Contractor
1. Contract					
Task 1: AB645 campaign	\$ 120,000				\$ 120,000
2. OCS Replacement				\$ -	\$ -
3. Project Management/Admin	\$ 20,000		\$ -	\$ 10,000	\$ 10,000
4. Other Direct Costs (print, materials)	\$ 10,000		\$ -	\$ -	\$ 10,000
5. Contingency			\$ -	\$ -	\$ -
TOTAL CONSTRUCTION PHASE	\$ 150,000		\$ -	\$ 10,000	\$ 140,000

San Francisco County Transportation Authority Allocation Request Form

FY of Allocation Action:	FY2023/24
Project Name:	Vision Zero Education and Communications: Speed Safety Cameras
Grant Recipient:	San Francisco Municipal Transportation Agency

SFCTA RECOMMENDATION

Resolution Number:	2024-018	Resolution Date:	11/28/2023
Total PROP L Requested:	\$150,000	Total PROP L Recommended	\$150,000

SGA Project Number:	218-907001	Name:	Vision Zero Education and Communications: Speed Safety Cameras
Sponsor:	San Francisco Municipal Transportation Agency	Expiration Date:	06/30/2025
Phase:	Construction	Fundshare:	100.0%

Cash Flow Distribution Schedule by Fiscal Year

Fund Source	FY2024/25	FY2025/26	Total
PROP L EP-218	\$50,000	\$100,000	\$150,000

Deliverables

1. Quarterly progress reports shall include % complete of the funded phase, work performed in the prior quarter, work anticipated to be performed in the upcoming quarter, and any issues that may impact schedule, in addition to all other requirements described in the Standard Grant Agreement.

Special Conditions

1. The recommended allocation is contingent upon approval of the Prop L Safer and Complete Street 5YPP and amendment of the Prop L Strategic Plan Baseline.

2. Of the \$150,000 in recommended Prop L funds, \$130,000 will be placed on reserve to be released by the Transportation Authority Board prior to expenditure of funds. The Board shall release the 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 (anticipated January 2024).

Metric	PROP AA	TNC TAX	PROP L
Actual Leveraging - Current Request	No PROP AA	No TNC TAX	0.0%
Actual Leveraging - This Project	No PROP AA	No TNC TAX	0.0%

San Francisco County Transportation Authority Allocation Request Form

FY of Allocation Action:	FY2023/24
Project Name:	Vision Zero Education and Communications: Speed Safety Cameras
Grant Recipient:	San Francisco Municipal Transportation Agency

EXPENDITURE PLAN SUMMARY

Current PROP L Request:	\$150,000
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1) The requested sales tax and/or vehicle registration fee revenues will be used to supplement and under no circumstance replace existing local revenues used for transportation purposes.

Initials of sponsor staff member verifying the above statement:

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CONTACT INFORMATION

	Project Manager	Grants Manager
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