

# SPUR

**Ideas + Action for a Better City**

learn more at [SPUR.org](http://SPUR.org)

*tweet about this event:*

*@SPUR\_Urbanist*

*#MakeMeFeelSafe*

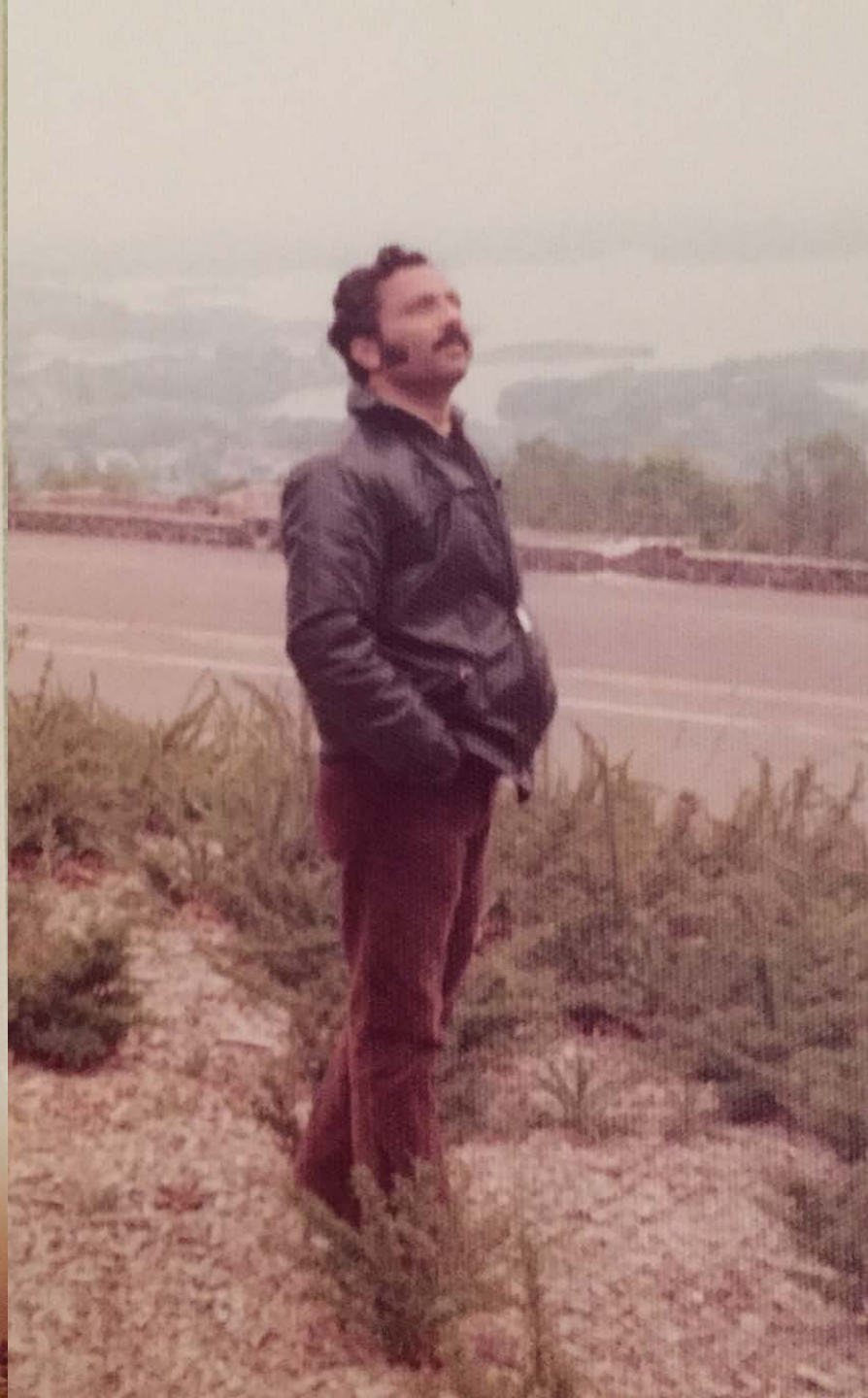
# Make Me Feel Safe: Achieving Safe Modes of Transportation



City of  
Oakland

Menaka Mohan  
Great Streets Division













Equitable Jobs  
and Housing

1

Holistic  
Community Safety

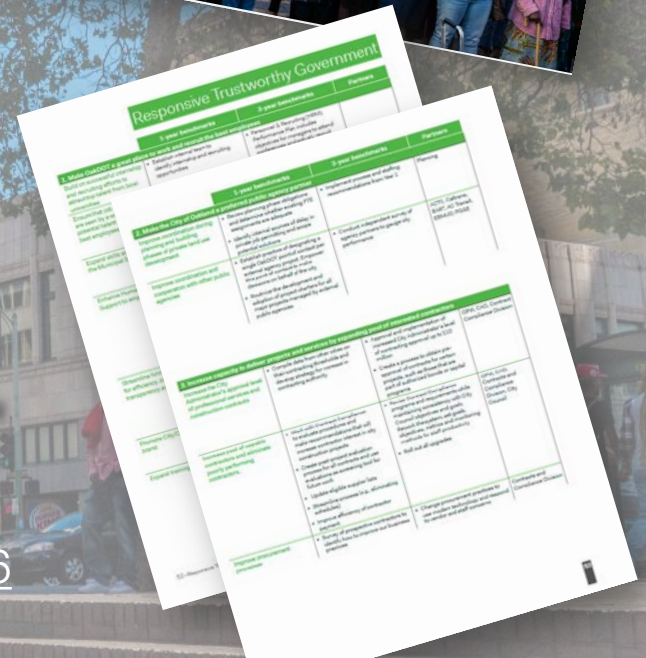
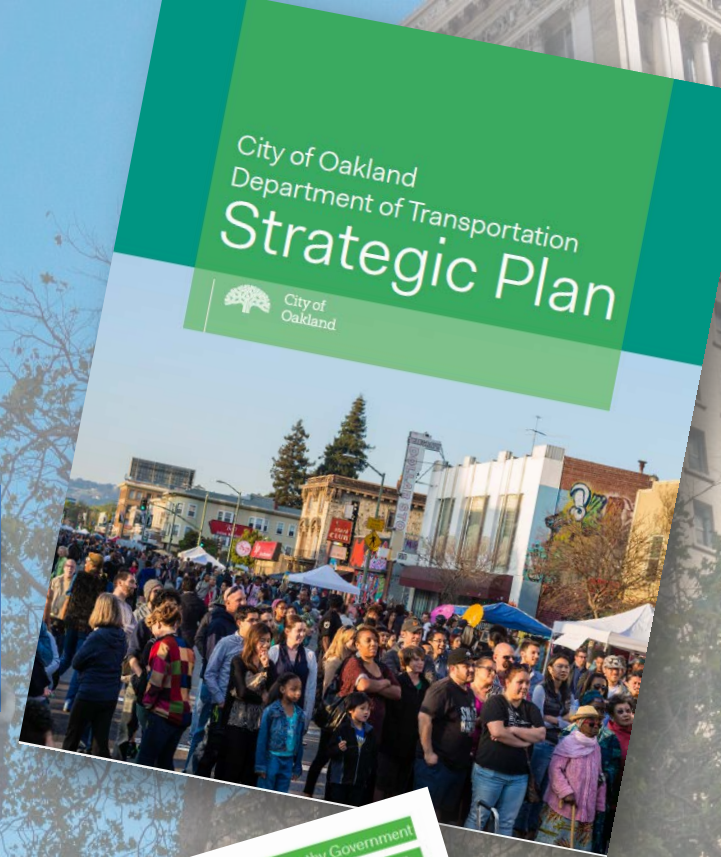
2

Vibrant Sustainable  
Infrastructure

3

Responsible Trustworthy  
Government

4



Read the Plan online: <http://bit.ly/oakdotplan16>



The background image shows a city street scene. In the foreground, there's a blue-tinted area with white text. Above this, a blue banner contains the text 'Holistic Community Safety' and a large number '2'. The background itself is a photograph of a street with several people walking, a building with large windows, and some trees. The overall tone is professional and community-oriented.

Holistic  
Community Safety

2

# Making Oakland's Streets Safe and Welcoming

The background of the slide is a photograph of a city street scene. It shows several pedestrians walking on a crosswalk, a traffic light, and some buildings in the background. The image is slightly blurred and has a blue semi-transparent overlay across it, which serves as a background for the text.

# Holistic Community Safety

1. Vision Zero
2. Safe design and infrastructure using data and analysis
3. Safe and Complete Street designs
4. Safe design standards available to all
5. Criteria-based programs for targeted pedestrian safety enhancements
6. Enhance signal operations
7. Review speed limits
8. Safe access to schools
9. Make Oaklanders feel safe walking and waiting for the bus at all times of day and night



# Oakland 2008-2014

1,800\*

fatal and injury-causing collisions

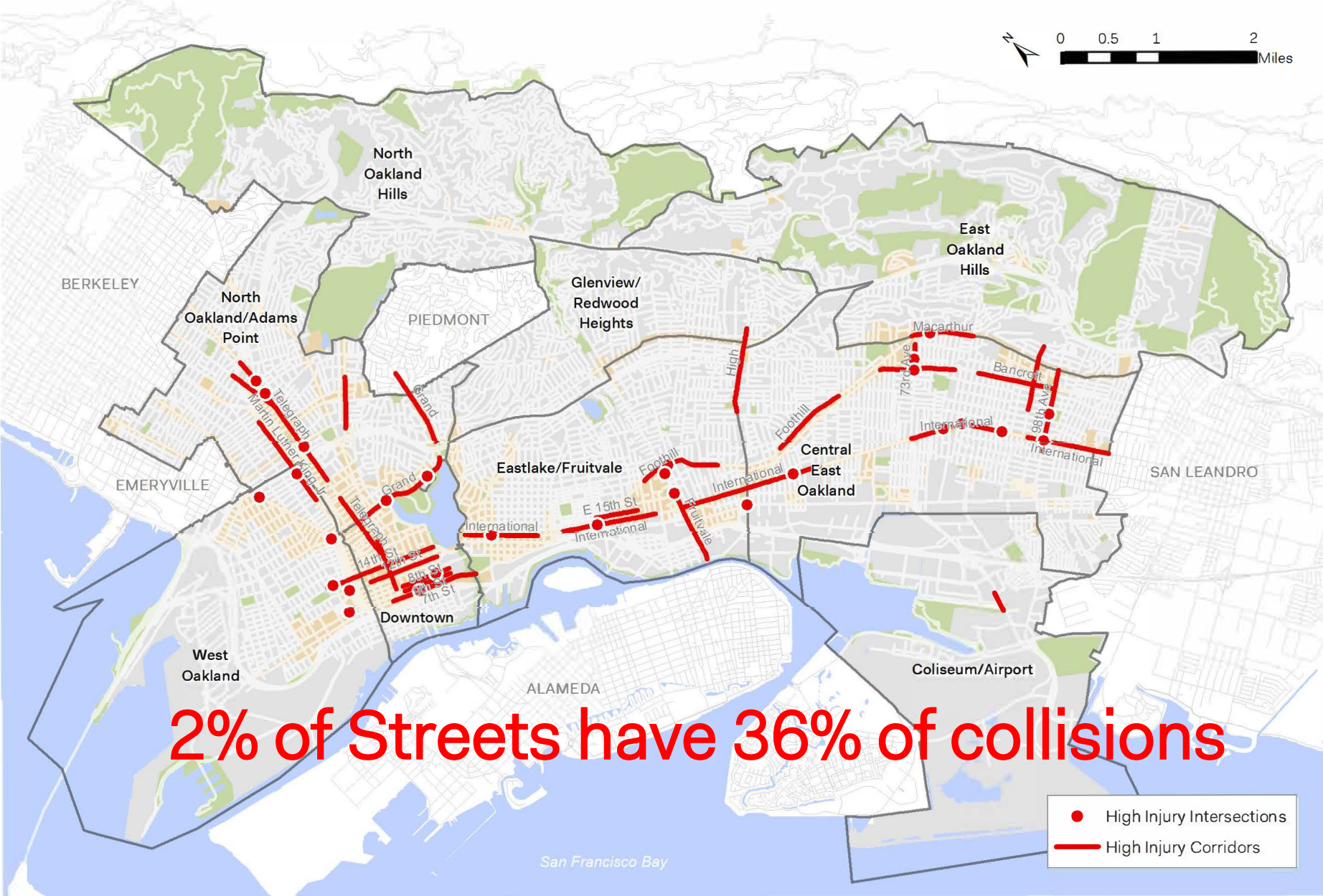
48 pedestrians killed

30 high injury corridors

34 high injury intersections

Pedestrian data only







# Telegraph Avenue

No pedestrian  
crosswalk collisions  
reported for the first  
time in 5 years

79% of bicyclists and  
63% of pedestrians  
say they feel safer on  
Telegraph now

45% decrease in  
southbound speeding

27% decrease in  
northbound speeding

Median speeds are now  
the speed limit

Telegraph Avenue - After Implementation Performance Summary (Fall 2016)  
Source: OakDOT

40% decrease  
in collisions

All collisions (vehicle, pedestrian, bicycle) on  
Telegraph Avenue (2016 vs average of 2012-2015)  
Source: OPD



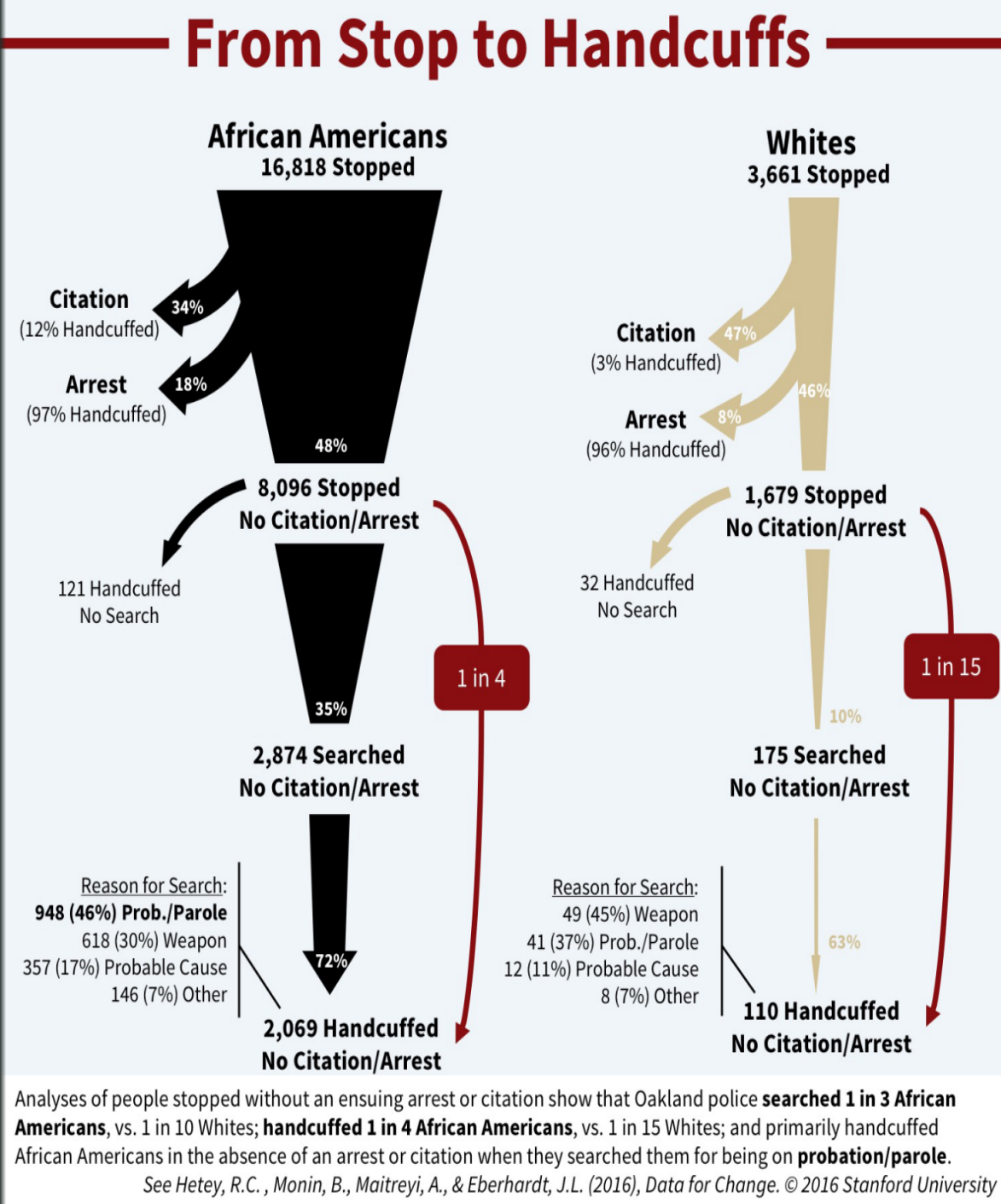
# SPARQ Data for Change

64% of stops due to traffic violation

60% of all stopped are black

13% of all stopped are white

<https://sparq.stanford.edu/opd-reports>





# SPARQ

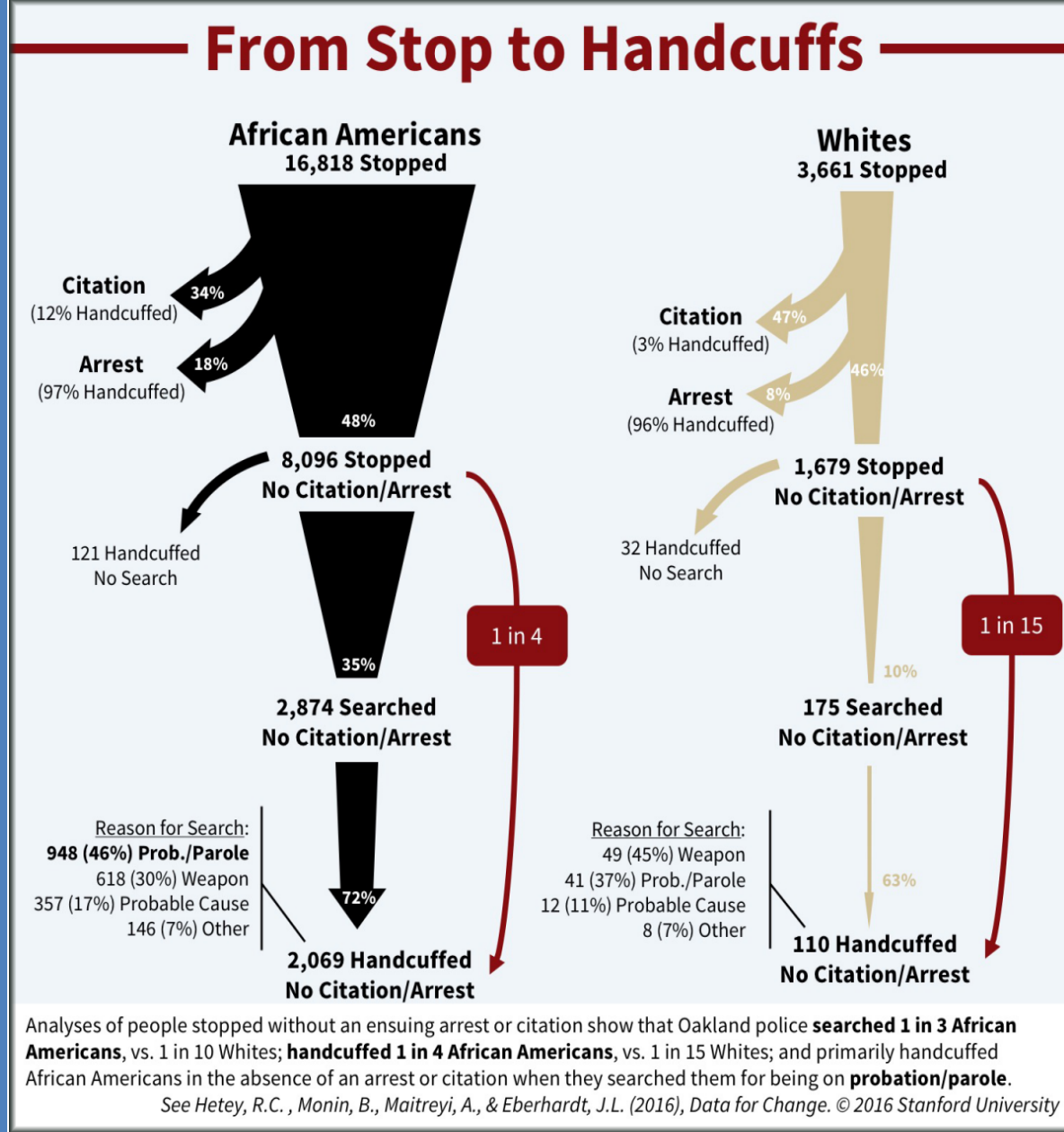
## Data for Change

1 in 3 African Americans are stopped

1 in 10 Whites are stopped

1 in 4 African Americans are handcuffed

1 in 15 Whites are handcuffed



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**EQUALITY**



**EQUITY**



# Equity Dashboard

## Equity Dashboard

Q Search



Race / Ethnicity

Low Income Population  
( < 200% of Poverty )

Limited English Proficiency  
Population

Zero-Vehicle Households

Seniors 75 and Over

Population with a Disability

Single-Parent Families

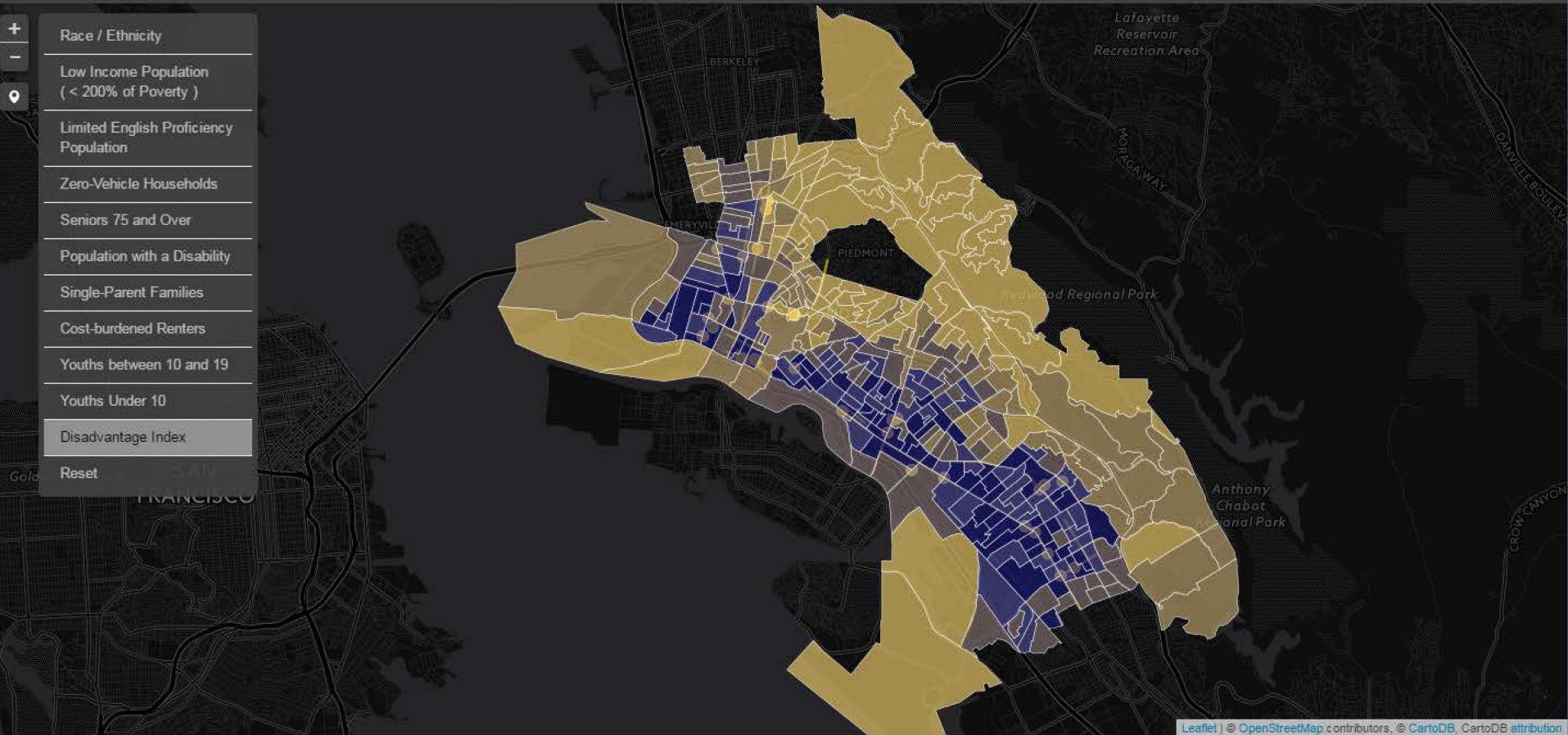
Cost-burdened Renters

Youths between 10 and 19

Youths Under 10

Disadvantage Index

Reset



Leaflet | © OpenStreetMap contributors, © CartoDB, CartoDB attribution





Thank you!  
Menaka Mohan  
Great Streets Delivery  
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# Vision Zero in San Francisco



NICOLE FERRARA  
EXECUTIVE DIRECTOR

# Overview

- The need
- What is Vision Zero
- What we've learned three year's into our effort
- What still needs to happen

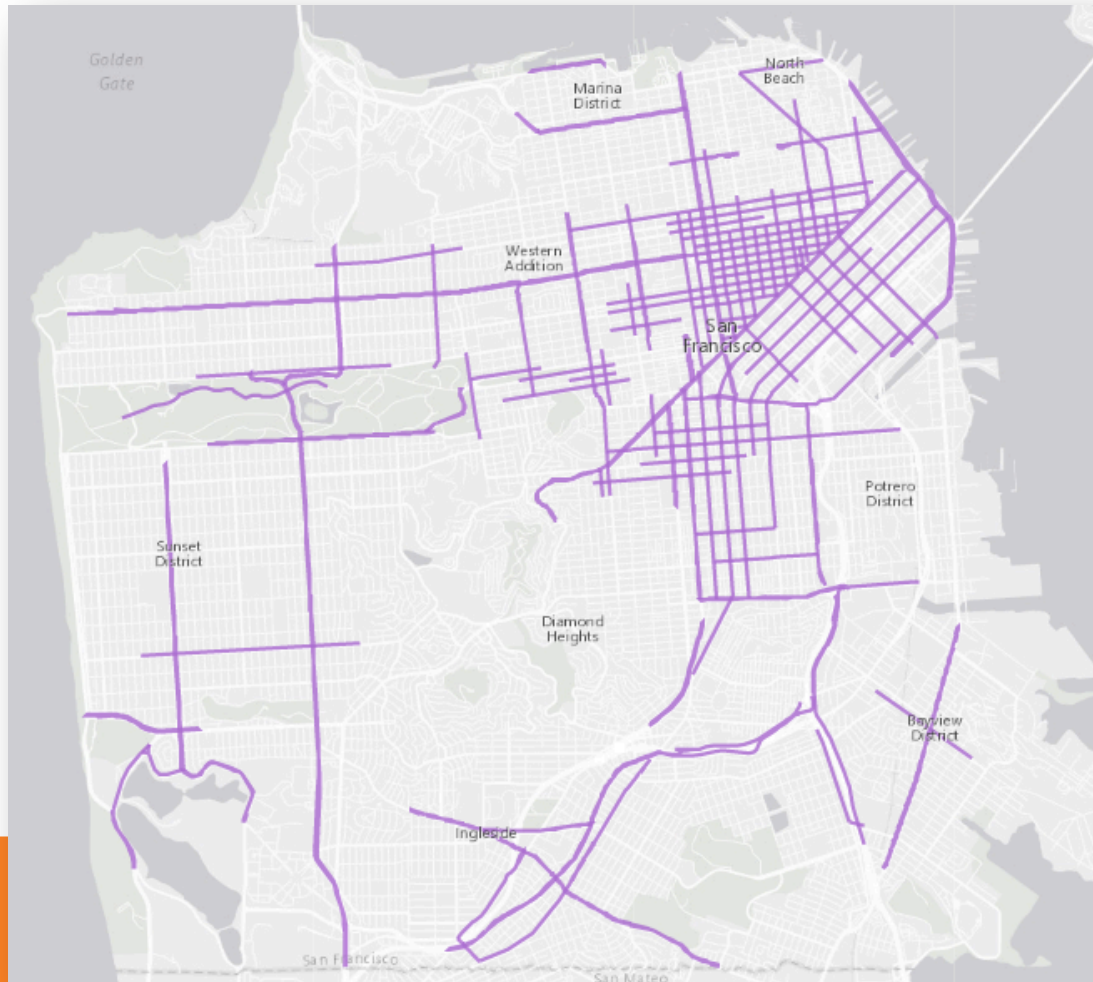






Every 18 hours, someone is severely injured or killed in traffic Crashes in SF

# High Injury Corridors:



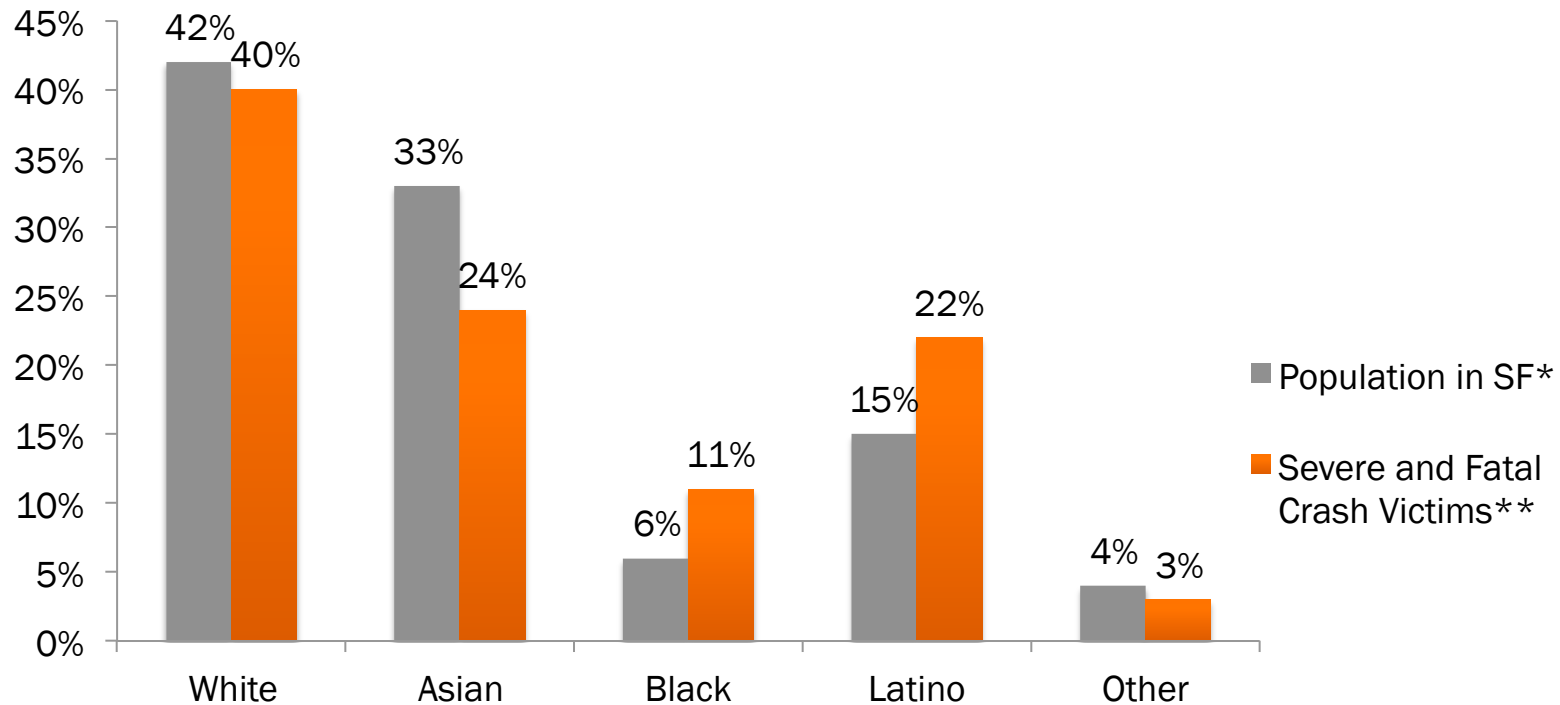
12% of SF Streets  
=

70% of Severe  
& Fatal Crashes

These streets are  
Dangerous by Design



# Black & Latino San Franciscans are more likely to be severely injured or killed in crashes



\* ACS Census (2009 - 2013)

\*\* Zuckerberg San Francisco General Hospital Trauma Center Traffic Crash Patients, April 1, 2014 - March 31, 2015 (this is the only trauma center in SF)



# Seniors are Disproportionately Impacted

Senior Risk 



**14.5%**

SF POPULATION OVER 64



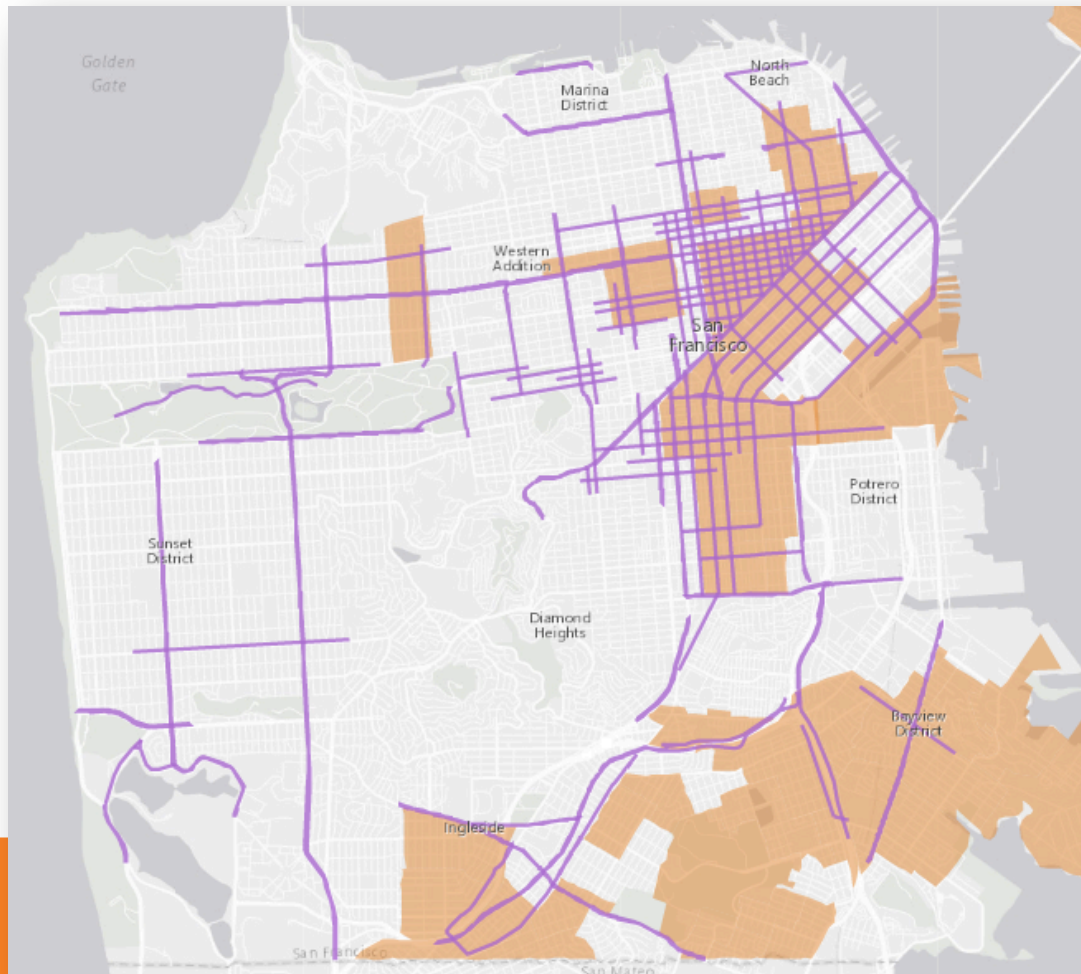
**45%**

% OF PEDESTRIANS OVER 64  
KILLED IN SF IN 2015





# Inequities



Low-income, communities of color, seniors & people with disabilities are **2X** more likely to live on **High Injury Corridors**

Decades of injustice has led to these inequities

# Vision Zero:

In every situation a human may fail.  
The road system should not.





# **CRASH** ~~ACCIDENT~~™

**Choque, No Accidente**

**是猛撞，不是意外**

**Крушение, а не авария**

**Banggaan, Hindi Aksidente**



# WHAT HAVE WE LEARNED?

HOW DO WE CHANGE A DEADLY CULTURE?



**Monday, February 3, 2014**

# SFMTA board to address plan to end pedestrian, cyclist deaths in SF

Posted by Jessica Kwong on Mon, Feb 3, 2014 at 8:15 PM





## Capacity building & leadership development







## Community-led action

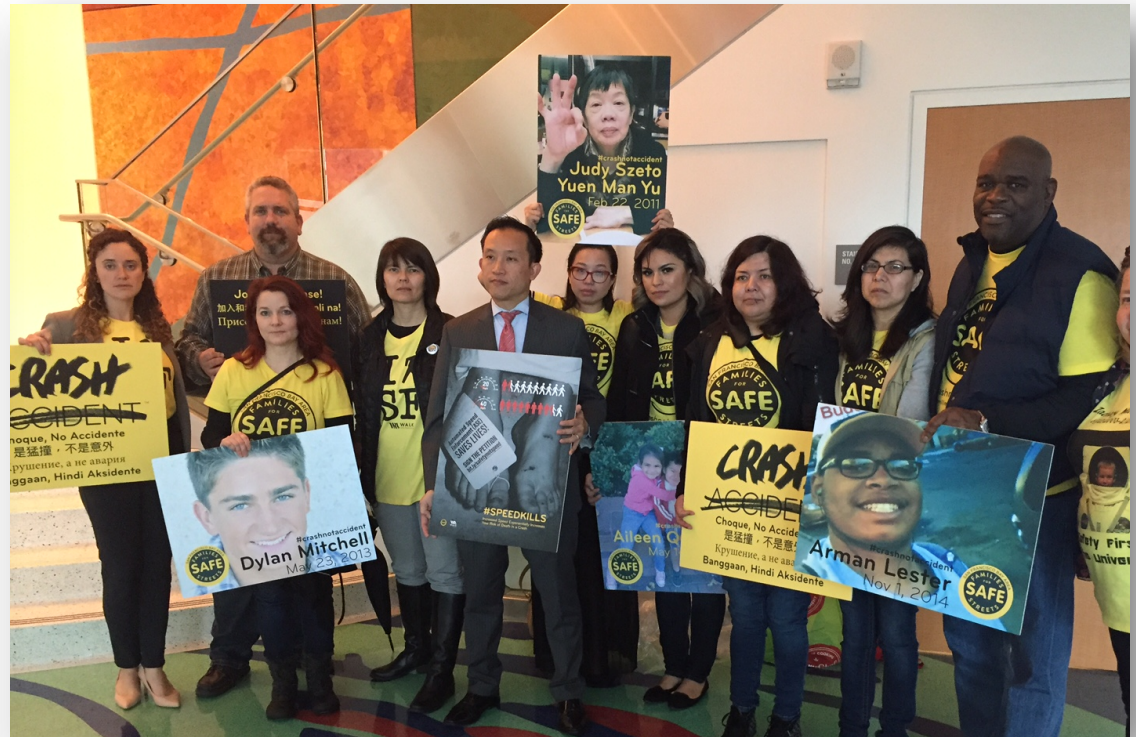




...that led to RESULTS on the ground



...and a new group of advocates fighting for  
ambitious policy changes







**MOVING FORWARD**  
GETTING TO ZERO!

# STREET SCORE 2016

## Annual Report on the State of Walking in San Francisco December 2016

- ▶ Put Equity Front and Center
- ▶ Focus on Proven Approaches
- ▶ Build Comprehensive and Robust Projects and Treatments
- ▶ Identify and Overcome Obstacles to Building the Safest Streets
- ▶ Encourage Walking and Placemaking Projects



San Francisco  
(above & below)



Austin, TX (above)  
Los Angeles (below)





# Putting Equity Front and Center

Meaningfully engage low-income communities and communities of color

- \*Innovative solutions that work for community
- \*Trust building between community & Govt

Engage communities before implementing enforcement  
Use only proven effective enforcement: high-visibility & ASE

- \*Regular reports on racial breakdown of traffic stops
- \*Gets the word out and starts to change culture

Prioritize engineering improvements in low-income communities/comm. of color

- \*Eliminate the historic inequities faced by our most transit & walking dependent communities

# Vision Zero will continue to require all hands on deck

## City Agencies:

- Mayor's Office
- Board of Supervisors
- SFMTA
- SFCTA
- SFDPH
- SFPD
- SF Environment
- SF Planning
- District Attorney
- SF Fire Department
- Public Utilities Commission
- SFUSD
- Rec and Parks
- Port of San Francisco

## Vision Zero Coalition:

Alamo Square Neighborhood Association, The Arc of San Francisco, California Walks, CC Puede, Central City SRO Collaborative, Chinatown Community Development Center, Chinatown TRIP, College Hill Neighborhood Association, Community Housing Partnership, Council of Community Housing Organizations, Duboce Triangle Neighborhood Association, Excelsior Action Group, FDR Democratic Club of San Francisco, Folks for Polk, Friends of Monterey Blvd., Greater Rincon Hill Community Benefit District, Hayes Valley Neighborhood Association, Livable City, Lower Polk Community Benefit District, Mission Community Market, Mission Economic Development Association, North of Panhandle Neighborhood Association, OWL SF, Portola Neighborhood Association, Safe Routes to School National Partnership Northern California Region, San Francisco Bicycle Coalition, SF Bay Walks, SF Housing Action Coalition, SF National Federation of Filipino American Associations, San Francisco Transit Riders (SFTRU), Second District of the California State Parent Teacher Association (PTA), Senior & Disability Action, sf.citi, South Beach Mission Bay Merchant Association, South Beach | Rincon | Mission Bay Neighborhood Association, South of Market Community Action Network (SOMCAN), SPUR, Sunday Streets, Tenderloin Housing Clinic, Tenderloin Neighborhood Development, Tenderloin Safe Passage, TODCO, United Playaz, and the Yerba Buena Alliance.



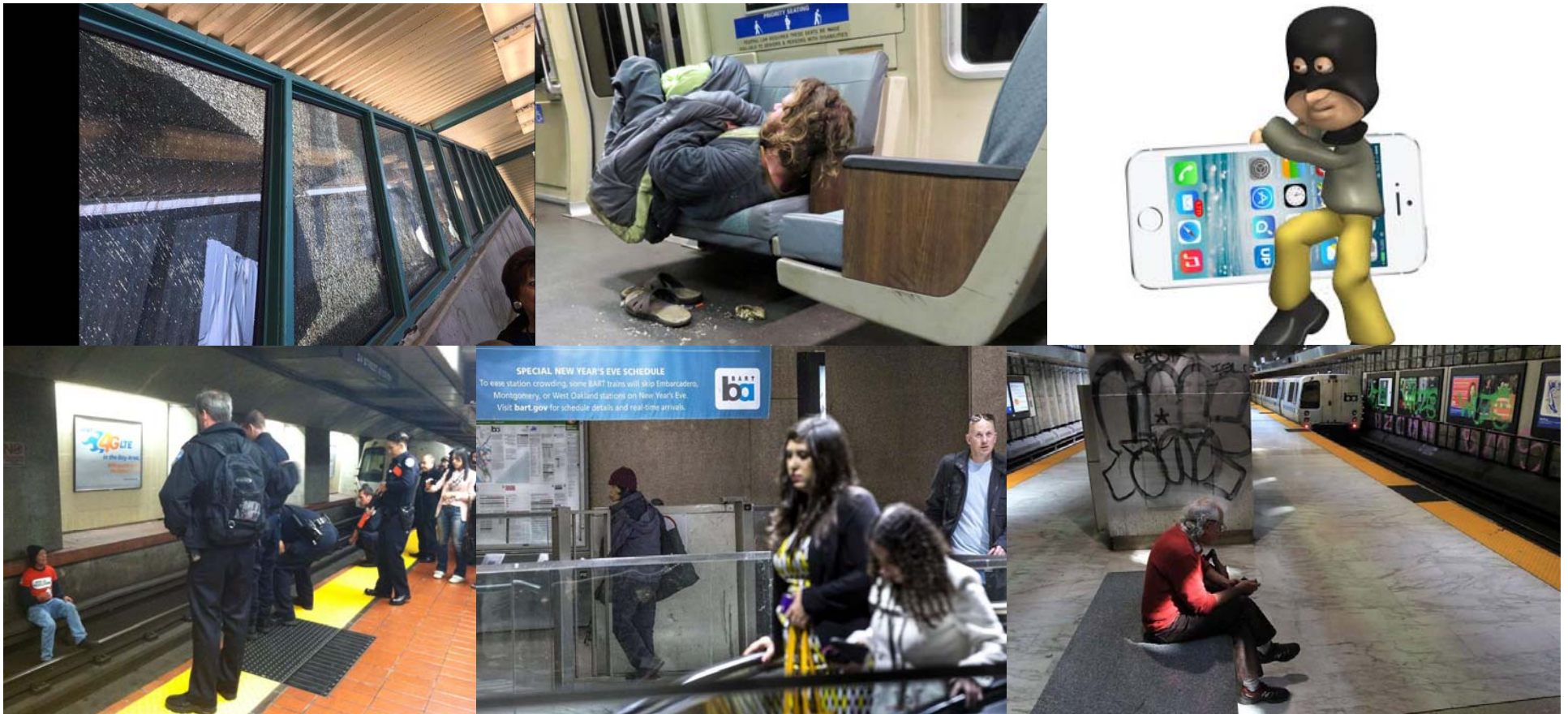


**THANK YOU!**  
QUESTIONS? [NICOLE@WALKSF.ORG](mailto:NICOLE@WALKSF.ORG)



# SPUR: Safety and Security Challenges on Transit

February 15, 2017





# Types of Security Risks



- Shooting
- Car Burglary/Theft
- Robbery
- Vandalism/Graffiti
- Drug Use
- Public Intoxication/Urination/Defecation
- Threats and assaults to employees and passengers
- Access in Restricted Areas
- Fare Evasion
- Special Events and Large Crowds

# Transit and Patron Experience



- Employee and passenger safety and security
- Station and train cleanliness
- Escalator and elevator performance
- System service delays / Station shutdowns
- Millions in lost revenue
- Not so pleasant experience
- Strain on limited staff resources



# How Can Transit Help Customers Feel Safer?





# Internal Circulation

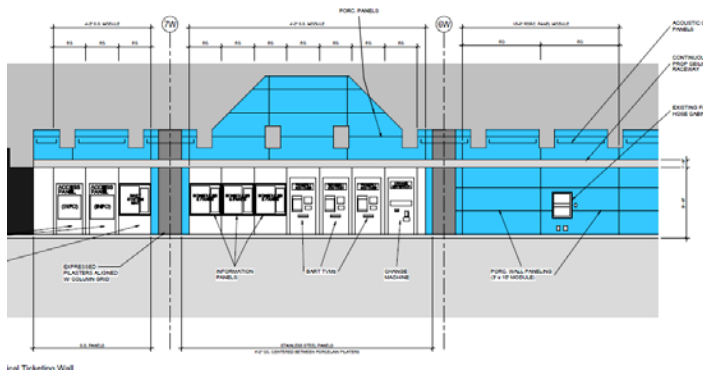
1. Capacity + Codes
2. Elevator Recommendations
3. Stair Addition Recommendations
4. System Transfer Feasibility



# Functional Issues + Improvements



1. Orientation + Wayfinding
2. Fare Paid Zones + Fare Evasion
3. CPTED, Transparency + Sightlines
4. Universal Access
5. Amenity, Place + Activation





# Systems Distribution, Materials + Finishes



1. Materials + Finishes
2. Systems Distribution (conduit management)
3. Lighting (LED, better control + distribution)

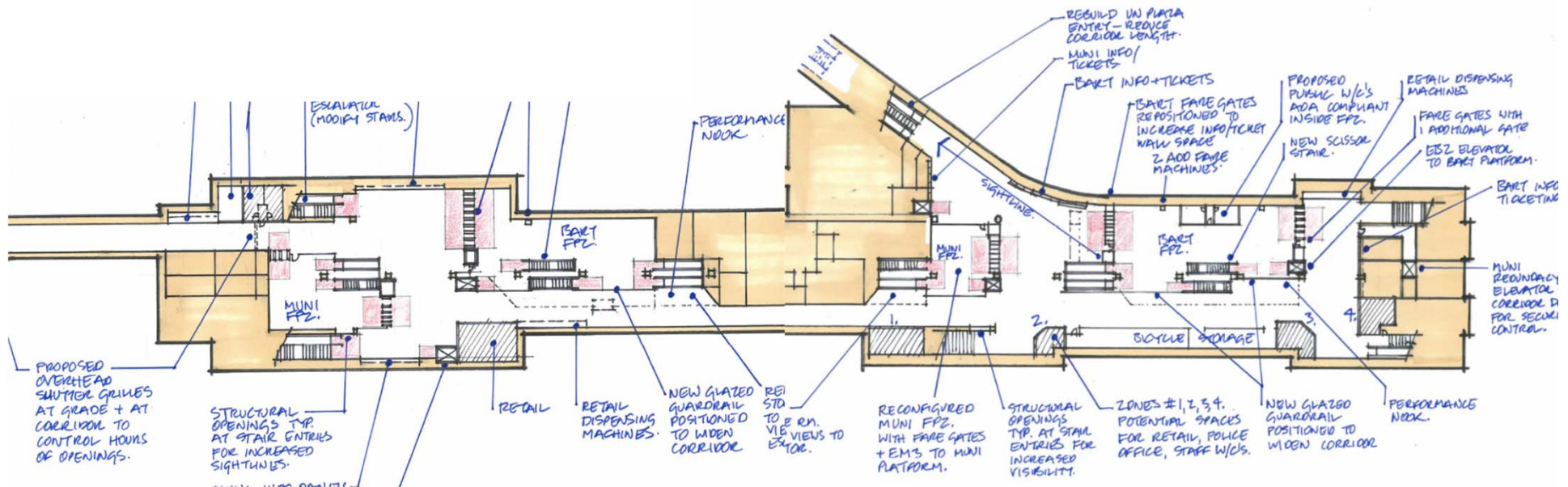




# Preferred Concept Plan / Project List



1. Functional Planning
2. Capacity
3. Wayfinding + Orientation
4. Universal Access
5. Amenity, Place + Activation



# North Concourse Concept





# South Concourse Concept





# Platform Concept

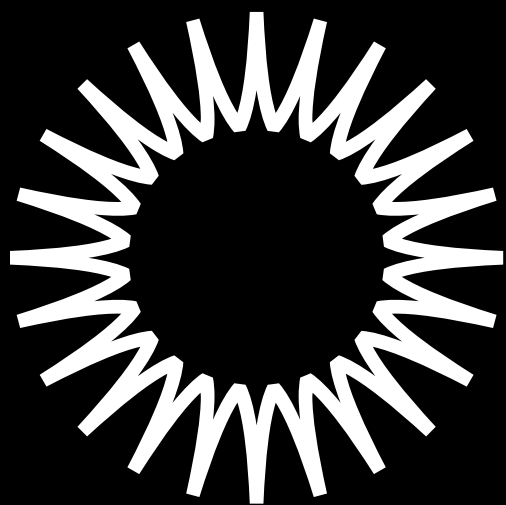
Lighting  
system



# Takeaways



- Know your train and bus times
- Always be aware of your surroundings
- Don't be distracted by electronics and conversations
- Report suspicious activities
- Trust your instincts about who you sit near
- Stay in well lit, visible and active areas wherever possible and throughout your journey



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