



**VISION
ZERO
SF**

Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

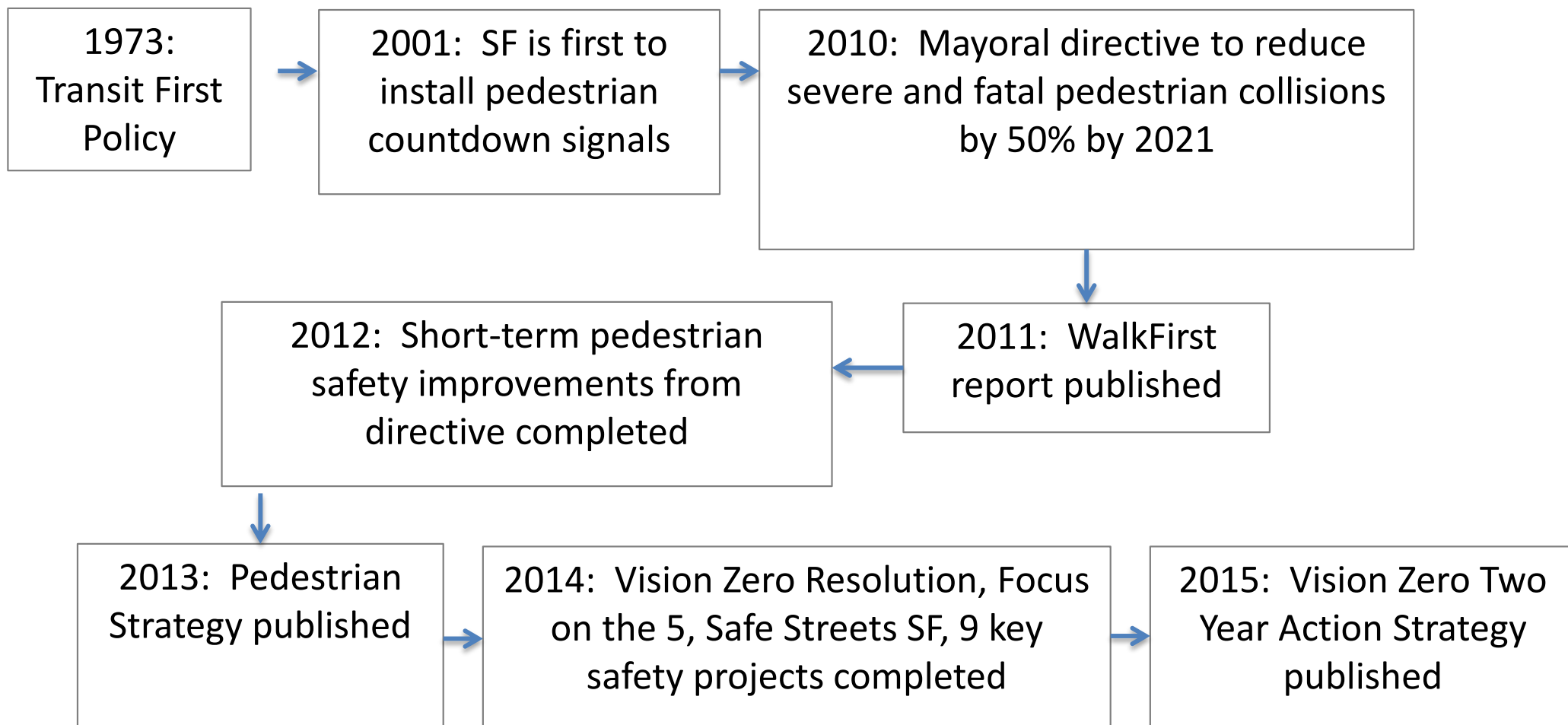
VISION ZERO:

ELIMINATING TRAFFIC DEATHS BY 2024

FEBRUARY 2015

A background image of a San Francisco street scene. It shows a wide street with a tram, a yellow taxi, and several cyclists. Pedestrians are visible on the sidewalks. The image is overlaid with a dark blue semi-transparent rectangle containing the main text.

TRANSPORTATION SAFETY IN SAN FRANCISCO



We're a Walkable City.

All trips in San Francisco begin and end with walking.

17%



And walking is the primary mode for 17% of all trips.

Each year in San Francisco,

100



Severely Injured or Killed

At least

800

Injured



5x

Seniors have a higher fatal injury rate than younger adults



Seniors are particularly vulnerable.

6% = 60%

Streets

Severe and fatal injuries

Pedestrian injuries/death are concentrated in specific areas.

STREET



64%

motorists at fault



Motorists often are not yielding to pedestrians, Failure to yield accounts for 41% of the 64% total.

Left turns disproportionately contribute to injuries.

28%



Left turns were the movement preceding collision in 28% of injuries

High vehicle speeds kill.

50% vs. 10%

fatalities at 40 mph

fatalities at 25 mph



\$15M

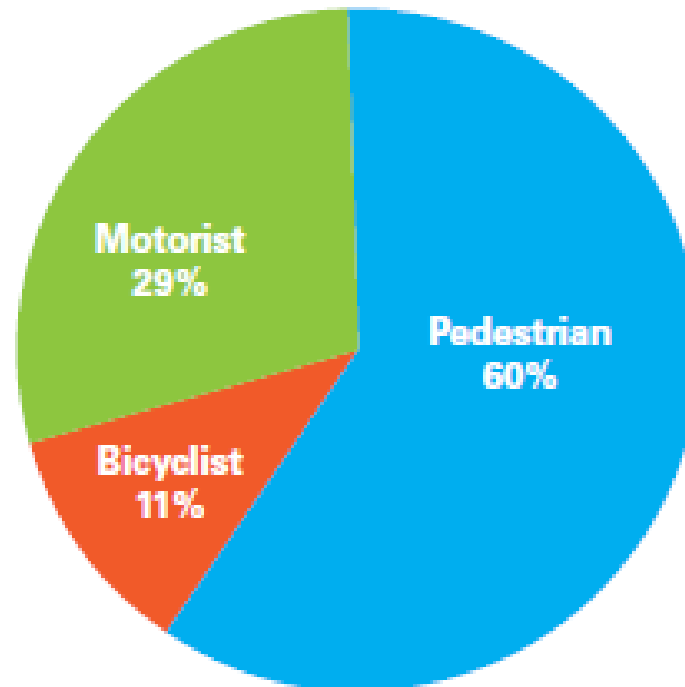
annual medical costs related to ped injuries

Medical costs alone are very high.

\$564M



Total annual health-related economic costs are much higher.



Traffic Fatalities, 2013-2014
SF Police Department*

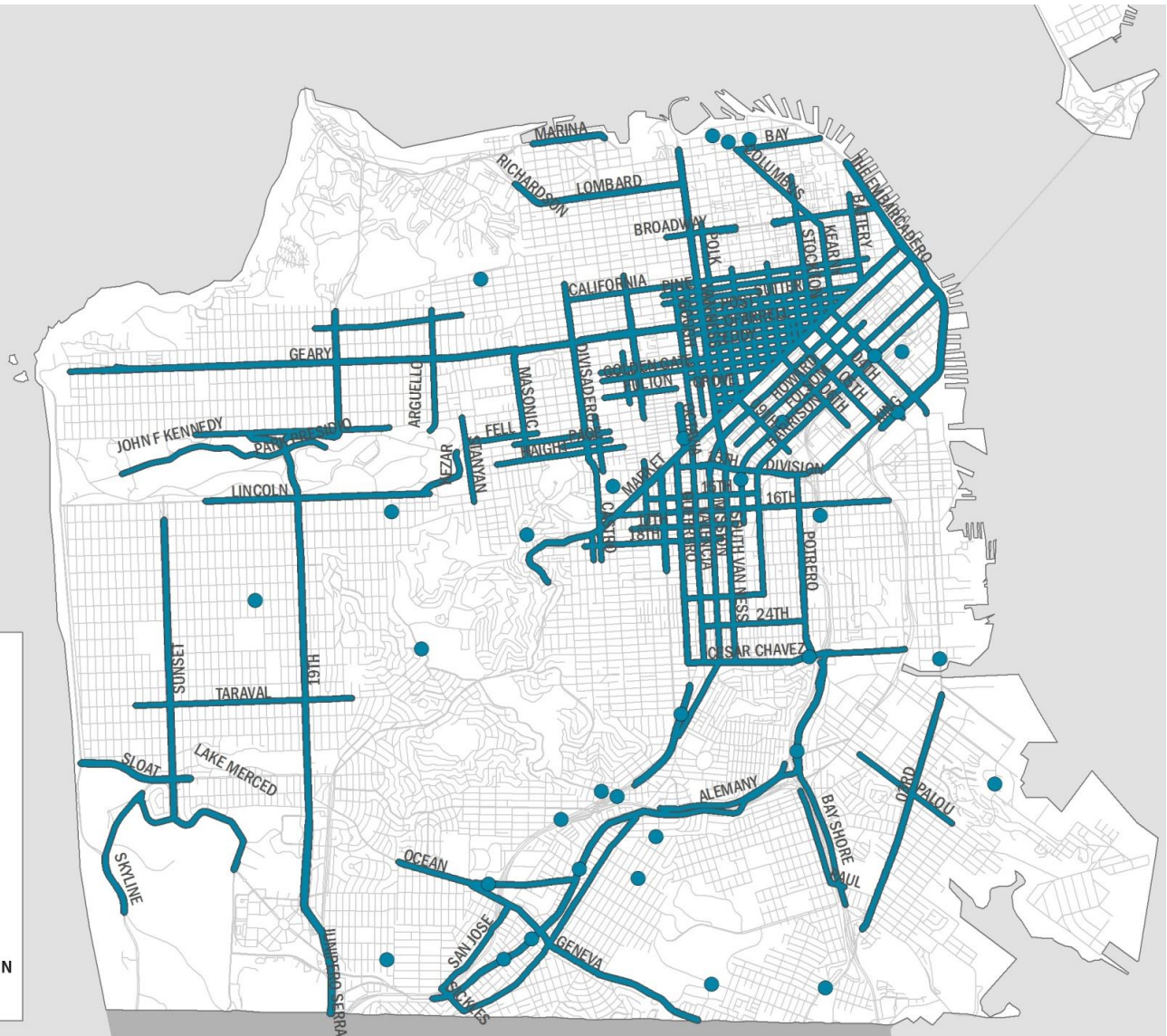
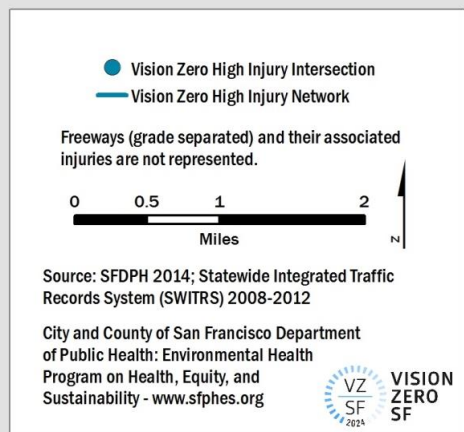
VISION ZERO HIGH INJURY NETWORK (SWITRS 2008-2012)

12% of street miles*

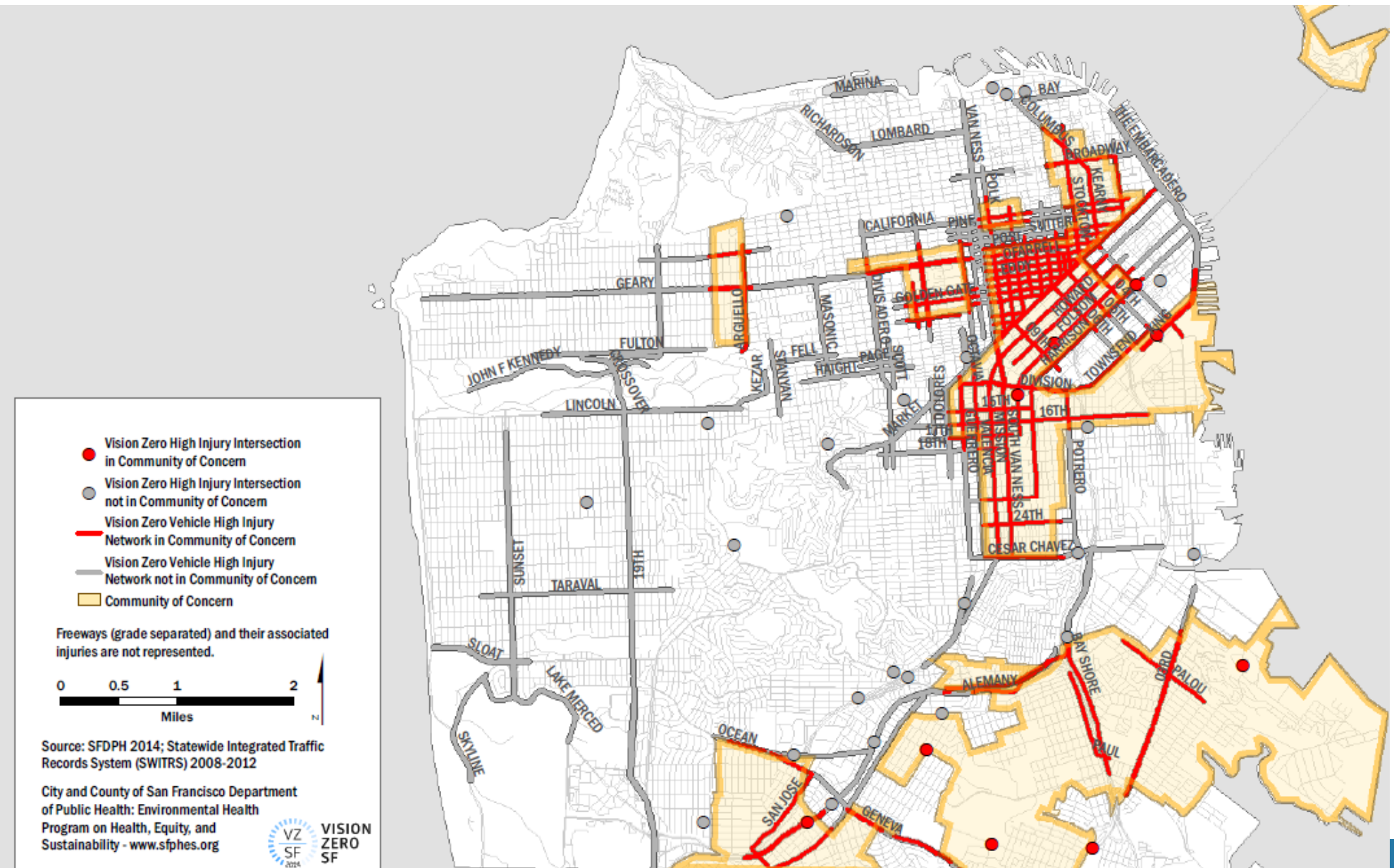
Severe/Fatal Injuries:

- 70% People in Vehicles
- 76% People on Motorcycles
- 72% People Walking
- 74% People Riding Bikes

* non-freeway



COMMUNITIES OF CONCERN ON THE HIGH INJURY NETWORK



Vision Zero Organization Structure



SUMMARY OF PROGRESS

Engineering

- 24 projects in 24 months: *9 projects are complete*
- [Interactive dashboard posted online](#)

Education

- Safe Streets SF kicked off enhanced, focused, enforcement activities. Over 950 people have currently taken the pledge for safe streets as a part of the program.
- Developed scope and timeline for a citywide safety education strategy and is on schedule to have a draft for review by the end March 2015.

Enforcement

- As of September 30, 2014, there has been a 54% increase in citations issued (*as compared to the same period in 2013*)
- Kicked off year-long enhanced effort to control intersection and crosswalk blocking in coordination with SFPD enforcement of similar violations

Evaluation

- High Injury Network complete with Pedestrian, Bicycle, Vehicle and Motorcycle Data. Initiated rail data integration.

Policy

- Opportunities for State Legislation to support Vision Zero goals



2 YEAR ACTION STRATEGY: ENGINEERING

Action Examples	Lead Agency	Participating Agency	Milestone
Use High Injury Network map to: <ul style="list-style-type: none"> • Prioritize and scope current projects • Identify gaps and design and implement safety projects <ul style="list-style-type: none"> ○ Further prioritization based on vulnerable road users, child and senior injuries, schools, housing for seniors and persons with disabilities, and communities of concern 	SFMTA	SFDPH, SFDPW, PUC, SFFD	Q1 2015
Complete Living Labs pilot and develop strategy to engage with private sector, specifically for developing and/or utilizing technology to advance goals of Vision Zero	SFMTA, SFPUC	Mayor's Office	Q2 2015
Implement universally beneficial treatments citywide (e.g. daylighting, signal timing, turn restrictions and high visibility crosswalks)	SFMTA	SFDPW	Ongoing

2 YEAR ACTION STRATEGY: ENFORCEMENT

Action Examples	Lead Agency	Participating Agency	Milestone
By District, "Focus on the Five" enforcement campaign, targeting violations associated with severe and fatal injuries, high injury areas/corridors, schools, and housing for seniors and persons with disabilities.	SFPD		Q4 2016
Provide a report regarding the progress made toward Vision Zero including, but not limited to: <ul style="list-style-type: none"> • Number of traffic citations given (by total and by mode) • % of collisions attributed to 1 of the 5 primary collision factors • Number of operations around school facilities and senior zones 	SFPD		Q1 2015
SFMTA Parking Control Officer (PCO) program will formalize means by which PCOs may be assigned Vision Zero-supporting duties-like <i>Don't Block the Box</i>	SFMTA	SFPD	Q4 2014 – Q4 2015

2 YEAR ACTION STRATEGY: EDUCATION

Action Examples	Lead Agency	Participating Agency	Milestone
Develop a citywide education strategy	SFMTA	SFDPH, SFPD, SFUSD, DA, SFCTA, SFE, SFFD	Q1 2015
Expand education campaign underway: <ul style="list-style-type: none"> • Safe Streets SF pledge • Large vehicle safe driving including all transit vehicles and municipal vehicles • SFDPH's targeted mini-grant program to support and expand community engagement along high injury corridors, including community-based organizations serving vulnerable populations (i.e, seniors, disabled, multilingual and multiethnic populations, etc). 	SFMTA, SFDPH	SFPD	Q1 2016

2 YEAR ACTION STRATEGY: EVALUATION & MONITORING

Action Examples	Lead Agency	Participating Agency	Milestone
Pilot a comprehensive Transportation-related Injury Surveillance System and integrate findings into TransBASESF.org.	SFDPH	SFMTA, SFPD	Q4 2015
Develop a web-based system to post Vision Zero Monitoring Data, including timely reporting of fatalities and annual reporting of other key metrics.	SFDPH, SFMTA, DPW	Controller's Office	Q1 2015 – Q3 2015
Institutionalize and continue to expand the capacity of TransBASESF.org as the central repository of monitoring, evaluation, and injury data in support of Vision Zero.	SFDPH	SFMTA, SF Planning, SFDPW, SFCTA, SFDPW, SFPUC	Ongoing

2 YEAR ACTION STRATEGY: POLICY

Action Examples	Lead Agency	Participating Agency	Milestone
Advance Automated Safety Enforcement initiative at the state level <ul style="list-style-type: none"> Consider as San Francisco-only pilot around school zones, housing for seniors and persons with disabilities Formalize support from city agencies and key stakeholders 	SFMTA	Mayor's Office, BoS, SFPD, SFDPH	Q1 2015
Partner with Office of Traffic Safety, Caltrans, SafeTrec, Department of Motor Vehicles, CHP, CDPH, CalSTA and MTC to advance goals <ul style="list-style-type: none"> Convene on-site workshop/assessment with regional, state and national leadership on Vision Zero administrative and legal issues 	SFMTA, SFDPH, SFPD, SFCTA	Mayor's Office, BoS	Ongoing
Review development projects' impact on pedestrian and bicycle safety <ul style="list-style-type: none"> Encourage project sponsors to design projects such that they maximize pedestrian and bicycle safety consistent with adopted codes and policies 	SF Planning	SFMTA, Mayor's Office of Economic and Workforce Development	2016

ACCOUNTABILITY & BENCHMARKS

Milestones to be reported back at Quarterly Committee, SFMTA Board and Task Force Meetings

Additional Annual Benchmarks:

Outcomes

Total severe and fatal injuries by neighborhood, mode and by age

Medical costs at SF General Hospital for transportation collisions

Interim Progress Metrics

85th percentile of speeds on San Francisco Streets

Number of engineering projects implemented, and miles of streets/intersections receiving safety improvements

Citations issued: a) per SFPD officer, b) by violation type and by police district

Investigation and prosecution of vehicular manslaughter (# of prosecutions)

Public awareness of Vision Zero, its principles and traffic safety laws (Public perception survey)

Policy change made at local and state levels to advance Vision Zero (# of policies enacted)

BEYOND 2016

Achieving Vision Zero:

The city is committed to identifying and incorporating best practices into long term planning effort to achieve Vision Zero. By mid 2016, the next iteration of the Two Year Action Strategy will be initiated and will incorporate these best practices.



VISION ZERO POINTS OF CONTACT

Co-Chairs, Vision Zero Task Force

Timothy Papandreou (SFMTA) & Megan Wier (SFDPH)
timothy.papandreou@sfmta.com megan.wier@sfdph.org

Mayor's Senior Advisor for Vision Zero

Ben Matranga
ben.matranga@sfgov.org

www.VisionZeroSF.org