QUARTER 2 UPDATE
MTA Board of Directors Vision Zero Committee
June 11, 2024
ITEM 6
TRAFFIC ENFORCEMENT PLANS
Commander Nicole Jones, SFPD, Traffic/MTA Division
2024 SFPD TRAFFIC ENFORCEMENT PLAN

CITY & COUNTY OF SAN FRANCISCO

Police Department
Traffic Division
OBJECTIVE

Increase traffic enforcement to improve road and sidewalk safety and reduce traffic crashes and violations in San Francisco.
STRATEGY

High Visibility Enforcement

Enforcement
Publicity
Visibility
ENFORCEMENT

- DIRECTED ENFORCEMENT
- WAVES
- SATURATION PATROL
- INTEGRATED ENFORCEMENT
- EDUCATION
2024 ENFORCEMENT FOCUS
PUBLICITY

MESSAGING
- Sustained Enforcement Messages (Monthly)
- Increased Enforcement Messages (As Needed)

TYPES OF MEDIA
- Social Media – Traffic Company & SFPD
- News Media
- Press Releases
VISIBILITY

- HIGHLY VISIBLE ENFORCEMENT
- TRAFFIC TRAILERS & ELECTRONIC MESSAGE BOARDS
- SPECIALLY MARKED VESTS
TRAINING & PROFESSIONAL DEVELOPMENT

RADAR AND LIDAR TRAINING

SOLO RESPONSE TEAM TRAINING

TRAFFIC SAFETY SUMMITS AND CONFERENCES
TECHNOLOGY INTEGRATION

- LIDAR
- STAR CHASE
- eCITATION
- SPEED CAMERAS
- RED LIGHT CAMERAS
- RADAR FOR MOTORCYCLES
- BENCHMARK ANALYTICS
- DRONES
STAFFING ENHANCEMENTS

- DATA ANALYST
- SOCIAL MEDIA / MESSAGING LEAD
- DIRECTED ENFORCEMENT MANAGER
- SPEED ENFORCEMENT TEAM
- SOLO RESPONSE TEAM
ENHANCED DATA COLLECTION & ANALYSIS
COLLABORATION

SFPD

SFMTA

COMMUNITY

DISTRICT STATIONS

WALK SF & ADVOCACY GROUPS
ACCOUNTABILITY

PERFORMANCE METRICS

INTERNAL ACCOUNTABILITY

REPORTING
PERFORMANCE METRICS

How will we measure success?

- NUMBER OF CITATIONS
- NUMBER OF ADVISEMENTS
- VEHICLE SEIZURES

- NUMBER OF FATAL CRASHES
- NUMBER OF SERIOUS INJURY CRASHES
- NUMBER OF TRAFFIC VIOLATION COMPLAINTS
INTERNAL ACCOUNTABILITY

- DAILY ACTIVITY SHEETS
- DIRECTED ENFORCEMENT DATABASE
- MONITORING OF TRAFFIC ENFORCEMENT STATS BY STATION / UNIT
- MONTHLY CRIME COMMUNITY STRATEGY MEETING
- BENCHMARK ANALYTICS
REPORTING

CURRENT REPORTING

MONTHLY TRAFFIC CITATION STATISTICS

QUARTERLY SAFE STREETS FOR ALL REPORT

REPORTING TO BE ADDED

ANNUAL TRAFFIC ENFORCEMENT PLAN REVISION

VISION ZERO CITATION DASHBOARD

MONTHLY TRAFFIC ADVISEMENT STATISTICS
EXECUTION

DAILY
- Traffic Company Directed Enforcement Operation (Barring Outside Deployment)
- Integrated Enforcement at District Stations
- Daily Activity Sheets Submitted by Traffic Company Motorcycle Officers

WEEKLY
- Wave Enforcement at Crash Hot Spots Twice Weekly Every 3 Weeks (City-Wide Top 10 Location Rotation)
- Traffic Company Speed Enforcement Team Directed Enforcement Operation
- Traffic Speed Trailers and Electronic Message Boards Location Rotation
- Traffic Enforcement and Safety Update Messages Disseminated via Social Media

MONTHLY
- Collaborative Directed Enforcement or Wave Operation Between Each District Station and the Traffic Company
- Saturation Patrol – DUI Checkpoint Enforcement Operations
- Prevalent Issue & Complaint Discussion to Inform the Month’s Directed Enforcement Operations
- Accountability Check In and Statistics Dissemination for District Station Captains
- Monthly Meetings / Check Ins – SFMTA and Walk SF
- Citations and Advisement Statistics Compiled

QUARTERLY
- Radar and Lidar Training
- Solo Response Team Training
- Safe Streets for All Report Completed for the Police Commission

ANNUALLY
- Performance Metric Review
- Serious Injury & Fatality Crash Analysis
- Annual Traffic Enforcement Plan Revision
Thank You.

Any Questions?
ITEM 7
SEVERE INJURY TRENDS REPORT
Iris Tsui, SFDPH Vision Zero Epidemiologist
HOW SEVERE INJURIES ARE CALCULATED

• ZSFG Trauma Registry nursing staff send extracted severe-injury data to CDS.
• Severe injuries include all traffic-related injuries admitted to ZSFG that meet specific ICD-10 code criteria.
• Injury severity is rated using a clinical Injury Severity Scale (ISS) ranging from 1-75, as well as whether the individual required hospital admission for treatment.
  • Critical (ISS > 15)
  • Severe (all traffic injuries that result in hospital admission).
• The next Severe Injury Report is expected later this year that covers data up to 2022.
• The Severe Injury Report is typically a biennial report.
PRELIMINARY SEVERE AND CRITICAL INJURY TRENDS

First data after SF EMSA triage guidelines implemented
SEVERE INJURIES BY TRAVEL MODE

- **Motor Vehicle**
  - Includes drivers and passengers
  - 28% of total severe injuries
  - Relatively stable across years

- **Pedestrian**
  - Pedestrians remain most vulnerable
  - Lower since 2020
  - 27%

- **Motorcyclist**
  - Peaked in 2021 and lower in 2022
  - Increasing since 2017
  - 26%

- **Bicyclist**
  - Injuries decreasing again since 2020
  - Overall trend decreasing
  - 17%

- **Standing Powered Device Rider**
  - Records began in 2018
  - Trend stable since 2018
  - 1%

Note: Traffic fatality totals are susceptible to random variation. Year-to-year changes may thus be due to chance.
CRITICAL INJURIES BY TRAVEL MODE

Most vulnerable among critical injuries
31% of total critical injuries
2022 was higher than 2021

Overall trend increasing since 2017
25%
2022 was lower than 2021

Overall trend increasing since 2015
21%
2022 was lower than 2021

Relatively stable trend
20%
2022 was higher than 2021

Records began in 2018
Trend stable since 2018

Note: Traffic fatality totals are susceptible to random variation. Year-to-year changes may thus be due to chance.
AGE DISTRIBUTIONS OF SEVERE AND CRITICAL INJURIES

SEVERE

CRITICAL
SEVERE INJURIES BY RACE ETHNICITY (2015-2022)
SEVERE INJURIES BY RACE ETHNICITY (2015-2022)

<table>
<thead>
<tr>
<th></th>
<th>% Severe Injuries</th>
<th>% of SF population</th>
<th>% Critical Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td>Asian</td>
<td>17%</td>
<td>36%</td>
<td>20%</td>
</tr>
<tr>
<td>Black</td>
<td>15%</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>25%</td>
<td>16%</td>
<td>25%</td>
</tr>
<tr>
<td>White</td>
<td>38%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>
CRITICAL INJURIES BY RACE & ETHNICITY (2015-2022)
SEVERE INJURIES AMONG YOUTH <18 YRS (2015-2022)

Total Youth Severe Injuries

Severe Injuries Among Youth, for each Race Ethnicity

Critical Injuries Among Youth, for each Race Ethnicity
The final severe injury report will be released this summer, and will analyze injury data through 2022.

The Center for Data Science is preparing to add analyses of novel modes of transportation to our injury surveillance report as the ICD-10 system expands to include dedicated codes for novel modes like e-scooters.

We are working on creating public facing dashboards with traffic related injury data for access via DataSF's open data portal. We will keep you updated on these developments.
Thank you!

DIRECTOR, CENTER FOR DATA SCIENCE
CO-CHAIR, VISION ZERO SF
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ITEM 8
WHAT’S NEXT FOR VISION ZERO
Uyen Ngo + Shannon Hake, SFMTA
SCOPE & TIMELINE

Confirm Existing Work
Apr – May 2024
• MTAB budget adoption
• Confirm existing work post-2024

Engagement
Jun – Aug 2024
• Peer city interviews
• Internal group meetings
• City agency briefings
• Public engagement

Consolidate Input
Sep – Oct 2024
• Consolidate input
• Share progress
• Draft deliverables

Finalize Next Phase
Nov – Dec 2024
• Share final deliverables
• Continue street safety work
ITEM 9
SPEED SAFETY CAMERA UPDATE
Shannon Hake, SFMTA
PROGRAM UPDATES

- **RFQ/RFP issued** on May 31, 2024

- **System Use Policy & System Impact Report** in final steps of approval process at Board of Supervisors

- **Review of Speed Limits** on ASE corridors ongoing

- **ASE-related sign** design in progress

- **Public outreach** continues (13 neighborhood meetings in last two months)
SPEED CAMERA SIGNS

- Intent: share information on speed camera location
- Placement: both approaches to camera, within 500 feet of camera
- Required by AB 645
- Desired behavior change: *slow down on this street*
CITY ENTRANCE SIGNS

• Intent: share information on new traffic law enforcement

• Placement: 36 ‘major entrance points’ to SF

• Not required by AB 645

• Desired behavior change: *slow down while driving in San Francisco in general*
SIGN MOCK-UPS

65 LOCATION SIGNS

36 CITY ENTRANCE SIGNS
NEW SPEED CAMERA ONE-PAGER

Speed Safety Cameras—Making Our Neighborhoods Safer

Speed is the leading cause of death and serious injury on San Francisco’s streets. Speed safety cameras work by capturing the license plate numbers of vehicles going over the posted speed limit. SFMTA will issue a citation (ticket) to the vehicle owner for speeding, which will be delivered by mail.

Why now?
In 2023, the California State Legislature authorized a speed safety camera pilot program for six designated cities, including San Francisco, Oakland, and San Jose. We’re excited to bring this new technology to SF in early 2025.

Where will speed safety cameras be installed?
Speed safety cameras will be dispersed across San Francisco in an equitable fashion—reflecting the diverse socio-economic makeup of the city. The program is intended to benefit all communities and not single out any particular neighborhood.

State law also mandates that ASE cameras may only be installed on City-owned streets like the ones described on back. After reviewing about 80 possible locations, the City identified 23 sites for the speed safety camera pilot project.

To stay up to date with the program, visit sfmtp.com/speedcameras or email speedcameras@sfmta.com for more information about the program.

What Does This Mean for Me?
1. At what speed will I get a ticket and who sets the limits?
   The speed thresholds and penalties are established by the state law. Drivers going at least 10 mph over the posted speed limit will receive a citation. The penalties are proportional to the speed the driver is going.

2. How much is the ticket if I get caught?
   Drivers caught driving 10 to 19 mph over the posted speed limit will receive a $50 citation. Citations can reach up to $1000 if caught driving over 100 mph.

3. What data is collected and who is it shared with?
   Only the rear license plate of a speeding vehicle will be captured as part of the program. The data will be shared for SFMTA use only and will not be shared with any other agency, unless court ordered to do so. The data will be stored on SFMTA servers for up to 120 days.

4. Will the automated speed system be on all the time?
   Once the program begins, the automated speed systems will be enforcing the speed limit at all times, 24 hours a day, seven days a week.

5. What are some alternatives to paying the citation?
   Drivers who receive a citation have the option to participate in community service options in lieu of paying the citation. There are also options for payment plans and discounts for low-income households.

6. Someone stole my car and I received a ticket. What happens now?
   People who receive a citation because their car was stolen are eligible to submit an affidavit of non-liability.
ROADMAP TO SPEED CAMERA IMPLEMENTATION

Early 2024
- Finalize camera locations
- **Enable project-specific legislation**
- Develop System Use Policy & Impact Report

Mid 2024
- Approve System Use Policy & Impact Report
- Determine business processes and procedures
- Issue RFP to select camera vendor (5/20)

Late 2024
- Approve vendor contract agreement
- Install cameras and associated signage
- Kick off public education campaign

Early 2025
- Cameras begin enforcement
- First 60 days issue no-fee warning notices

*As outlined in City Administrative Code 19B, surveillance technology is approved by the Privacy and Surveillance Advisory Board (PSAB) and the Committee on Information Technology (COIT)*
ITEM 10
QUICK-BUILD PROGRAM
Jen Wong + Uyen Ngo, SFMTA
RECENTLY COMPLETED

3rd Street
• New two-way protected bikeway providing connections to Oracle Park and Caltrain
• Project celebration in March, ahead of MLB season

Lincoln Way
• Substantially complete with new crosswalks, painted safety zones, turn calming treatments, intersection daylighting, and traffic signal timing
## Corridor Projects – Well Underway

<table>
<thead>
<tr>
<th>#</th>
<th>Project</th>
<th>Planning/Design Phase</th>
<th>Construction Phase</th>
<th>Current Status</th>
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<tbody>
<tr>
<td>1</td>
<td>Valencia St.</td>
<td>Mar 2022 – Apr 2023</td>
<td>Apr 2023 – Aug 2023</td>
<td>Pilot Installed</td>
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<tr>
<td>3</td>
<td>Hyde St.</td>
<td>Sep 2022 – Fall 2023</td>
<td>November – December 2023</td>
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<td>5</td>
<td>Lincoln Way</td>
<td>Sep 2022 – May 2023</td>
<td>January – May 2024</td>
<td>Installed</td>
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<td>6</td>
<td>Sloat Blvd.</td>
<td>Sep 2022 – Jul 2023</td>
<td>Fall 2024</td>
<td>Preparing for construction</td>
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<td>7</td>
<td>Guerrero St.</td>
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<td>Summer 2024</td>
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<tr>
<td>8</td>
<td>17th St.</td>
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<td>April – Summer 2024</td>
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<td>9</td>
<td>3rd St.</td>
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<td>March 2024</td>
<td>Installed</td>
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<tr>
<td>10</td>
<td>Frida Kahlo Way</td>
<td>Jan 2023 – Fall 2023</td>
<td>May - Summer 2024</td>
<td>Under Construction</td>
</tr>
</tbody>
</table>
## CORRIDOR PROJECTS – DESIGN/OUTREACH IN THE WORKS

<table>
<thead>
<tr>
<th>#</th>
<th>PROJECT</th>
<th>PLANNING/DESIGN PHASE</th>
<th>CONSTRUCTION PHASE</th>
<th>CURRENT STATUS</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>Oak St.</td>
<td>Aug 2023 – Fall 2024</td>
<td>Late 2024</td>
<td>Planning/design in progress</td>
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<tr>
<td>12</td>
<td>Sutter St.</td>
<td>Aug 2023 – Fall 2024</td>
<td>Late 2024</td>
<td>Planning/design in progress</td>
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<tr>
<td>13</td>
<td>Beach St.</td>
<td>Oct 2023 – Fall 2024</td>
<td>Late 2024</td>
<td>Planning/design in progress</td>
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<tr>
<td>14</td>
<td>Alemany Blvd.</td>
<td>Jan 2024 – Summer 2024</td>
<td>Fall 2024</td>
<td>Planning/design in progress</td>
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<tr>
<td>15</td>
<td>Cesar Chavez St.</td>
<td>Jan 2024 – Summer 2024</td>
<td>Late 2024</td>
<td>Planning/design in progress</td>
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<tr>
<td>16</td>
<td>Larkin St.</td>
<td>April 2024 – Fall 2024</td>
<td>Following repaving</td>
<td>Planning/design in progress</td>
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<tr>
<td>17</td>
<td>Clarendon Ave.</td>
<td>Sep 2023 – Spring 2024</td>
<td>Following repaving</td>
<td>Planning/design in progress</td>
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NEXT FEW MONTHS

Construction
• 17th Street – complete installation of upgraded bikeways in Potrero Hill
• Frida Kahlo Way – transit boarding islands and protected bikeway implementation during City College summer break

Preparing for Implementation
• Sloat Boulevard
• Guerrero Street

Design & Outreach
• Larkin Street
• Beach Street
• Oak Street
• Sutter Street
QUICK-BUILD TOOLKIT

PROGRESS (THROUGH APR 2024)

- Complete: 58% (537 intersections)
- In Progress: 25% (233 intersections)
- Remaining: 17% (155 intersections)