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Vision Zero SF has been replaced by the City's Street Safety Initiative.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

March 2016

Vision Zero Subcommittee Updates

Engineering (Lead: Luis Montoya, SFMTA)

- 30 projects in 24 months complete.
    - Surpassing the original goal of 24 projects in 24 months, the following additional projects were identified and completed by the February deadline:
        - Howard pedestrian and bicycle improvements between 6th and 10th
        - Early implementation of specific safety and street improvements on Polk from McAllister to Union
        - Pedestrian treatments at Kearny/Sacramento and Kearny/Geary
        - Pedestrian and signal improvements at Ocean/Geneva from Ashton to Mission Streets
        - Citywide signal changes at top 20 broadside injury locations
        - Pedestrian improvements at Persia Triangle
- 20.2 miles of safety treatments have been installed on the high injury network and 14.0 miles off the network, for a total of 34.2 miles of safety treatments citywide.
- New list of Priority Projects developed with major benchmarks in 2016 and 2017. The list includes efforts from all focus areas, engineering, enforcement, education, policy and evaluation with over 30 engineering commitments on top of the quick & effective efforts of WalkFirst.

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, the second phase of the strategy is complete.
- The Large Vehicle Urban Driving Safety video with translated captions and graphics for drivers who speak Chinese and Spanish is now available on Vision Zero's YouTube channel.
    - A City large vehicle driver curriculum is being finalized and city driver trainers will be trained on how to use it by the end of June.
- Passenger vehicle safety video is now available on Vision Zero's YouTube channel
    - SFMTA and the Department of the Environment are working on a voluntary encouragement program to disseminate the video to all of the city's employees for viewing in the Spring.
- The city continues to receive a lot of earned media coverage around Vision Zero efforts due to increased communications work and coordination.
- Vision Zero Communications contracts have been signed with MIG and Barbary Coast to implement new and updated communications efforts, including:
    - Motivation and framing research

  - Social media communications
  - Enhanced media plan
  - In-reach program for all city staff
  - Community outreach and engagement, including multiple language efforts
- Safe Routes for Seniors program has been initiated, the program includes providing grants to up to:
  - Two community-based organization(s) addressing traffic-related fatalities to seniors and people with disabilities on the Vision Zero High Injury Network citywide.
  - Five community-based organizations proposing projects that will increase traffic safety on the Vision Zero High Injury Network in specific neighborhoods and diverse communities.
- SFMTA will be releasing an RFP for bicycle safety outreach and education at the end of March/early April to continue providing safety trainings and messaging to people who bicycle, or would like to learn how, in San Francisco.

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

- In Q4, citations for Focus on the Five violations (speed, red light, stop sign, failure to yield to pedestrian, and failure to yield while turning) comprised 39% of all traffic citations: 10,138 of 25,868.
- Compared to 2014, the number of Focus on the Five citations issued in 2015 increased by 36%

Violation Type	YTD - 2015	YTD - 2014	Increase(+) / Decrease(-)
Red Light	5,636	5,504	+2%
Stop Sign	13,657	13,061	+5%
Ped Right of Way	7,639	4,415	+73%
Speeding	10,700	7,454	+44%
Fail Yield w/Turn	4,195	390	+976%
Focus on 5 - Citywide	**41,827**	**30,824**	**+36%**

- Specific Extra Enforcement Operations
  - In December 2015, conducted citywide traffic enforcements around 14 SFUSD schools area
    - 5 at Elementary Schools
    - 4 at Middle Schools
    - 5 at High Schools
    - On-going citywide pedestrian yield operations
- E-citations has piloted with a small test group.
- Controller's Office continues work on Citation and Collision Analysis project. Project goal is to optimize the time and place of traffic enforcement and provide the SFPD with tools for making ongoing strategic deployment decisions. Immediate next steps are to (1) obtain citation data and other potential sources of enforcement data, assess the quality of the data, and take steps to clean, transform, and spatially reference it and (2) update 2012 collision analysis using methodology employed in other cities and research institutes.

Evaluation and Data (Lead: Megan Wier, SFDPH)

- The SFDPH team is continuing to support The Safe Streets SF – Anti-Speeding campaign, including through TransBASESF.org data analysis to identify target corridors and the development of a rigorous evaluation plan that will be implemented in tandem with the campaign.
- DPH in coordination with MTA and SFPD, is finalizing a 2013-2015 police-reported injury collision dataset, which will be published to TransbaseSF.org once completed this Spring.
- Significant progress was made on the surveillance system pilot. DPH successfully received injury crash location data from King American Ambulance, a private ambulance provider in SF. DPH has continued to work closely with the LinkSolv developer (probabilistic linkage software being used for crash data linkage to hospital data) to create SF-specific data standardization routines, which include: SF street name standardization, road user standardization, and a scoring rubric that allows retention of the most complete record when duplicates are identified.
- A paper on TransBASESF.org – the online, open spatial data resource for Vision Zero SF – has been accepted for publication into the 2016 Transportation Research Record: Journal of the Transportation Research Board. The paper documents the methods and process used to develop TransBASESF.org, and will help support its institutionalization locally as well as replication nationally.
- A representative from DPH attended the 2016 VZ symposium in NYC and served as a panelist for a Public Health Breakout session, highlighting San Francisco's data-driven approach to VZ and engagement with our healthcare partners.
- TransBASESF.org has been selected for presentation at FOSS4G (Free and Open Source Software for(4) Geospatial), a conference that highlights innovations in open source geospatial applications. SFDPH is proud to have an opportunity to present how open data and open source software is helping inform a data driven approach to implementing Vision Zero in San Francisco.

Policy (Lead: Kate Breen, SFMTA)

- ***State Level:***
  - Consistent with the City's, the SFCTA's and SFMTA's approved 2016 State Legislative Program which identifies Automated Speed Enforcement (ASE) as a top legislative priority for the 2016 legislative session, efforts were advanced in coordination with pedestrian and bicycle advocates, along with other interested cities, to seek a legislative sponsor for a bill that would authorize a pilot for the use automated speed enforcement. Draft legislation was developed, 22 letters of support/resolutions from Boards and community groups in SF have been received to date and an ASE website was launched as part of communication efforts on this initiative. Key legislators, however, have decided to wait until the next legislative session begins in December to formally introduce an ASE bill, requesting that work to continue with known opposition to discuss areas of concerns or disagreement in an effort to reach some consensus.
  - We are continuing to move forward with meetings and briefing sessions with groups including the Teamsters, AAA California, law enforcement representatives, public health interests and privacy interest groups. The goal is to work towards a December 2016 bill introduction for the upcoming 2-year legislative session. While presenting a somewhat slower path in the near-term, this latest timeline does provide a better chance of ultimate success on changing state law as it relates to automated speed enforcement.

We continue to track current state legislation to determine if there are other opportunities to advance the Vision Zero agenda at the State level and will advance recommendations for positions as appropriate.

- Efforts are continuing with the work on the Big City Departments of Transportation continuing to keep Vision Zero policy at the forefront. Meeting in San Jose on March 18, the group discussed action that can be taken now as it relates to changes to the CHP's 555 collision report form to help capture more accurate data such as whether speed was a factor in the collision. On March 15, the Sacramento City Council joined Vision Zero ranks, directing the City Manager to develop a Vision Zero action plan. In January, the Vision Zero Network announced that San Francisco has committed to join the Vision Zero Focus Cities program, to collaborate best practices on ending traffic deaths. This means that San Francisco will be a key partner in sharing best practices with other cities who have joined in the Vision Zero movement.

- ***Federal level***:
  - Following enactment last December of the federal reauthorization FAST act measure, we will continue to monitor new federal regulations and funding opportunities that support Vision Zero projects and programs. One example is the recently released federal notice of proposed rule making on large vehicle safety. In addition, the FAST act created a non-motorized safety funding program with funds to be awarded to states where bike/ped fatalities exceed 15% if overall traffic fatalities which California qualifies for. This funding can be used for training law enforcement, campaigns and education /awareness programs.

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 (Lead: Megan Wier, SFDPH)

- The international review of traffic safety best practices was presented at the Transportation Research Board's Annual Meeting in Washington DC, in January 2016, and the paper was selected for publication in the 2016 Transportation Research Record. 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. In addition to reviewing traffic safety practices, the paper provides recommendations for Vision Zero implementation based on lessons learned from Vision Zero implementation abroad as well as insights from other fields. The findings will inform the next iteration of the Vision Zero Action Strategy, and the published findings will be disseminated locally and to the cities included in the review.

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.
- The SRTS Partnership has now expanded to work with 35 elementary schools and is leveraging the current grant to extend resources to the remainder of the elementary schools in SFUSD.

- Mark your calendars - Bike and Roll to School Week will be held April 18-25, 2016!