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Vision Zero SF has been replaced by the City's Street Safety Initiative. For current information, visit the San Francisco Street Safety Initiative webpage.

The SFMTA's terms of use are at the SFMTA terms webpage.

VISION ZERO SF

Working together to prioritize street safety and eliminate all traffic deaths in San Francisco by 2024

Progress Report to the Vision Zero Committee of the Transportation Authority Board

Thursday, May 21, 2015

Vision Zero SF Highlights

- Federal and State officials from the National Highway Traffic Safety Administration, California Office of Traffic Safety, and California State Transportation Agency visited San Francisco on April 14, 2015 for a day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives. The event included a morning speaker session with Federal, State and Local leaders; a walking tour of street improvements with Federal and State officials; and an afternoon workshop with the Vision Zero Task Force. Findings and recommendations of the visit will be summarized in a report to USDOT Secretary Foxx due June 15, 2015, and will be sent to all meeting participants.
- SFMTA Director Ed Reiskin and SFDPH Director Barbara Garcia co-authored an op-ed on Vision Zero, *San Francisco pledges to end deaths on city roadways*, that was published in the SF Chronicle on Friday, April 23, 2015. It is attached to this report.
- The San Francisco Unified School District passed a resolution in support of Vision Zero which was announced on April 21, 2015.

Vision Zero Subcommittees

Engineering (Lead: Mari Hunter, SFMTA)

- 14 of 24 projects complete, online interactive map on VisionZeroSF.org website is updated.
- Staff will present 2014 engineering progress report and 2015 work plan at the June 9th Task Force meeting.
- Facilitated a breakout session focused on engineering opportunities to advance Vision Zero in partnership with state and federal agencies at the day-long NHTSA/OTS Vision Zero summit on April 14th, and are now working with the Task Force Co-Chairs to identify best methods to pursue findings and recommendations from the workshop.

Education (Lead: John Knox White, SFMTA)

Subcommittee agencies (SFMTA, SFDPH, SFPD, SFCTA, SFE, the District Attorney's Office, and SFUSD)

- The Education subcommittee has finalized the education strategy. A presentation is on the agenda later in the meeting.
- Staff continues its work a training video that will be offered to large vehicle drivers who work for the city (as staff or contractors) and offered as a free resource to companies that agree to offer it. The video is scheduled for release at the end of June.
- Initial planning for the Safe Streets SF – speed campaign (aka ATP – Active Transportation Program grant recipient). Coordination work with SFPD has begun for the weekly 132 extra hours of speed enforcement that will be provided by the program.

Enforcement (Lead: Ann Mannix, SFPD & Mari Hunter, SFMTA)

- Comparing the first quarter (Q1) 2015 to Q1 2014 in regards to fatal collisions, there was a 56% decrease (4 in 2015 vs. 9 in 2014). Injury collisions are up slightly in Q1 2015 compared to Q1 2014 (up 5% from 734 to 769), with the increase seen in vehicle injury collisions but not those involving pedestrians and cyclists.
- 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% from 33,874 to 33,213, with a 6% decrease in Focus on the 5 citations (speed, red light, stop sign, failure to yield to ped, and on left turn) from 8,441 to 7,962.

Evaluation, Analysis and Monitoring (Lead: Megan Wier, SFDPH)

- SFDPH, SFMTA and SFPD finalized and implemented an inter-agency traffic fatality reporting protocol to ensure timely, accurate and transparent fatality reporting for Vision Zero. Fatality reporting will be updated monthly with fatalities from 2014 to the present reported on an online map on the Vision Zero website that will be updated monthly: http://visionzerosf.org/maps-data/. This protocol ensures consistency of fatality counting and reporting, which is critical for data collection, data analysis, and evaluation of the burden of traffic mortality in the City and County of San Francisco, and tracking progress towards the Vision Zero goal.
- SFDPH and SFPD facilitated a breakout session focused on data opportunities to advance Vision Zero in partnership with state and federal agencies at the day-long NHTSA/OTS Vision Zero summit on April 14th, and are now working to identify best methods to pursue findings and recommendations from the workshop.
- SFDPH is scheduled to present on TransBASESF.org to the Vision Zero Coalition, the SFMTA, and the SFCTA in June 2015 to increase public and city knowledge of and access to this tool, and obtain feedback regarding how the next iteration can better respond to community concerns and city agency needs to support the Vision Zero goal.
- SFDPH will be presenting on TransBASESF.org at the 2015 National Health Impact Assessment Meeting in Washington DC on June 15th and 16th, as a part of the National Meeting and to Centers for Disease Control and Prevention Grantees as a model practice for health impact assessment and achieving the consideration of health in all policies. It is also being replicated in Los Angeles through a collaboration between the Los Angeles Department of Transportation and the Los Angeles County Department of Public Health.
- SFDPH completed data collection for the evaluation of the Safe Streets SF Education and Enforcement campaign in coordination with SFMTA, assessing its impact on driver yielding to pedestrians on select high injury corridors. Findings will be analyzed for a summary report in Summer 2015.

Policy (Lead: Kate Breen, SFMTA)

- **NHTSA/OTS Workshop:** Participated in NHTSA/OTS and other state/federal official workshop regarding Vision Zero and led efforts on policy working group breakout sessions. Next steps coming out of the NHTSA/OTS workshop include:
    - ***State Level:*** Convening major urban cities in California this summer to address traffic safety challenges and Vision Zero. Goal is to increase understanding of Vision Zero policies and potentially put forward a package of 2-3 legislative proposals to test pilots to advance Vision Zero best practices in California. Seek to have California adopt Vision Zero, joining other states that have already done so.

- ***Federal level**:* a) Participate in US DOT Mayor's Challenge for Safer People, Safer Streets; b) Sponsor a resolution at the US Conference of Mayors that supports the goals of Vision Zero; c) Continue to seek to incorporate Vision Zero into federal policy under reauthorization and work with federal agencies on administrative changes to expedite project delivery following meetings with key congressional staff during April visit.
- Additional next steps will be detailed in a forthcoming summary of the visit that will be sent to all meeting participants and the Vision Zero Task Force.

- **State Legislation:** Efforts continue to advance **AB 1287 (Chiu)** to reauthorize San Francisco's Transit Only Lane Enforcement Program and allow to use the forward facing camera technology to cite for others public safety violations including blocking the box. The bill passed out of the Assembly Transportation Committee in May (10-4) and is now pending in the Assembly Appropriations Committee before heading to the full Assembly for consideration. The primary opponents on the bill are the Automobile Associations of Northern and Southern California based on their concerns about block the box citations. We continue to work to explain that citations issued under this legislation would be handled in the same manner as parking tickets now. Also, San Francisco's State Legislation Committee has taken a support positon on **SB 564 (Cannella)** allowing an additional fine of $35 to be imposed if specified traffic violations, including speeding, occur when passing a school. Revenue generated by this measure would be directing to funding school zone safety project within the State's Active Transportation Program. Continue to work with SF Controller's office on updating report on automated speed enforcement as basis for possible state level legislative initiative in 2016. Details will be presented at the May 21 Vision Zero meeting.

Vision Zero Work Group Updates

The following Work Groups are working on products to inform activities of the above Subcommittees. Work Groups may be time-limited once their topic is sufficiently integrated into the Subcommittee structure.

City Vision (Leads: Megan Wier, SFDPH and Timothy Papandreou, SFMTA)

- The international review of traffic safety best practices is now being reviewed by the cities included in the review for accuracy and completeness, as it will continue to inform Vision Zero efforts moving forward. Traffic safety practices were reviewed for: "peer" U.S. cities, now all with Vision Zero Policies (New York, Chicago, Portland, Seattle, Washington DC, Boston, Los Angeles); and international countries with Vision Zero policies (Sweden, the Netherlands, Australia) – and compared with existing practice in San Francisco.

Communications (Lead: Candace Sue/John Knox White, SFMTA)

Subcommittee agencies (SFMTA, SFDPW, SFDPH, SFPD, SF Planning, SFFD, SFUSD, and SFDPH)

- Vision Zero Materials in production
- Baseline Vision Zero presentation complete
- VZ SF communications strategy complete
- Updated VZ Media strategy

Funding (Leads: Chava Kronenberg, SFMTA; Anna Laforte, SFTA)

- The Funding Working Group has been tasked with helping develop funding strategies to institutionalize activities in support of Vision Zero. This past quarter, the Funding Working Group Co-Chairs facilitated breakout sessions at the day-long Vision Zero summit with NHTSA/OTS on April 14th. We are working with the Task Force Co-Chairs to identify best methods to pursue findings and recommendations from the workshops. The Funding Working Group meeting was held on May 13th.
- Reviewed the Vision Zero supportive Active Transportation Program grant applications being prepared by the SFMTA, Department of Public Health, Department of Public Works, and Planning Department. Applications are due to Caltrans and MTC by June 1. Discussed the Highway Safety Improvement Program, a state funding program with applications due in July.
- Continued to work closely with the Funding Working Group members to facilitate coordination and improve cross-agency dialogue to support efforts to seek and secure grants. Distributed the updated the Vision Zero Funding Opportunities table showing federal, state, and local funding sources that are currently available or with upcoming calls for projects to support Vision Zero related programs and projects. Shared information with and sought input from the Funding Working Group.
- Started the discussion of the role of private funding sources to support Vision Zero and where there may be opportunity for intersections between what private companies and foundations and foundations are seeking to fund, and what the City is seeking to achieve.

Schools (Lead: Ana Validzic, SFDPH)

- The SF Safe Routes to School (SF SRTS) Partnership has agreed to be the Schools workgroup for Vision Zero and will serve as the coordinating body for Vision Zero school-related work. SF SRTS is an existing partnership of SFUSD, City agencies, and CBOs working on school related transportation, including pedestrian and bicycle safety.
- DPH, on behalf of SRTS and other City agencies, is working on a ATP grant application to the CA Transportation Commission to fund SF SRTS from 2017-2019, including deliverables such as delivering Vision Zero curricula to participating schools. The grant application is due June 1, 2015.
- Bike and Roll to School Week was extremely successful. Approximately 90 schools participated, the highest number of schools registered ever. Over 4,000 students got to school on bicycle, scooter, skateboard, or city bus.
- SF Board of Education passed a Vision Zero resolution on April 14, 2015 to be timed with Bike and Roll to School Week, committing SFUSD to help realize the elimination of traffic-related deaths by 2024.
- Sadly, a middle school student lost his life on Tuesday, May 12th while crossing the street on his way to school. DPH, SFUSD and others have been working with the family, school and community to provide as much support as possible in light of this tragedy.

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OPEN FORUM

San Francisco pledges to end deaths on city roadways

By Ed Reiskin and Barbara Garcia | April 23, 2015

San Francisco has a public health problem on its streets, and so does the rest of the country.

Consider this: Guns were used to murder 8,454 people in this country in 2013, but more than 32,000 people — almost four times as many — were killed on our roadways that year.

While gun violence rightfully draws intense media attention, this country has become collectively indifferent to the many more people killed while walking, biking or riding in vehicles.

No more.

With cities such as San Francisco and New York leading the way, there is growing momentum at the local, state and federal levels to end traffic deaths.

Under the leadership of Mayor Ed Lee and the San Francisco Board of Supervisors, we adopted a goal in February 2014 of eliminating all traffic deaths in San Francisco by 2024, whether people are walking, riding a bike or in a vehicle.

It's called Vision Zero, and it's admittedly ambitious. But this is a goal that is achievable, makes sense, and — above all — is the right thing to do.

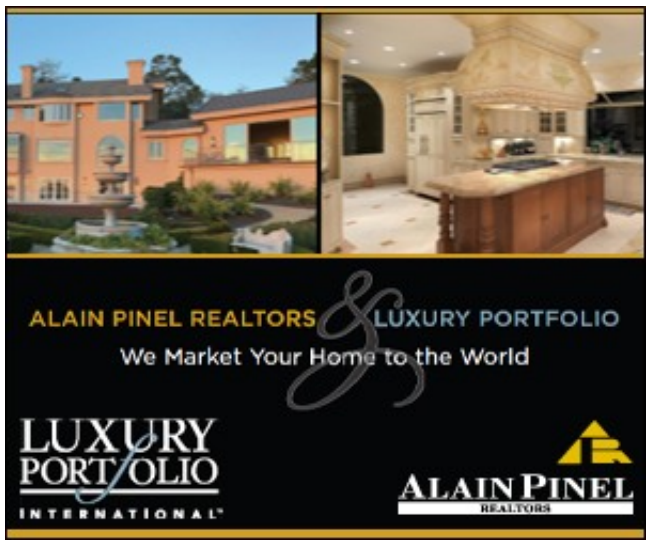
We're treating this as a public health emergency, using data to identify trouble spots, stepping up targeted enforcement and quickly putting in temporary safety measures while we advance long-term improvements.

This effort is preventive medicine. A staggering one-half of all patients seen at San Francisco General Hospital's trauma center are injured in some type of collision involving a motor vehicle. Recent research estimates that the medical costs for just the pedestrian injuries treated at the hospital amount to $15 million each year, and three-fourths of that money comes from taxpayers.



Photo: Michael Macor, The Chronicle

A memorial marks the spot where a city employee was killed outside City Hall in November.



The human and economic toll from these collisions is devastating. Health and financial problems

can last decades. When those injured do not survive, families are shattered.

In San Francisco, 12 percent of streets are the site of more than 70 percent of severe and fatal collisions, and half of those high-injury streets are in low-income neighborhoods or those with high populations of seniors or people of color.

This isn't about statistics, though. It's about people, like 6-year-old Sophia Liu, who was killed when a driver struck her family in a crosswalk at Polk and Ellis streets on Dec. 31, 2013, or 88-year-old Jin Rong Ouyang, who died after being hit in a Sunset District intersection on Monday.

We are taking action so that other families don't have to suffer that pain.

Our approach is centered on education, engineering and enforcement. We gave ourselves two years to complete 24 top traffic-safety projects, and half of them are done. We're on target, and voters are behind us. In November, they overwhelmingly approved a $500 million transportation bond to improve Muni and address pedestrian safety.

And it's not just us.

U.S. Transportation Secretary Anthony Foxx has challenged all mayors to take action over the next year to improve safety for people walking and riding bicycles. Recently, a delegation of state and federal officials came to San Francisco so they could apply our approaches elsewhere and help us do more.

But we need you to be part of the solution. It's about saving lives — yours, your family's and your neighbors'. Be alert — don't allow yourself to be distracted. Know the rules. Slow down, and look around. That's the pledge. Please join us: http://visionzerosf.org/pledge.

Ed Reiskin is the director of transportation at the San Francisco Municipal Transportation Agency. Barbara Garcia is director of health at the San Francisco Department of Public Health.

2:00 PM
Patchwork of help brought a suicide attempt

2:00 PM
To help mentally ill children, public agencies must collaborate


Letters to the Editor, May 15