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

VISION ZERO PROGRESS UPDATE

September 3, 2019

Chava Kronenberg, San Francisco Municipal Transportation Agency
Megan Wier, San Francisco Department of Public Health
Presentation Overview

- Vision Zero Goal and Trends
- Vision Zero Organizational Structure
- Vision Zero 2019 Action Strategy - Strategic Actions
  - Safe Streets
  - Safe People
  - Data Systems
- Vision Zero Metrics
- Beyond Strategic Actions
IN MEMORIAM

Lucy Morales  
Nancy Ng  
Matilde Cheng  
Zhao Guan  
Gerard Graybosch  
Jose Manuel Haros Carrasco  
Janice Higashi  
Tess Rothstein  
Madlen Koteva  
Phala Neuo  
Pablo Ramirez  
Galina Alterman  
Mark Swink  
Darren Travis  
Grace Jang  
Waseem Ali  
Sela Henriquez  
Alexander Reyes  
Alexander Norton  
Michael Evans  
Benjamin Dean  
Hui Jun Yang
In 2014, the City and County of San Francisco adopted Vision Zero as a policy.

**Vision Zero** is the city’s commitment to creating safer, more livable streets with the goal of eliminating all traffic fatalities and reducing severe injuries.
Traffic fatalities are a public health crisis:

- At least 20 people killed in crashes on SF streets each year
- Over 500 people hospitalized with severe injuries from traffic crashes annually at ZSFGH
- Approximately half of patients at ZSFG’s Trauma Center are people injured in traffic collisions
- ZSFG Trauma Surgeons and staff treating someone severely injured in a traffic crash every 17 hours
TRENDS: WE HAVE MUCH MORE WORK TO DO TO SAVE LIVES

People Killed While Walking | People Killed While Biking | People Killed in Vehicles

2005: 14 | 11 | 11
2006: 15 | 2 | 15
2007: 24 | 1 | 16
2008: 13 | 1 | 11
2009: 17 | 3 | 12
2010: 17 | 2 | 9
2011: 17 | 1 | 8
2012: 16 | 4 | 12
2013: 21 | 3 | 7
2014: 21 | 4 | 7
2015: 20 | 4 | 12
2016: 16 | 4 | 4
2017: 14 | 3 | 3
2018: 15 | 5 | 7
2019: 14 | 7 | 1

Vision Zero adopted
Least deadly year in history
Second-least deadly year in history

2019 FATALITY COUNTS REFLECT BEST DATA AVAILABLE TO DATE – PARTIAL YEAR ONLY
Vision Zero High Injury Network: A Predictive Tool for Targeted Actions

- 13% of City Streets account for 75% of severe and fatal injuries
- Half of the network in Communities of Concern – which include 1/3 of City Streets
- Developed based on both hospital data and police data
2018 & 2019 FATALITY TRENDS


**2018-2019 (August) Traffic Deaths:**

- ~60% (N=27/45) of traffic fatalities occurred on the Vision Zero High Injury Network
- ~60% (N=26/45) fatalities occurred in a Community of Concern
- 1/3 (N=15/45) of traffic fatalities were Seniors (aged 65+)
  - 43% (N=12/28) of pedestrian deaths were seniors
- Unsafe Speed and Driver Failure to Yield continue to be top primary collision factors
VULNERABLE POPULATIONS TRENDS

People walking comprise 65% of fatalities.
• Among pedestrian fatalities ~40% were people age 65 and older yet seniors in this age group comprise ~15% of San Francisco residents.
• ~6% of pedestrian injuries admitted to the Zuckerberg SF General Hospital’s Trauma Center historically recorded as having a mobility, visual, or hearing disability.

Both cyclists and motorcyclists are disproportionately impacted.
• Each comprise ~20% of severe and fatal injuries

In 2018, 22% of fatalities were people experiencing homelessness; City homeless population is less than one percent.
SLOWER SPEEDS SAVE LIVES

If hit by a person driving at:

- **20 MPH**
  - Person Survives the Collision: 90%
  - Results in a Fatality: 10%

- **30 MPH**
  - Person Survives the Collision: 60%
  - Results in a Fatality: 40%

- **40 MPH**
  - Person Survives the Collision: 20%
  - Results in a Fatality: 80%

**SENIORS ARE MORE VULNERABLE AT ANY GIVEN SPEED**
San Francisco Vision Zero

**Data Systems**
- Safe Streets
  - Engineering complete streets projects
  - Traffic calming in neighborhoods
- Safe People
  - Educating and raising awareness about street safety
  - Enforcing traffic laws
- Safe Vehicles
  - Using technology to ensure safe vehicles
  - Locally ensure emerging mobility providers have safe vehicles

**Legislative Agenda**
- Traffic calming in neighborhoods
- Enforcing traffic laws
2019 VISION ZERO STRATEGY

VISION ZERO ACTION STRATEGY

Eliminating Traffic Deaths in San Francisco

VISION ZERO

STRATEGIC ACTIONS

TRANSFORMATIVE POLICIES

COMPLEMENTARY GOALS

EQUITY FOCUS
2019 ACTION STRATEGY DEVELOPMENT

- Developed from July 2018 to March 2019
- Reviewed peer cities’ action strategies and national guidance
- Surveyed of dozens of City staff directly involved in Vision Zero policies, programs and projects
- Three workshops for community members and city staff, with dozens in attendance
- 11 coffee talks reaching 200 community members
WHAT WILL IT TAKE TO GET TO ZERO?

- STRATEGIC ACTIONS
- TRANSFORMATIVE POLICIES
- COMPLEMENTARY GOALS

EQUITY FOCUS
Engineer streets for safety using proven high impact tools on the streets with the highest need.

Highlight Actions:

- Install 8 miles annually of high-impact sustainable travel lanes
- Complete near-term improvements (signal timing and crossing markings) at all intersections on the High Injury Network
- Reduce project delivery timelines on 5 corridors in 2 years through quick-builds
- Implement a permanent strategic closure for private vehicles on Market Street from 10th to Main Street in both directions to improve safety for sustainable transportation users
Safe Streets

Install 8 miles annually of high-impact sustainable travel lanes

- Muni red lane projects like Van Ness BRT and Geary Phase 1
- Protected bicycle facilities like Polk St. and 2nd St.
- Widened sidewalks like 6th St and Taylor St.
- Quick-build projects for all modes like 5th St., 6th St. and 7th St.

Targeted Improvement: ‘Road diets’ are a proven countermeasure to reduce speeding vehicles. These projects all directly result in a road diet that both increase safety and encourage mode shift.

2019 Progress: Completion of Polk Street project, quick-build implementation

Annual Investment: $25-50M

Source of Funds: Capital funding including 2014 Prop A GO Bond, SFCTA Prop K ½ cent sales tax; competitive funds from Federal, State, Region: One Bay Area Grants, Active Transportation Planning, and New Starts

Action Item Owner: Viktoria Wise
Safe Streets

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Action Item Owner: Viktoriya Wise
STRATEGIC ACTIONS

Safe Streets

Complete near-term improvements (signal timing and crossing markings) at all intersections on the High Injury Network

- **Signal timing** - Currently updating 25% of signals in the system with slower walking speeds, leading pedestrian intervals and other upgrades in 2019
- **Crosswalks** - Coordinate with paving program, including high-visibility crosswalks and advanced limit lines
- **Daylighting** - Commitment to daylighting intersections city-wide

**Targeted Improvement**: 60% of collisions occur in an intersection. These minor to major improvements improve visibility, facilitate crossing and can reduce vehicle speeds.

**2019 Progress**: 76 Leading Pedestrian Intervals; 33 new pedestrian signals, 121 slower walking speeds

**Annual Investment**: $2M

**Source of Funds**: 2014 Prop B General Fund Set-Aside for Transportation, SFMTA Road Fund (Operating)

**Action Item Owner**: Ricardo Olea
STRATEGIC ACTIONS

Safe Streets

Reduce project delivery timelines on 5 corridors in 2 years

- Now defined as Sustainable Streets quick-build projects
- More aggressive commitments: 10 corridors in 1 year from additional capital funding
- Streamlined legislative processes in May 2019 reduce project timelines by at least 4 months
- New SFCTA quick-build funding reduce project timelines by 3 months
- For large infrastructure projects, can deliver project benefits years ahead of schedule, such as 5th St. and 6th St.

Targeted Improvement: The most impactful projects typically have implementation timelines of 2-10 years. This action streamlines and implements under a year for new projects.

2019 Progress: Completed projects on Howard (3rd to 5th), Taylor (Ellis to Turk), 7th St (Townsend to 16th), Valencia (Market to 15th)

Annual Investment: $6M

Source of Funds: SFCTA Prop K ½ cent sales tax; 2014 Prop B General Fund Set-Aside for Transportation

Action Item Owner: Jamie Parks
Safe Streets

Implement a permanent strategic closure for private vehicles on Market Street from 10th to Main Street in both directions to improve safety for sustainable transportation users.

- Final project approvals anticipated in October 2019
- Quick-build Market St to be implemented subsequent to Board approval

Targeted Improvement: Reducing traffic volumes reduces injury risk. There is significant interest in testing streets for reduced general auto access, and pedestrianization in particular.

2019 Progress: Plan to legislate for SFMTA Board in fall, with immediate implementation of turn restrictions and general access restrictions directly following.

Investment: $2M

Source of Funds: SFCTA Prop K ½ cent sales tax; 2014 Prop B General Fund Set-Aside for Transportation, 2014 Prop A GO Bond

Action Item Owner: Ian Trout
Complement engineering programs and fill gaps where there is limited engineering intervention.

Highlight Actions:

- Launch an education program focused on changing driver behavior to reduce collisions resulting from left-turns.
- Facilitate 6 training opportunities for SF motorcycle riders in partnership with the California Motorcycle Safety Program to encourage safe and informed riding.
- Through community grants and multi-lingual presentations, engage seniors, service providers, and community-based organizations on Vision Zero to build support for safer streets.
- Issue 50% of traffic citations for top five causes of collisions.
STRATEGIC ACTIONS

Safe People

Launch an education program focused on changing driver behavior to reduce collisions resulting from left-turns

- SFMTA to pilot safety treatments at 8 intersections in the city early 2020 based on New York City DOT effort
- Convened SFMTA staff, advocates, and national transportation behavior experts to discuss left turns collisions and resultant interventions
- Education campaign will launch in winter 2020 after the street pilot installation

Targeted Improvement: Left-turning vehicles account for 20% of severe and fatal collisions, and the causes are complex with limited engineering interventions.

2019 Progress: Preparing for street pilot; readying for pre-evaluation; conducting quantitative and qualitative surveys to inform education campaign

Investment: $2M over two years

Source of Funds: Active Transportation Planning grants, 2016

Action Item Owner: Uyen Ngo
Facilitate 6 training opportunities for SF motorcycle riders in partnership with the San Francisco Police Department motorcycle training officers to encourage safe and informed riding

- Motorcycle riders are vulnerable road users – only 2% of the population but represent 20% of traffic fatalities
- First of its kind motorcycle safety program in the nation
- Program includes bus ads, social media videos, outreach, ambassador trainings, and hands-on safety skills courses

**Targeted Improvement:** Motorcycle riders can represent up to 20% of annual fatalities, but limited engineering interventions address specific traffic safety related to motorcyclists.

**2019 Progress:** Bus ads, social media, and outreach to motorcycle shops and clubs in May; six trainings to be completed in August

**Investment:** $400,000 over three years

**Source of Funds:** California Office of Traffic Safety Grant, 2016

**Action Item Owner:** Uyen Ngo
STRATEGIC ACTIONS

Safe People

Through community grants and multi-lingual presentations, engage seniors, service providers, and community-based organizations on Vision Zero to build support for safer streets

- Seniors are more vulnerable to severe and fatal injury in traffic crashes, particularly while they are walking
- SFDPH conducts multi-lingual (Cantonese, Mandarin, Spanish) presentations to seniors and service providers on Vision Zero, how to get involved, and how to stay safe
- Funding 7 community based organizations to conduct in-depth education and outreach in their neighborhoods, focus on HIN

Targeted Improvement: Seniors comprise ~15% of SF residents and close to half of pedestrian deaths. Engagement with seniors and service providers supports culture change to prioritize our more vulnerable road users.

2019 Progress: Conducted 25 presentations by DPH staff; reached over 2,000 seniors and service providers through presentations, workshops, press conferences. Developed and distributed SSFS brochures/lanyards with inserted cards in English, Chinese, Spanish, and Tagalog.

Investment: $270,000 annually

Source of Funds: SFDPH General Fund

Action Item Owner: Patricia Erwin, SFDPH
STRATEGIC ACTIONS

Safe People

Issue 50% of traffic citations for top five causes of collisions.

- New team of four motorcycle officers dedicated to enforcing the Focus on the Five violations.
- Officers on this task force are exempt from other duties to focus on enforcement.
- Beginning June 2019, VZETF focused on high injury corridors and locations of recent fatal collisions.
- Team has written over 400 citations; 99% of these citations were for Focus on the Five violations.

Targeted Improvement: Enforcement on the most prevalent citations issued for severe injuries and collisions reduces instances of those behaviors.


Source of Funds: SFMTA and SFPD Operating

Action Item Owner: SFPD Traffic Company
Inform and monitor targeted Vision Zero efforts for future projects, policies and programs.

Highlight Actions:

• Update High Injury Network in 2021 using Zuckerberg SFGH data
• Issue an annual report on severe injuries utilizing Zuckerberg SF General Hospital and Trauma Center and police data
Data Systems

Update High Injury Network in 2021 using Zuckerberg SFGH data

- The High Injury Network has been iterated on multiple times, with the last update in 2017
- Informs where resources are prioritized
- First-in-nation High Injury Network to include hospital-only and police-reported crashes

Targeted Improvement: Linking hospital and police data provides a more comprehensive understanding of injuries in the city to inform targeted interventions – capturing injuries not reported by police and improving assessment of severity.

2019 Progress: Police and hospital data being compiled for the linkage of data from 2013-2018 to inform the next update of the HIN in 2020.

Investment: SFMTA funds a SFPDH Vision Zero Epidemiologist to conduct this work in partnership with SFPDH and Zuckerberg SF General Hospital staff.

Source of Funds: SFPDH and SFMTA Operating

Action Item Owner: Megan Wier, SFPDH
STRAIGHTR ACTIONS

Data Systems

Issue an annual report on severe injuries utilizing Zuckerberg SF General Hospital and Trauma Center and police data

- Indicates long-term trends, beyond annual fatalities counts
- Directly informs policy, program and project interventions both through incorporation in the High Injury Network and new initiative development


2019 Progress: A report on Severe Injury Trends through 2018 will be finalized to present to the Vision Zero Task Force on September 16th.

Investment: This work is led by an SFDPH Epidemiologist

Source of Funds: SFMTA Operating

Action Item Owner: Megan Wier, SFDPH
<table>
<thead>
<tr>
<th>METRIC</th>
<th>2021/2024 TARGETS</th>
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<tbody>
<tr>
<td>Fatalities</td>
<td>Zero by 2024</td>
<td>15,000 people annually at community events and 250 million digital media impressions</td>
</tr>
<tr>
<td>Sustainable travel lanes miles added, Citywide</td>
<td>16 Miles / 40 Miles</td>
<td>20% Awareness / 30% Awareness</td>
</tr>
<tr>
<td>Safety treatments installed on the High Injury Network</td>
<td>More than 13 miles of safety treatments on HIN annually</td>
<td>47 community events annually, 100% with translated materials and interpretation services</td>
</tr>
<tr>
<td>Percentage of safety treatments installed in Communities of Concern (CoC)</td>
<td>Miles implemented in CoC equal to or greater than the proportion of the HIN falling within those communities</td>
<td>Youth and Senior programming</td>
</tr>
<tr>
<td>Focus on the Five violation citations, proportion of citywide total</td>
<td>Citywide 50%</td>
<td>Seniors: 2,500 people annually (55% in non-English language)</td>
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<td></td>
<td></td>
<td>Schools: 103 schools participating annually, with programming in Spanish and Chinese</td>
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<tr>
<td>Vision Zero outreach</td>
<td>2018: Over 250 million media impressions and over 15,000 people reached at events</td>
<td>Vision Zero outreach</td>
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<tr>
<td>Vision Zero community awareness</td>
<td>2016: 11% Awareness</td>
<td>Vision Zero street team outreach</td>
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<td>Vision Zero street team outreach</td>
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<td>SFDPH grants for community engagement</td>
<td>8 awards per year</td>
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WHAT WILL IT TAKE TO GET TO ZERO?

- Strategic Actions
- Transformative Policies
- Complementary Goals

Equity Focus
EQUITY FOCUS

Deepening community engagement with community leaders and local stakeholders to ensure that strategic actions reduce injury inequities and do not exacerbate existing inequities.

Prioritizing and monitoring improvements on the high injury network, in Communities of Concern, and where there are concentrations of severe/fatal injuries to seniors and people with disabilities and other vulnerable populations to address historic differences in resource allocation.

Ensuring Vision Zero transformative policies consider and address equity impacts on vulnerable populations, including the impact of fines and fees on low income residents.

Implementing data-driven, culturally competent, multilingual education, engagement and enforcement campaigns targeted in impacted areas.

Developing and institutionalizing an injury surveillance system to ensure the most complete data is available for all people injured and analyzing by vulnerable populations and sharing the data with the public.
TRANSFORMATIVE POLICY AGENDA

Automated Enforcement

Urban Speed Limit Setting

Pricing and Reducing Vehicle Miles Travelled

Local Regulation Of Transportation Network Companies
ADVANCING COMPLEMENTARY CITY GOALS
Thank you.
**TRACKING PROGRESS**

**ON TRACK**
64%

**Completed Actions Include**
- Street safety evaluations
- Motorcycle training course
- Emerging Mobility injury monitoring system

**MONITOR**
33%

**Work is Being Done**
- Phased work
- Interdepartmental
- Variety of funding sources
- Political environment

**AT RISK**
3%

**Circumstances for At Risk Actions**
- Staffing
- Funding
- Political environment