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Vision Zero SF has been replaced by the City's Street Safety Initiative.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

June 2016

Vision Zero Subcommittee Updates

Engineering (Lead: Luis Montoya, SFMTA)

- Established policies and procedures for tracking and reporting progress on Vision Zero Priority Projects.
- Awarded grant funding for key Vision Zero engineering projects to improve safety on Taylor Street and study bicycle collision patterns citywide.
- Completed construction of safety improvements at Embarcadero/Harrison to reduce the incidence of illegal left turns.
- Completed near-term safety improvements on 2nd Street to prioritize people walking and bicycling.

Education, Communications, and Outreach (Lead: John Knox White, SFMTA)

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

- Vision Zero Communications research and development is underway. Media analysis from the Berkeley Media Studies Group, Focus Groups and resident surveys are complete and reports on all three should be finalized by the end of June. The media analysis included analysis of Spanish and Chinese media. The findings from these efforts will be widely shared.
- SFMTA's Board approved a two-year budget that, if approved by the Board of Supervisors, will include significant funding for Vision Zero Education and Communications for the next two years. These funds will be used to leverage Mayoral and Supervisor add-back funding with high visibility campaigns launching shortly after the budget is passed.
- Speaker Bureau Trainings for city staff, press representatives and community organizations are underway. These trainings will help spread the word about Vision Zero more widely to CCSF employees, and also develop closer collaboration with organizations throughout the city. If there are recommendations for groups to participate in future trainings, contact John.KnoxWhite@Sftma.com
- SFDPH launched the Safe Streets for Seniors Program in April 2016. To date, SFDPH has conducted presentations about Vision Zero to 139 seniors at 6 senior centers in English, Spanish and Chinese. In addition, 7 community-based organizations were funded to implement programs with their seniors they serve in areas near high injury corridors.
- City Administrator's office is developing a defensive driving program that will be administered to city-vehicle drivers. It should launch in the Fall. The training will include the prop K funded passenger vehicle driver safety video.
- SF Environment conducted a City employee transportation survey, which included a question on Vision Zero awareness. The results offered a baseline from which our outreach and education can be measured: 32% well informed, 28% somewhat informed, 40% have never heard of it. (Fall, 2015, 28% participation rate) Nestle Waters

Distributors and most of the city's major tour bus operators have partnered with Vision Zero and are ensuring that all of their drivers watch the Large Vehicle Urban Driving Safety video.

- Work with Uber and Lyft to support their driver safety efforts and ensure that they include San Francisco specific issues, such as driving safely around cable cars, has been moving forward in a positive direction. Staff is hopeful that positive, meaningful announcements will be made in the Fall.
- The Safe Streets SF – Anti-Speeding campaign finalized its research phase and is in creative development, the new campaign is slated to debut in September with back-to-school enforcement and media work occurring as schools return in August.
- A bicycle safety campaign, aimed at reducing conflict and collisions between bicycles and Muni buses is currently out on the road. Bicycle safety campaigns will continue through the rest of the year.
- It Stops Here had a third run of ads on city buses. The continued recurrence of this campaign, interspersed with the anti-speeding campaign, is called for in the VZ Education Strategy.
- SFMTA's contract with the YMCA's YBike program finished up the 2015/16 school year having provided in-classroom bicycle safety classes at five middle schools in the SFUSD system. Work is underway to identify how to expand this to a sustainable, district-wide program.

Enforcement (Lead: Robert O'Sullivan, SFPD & Mari Hunter, SFMTA)

- In 2016 Q1 (January-March), citations for Focus on the Five violations (speed, red light, stop sign, failure to yield to pedestrians, and failure to yield while turning) comprised 37% of all traffic citations: 9,153 of 24,486.

Violation Type	Q1 - 2016	%
Focus on the Five	9,153	37%
Cell Phone	699	3%
Unlicensed Driver	398	2%
Suspended License	599	2%
Ped Offenses	398	2%
Bike Offenses	252	1%
All Others	12,987	53%
Total Violations	**24,486**	**100%**

- Compared to 2015 Q1 (January-March), the number of Focus on the Five citations increased by 16%, with citations for failure to yield while turning increasing by 1,354%.

Violation Type	Q1 - 2015	Q1 - 2016	Increase(+)/ Decrease(-)
Red Light	1,418	1,127	-21%
Stop Sign	2,945	2,604	-12%
Ped Right of Way	1,472	1,445	-2%
Speeding	1,923	2,290	19%
Fail Yield w/ Turn	116	1,687	1354%
Focus on 5 - Citywide	**7,874**	**9,153**	**16%**

Note: Super Bowl celebrations were held in San Francisco at multiple locations in February 2016.

- Traffic Company Specialized Enforcement Operations from Jan. - Mar. 2016:
  - 5 enforcement Operations on OTS Pedestrian and Bicycle Safety Operations
  - 10 Enforcement operations on DPH safe routes to school pedestrian safety operations

- 1 DUI checkpoint and 2 saturation operations
- Participated in St. Patrick's Day DUI enforcement operation
- Conducted joint commercial vehicle enforcement operation with CHP
- Daily emphasis on school zone and senior corridor enforcement

Evaluation and Data (Lead: Megan Wier, SFDPH)

- SFDPH in coordination with SFMTA and SFPD, has finalized a 2013-2015 police-reported injury collision dataset, which was published to TransbaseSF.org.
- SFDPH has completed probabilistic data linkage for 2013 police and hospital data sources, the first year of the transportation-related surveillance system. Thorough data quality and data validation checks are underway on the linked data in preparation for the Fall release of linkage findings and replication of linkage using 2014 data sources.
- 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.
- SFDPH has started trainings with local advocacy groups using open source geographic information system platforms to help build capacity for creating maps and using data from TransBASESF.org.
- SFDPH will be launching a technical advisory committee this Summer to solicit input from other city agencies on their needs for a collision profiler and data aggregation tool at the corridor level on TransBASESF.org.
- SFDPH staff participated on a panel titled "Shifting Norms through Evidence-Based Messaging & Safety Education Campaigns" at PedsCount 2016 hosted by California Walks. Staff discussed the collaboration and innovative evaluation done for the SFMTA's "It Stops Here" traffic safety education and enforcement campaign which found increases in driver's yielding to pedestrian right-of-way during the course of the campaign.
- SFDPH co-presented with SFMTA at the SHSP Regional Transportation Summit in Oakland in April, highlighting the data-driven approach in SF, including the high injury network and the development of a comprehensive transportation-related injury surveillance system.
- 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.

Policy (Lead: Kate Breen, SFMTA)

- We are more than half-way through the second year of the 2015-2016 state legislative session and we have been tracking and taking positions on different pieces of legislation related to traffic safety and Vision Zero. SFMTA took a support position which was approved by the City's State Legislation Committee on AB 2796 (Bloom). If approved, AB 2796 would require the California Transportation Commission (CTC) to award a minimum amount of Active Transportation Program (ATP) funds for planning and community engagement activities and education programs in disadvantaged communities. This would help support SFMTA's Vision Zero education programs as ATP funds have historically been awarded to infrastructure projects. The SFMTA also took a position of opposition to SB 986

(Hill) which would reduce the fine for not coming to a complete stop before making a right turn at a red light from $100 to $35.

- We are continuing to lay the ground work to secure a sponsor prior to the 2017 state legislative session for a bill that would authorize a pilot for the use of automated speed enforcement (ASE) in San Francisco. We developed a work plan to guide our efforts over the next six-months which includes connecting with various local and state-level interests groups to build support, meeting with known and potential opposition groups to address their concerns and move them to a support or neutral position, working with existing partners in the Administration to engage other agency staff and socialize ASE, and meet with committee staff and members of the San Francisco delegation or other potential sponsors. We have received feedback on the draft legislation from the Teamsters and continue to work with them to gain support. We've also reached out to major privacy interest groups and requested feedback from their policy staff. We have received 25 letters of support/resolutions from Boards and community groups in SF and have connected with both AARP and CARA (California Alliance of Retired Americans) who have shown interest in supporting the bill at the state level.
- SFMTA continues to convene monthly Big City Departments of Transportation conference calls to discuss efforts and policies related to Vision Zero in addition to other topics. The group has expanded to include: San Francisco, Los Angeles, San Jose, Oakland, Fresno, Long Beach and representatives from OPR and CalSTA. As a result of the last in-person Big Cities' meeting in March in San Jose, a letter was drafted from the Big Cities, with support from DPH, SFMTA and SFPD, to CalSTA Secretary Brian Kelly requesting that the CHP form 555 be amended to include additional collision-related factors which would provide cities with more accurate and comprehensive collision data so that we can better direct resources. Please see letter in attachment.
- San Francisco will be leading a workshop on ASE at the next Big City Departments of Transportation in-person meeting in Los Angeles in July which will be part of a larger Vision Zero legislative strategy discussion for 2017 which will also include a discussion on the methodology for setting speed limits. On May 24, the Long Beach City Council adopted Vision Zero, requested an analysis of Long Beach's high injury corridors, directed the City Manager to form a Vision Zero Task Force and requested the preparation of a Vision Zero strategy document.

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.

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 secured an additional $360,000 for work to be conducted in school year 2016-2017, thanks to the SF County Transportation Authority and its Board as well at the Metropolitan Transportation Commission.
- SFUSD's Sustainability Office and the SFMTA's MTAP program and collaborated on the first-ever Traffic Safety & Riding Muni presentation to incoming 6th-graders at Marina and Aptos middle schools as part of their STEP UP summer orientation program. In addition to learning about street safety, students explored a Muni bus and

learned how to load a bike on the front-mounted bike racks. Next year, the District is working with the Bay Area Children's Theater to roll this out to ALL middle schools as part of their Step Up summer orientation program.

- San Francisco Police Department will conduct intensive traffic enforcement to alert drivers to the presence of students returning to school in mid-August 2016.