

SPUR

Ideas + Action for a Better City

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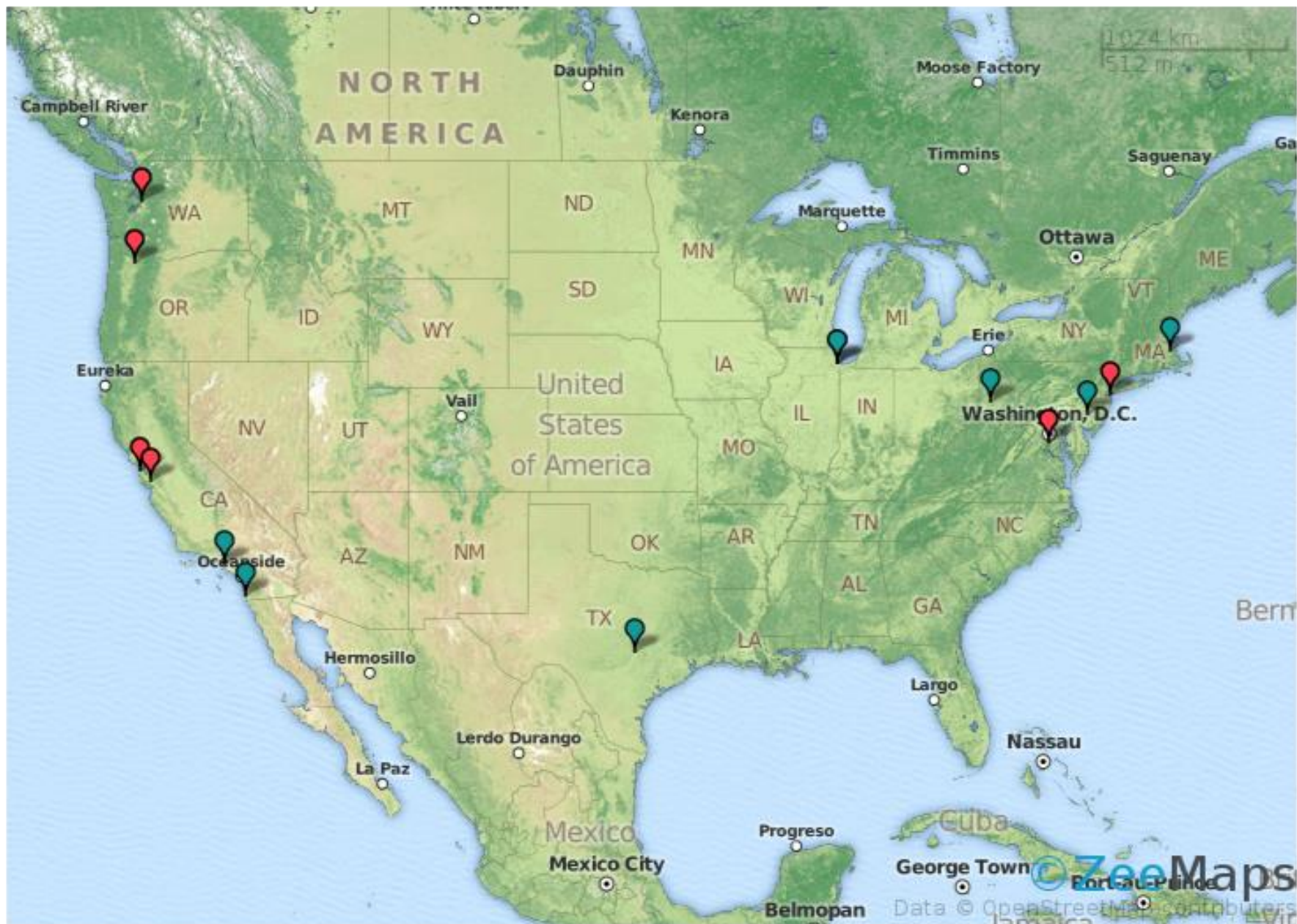
@SPUR_Urbanist

#VisionZero





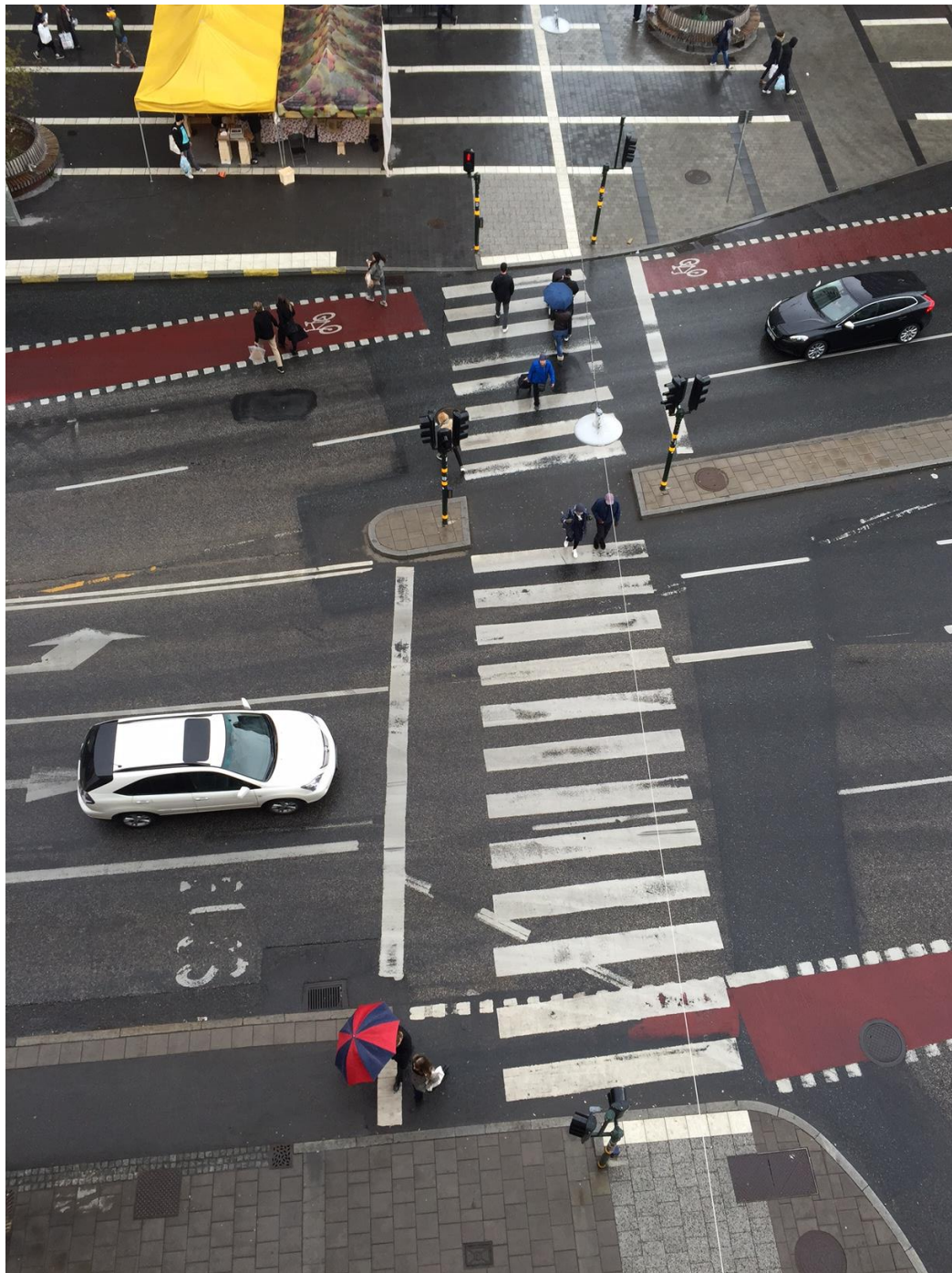
Vision Zero Network















visionzeronetwork.org
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Vision Zero in San Francisco

SPUR

July 14, 2015

Tyler Frisbee

Policy Director, San Francisco Bicycle Coalition

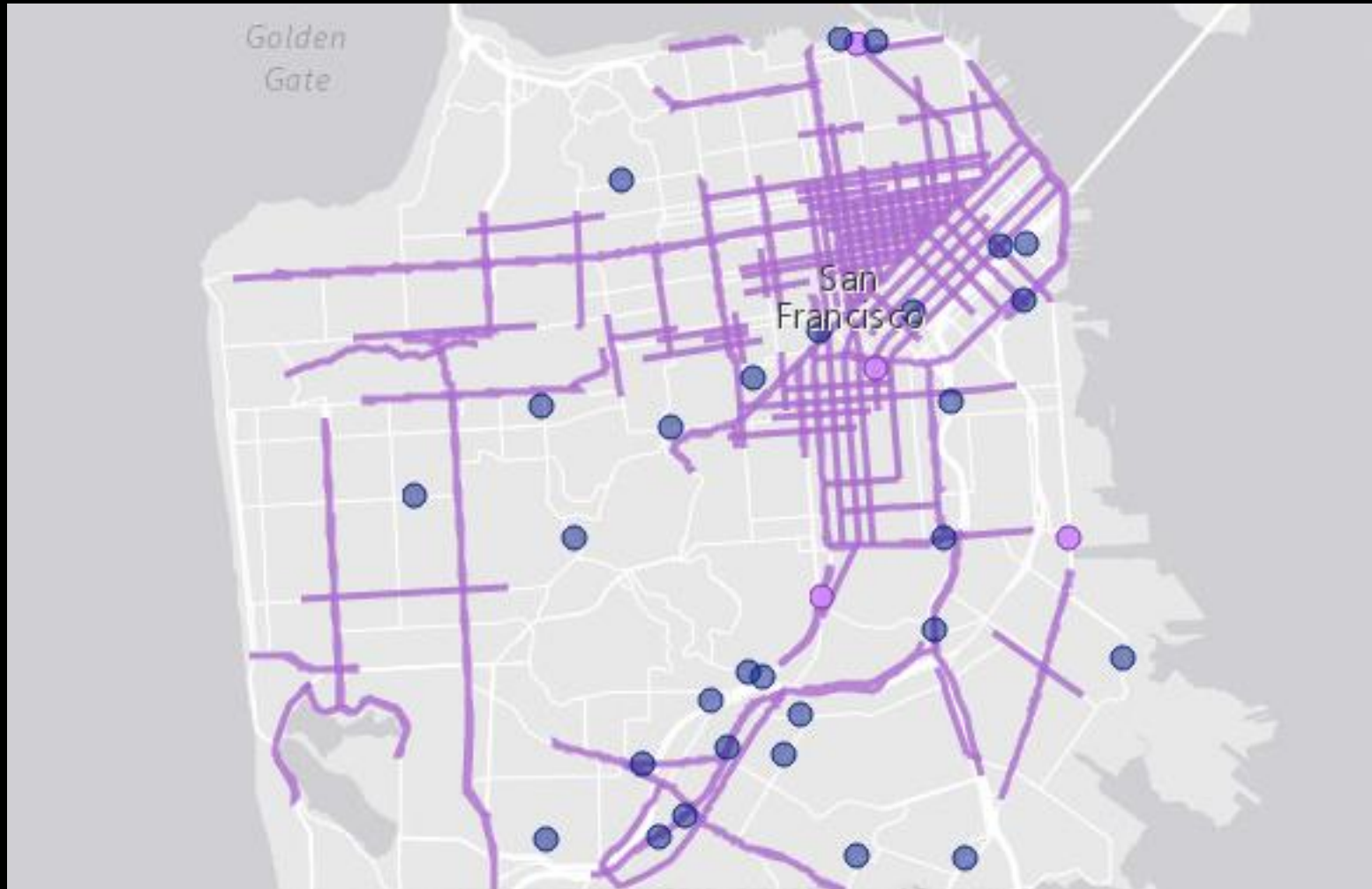
Nicole Ferrara, MCP, MPH

Executive Director, Walk San Francisco

What Is Vision Zero?



High Injury Corridors in SF



Overview of where we are



Progress

TRANSPORTATION 2030 ROADS + TRANSIT + SAFETY

benefit, such as bus rapid transit and Caltrain's downtown

The Challenge

The Outcomes

Safer Streets: \$142 million

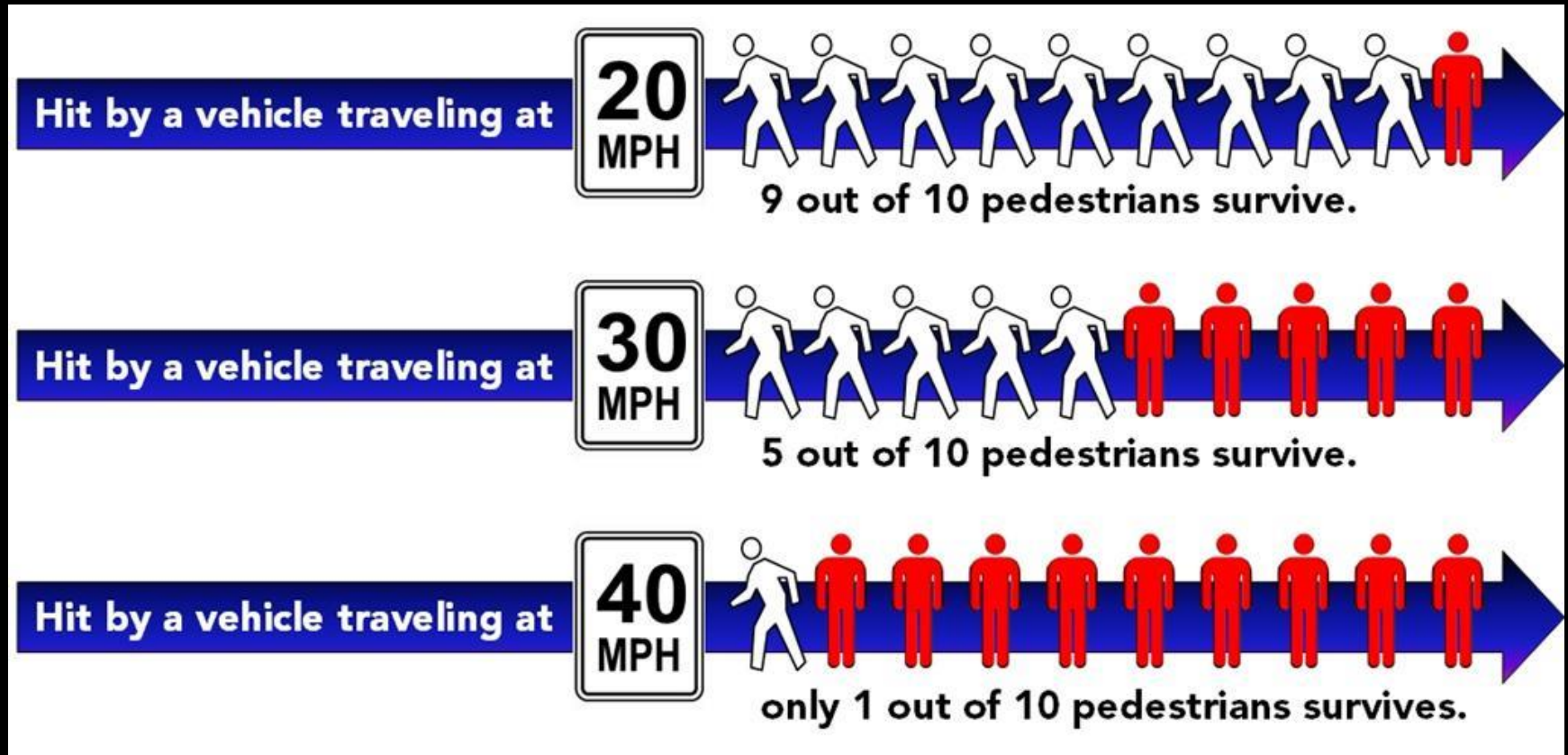
- **We'll install proven safety features on our most dangerous streets.** Sixty percent of serious and fatal traffic injuries occur on just 6 percent of city streets. We'll focus on these streets first, with proven safety features such as pedestrian signals, lighting enhancements, traffic calming measures and wider, more visible crosswalks. ***\$68 million***
- **People biking and people driving will have more space to themselves.** We'll build up to 27 miles of safer, better-defined bikeways that protect all road users. As bikeway projects are prioritized, the city will work closely with communities to ensure proposals meet local needs. ***\$52 million***
- **We'll modernize our traffic signal system,** improving safety for people walking with pedestrian countdown signals. ***\$22 million***

Through smart investment in our transportation network, we'll move closer to Vision Zero, the City's goal of having zero traffic fatalities in San Francisco by 2024. The 2014 bond includes over \$300 million in infrastructure upgrades that'll help make Vision Zero a reality.

Progress Needed

- Engineering
- Better Coordination
- Slowing Down Our Streets

Speed Kills



Political Leadership



Key Strategies for 2015

1. Fix 15% of high injury corridors per year (18 miles)
1. Statewide automated enforcement campaign
2. Increasing *Focus on the Five* enforcement to 37% of all citations
1. Building a broader coalition, and formalizing processes



In every situation a person might fail - *the road system should not*

Changing Culture



- Policies
- Tax
- Revenues reinvested
- *Tobacco Prevention wasn't a success due to education.*

The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

INJURIES ARE NOT ACCIDENTS

THEY ARE PREDICTABLE AND PREVENTABLE

preventioninstitute.org

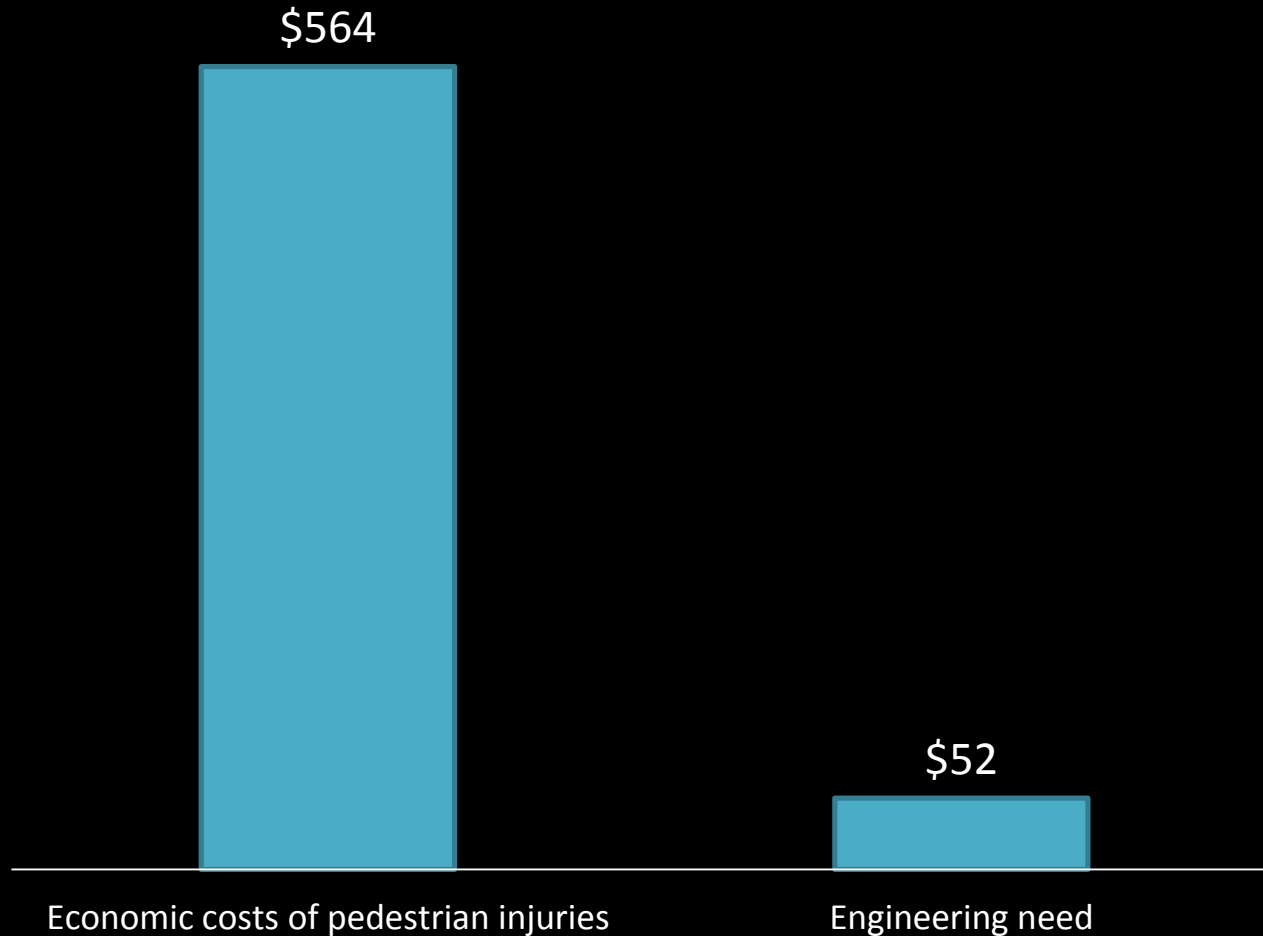
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EPSON

Health Impacts

- **ONE** in **FOUR** people at SF General Hospital's trauma center are people who have been hit by cars while walking.

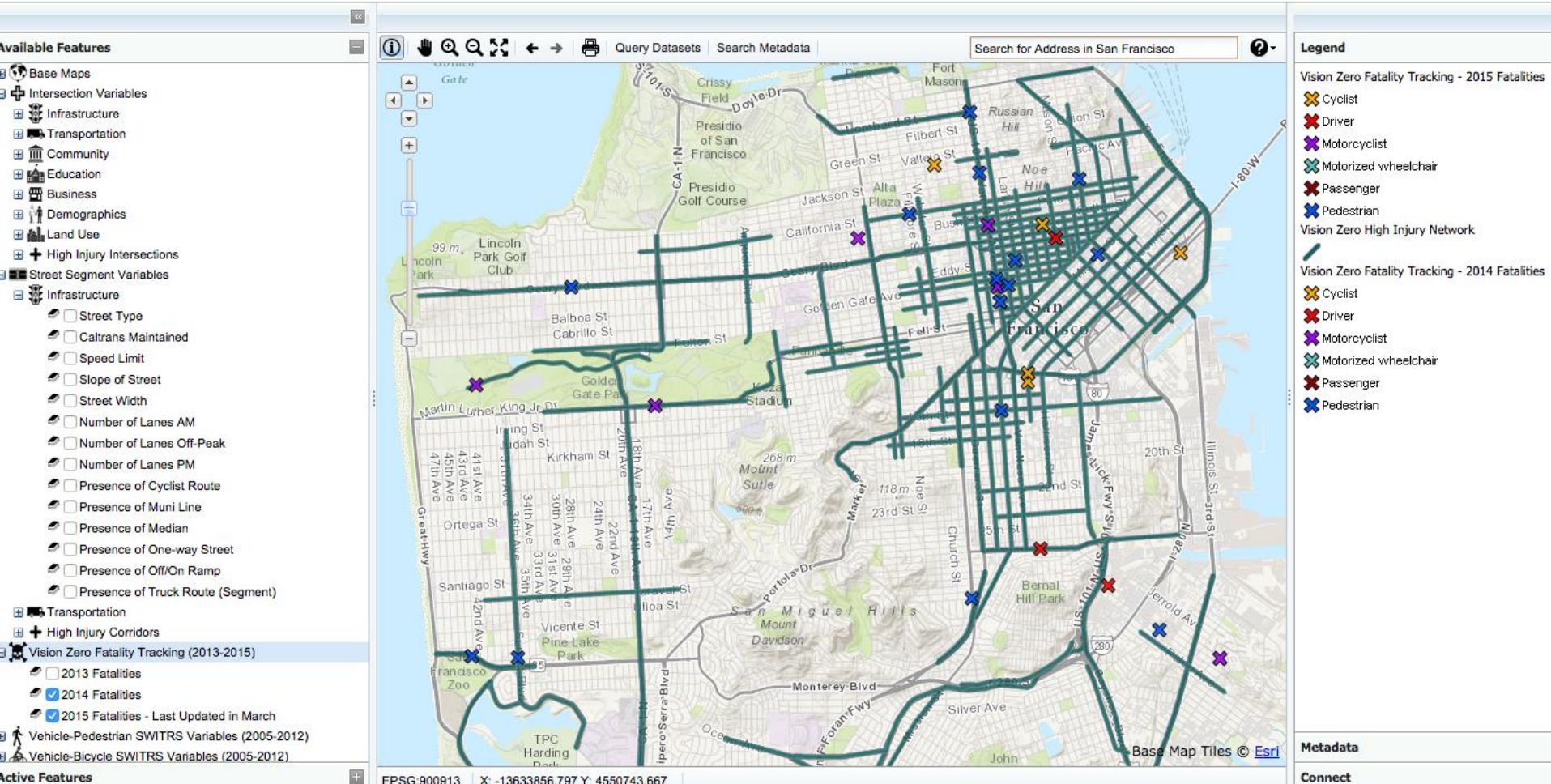


Annual Cost of Treatment vs. Prevention of pedestrian injuries (millions)



Data and Evaluation

TransBASE: Linking Transportation Systems to Our Health *beta 2.0*



Traffic Justice

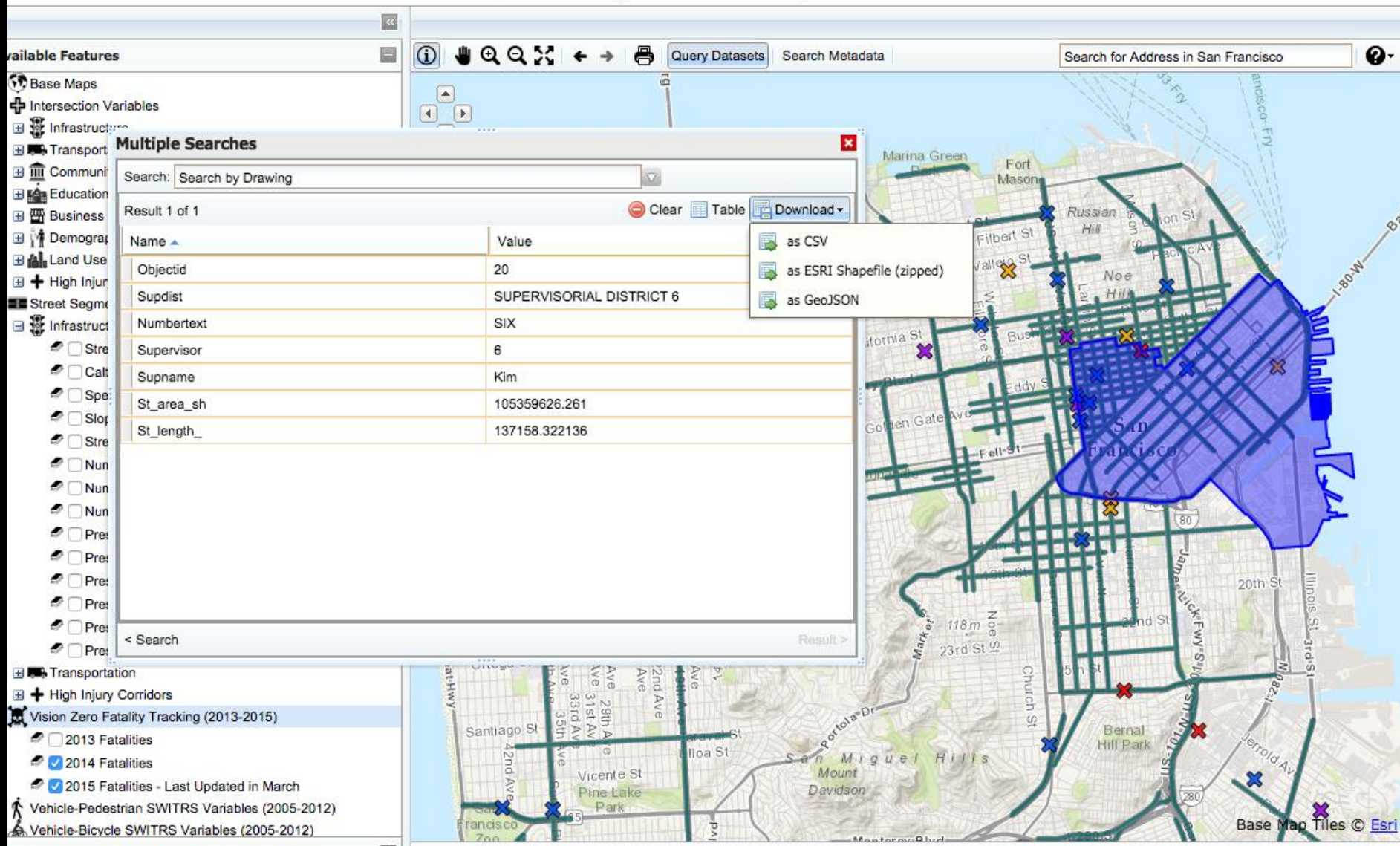


Just 12% of streets account for over **70% of severe and fatal** crashes for all traffic modes.



What can you do?

TransBASE: Linking Transportation Systems to Our Health *beta 2.0*



Engineering



What can you do?

 OUR CITIES: ▼ POPULAR ADVERTISE MORE

TRENDING: STARTUPS BURNING MAN 2015 CALTRANS LEARNING

Much To Uber's Dismay, SFMTA Approves Private Vehicle Restrictions For Market Street

BY [EVE BATEY](#) IN [NEWS](#) ON JUN 17, 2015 1:00 PM

Hoodline san francisco neighborhood news

North Beach Neighbors Debate Proposed Curb "Bulb-Outs"

Local

Uber Drivers, Users Petition To Allow Driving On Market Street In San Francisco

June 12, 2015 12:46 AM

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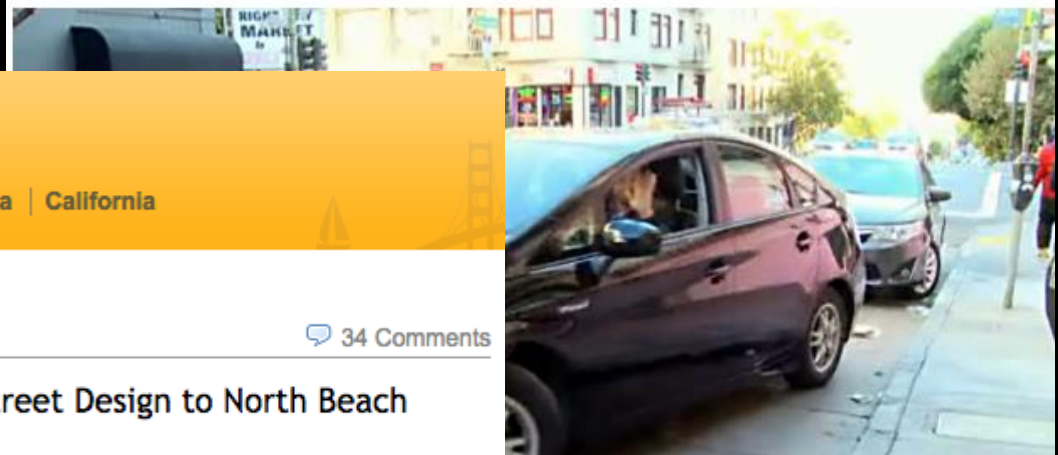
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STREETSBLOG SF

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Monday, June 29, 2015

 34 Comments

SF Firefighters Take Campaign Against Safe Street Design to North Beach

by [Aaron Bialick](#)

What can you do?

SAY YES!

Enforcement

Shifting police culture from individual blame to strategic prevention



What can you do?

- Thank your station Captain
- Attend a meeting to voice support:
 - Your Station's Community Police Advisory Board (monthly)
 - Police Commission Vision Zero update (quarterly)
- Let us know if you want to get more involved with your police station!

Organizational Practice Change



What can you do?

- Make sure safety and active transportation are part of your company culture



**SLOW DOWN!
ANGELS
CROSSING**





A Cultural Shift:

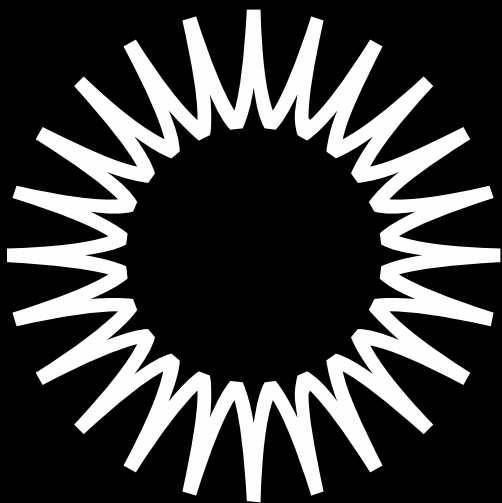
Saving Human Life is the Highest Priority

Thank you!

Nicole Ferrara
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Tyler Frisbee
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