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Vision Zero SF has been replaced by the City's Street Safety Initiative.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.

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Quarterly Progress Report:
To the San Francisco Vision Zero Task Force and
The Vision Zero Committee of the Transportation Authority Board

September 2015

Vision Zero Subcommittee Updates

Engineering (Lead: Mari Hunter, SFMTA)

- 17 of 24 projects complete, online interactive map on VisionZeroSF.org website is updated.
    - Recent highlights :
        - Safer Market Street launched turn restrictions--8/11/2015 (remaining components of project to be complete in Dec/Jan)
        - Upper Market Street, painted sidewalk extensions, high-visibility crosswalks, signs prohibiting drivers from turning right at red lights--8/20/2015
    - Upcoming efforts:
        - Pedestrian improvements including continental crosswalks and leading pedestrian intervals/signal re-timing on Kearny at Geary and Sacramento—October and on Polk St from McAllister to Union—Nov/Dec
        - Raised Cycletrack--Fall
- Approximately 20 miles of treatments are to be installed on the high injury network within 2015. With 10.3 miles identified in 2014, roughly 95 miles of high injury network remain; all of which are to receive treatments by 2024. (Note, additional treatments may be identified for previously treated locations, but they will not be double-counted, they simply will be identified as mileage that is further enhanced, it will not count towards the annual goal of 13 miles)
    - Achieving 13 miles—various means to initiate the project, but intra and inter-agency collaboration to ensure all support Vision Zero:
        - Vision Zero - e.g. Safer Market Street, Lombard Street
        - Pedestrian Strategy - e.g. WalkFirst Projects
        - MuniForward - e.g. Van Ness BRT
        - Complete Streets - e.g. Better Market Street
        - Follow-the-Paving - e.g. Potrero
- Reporting/Monitoring: information & technology staff and project staff are working to improve project data collection. This will streamline process for reporting and monitoring safety efforts.

Education, communications and outreach (Lead: John Knox White, SFMTA)

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

- Development of the Education and Communications Strategy Work Plan is underway, the Subcommittee is drafting evaluations of educational activities from media planning, to in-school classes and developing a safety town in order to develop an overall prioritization of efforts and identify funding needs for future budgets and grant opportunities. This work is expected to finalized at the end of the year.

- The Large Vehicle Urban Driving Safety video has been released and efforts are underway to get companies, beyond SFMTA contractors and City large vehicle drivers, to volunteer to provide it to their drivers. The California Trucking Association has been promoting it in their magazine and a couple dozen commercial businesses have reached out to request the training. The video is available for viewing on the Vision Zero SF You Tube channel (google "Vision Zero SF Youtube Channel")
- The city has grown the amount of earned media coverage around Vision Zero efforts. Outreach and promotion of the Safer Market Street project generated prominent front page stories, including three in the Chronicle since June. This proactive approach also helped shaped the public discussion. Promotion of that and other projects, including Upper Market Street, generated significant attention from TV, radio and local blogs. Efforts around Back to School speed enforcement, which is part of the Safer Streets Anti-Speeding Campaign, also earned broadcast and online print coverage which highlighted the SFPD's efforts.
- Vision Zero postcards have been produced and are being distributed to schools via the Crossing Guard program, via enforcement efforts through SFPD and PCOs. The postcards aim to build awareness of Vision Zero and safe streets and encourage people to take the pledge for safe streets.
- A safety campaign focused on protecting disembarking cable car operators and passengers from passing vehicles also earned heavy local coverage and was picked up by the Associated Press. The coverage highlighted SFPD enforcement efforts as part of that campaign. Cable car safety flyers are being printed for distribution at hotels, rental car companies and other locations.
- Vision Zero community presentations have been held in a number of district police stations including Park and Richmond districts. The presentation focuses on high level overview of Vision Zero, the human impact of collisions and fatalities to survivors, and the work that various city agencies are doing to support reaching zero fatalities. CCSF staff has been viewing the presentation and staff are being trained to give the presentation to allow even broader outreach in the coming months.
- Final editing is occurring on the Taxi driver safety training video and the passenger/city-vehicle driver safety video. It is expected that both of these will be completed in early October. The SFMTA Taxi division has committed to including it in their training program for new and existing drivers as soon as it is ready. SFMTA and the Department of the Environment are working together on plans to reach CCSF employees to view the passenger video.
- The Safe Streets SF – Anti-Speeding campaign had its stakeholder kick-off meeting is releasing an RFP for a communications consultant and finalizing its work-plan. Early campaign-oriented enforcement and education took place during back to school week with increased speed enforcement around ten schools located on or near the high-injury network where speeding has been identified as a leading factor in collisions. Additionally, seven of the city's variable message signs were programmed to read: ""KIDS BACK/ IN SCHOOL/ SLOW DOWN"
- A bicycle safety campaign, reducing collisions between bicycles and right-turning vehicles was finalized with bus ads educating drivers to merge into the bike lane before turning right and posters reminding bike riders to pass turning vehicles on the left were finalized. The bus ads will be on the road in the next week, the posters are up in bike shops, cafes and other business windows along high-bicycle-use areas. The campaign will expand to include short, 15-second videos and a second round of bus ads reminding bike riders to pass bikes on the left. The ads will run into November.
- It Stops Here had a second run of ads on city buses, this time branded with Vision Zero. The ads spurred a segment on Stanley Roberts "People Behaving Badly" that did a great job of explaining the campaigns points

that all intersections are crosswalks, marked or not, pedestrians have the right of way in crosswalks and vehicles need to stop outside of the crosswalk.

- An internal campaign messaging to Muni Drivers was launched. This campaign provides new messages and collateral every six weeks, is focusing on supporting muni drivers in being leaders of safe street driving behavior.
- Safe Routes For Seniors and Safety Town planning both received funds in the most recent budget, program planning is now underway.
- Work with the YMCA's YBike program is progressing to continue providing in-classroom bicycle safety classes at five middle schools in the SFUSD system. These classes will take place in the 15/16 school year.
- SFMTA has recently instituted a required on-line defensive driving course for employees who drive non-revenue vehicles.

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

- Comparing fatalities through Q2 2015 to fatalities through Q2 in 2014, there was a 20% decrease (12 in 2015 vs. 15 in 2014). Injury collisions are up slightly through Q2 2015 compared to Q2 2014.
- Through Q2, Focus on the 5 violations citations (speed, red light, stop sign, failure to yield to ped, and on left turn) are at 32%: 10,398 of 32,796. The percent issued by mode is: 96% motor vehicles, 3% pedestrians, 1% bicyclists. The overall number of violations to date are on par with the number issued in 2014, the highest numbers recorded by SFPD.
- Intersection gridlock citations from August 2015 as compared to August 2014 are up 300%.

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

- SFDPH analyzed field data collected over the course of 43 weeks for the evaluation of the Safe Streets SF Education and Enforcement campaign, assessing its impact on driver yielding to pedestrians on select high injury corridors. Findings will be reported at the September 2015 Vision Zero Task Force and Vision Zero Committee of the Transportation Authority Board meetings.
- SFDPH obtained data from the SFGH Trauma Registry and San Francisco Fire Department that is now being analyzed and will be linked to SFPD collision data as the development of the comprehensive transportation injury surveillance system begins this Fall. A summary of severe injuries seen at the SF General Hospital Trauma Center will be reported at the September 2015 Vision Zero Task Force and Pedestrian Safety Advisory Committee.
- SFDPH, SFMTA, and SFPD continue to meet on a regular basis to finalize and publish monthly Vision Zero Fatality statistics and to standardize and institutionalize reporting on collision data via the Crossroads reporting system. Reporting of Vision Zero traffic fatalities are updated monthly on an interactive web map to track Vision Zero progress and to visually display the burden of traffic mortality as it relates to the HIN (high injury network).
- SFDPH presented 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 obtained feedback regarding how the next iteration - now underway - can better respond to community concerns and city agency needs to support the Vision Zero goal. SFDPH also presented 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.

Policy (Lead: Kate Breen, SFMTA)

- ***State Level:***
  - Convened seven major urban cities in California in July to address traffic safety challenges and Vision Zero as well as other topics of mutual interest. The goal of the meeting was determine areas that cities can work on together with the California State Transportation Agency (CalSTA) is to increase understanding of Vision Zero policies and potentially put forward a package of legislative proposals and policy recommendations to advance Vision Zero best practices in California.
  - Staff completed a summary report of findings from the April 2015 afternoon workshop with the Vision Zero Task Force and Federal and State officials (*attached*), part of the day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives with officials from the National Highway Traffic Safety Administration, California Office of Traffic Safety, and California State Transportation Agency. Staff are now meeting quarterly with the Director of the Office of Traffic Safety and CalSTA leadership to advance near-term actions, specifically to: a) streamline project oversight, design review, and environmental review processes for Lombard Street; b) pilot a three year grant cycle for the next California Office of Traffic Safety grant; c) increase coordination regarding improvements to the California Highway Patrol (CHP) 555 Collision Form Reporting Process.
  - Staff has continued to work with the Director of the Office of Traffic Safety and CalSTA leadership to develop an initial framework that aims to align the State's "Toward Zero Deaths" policy with Vision Zero, joining other states that have already done so.
  - Staff has begun work to develop a program to address collisions at freeway ramp intersections.
  - Of note, since the July City DOT meeting, Los Angeles has now officially adopted a commitment to Vision Zero, bringing the total number of California cities to 5 (San Francisco, Los Angeles, San Jose, San Diego, San Mateo).

- ***Federal level****:*
  - At the US Conference of Mayors in June 2015, 15 Mayors (including Mayor Edwin M. Lee) submitted a resolution that supports the goals of Vision Zero, which was passed by more than by more than 270 Mayors in attendance (*attached)*;
  - SFMTA, as a member of NACTO (the National Association of City Transportation Officials), participates in on-going peer exchange regarding implementation of Vision Zero in coordination with other cities across the US.
  - Participating in US DOT Mayor's Challenge for Safer People, Safer Streets; with other cities across the US*)*;
  - Continuing 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.

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 has been reviewed by the cities included in the review for accuracy and completeness, and it is now under peer-review for presentation or publication at the Transportation Research Board's Annual Meeting in Washington DC, in January 2016. The decision from the peer review is expected in early October. Once the peer review feedback has been received, the paper will be revised to address questions and issues raised by the reviewers, with plans to then disseminate the results locally and to the cities included in the review to inform Vision Zero 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/cities with Vision Zero policies (Sweden, the Netherlands, London) – and compared with existing practice in San Francisco.

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 worked with the Task Force Co-Chairs to pursue findings and recommendations from the Vision Zero summit with NHTSA/OTS held in April, including the potential for piloting streamlined project review for the Lombard Street Improvement project.
- Helped agency staff with advancing Vision Zero supportive funding requests through the annual city budget process. This included funding for capital projects citywide and an outreach and education campaign to be implemented by the SFMTA over the next two years.
- Reviewed the Vision Zero supportive Highway Safety Improvement Program grant applications being prepared by the SFMTA. Applications were 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.
- Continued 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, submitted a $2.8 million 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. Caltrans will announce ATP funds in fall 2015.
- Mark your calendars - Walk and Roll to School Day will be Wednesday, October 7, 2015.

Advancing Pedestrian and Cyclist Safety at the Federal, State and Local Levels – A Focus on Assessing Safety for Vulnerable Road Users:
Afternoon Workshop Key Recommendations and Next Steps for Advancing Federal, State and Local Partnerships

On April 14, 2015 Federal and State Officials including National Highway Traffic Safety Administration Administrator Dr. Mark Rosekind and California Office of Traffic Safety Director Rhonda Craft visited San Francisco on April 14, 2015 for a day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives entitled: *Advancing Pedestrian and Cyclist Safety at the Federal, State and Local Levels – A Focus on Assessing Safety for Vulnerable Road Users.* 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 focused on how state and federal government agencies could help advance Vision Zero with the San Francisco Vision Zero Task Force. Findings and recommendations of the visit will be summarized in a report to USDOT Secretary Foxx due June 15, 2015.

The following is a summary of the key issues and next steps of the afternoon workshop, which focused on *issues and opportunities to help advance Vision Zero through local partnerships with State and Federal agencies.* Over 65 people participated in the afternoon workshops, representing a diverse cross-section of federal, state and local agencies, UC Berkeley as well as community leaders active in the Vision Zero Task Force. The workshop was organized around four key topic areas: 1) Targeted Engineering Improvements; 2) Data-Driven Practice; 3) Supportive Funding; 4) State and Federal Policy Opportunities. Each of these four issues were discussed in separate break-out groups that met twice for 45 minutes and were facilitated by San Francisco staff that provide leadership on these issues for Vision Zero.

The San Francisco Vision Zero Task Force Leadership will use these recommendations as the foundation for key next steps to advance partnerships with state and federal agencies to realize Vision Zero in San Francisco.

1) **Targeted Engineering Improvements**

A. Key Issues:

Design standards (NACTO v ASHTO, MUTCD, CA Highway Design Manual): Progress has been made at the state level for bike standards[1] but other areas still need help on state roads where traditional highway standards should be updated on these routes that transition to city streets, but remain designated as a state highway. There are similar issues for freeway touchdowns in the city.

Design review on state roads (Caltrans): Involve Caltrans as a full partner in projects from the beginning; address liability concerns among agencies to have flexibility to design safe and innovative streets; streamline

[1] "Protected Bikeways Act," A.B. 1193 (Sept 2014)

the review process (e.g., minimize review periods; create delegation agreements such that certain decisions do not need to be elevated).

Environmental review (CEQA and NEPA): Develop a process to streamline National Environmental Policy Act (NEPA) when California Environmental Quality Act (CEQA) clearance is approved.

B. Next Steps

Design and Environmental Review:

- The City and County of San Francisco has identified Lombard Street Vision Zero project as an exemplar effort by which to partner with Caltrans to improve project delivery. As such, the City will submit one letter to Caltrans with the proposed schedule requesting joint agreement on a timely schedule as well as the following:
  - Combined Project Study Report/Project Report
  - CEQA delegation, and
  - Streamlined design review process (e.g., mitigate the variance process for existing conditions, expedite review for features from previously approved projects, employ design immunity for new elements that uphold safe design standards).
- Request State and Federal agencies along with San Francisco's Environmental Planning, SF Municipal Transportation Agency and SF Department of Public Works representation to review opportunities to streamline the NEPA process when CEQA clearance is approved. This discussion should review NEPA delegation options.

Design Standards:

- The City and County of San Francisco and the State will partner on addressing freeway touchdown safety through the San Francisco Freeway Corridor Management Study to 1) establish how such a partnership would function and 2) advance the NACTO design standards and design review practices.
- Through this project's partnership, advancements towards Vision Zero will be supported and improvements in awareness among participating agencies and the public will be increased.

2) Data-Driven Practice

A. Key issues

Timely, Complete Injury Data: The current primary data source for collision data is the Statewide Integrated Records System (SWITRS) managed by the California Highway Patrol – a key source of data that inform injury prevention and traffic safety initiatives. There have been historic lags of up to two years for publishing complete annual data that SWITRS is now working to address. An additional concern with relying on SWITRS data for pedestrian and bicycle injuries arises from the fact that pedestrian and bicycle injuries are too often not reported to the police and, hence are not included in SWITRS. In fact, an estimated 20% of pedestrian injuries and 25% of cyclist injuries in SF are not reported, based on previous police – hospital record linkage conducted at San Francisco General Hospital.

Expanding Data Collection:

- Data that would be informative for preventing injury and death to pedestrians and cyclists is currently often only captured in narrative form on the form used for collision reporting, the California Highway Patrol's 555 Form, and is not reflected in SWITRS data, which is the sole data sourceused for routine and systematic analysis. It would be helpful to have expanded data entry cells on the 555 to capture important pedestrian and bicycle injury information.
- The state and federal government could also be collecting and reporting data that supports the evaluation of and performance metrics for Vision Zero objectives statewide. This could also be used to inform or prioritize funding.

Advancing the Research Agenda: State and Federal agencies are important partners that could help in conducting or sponsoring research that would advance Vision Zero and fill in existing research gaps, such as evaluation of innovative engineering, enforcement or education, and countermeasures that do not have established collision reduction factors.

B. Next Steps:

Timely, Complete, Expanded Data Collection:

- Engage with the California Highway Patrol (CHP) regarding opportunities to automate the CHP 555 Collision Form for data entry and analytics, and add coded variables to better capture key data currently only reported in the narrative that can be analyzed to inform injury prevention efforts (e.g., victim characteristics such as pre-existing disability).
- Engage in state-level discussions through the Strategic Highway Safety Plan (SHSP), the Traffic Records Coordinating Committee (TRCC) and the statewide Health in All Policies Task Force (HiAP) to advocate to improve the timeliness, completeness and quality of the provision of injury data which is currently provided as police-reported collision data via SWITRS as well as the expansion of data collection consistent with Vision Zero objectives. Improvements include: automating data entry in coordination with local agencies through a platform like Crossroads and/or via data entry on electronic handheld technology; development of a comprehensive statewide surveillance system that includes police and hospital data; expansion of data collected and reported data that supports the evaluation of and performance metrics for Vision Zero objectives. We realize many of these conversations and improvements have been ongoing, so a part of this step would be to become involved with current efforts.
- Pursue additional funding for local data and analysis projects through the OTS's Traffic Records Funding. Work with existing statewide task forces; e.g., TRCC, SHSP, HiAP, etc. to share best practices and lessons learned at the local level. .

Advancing the Research Agenda: Engage with the Caltrans Division of Research and National Highway Traffic Safety Administration regarding research questions they could address that would help address key research gaps for Vision Zero, such as collision reduction factors for innovative safety treatments that are yet unstudied.

3) Supportive Funding

A. Key Issues

Work with State and Federal agencies to identify new funding opportunities by developing a comprehensive portfolio of needs and funding gaps**.** The City should make a clear nexus between investment and benefits, using the efforts such as San Francisco Transportation Task Force 2030 and highlight existing project results from additional funding.

Seek new funding: The City should consider new funding strategies such as pricing, impact fees and collaboration with the private sector, and allocate a portion to directly improve safety traffic. New sources should take into consideration appropriate cost sharing– among modal users and residents, businesses and visitors.

Refine existing funding eligibility to support safety programs that are essential and effective yet hard to fund. Funding agencies should consider funding programs with a clear set of goals, instead of narrow-scoped projects, to allow for in-depth program development and implementation. Funders should add or additionally emphasize safety criteria to more grant programs to further prioritize Vision Zero projects. Funding and implementation agencies should have an open and targeted discussion to address funding agencies' and implementing agencies' specific concerns and responsibilities to modify existing restrictions that delay or diminish project delivery.

Streamline funding administration to expedite delivery of safety-focused projects to reduce non-construction costs and improve funding effectiveness. State and federal partners should identify areas to streamline environmental review and design exception process where appropriate to allow more resources to be spent on direct design and construction costs and less funding on project soft-costs. Funding partners should improve application, allocation and reporting processes with effort scaled appropriately to project size and seek efficiencies to improve overall project delivery regardless of grant size.

B. Next Steps:

Federal Authorization: Partners, with California cities, should support a new multi-year federal transportation authorization bill to provide certainty for funding programs and levels for programs. The City will support this effort through strategic lobbying and by providing critical examples of the impacts of lowered Federal investment and the benefits of potential additional funding- new projects that would be funded out of the City's transportation expansion capital program.

Grant Development: Partners should simplify grant applications such as Active Transportation Program to limit staff time spent applying for competitive funding sources. Scoring and weighting should heavily emphasize safety outcomes for vulnerable users and populations. Grant applications should also accommodate local and regional definition of vulnerable communities. The City will assist with reviewing and testing new grant application forms in conjunction with funding partners.

Grant Time Periods: State and federal grant partners should extend funding source grants to cover time periods longer than 1 year, and up to three or four years, with detailed guidelines for local jurisdictions to provide accurate

cost projections and needs. Cities will support this effort by providing clear information on expected outputs and outcomes, and would provide useful performance measures in connection with anticipated expenditure timeframes.

Grant Flexibility: Grant sources should update goals, definitions and eligible projects as the state-of-practice evolves. The State should revise legislative authorization for current funding sources that strictly define types of transportation modes and non-infrastructure uses (Transportation Development Act III) to more flexibly allow local jurisdictions to meet safety goals for all users, with a focus bicycle and pedestrian infrastructure and non-infrastructure.

Grant Reporting: To the extent possible, the State should ease and streamline reporting for grants. Similar to grant development, local jurisdictions can provide support in reviewing and improving grant reporting systems to improve efficiency and effectiveness of available grant dollars.

New Funding: The City will commit to development of a Vision Zero project portfolio for consideration by funding partners and to encourage new funding for traffic safety programs. This will include evaluation of new and on-going efforts to make a case to direct more and new funding to traffic safety improvements. The City will show data-driven and best practice infrastructure and non-infrastructure projects to demonstrate need and next steps for raising support for new funds. In kind, State and Federal partners should advocate and advance new funding sources, include collaboration with private sources, to fund new programs with a specific Vision Zero focus- to develop and implement projects and programs that see to end traffic fatalities for all users.

4) State and Federal Policy Opportunities.

A. Key Issues:

Funding: Federal and State programs have several different funding and programmatic streams, but all come together and are implemented in one multi-modal approach in San Francisco. This creates multiple funding sources and reporting requirements for cities that are implementing complex, complete streets projects. Federal and state officials encouraged the group to look for opportunities for regulatory interpretation in addition to legislative changes.

CA Strategic Highway Safety Plan (SHSP): The CA Strategic Highway Safety Plan (SHSP) is the statewide plan to improve traffic safety on all public roads. This comprehensive framework is mandated by the Federal government for reducing traffic fatalities and serious injuries. Of the 15 challenge areas included in the CA SHSP, only 2 focus on pedestrians and bicyclists; however, there is a cross-over with several other challenge areas to allow for leverage of approaches to target pedestrian and bicycle safety programming; e.g., impaired driving, intersections and roadway access, aging roadway users, etc. Notably, 84% of pedestrian and 77% of bicycle fatalities and serious injuries, respectively, occur in urban areas.[2]

[2] http://www.dot.ca.gov/hq/traffops/shsp/docs/Vulnerable-Road-Users-Webinar-Presentation.pdf

Need for Statewide Support: The group highlighted the need for a statewide education campaign to build and support Vision Zero goals and policies. According to the AAA Foundation for Traffic Safety, "more than **five in six drivers support** their state adopting a vision to reduce the number of people killed in crashes to zero."[3] Victims and families are an important voice in advocacy. Reaching out to this group is a powerful strategy.

Automated Speed Enforcement: As part of the SF MTA Legislative Program in early 2015, the City sought support for a pilot for Automated Speed Enforcement. Despite the limitations of the pilot (near schools and senior centers, decriminalized fine, etc.), a sponsor for the bill could not be secured. According to the AAA Foundation for Traffic Safety, "A **majority of drivers oppose** speed cameras on freeways (63.1%) and residential streets (56.3%)"[4]

B. Next Steps

State level:

- **Convening of major urban cities (July 13)** in California to address overall city transportation issues including traffic safety challenges. A 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. We will seek to have California adopt Vision Zero, joining other states that have already done so.
- **Pick a demonstration project** where City and State agencies can collaborate to combine and streamline environmental review process. Tap into the recently released Caltrans Strategic Plan that sets ambitious bike and pedestrian mode shift goals by 2020.
- **Develop State-specific "asks"** for project delivery-related VZ projects.
- **Participate SHSP pedestrian and bicycle, and related challenge area meetings** to leverage multiple stakeholder interests already engaged in this forum

Federal level:

- **Participate in US DOT Mayor's Challenge** for Safer People, Safer Streets
- **Sponsor a resolution at the US Conference of Mayors** that supports the goals of Vision Zero
- **Seek to incorporate VZ into federal policy under reauthorization** and work with federal agencies on administrative changes to expedite project delivery.

[3] https://www.aaafoundation.org/sites/default/files/2014TSCIFS.pdf
[4] https://www.aaafoundation.org/sites/default/files/2014TSCIFS.pdf

Resolution No. 100

Submitted by:

The Honorable Edwin M. Lee, Mayor of San Francisco
The Honorable Charlie Hales, Mayor of Portland, OR
The Honorable Eric Garcetti, Mayor of Los Angeles
The Honorable Muriel Bowser, Mayor of Washington, DC
The Honorable Ralph Becker, Mayor of Salt Lake City
The Honorable Paul Soglin, Mayor of Madison, WI
The Honorable Marilyn Strickland, Mayor of Tacoma, WA
The Honorable Sam Liccardo, Mayor of San José
The Honorable Martin Walsh, Mayor of Boston
The Honorable Stephanie Rawlings-Blake, Mayor of Baltimore
The Honorable Greg Stanton, Mayor of Phoenix
The Honorable Edward Murray, Mayor of Seattle
The Honorable Bill de Blasio, Mayor of New York
The Honorable Bill Harrison, Mayor of Fremont
The Honorable Michael A. Nutter, Mayor of Philadelphia

SUPPORTING THE GOALS OF "VISION ZERO"

1. **WHEREAS**, the growth and vitality of the nation's cities requires safe and reliable transportation systems; and

2. **WHEREAS**, the life and health of our cities residents is our utmost priority; and

3. **WHEREAS**, 14,987 Americans lost their lives to traffic deaths in urban areas in 2013 according to the U.S. Department of Transportation's Fatality Analysis Reporting System; and

4. **WHEREAS** people walking and bicycling represent a disproportionate number of these fatalities in urban areas in particular according to the Insurance Institute for Highway Safety; and

5. **WHEREAS**, children, older adults, people of color and people in low-income communities face a disproportionate risk of traffic injuries and fatalities in urban areas; and

6. **WHEREAS**, cities recognize that pedestrian safety is an equity issue, and that pedestrian fatality rates are twice as high in Census tracts with lower per capita income when compared to Census tracts of higher income in metro areas between 2008 and 2012; and

7. **WHEREAS**, cities strive to protect the safety of young students walking to school and seniors walking to the bus stop; and

8. **WHEREAS**, driver behavior, including speeding, distracted driving and drunk driving, are significant contributing factors to this loss of life; and

9. **WHEREAS**, more than five in six drivers support their state adopting a vision to reduce the number of people killed in crashes to zero according to the 2014 AAA Foundation for Traffic Safety Survey; and

10. **WHEREAS**, as cities, we refuse to accept the thousands of traffic fatalities and serious injuries that occur on our streets every year; and

11. **WHEREAS**, Vision Zero is the simple yet ambitious idea that there is no acceptable number of traffic deaths and serious injuries on our roadways; and

12. **WHEREAS**, states across the country including Minnesota, Utah, and West Virginia and cities and including the cities of Los Angeles, New York, Seattle, Washington DC, San Jose, and San Francisco are adopting Vision Zero policies and plans with the intent of eliminating fatal and serious crashes from our streets; and

13. **WHEREAS**, the U.S. Department of Transportation, through the Mayors' Challenge for Safer People, Safer Streets has challenged mayors and local elected officials to take significant action on improving the safety of transportation networks for pedestrians and bicyclists of all ages and abilities; and

14. **WHEREAS**, state and local Departments of Transportation with Vision Zero plans and policies are making significant progress in improving the safety performance of their transportation systems; and

15. **WHEREAS**, such efforts are comprehensive in nature addressing street design, infrastructure gaps, policy issues, and education and enforcement needs; and

16. **WHEREAS**, The United States Conference of Mayors recognizes that no one should die or be seriously injured while travelling on our cities' streets; and

17. **WHEREAS,** The United States Conference of Mayors recognizes that traffic fatalities are not inevitable,

18. **NOW, THEREFORE, BE IT RESOLVED**, that The United States Conference of Mayors adopts the goal of Vision Zero – that No loss of life is acceptable on our cities' streets; and

19. **BE IT FURTHER RESOLVED,** that The United States Conference of Mayors recognizes the leadership of U.S. Department of Transportation Secretary

Anthony Foxx and his work on this issue through the Mayors' Challenge for Safer People, Safer Streets; and

20. **BE IT FURTHER RESOLVED,** that The United States Conference of Mayors urges Congress, as it reauthorizes surface transportation programs in MAP-21, to maximize funding and flexibility to local governments, through programs like the Highway Safety Improvement Program, TIGER, and Transportation Alternatives Program, to allow for and support needed investments in safety improvements on our roads to achieve the goals of Vision Zero.

Projected cost: Unknown