



**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*

MAY 19, 2015

A blurred background image of a city street scene, showing pedestrians, cyclists, a yellow taxi, and a bus. A white horizontal bar is positioned below the date text.

OVERVIEW

Progress Highlights

Project Delivery

Enforcement

Education & Communications

Upcoming Events & Benchmarks

PROGRESS HIGHLIGHTS

Engineering

- 14 projects completed to date for 24 Projects in 24 Months effort

Education

- Completed Vision Zero Education Strategy
- Launching additional pedestrian and bicycle safety campaigns

Policy

- AB 1287 reauthorization of San Francisco's Transit-Only Lane Enforcement (TOLE) program out of committee



Painted Safety Zone and bicycle enhancement at Howard & 10th (photo: Streetsblog)

PROGRESS HIGHLIGHTS CONTINUED

Enforcement

- Comparing Q1 of 2015 to Q1 2014, total citation issuance was down 2%, with a 6% decrease in Focus on the 5 citations
- Citations issued by Parking Control Officers for gridlock violations is up 253% in Q1 2015 as compared to Q1 in 2014

Evaluation and Data

- Developed Traffic Fatality Protocol and online fatality reporting map for 2014 – present
- Hired Vision Zero Epidemiologist to develop comprehensive surveillance system linking police and hospital data

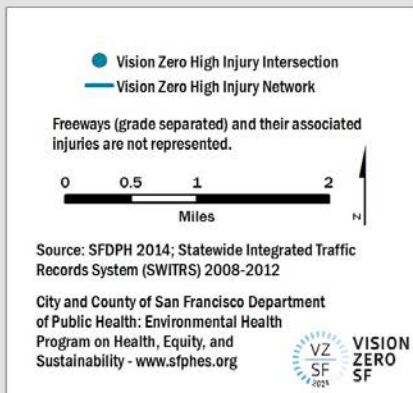
VISION ZERO HIGH INJURY NETWORK (SWITRS 2008-2012)

12% of street miles*

Severe/Fatal Injuries:

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

* non-freeway




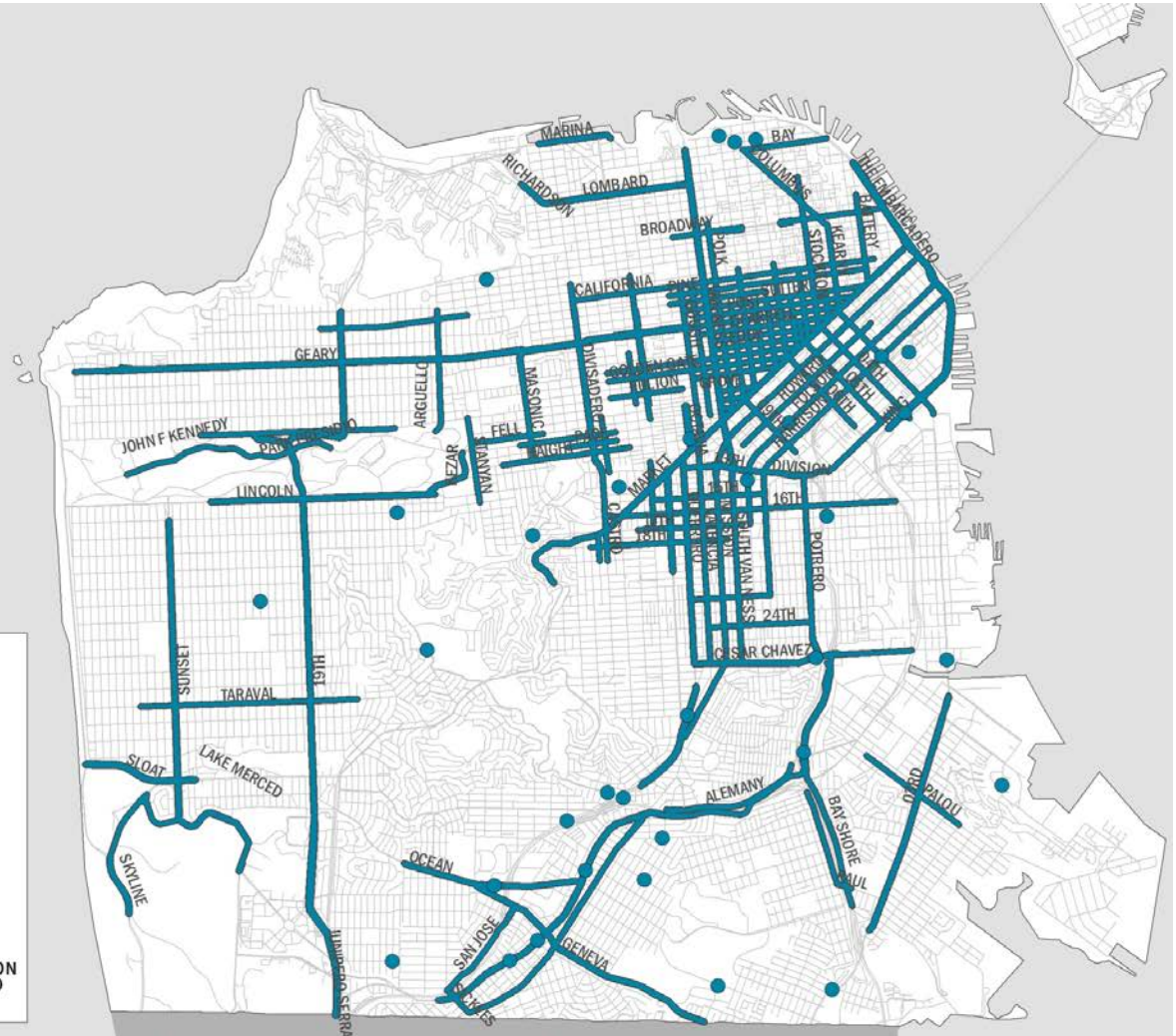
● Vision Zero High Injury Intersection
— Vision Zero High Injury Network

Freeways (grade separated) and their associated injuries are not represented.

0 0.5 1 2
Miles

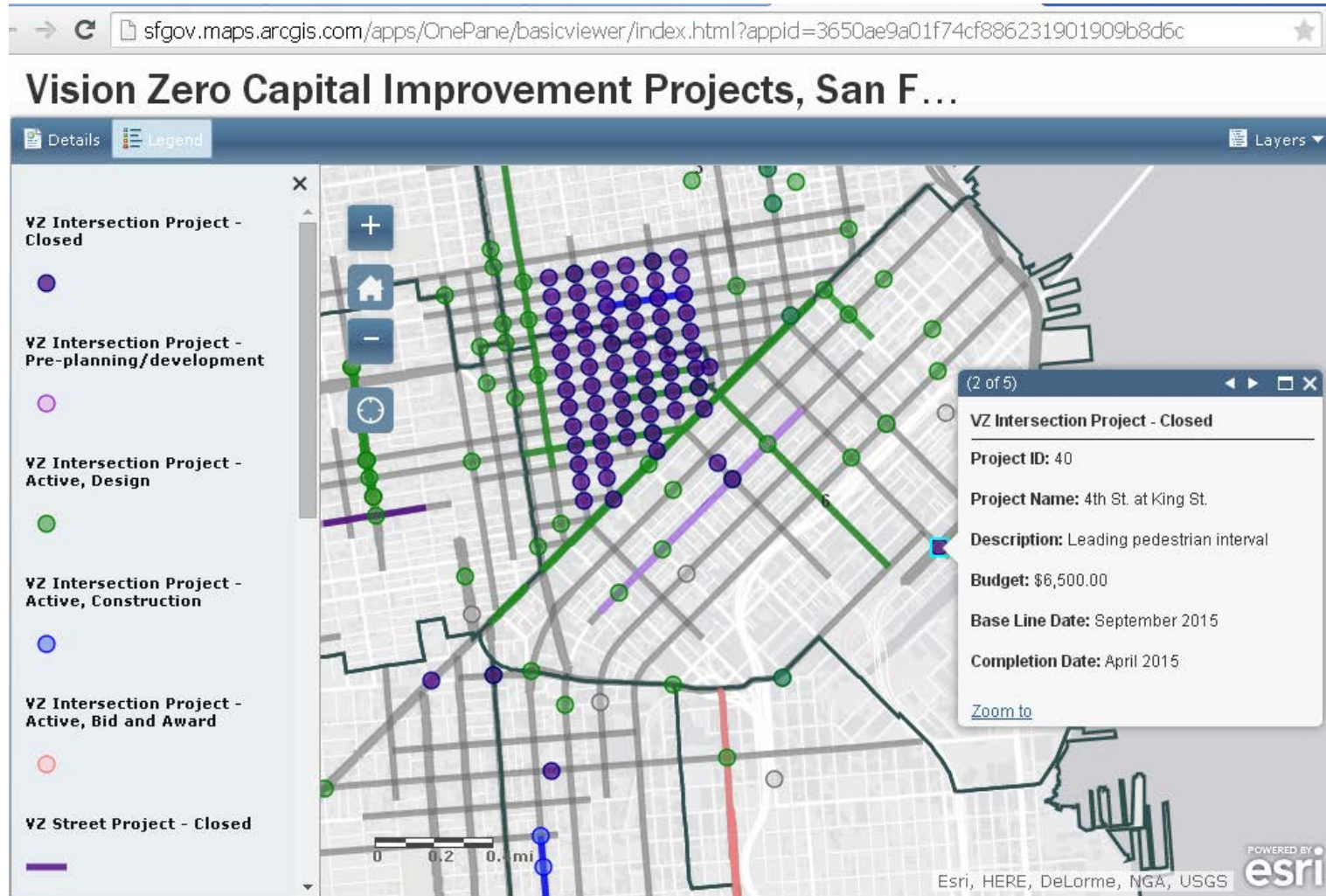
Source: SFDPH 2014; Statewide Integrated Traffic Records System (SWITRS) 2008-2012

City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability - www.sfpbes.org

INTERACTIVE PROJECT PROGRESS MAP

(VISIT VISIONZEROSF.ORG)



ENGINEERING PROJECT DELIVERY



Vision Zero Capital Projects update for 02.25.2015 meeting

Run Date
February 24, 2015

To help achieve Vision Zero's goal of eliminating traffic deaths by 2024, the SFMTA has identified engineering projects that will increase safety for all modes of travel. 24 of these projects will be complete by January 2016. This dashboard will help track and communicate progress in constructing these capital projects. 90% of these projects are located along high injury corridors/intersections.

Closed Projects by Actual Completion Date & Estimated VZ Budget

*Nine projects have been completed. Projects split into multiple phases (for instance, 5a and 5b) are only counted as complete once, and only when all phases are complete. Project Status Closed

Month, Year of Event Finish Date Actual	VZ ID	Proj Name	Short Description	District	DPW Involved	PUC Involved	Locations Treated	Estimated VZ Budget
May 2014	1	Market St. / Dubois Ave. / Buchanan St.	Bicycle intersection crossing treatments	8	N		1	\$50,000
June 2014	2	Fulton St., from Laguna to Steiner	Green waves to improve cycling conditions and slow vehicle speeds	5	N		4	\$34,000
July 2014	9a	Sunset Blvd., from MLK to	Reduction of speed limit	4	N		19	\$6,000
	9b	Sunset Blvd., from MLK to Lake Merced	New signal at Sunset/Vorles	4	Y		1	\$266,000
	4	Masonic Ave. at Diving Team	New traffic signal	1,2	Y		1	\$250,000
October 2014	5	6th St./Howard St.	Temporary curb extensions, continental crosswalks, and advance limit lines at the intersection of 6th and	6	N		1	\$26,443
	6	Columbus Ave., from Powell to Union	Two bus bulbs implemented for improving transit and pedestrian safety	3	Y		1	\$900,000
	7	6th St. at Minna St.	New traffic signal	6	Y		1	\$250,000
	6	18th St. at Capp St.	New traffic signal	9	Y		1	\$250,000
	9	Geary Blvd./Pain Ave.	New traffic signal	1,2	Y		1	\$250,000

Active Projects by Estimated Completion Date, Current Phase, and Estimated VZ Budget

Month, Year of Event Finish Date Estimate	VZ ID	Proj Name	Short Description	District	DPW Involved	PUC Involved	Locations Treated	Estimated VZ Budget
June 2014	17a	Kearny St. Improvements	Removal of the low-visibility lane on Kearny from Jackson to Washington	3	N		1	\$500
February 2015	13	19th Ave., from Geary to Anselmo Stern	Signal timing changes to improve pedestrian safety	7	N		14	\$46,000
March 2015	5a	Howard St. Pilot	Resurfacing for bike lane buffer from 6th to 11th Streets and adding painted corner bulbs and continental crosswalks	6	N		5	\$109,501
	11	Geary Blvd. at Arguello, 39th and 42nd	Pedestrian intersection improvements, such as daylighting, continental crosswalks, and temporary bus	1, 2, 5	N		3	\$150,000
May 2015	12	11th St. from Market to Howard	Road diet and intersection treatments between Market and Howard streets	6	N		2	\$193,000
	13	15th St./Alvarado St.	bulbs	8	N		1	\$20,000
	14	Mission St./Silver Ave	Bus bulbs and left-turn pocket	11	Y	Y	1	\$400,000
	15	4th St. at King St.	Leading pedestrian interval	6	N		1	\$6,500
June 2015	16	7th St., from McAllister to Union	Early implementation of 7th Street safety and street improvements, such as daylighting, signal re-timing,	3, 6	N		20	\$115,000
	10c	Webster St., from Fulton to Sutter	Additional pedestrian improvements, such as temporary bulbs and daylighting, at McAllister and P.	5	N		2	\$25,200
	17	Tenderloin Daylighting	Red zones at every intersection in the Tenderloin to improve visibility of pedestrians and vehicles	6	N		80	\$150,000
July 2015	18	6 Sutter Market Street	Turn restrictions and travel lane extensions proposed for Market Street, from 8th to 3rd	3, 6	N		5	\$2,500,000
	19	Mission St., from 19th to 23rd	Pedestrian intersection treatments, such as daylighting and continental crosswalks	9	N		5	\$65,500
	20b	Coast Ave./Genevieve Ave., from Ashton to Mission St./19th St./Howard St.	Pedestrian safety treatments, such as signal timing changes and continental crosswalks at Coast/Plym.	11	N		8	\$32,856
September 2015	20	39	improvement Pedestrian intersection	---	---	---	---	-----
October 2015	21	17b	Kearny St. Improvements	---	---	---	---	-----
November 2015	22	37	Pieria Triangle improvements	---	---	---	---	-----
December 2015	12a	Division St., 8th and 9th	bulbs, narrow	---	---	---	---	-----
	23	29	Genevieve Ave./Brookdale Ave.	---	---	---	---	-----
January 2016	24	12b	Division St., 8th and 9th	---	---	---	---	-----
February 2016	10a	Webster St., from Fulton to Sutter	Addition of a	---	---	---	---	-----
	21	10b	Webster St., from Fulton to Sutter	---	---	---	---	-----
	20a	Coast Ave./Genevieve Ave., from Ashton to Mission St.	Signal at Ger	---	---	---	---	-----

High-Injury Corridors (HIC)

[Link to Vision Zero High Injury Priority Network map](#)

Project location (check all that apply):

Pedestrian HIC (lead: Jonah Chiarenza)

Bicycle HIC (lead: Mike Sallaberry)

Vehicle HIC (lead: James Shahamiri)

Not on any HIC

If on one or more HIC, confirm the following:

HIC leads have been consulted, safety improvements identified in scope and budget

Envista

Find out about construction projects and events planned and under way on SF Streets.



VISION ZERO IN ACTION



**City Hall
Midblock Signal**



**Tenderloin
Daylighting**



**Polk
Street**

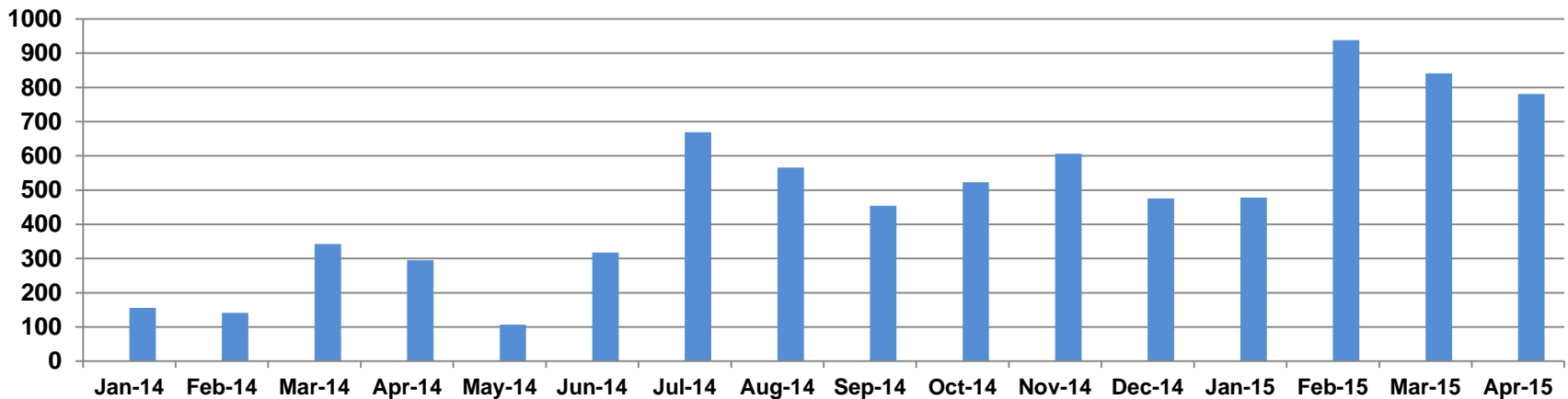
**Howard &
10th**



SFMTA ENFORCEMENT

	Jan-14	Feb-14	Mar-14	Apr-14	May-14	Jun-14	Pilot Period			Oct-14	Nov-14	Enhanced Enforcement Efforts (on going)						
							Jul-14	Aug-14	Sep-14			Dec-14	Jan-15	Feb-15	Mar-15	Apr-15		
Total Gridlock Citations (California Vehicle Code 22526 A&B)	156	141	342	295	107	317	669	566	454	523	606	476	478	938	841	781		
% change from previous mo.		-10%	143%	-14%	-64%	196%	111%	-15%	-20%	15%	16%	-21%	0%	96%	-10%	-7%		
														% change from previous yr.	206%	565%	146%	165%

Total Gridlock Citations by Month



SFPD ENFORCEMENT

- 56% decrease in fatal collisions from Q1 2014 (9 fatalities) to Q1 2015 (4 fatalities)
- 5% increase in injury collisions: Q1 2015 (769) vs. Q1 2014 (769)
- 3,000 drivers have been cited in the Block the Box enforcement operation since the end of November 2014.
- Comparing Q1 of 2015 to Q1 2014, total citation issuance was down 2%, with a 6% decrease in Focus on the 5 citations

CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH: OVERVIEW

- Citywide education priorities
- Builds on past efforts
- Based on best-practices
- Focuses on collaboration and coordination

Vision Zero Education Subcommittee
Citywide Strategy for Education and Outreach

EXECUTIVE SUMMARY

The Citywide Strategy for Education and Outreach outlines the approach that will guide the efforts of the Vision Zero Education Subcommittee over the next ten years as it works with the engineering, enforcement, data and policy subcommittees to eliminate death and serious injury from San Francisco streets.

The Education Subcommittee was formed to champion collaborative and coordinated education and outreach and is committed to approaching Vision Zero education and outreach activities as part of a comprehensive multifaceted effort. Changing the culture of traffic safety in San Francisco is a long term process and will require a shift from the successful though isolated campaigns that mark the current approach, to an adherence to long-term planning, comprehensive campaign design and city-wide collaboration. The refocused program outlined in this strategy builds on the successes of past efforts and places a stronger, formal emphasis on the development of research-based, data-driven, and culturally competent campaigns and programs achieved through collaboration and coordination.

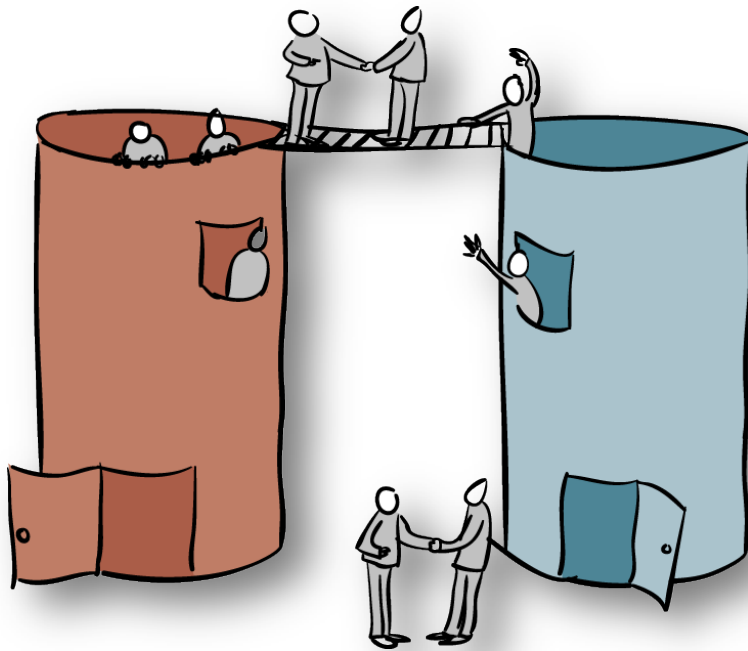
In pursuit of this aim, the Education Subcommittee will take a multipronged approach and focus its efforts on four main areas: brand identity/ mission buy-in; multifaceted safety campaigns; multifaceted safety programs, engineering, enforcement and policy support. Work in these areas will be governed by core principles that the Subcommittee decided will guide its efforts to support, inform and direct education and outreach programs and projects throughout San Francisco. All campaigns that use the Vision Zero logo will be expected to adhere to the Education Core Principles as well as the Vision Zero Core Principles listed in the Vision Zero Two-Year Action Strategy (see page 5).

EDUCATION CORE PRINCIPLES

The Education Subcommittee will ensure that education programs:

1. Use San Francisco specific data analysis to inform education initiatives.
2. Utilize best-practices in road safety education as well as the efforts of peer cities pursuing Vision Zero when designing initiatives.
3. Rely on public health and communications theories to ensure that there is a broad, multifaceted program that impacts all aspects of San Francisco's traffic culture.
4. Develop program focus and messaging through target-audience research and interviews.
5. Develop campaigns in a culturally sensitive manner, including using multi-lingual materials and engaging community organizations whenever appropriate.
6. Focus on ensuring the safety of vulnerable populations and the areas of the City where education and outreach are needed the most.
7. Coordinate activities based on the same vision, objectives and data.
8. Utilize data and messages that are consistent with Vision Zero.
9. Are, as much as possible, coordinated with enforcement and engineering.
10. Evaluate programs in their formative stages and conduct impact evaluation to determine program effectiveness as is feasible and as funding permits.

CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH: OVERVIEW






**From isolated successes
to an adherence to:
long-term planning
comprehensive campaign
design
citywide collaboration**

WORKING TOGETHER

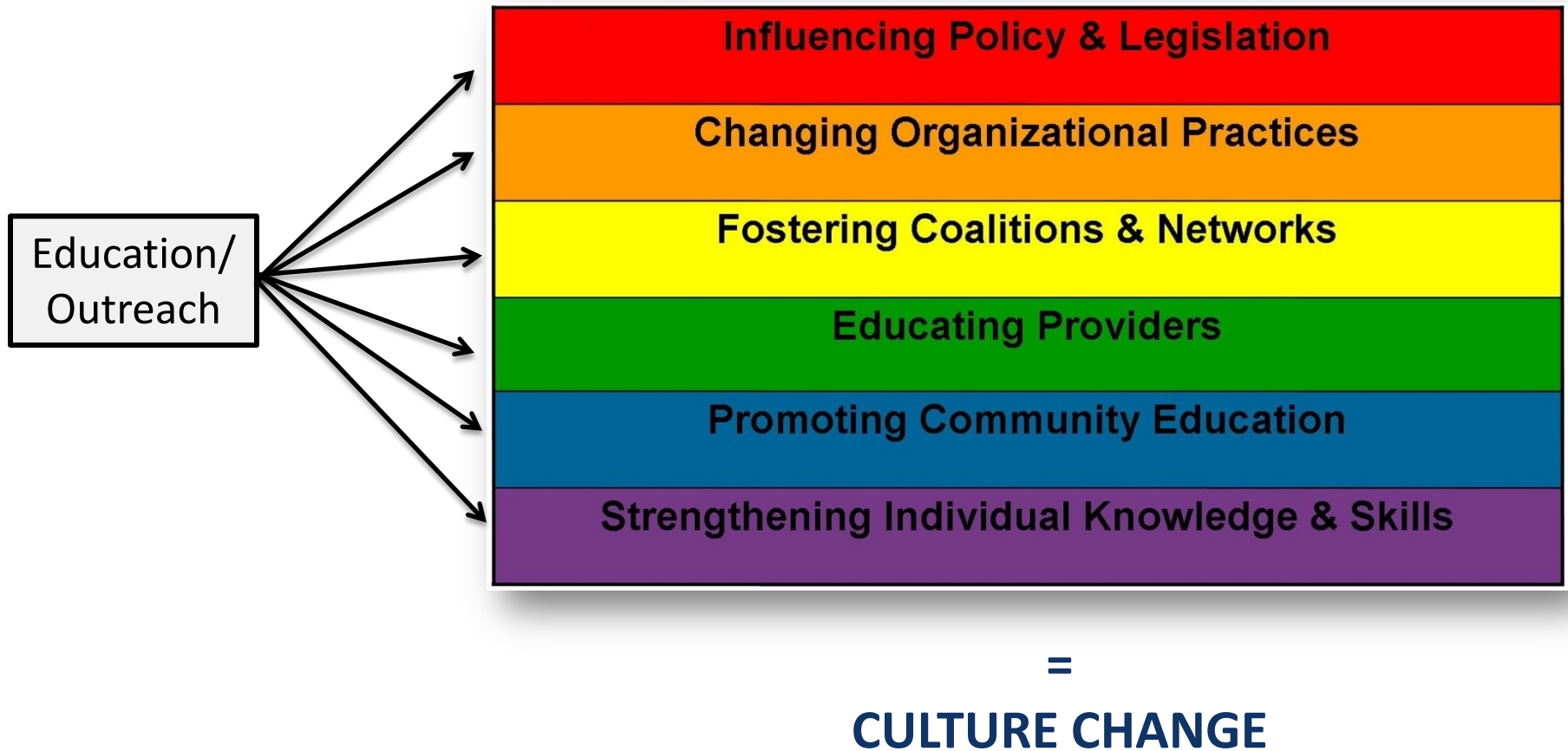
Seven Departments:

- SFMTA
- SFDPH
- SFPD
- SFUSD
- SFDA
- SFE
- SFCTA

Decision making:

- Develop Education Strategy 
- Approve VZ campaign concepts 
- Provide feedback on safety campaigns
- Strengthen partnerships 

SPECTRUM OF PREVENTION



CITYWIDE STRATEGY FOR SUCCESS

RESEARCH-BASED

DATA-DRIVEN

CULTURALLY COMPETENT

COORDINATED

COLLABORATIVE

MULTIFACETED

BEST PRACTICES

PROGRAM ELEMENTS

Brand identity and mission buy-in



PROGRAM ELEMENTS

Safe Streets Campaigns

- It Stops Here
- Anti-speeding
- Left-turn safety

Vulnerable User Campaigns

- Safe Bicycling
- Safe Walking



PROGRAM ELEMENTS

Multifaceted safety programs

- Safe Routes to School
- Safe Streets for Seniors
- Large Vehicle Drivers
- Taxi Trainings



PROGRAM ELEMENTS

Communications Integration

- Engineering
- Enforcement
- Policy
- Internal trainings
- SF General
- Business outreach
- Muni driver outreach



FUNDING NEEDS

Action Item	FY 2015-2016	FY 2016-2017	FY 2017-2018
BRAND IDENTITY/MISSION BUY-IN			
Vision Zero Brand Awareness campaign	Funding requested	Not identified	Not identified
MULTIFACETED SAFETY CAMPAIGNS			
Safe Streets SF: Anti-speeding	Funded	Funded	Not identified
Safe Streets SF: Left-turn safety	<i>No program proposed</i>	<i>No program proposed</i>	Funding requested
Safe Streets SF: It Stops Here – continuing	Not identified	Not identified	Not identified
Safe Bicycle Behavior Education Campaign	Not identified	Not identified	Not identified
Safe Pedestrian Behavior Education Campaign	Not identified	Not identified	Not identified
MULTIFACETED SAFETY PROGRAMS			
Safe Routes to School	Funded	Funded	Not identified
Safe Routes to School- expansion	Not identified	Not identified	Not identified
Safe Streets for Seniors	Funding requested	Not identified	Not identified
Large Vehicle Safety Training	Funded	Ongoing	Ongoing
Taxi Safety Training	Funded	Ongoing	Ongoing
ENGINEERING, ENFORCEMENT AND POLICY SUPPORT			
Amplify, support and help explain how engineering, enforcement and policy efforts will increase the safety of San Francisco streets	Funding requested	Not identified	Not identified

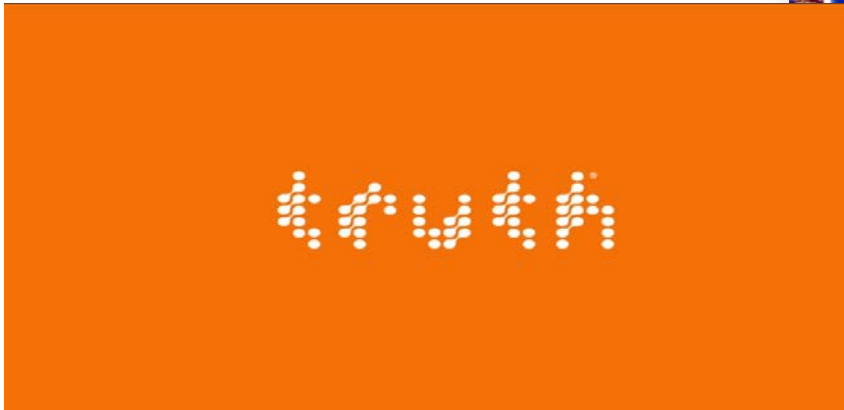
FUNDING NEEDS

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Taxi Safety Training	Funded	Ongoing	Ongoing
ENGINEERING, ENFORCEMENT AND POLICY SUPPORT			
Amplify, support and help explain how engineering, enforcement and policy efforts will increase the safety of San Francisco streets	Funding requested	Not identified	Not identified

TOTAL VISION ZERO BUDGET GAP

Program	Total Budget Need
Engineering	\$2.8 million
Enforcement	\$600,000
Evaluation	\$89,000
Education	\$2.6 million
Policy	\$0
Total FY16 Funding Gap	~\$6 million

CASE STUDY: TRUTH CAMPAIGN



- High-profile, highly successfully antismoking ad campaign
- Sustained effort with major media advertising (10+ years)
- Annual budget of over \$100 million (1998-2004)
- Prevented 450,000 teenagers from starting to smoke (2000-2004)
- Made “truth” a brand that teens identified with

CASE STUDY: TRUTH CAMPAIGN



LONG TERM EDUCATION STRATEGY

To be identified and prioritized once further research has been conducted, relevant data has been analyzed and evaluations of near term actions have been completed.

Programs to be evaluated:

- Campaigns focused on commuters and visitors
- Multi-modal safety education curriculum for pre-school through high-school students and parents
- Safety Town, crossing guards and enhanced Safe Routes to School activities
- Grassroots tool-kit to support community organizations in developing their own Vision Zero supporting activities
- Play Streets program and incorporate safety education activities within program

UPCOMING EVENTS AND MILESTONES

- Vision Zero @ SFDPH Commission: May 19th
- Vision Zero Committee: May 21st
- ATP Grants: May 28th
- Vision Zero Task Force: June 9th
- US Congress of Mayor's: June 19th-21st
- CalSTA and California Cities Convening (Sacramento): July 13th

VISION ZERO POINTS OF CONTACT

Co-Chairs, Vision Zero Task Force

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