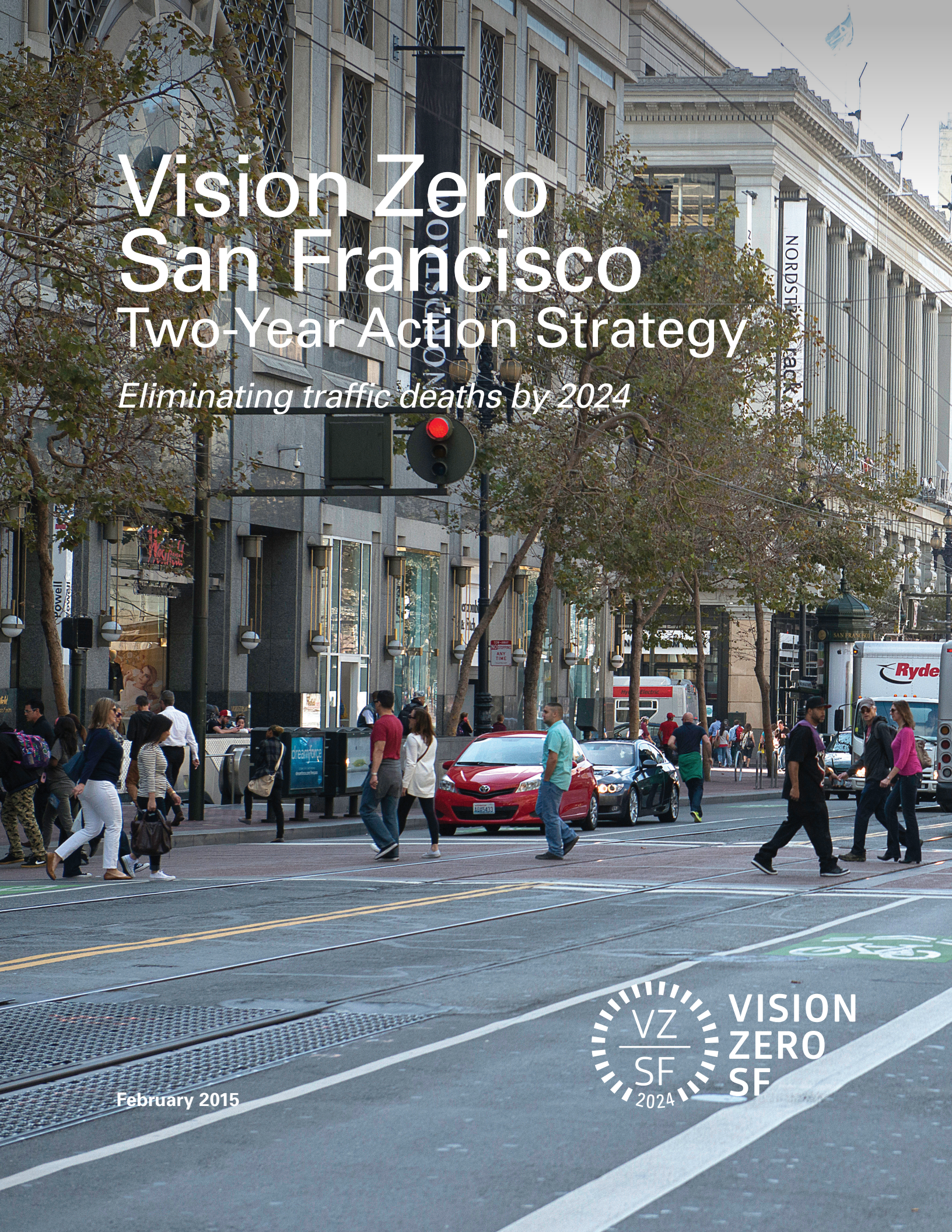
Archived Document

This document was originally published on visionzerosf.org. It is now part of the archived Vision Zero SF website archive and is kept for reference only.

The content is historical and may be out of date. It does not reflect current City policy, programs or data.

Vision Zero SF has been replaced by the City's Street Safety Initiative.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

Two-Year Action Strategy

Eliminating traffic deaths by 2024

VISION ZERO SF

February 2015

Contents

3 Message from Mayor Edwin M. Lee

4 Achieving Vision Zero in San Francisco

6 Why Now?

10 Building Momentum: Traffic Safety Through the Years

12 Vision Zero in Action

19 Benchmarks

20 Organizational Structure

22 Vision Zero Pledge & Acknowledgments

What is Vision Zero?

Vision Zero SF is a road safety policy that will build safety and livability into our streets, protecting the one million people who move about San Francisco every day.

Vision Zero began in Sweden in 1997, and traffic deaths have reduced by half in the country since it started. Anticipating that people will make mistakes, Sweden's "safe system" approach prioritizes safety by creating safe roads, slowing speeds, improving vehicle design, educating people and enforcing laws to support safer behavior on the roads.

Based on Sweden's success, numerous cities have adopt the policy in order to create thriving, safe and healthy communities.

Through Vision Zero SF, we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024.

Message from Mayor Lee



Dear fellow San Franciscans,

We know that any death on our streets is unacceptable, and that is why San Francisco is committed to eliminating traffic deaths on our streets by 2024 as part of Vision Zero SF. Vision Zero SF is our City's commitment to prioritize safe streets and ensure all road users – whether you walk, bike, drive or ride the bus – are safe.

Working together with the Board of Supervisors, numerous City Agencies and Departments along with our community and neighborhood leaders, we can end traffic fatalities on our streets. This year, we will complete safety treatments along at least 13 miles of the high injury street network in San Francisco. San Francisco is one of the most pedestrian and bicycle-friendly cities in America. Let's work together to make it the safest city in America for those activities as well.

San Francisco is committed to building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and prioritizing resources to implement effective initiatives that save lives. By working to equitably protect our most vulnerable road users, we strive to create a better culture for our residents, workers and visitors to prioritize traffic safety and reduce collisions that happen on our streets.

Every day over a million people travel to work, school, to shop or socialize with family and friends in San Francisco. We are a growing City with more people on our streets than ever before. That means every one of us can help save lives by slowing down and being more mindful as we use our City's streets.

I have fully endorsed this Action Strategy, which reflects my belief that we can, and we must, provide safety for all road users. Safety is our top priority, and we are committed to working together to achieve Vision Zero in San Francisco.

Sincerely,



Edwin M. Lee
Mayor



Achieving Vision Zero in San Francisco

Vision Zero SF: Because a mistake on the road should never result in serious injury or death.

Every year in San Francisco, about 30 people lose their lives and over 200 more are seriously injured while traveling on city streets. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to stopping further loss of life.

The City and County of San Francisco adopted Vision Zero as a policy in 2014, committing to build better and safer streets, educate the public on traffic safety, enforce traffic laws and adopt policy changes that save lives.

The goal is to create a culture that prioritizes traffic safety and to ensure that mistakes on our roadways don't result in serious injuries or death. The result of this collaborative, citywide effort will be safer, more livable streets as we work to eliminate traffic fatalities by 2024.

About the Two-Year Action Strategy

The Vision Zero Two-Year Action Strategy outlines the projects and policy changes the City plans to pursue in the next two years to build safety and livability into city streets.

The Action Strategy encompasses a broad range of solutions to address street safety comprehensively and citywide. Solutions fall within five categories: engineering, education, enforcement, evaluation and policy.

See pages 12-18 for the specific policies and programs City departments have committed to prioritize.

Core Principles

Achieving zero fatalities is a shared responsibility. It requires leadership and commitment from City agencies, elected officials, community stakeholders, the public and the private sector to find the right solutions for San Francisco.

These core principles will guide us as we work to eliminate traffic fatalities in San Francsico:

1. Traffic deaths are preventable and unacceptable.

2. Safety is our highest priority.
   - Preserving life is the highest priority.
   - San Francisco's transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all ages and abilities.
   - Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.

3. Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death.

4. Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.

5. People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.

Action Strategy Highlights

In the next two years, the City will strive to accomplish an ambitious agenda that addresses street safety comprehensively. These are some of the key actions City departments, elected officials and community stakeholders will work together to achieve.

Engineering:
- Implement safety treatments along at least 13 miles of the High-Injury Network each year.
- Implement project integration and project delivery process to ensure all projects are appropriately scoped with respect to safety.

Enforcement:
- Continue the "Focus on the Five" enforcement campaign targeting violations associated with severe and fatal injuries, high injury areas and corridors, schools and housing for seniors and people with disabilities.
- Report enforcement statistics, including types of traffic citations and targeted efforts near schools and senior centers.

Education:
- Implement a citywide education strategy.
- Expand large vehicle driver training programs.

Evaluation:
- Integrate TransBASESF.org as the central repository of monitoring, evaluation and injury data.
- Develop a web-based system to post Vision Zero monitoring data, including timely reporting of fatalities and annual reporting of other key metrics.

Policy:
- Advance automated safety enforcement state legislation.
- Partner with Office of Traffic Safety, Caltrans, Department of Motor Vehicles and other key partners to advance Vision Zero supporting policies and programs.

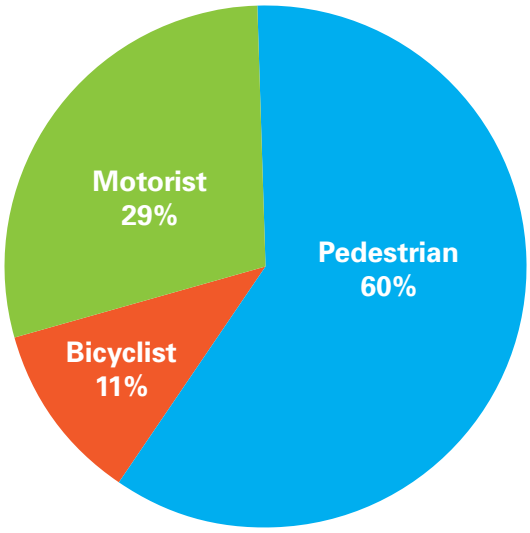
Why Now?

Traffic Fatality Data

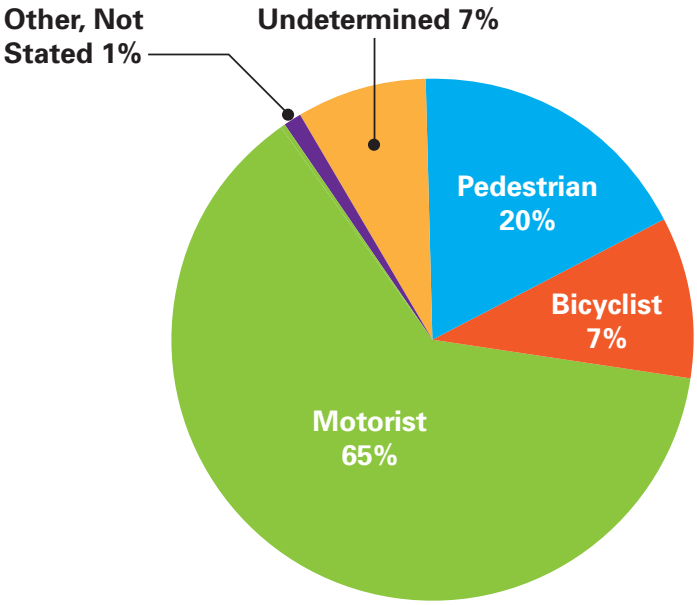
While San Francisco is one of the nation's most walkable and bikeable cities, it is ranked worst among California counties for walking injuries and seventh for bicycling injuries by the California State Office of Traffic Safety. Every year, about 30 people lose their lives and over 200 more are severely injured while traveling on city streets.

More than 50 percent of traffic deaths in San Francisco are people walking – compared to 14 percent nationally – and more people bicycling have died in traffic collisions in recent years.

While people walking comprise approximately half of fatalities on San Francisco streets, people driving are deemed at-fault in approximately two-thirds of severe and fatal traffic collisions.



Traffic Fatalities, 2013-2014
San Francisco Police Department*



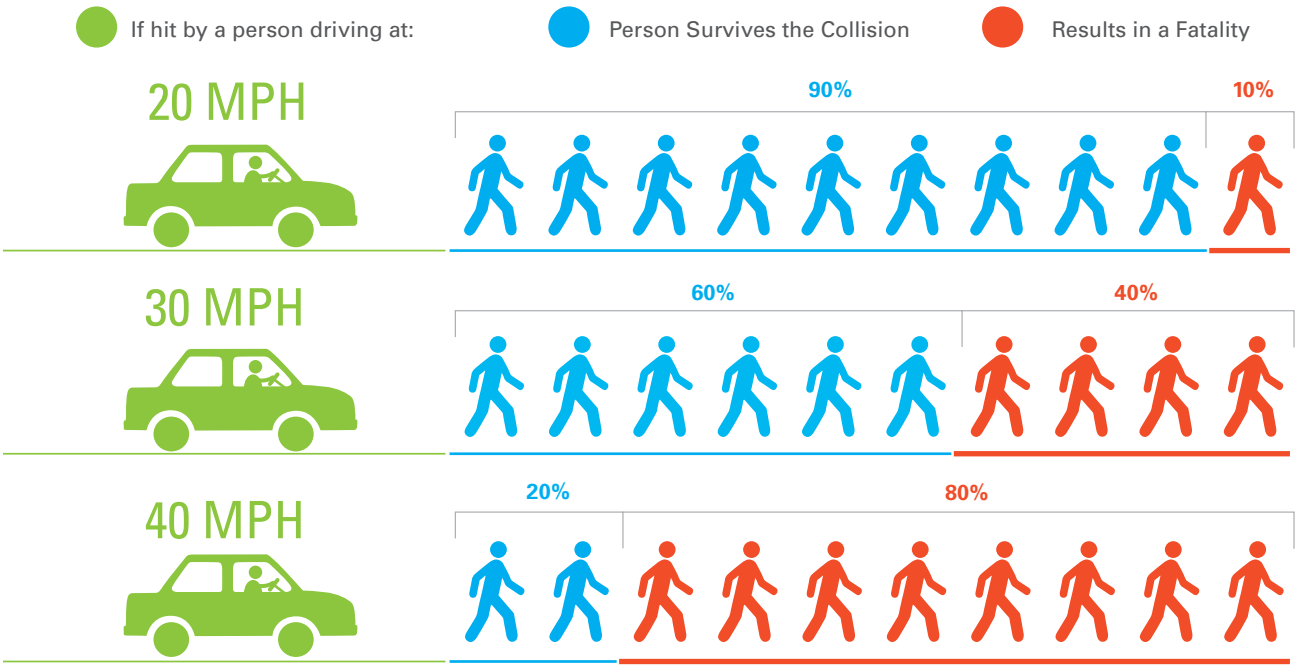
Party Identified as Primary Cause:
All Fatal Collisions, 2008-2012
Data reported by San Francisco Police Department to the Statewide Integrated Traffic Records System

* Motorist includes motorcycles

Vehicle Speed & Risk of Serious Injury

Speed is a common factor of fatal collisions involving vehicles and was cited as the primary factor in 20 percent of all severe and fatal collisions reported from 2008 to 2012 (SFPD SWITRS). Greater speeds reduce field of vision, increase required braking distance and result in exponentially higher fatality rates.

Speed reduction is a key action the city will be pursuing; however, that will only address part of the problem—traffic fatalities are a multi-pronged issue requiring a multi-pronged solution. Through engineering, education, enforcement, evaluation and policy improvements, the City will reduce speeding, improve visibility for all street users and increase awareness of the problem. Together, these strategies will empower people to make safer decisions and inspire a culture change emphasizing traffic safety.



U.S Department of Transportation, Literature Reviewed on Vehicle Travel Speeds and Pedestrian Injuries. March 2000.
http://www.nhtsa.gov/About+NHTSA/Traffic+Techs/current/Literature+Reviewed+On+Vehicle+Travel+Speeds+And+Pedestrian+Injuries

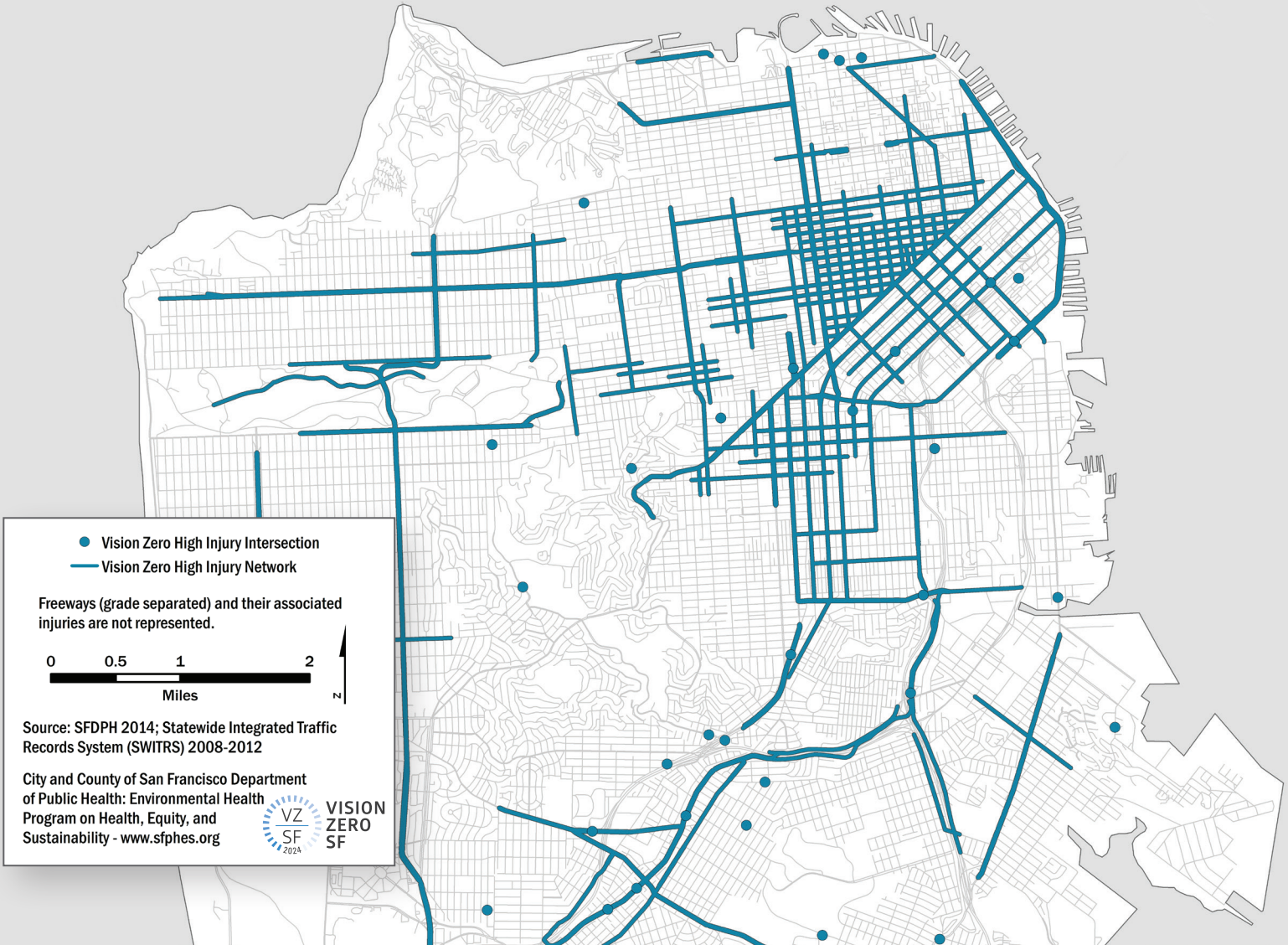
San Francisco's High-Injury Streets

More than 70 percent of severe and fatal traffic injuries occur on just 12 percent of San Francisco streets.

Through Vision Zero SF, the City has used years of data to identify the streets and intersections where investments in engineering, education and enforcement will have the biggest impact in reducing fatalities and severe injuries for people walking, bicycling and driving.

The Two-Year Action Strategy prioritizes improvements on these streets, the 125 miles of roadway identified as the Vision Zero High-Injury Network.

The Vision Zero High-Injury Network



Social Equity

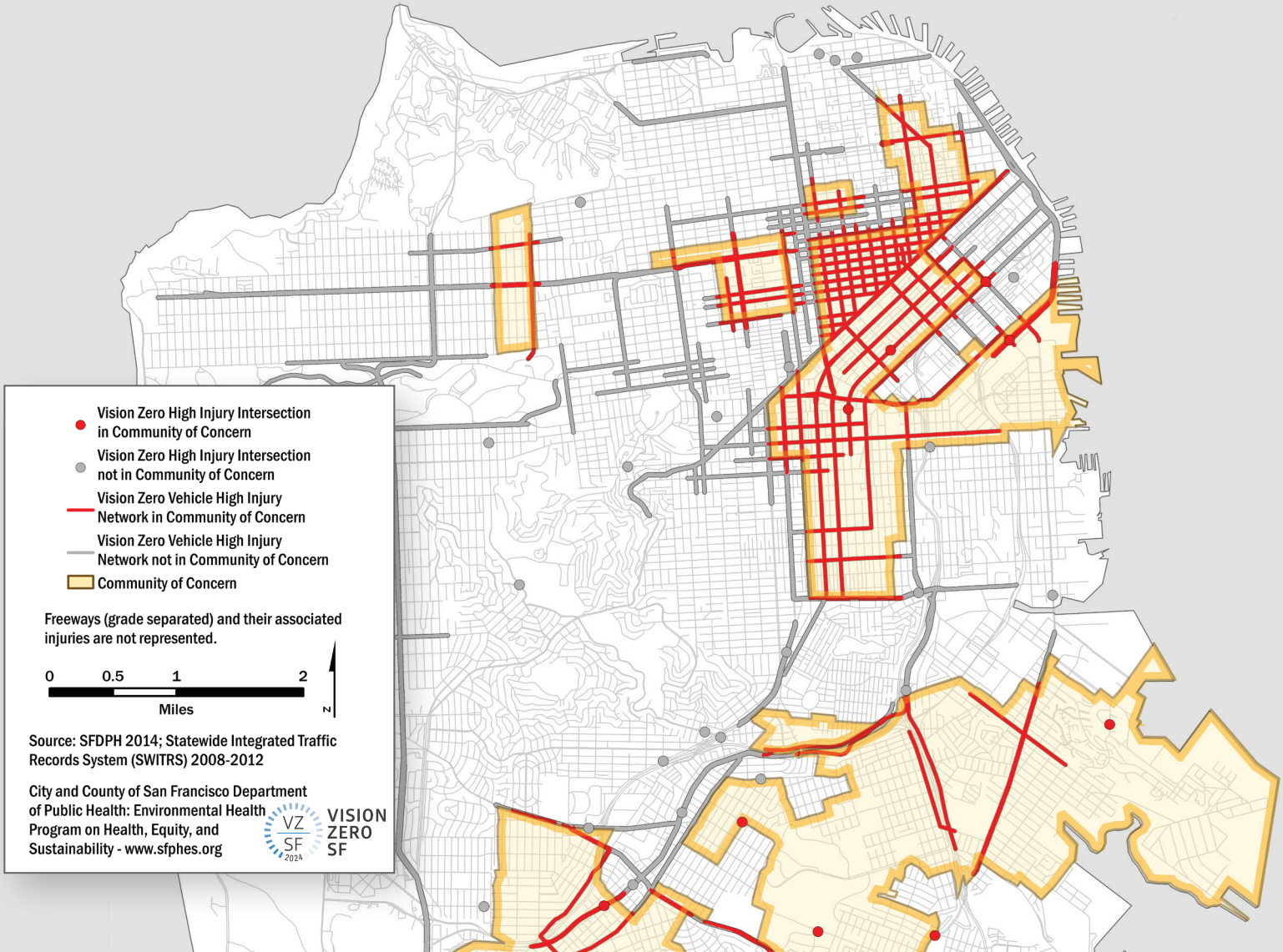
A third of San Francisco's streets run through historically disadvantaged communities but almost half of the High-Injury Network is located in these neighborhoods.

Social equity is at the core of Vision Zero. A disproportionate amount of the High-Injury Network is located in "Communities of Concern," defined by the Metropolitan Transportation Commission as low-income communities, communities of color, and areas with high concentrations of seniors and people who rely on walking and transit as their primary means of transportation.

In San Francisco, seniors are five times more likely to be fatally injured in a pedestrian collision. Children and people with disabilities are also disproportionately at risk.

To ensure equity and to protect the most vulnerable people, the Two-Year Action Strategy prioritizes projects improving safety near schools, around housing for seniors and people with disabilities, and in communities of concern.

Communities of Concern and the Vision Zero High-Injury Network



Building Momentum: Traffic Safety Through the Years

1973

San Francisco becomes a **Transit First city,** prioritizing transit, walking and bicycling

2001

The City is the first in the nation to implement **Pedestrian Countdown Signals** resulting in 22% reduction in collisions where implemented

2006

Better Streets Plan: City issues a unified set of standards, and implementation strategies for its pedestrian environment

2009

City implements **Safe Routes to School** to improve safety for children going to school

2010

- **Mayor's Executive Directive on Pedestrian Safety:** Mayor Gavin Newsom directs City departments to implement solutions to reduce severe and fatal pedestrian injuries by 25% by 2016 and 50% by 2021
- City establishes **Citywide Pedestrian Safety Task Force** chaired by SFMTA and SFDPH

Vision Zero SF is the most comprehensive and ambitious street safety policy in San Francisco's history, but the City has spent decades building safer, more livable streets.











2011

- SFDPH releases **map of Pedestrian High-Injury Corridors in the city**
- 2011- 2012: city implements **short-term pedestrian safety improvements** identified in Mayor Newsom's executive directive

2012

2013

- San Francisco Pedestrian Safety Task Force releases **Pedestrian Strategy** which details city actions to reduce severe and fatal pedestrian injuries by 50% by 2021

2014

- February 2014: The City adopts **Vision Zero** to eliminate all traffic fatalities by 2024
- Establishes **Citywide Vision Zero Task Force**, an expansion of the Pedestrian Safety Task Force
- SFPD announces commitment to **Focus on the Five** to better enforce the five traffic citations that most often result in serious injury or death
- March 2014: Mayor Edwin M. Lee announces **Walk First,** a five-year plan to implement pedestrian safety upgrades at 170 intersections on the pedestrian high-injury network.
- September 2014: **Safe Streets** City launches a new safety education campaign
- November 2014: **Prop A** passes with 72% of the vote, dedicating more than $150 million to projects that improve safety on San Francisco streets
- December 2014: City launches interactive map, a **Vision Zero Dashboard**, to report progress of safety projects.

2015







Vision Zero in Action

Two-Year Action Items

The action items outlined in the following pages are designed to protect the million people moving around San Francisco every day, moving us closer to Vision Zero. The focus is on high-impact improvements where they're needed most.

Traffic safety is a complex problem, so it is being addressed through a multi-pronged approach. Vision Zero action items fall into five main categories: engineering, enforcement, education, evaluation and policy.

Multiple City departments will collaborate to achieve this ambitious agenda over the next two years. To ensure efficiency and teamwork, lead agencies will manage each action item, with other agencies participating and providing guidance in their area of expertise.

The goal is to create measurable progress by the end of 2016, saving lives and reducing injury rates.

Funding

The City has identified a range of funding sources to support implementation of the action items supporting Vision Zero. Funding will come from the recently enacted Proposition A as well as Propositions B and K[1]; the State Transportation Improvement Program –Transportation Enhancement (STIP-TE) program; the Office of Traffic Safety (OTS); the Active Transportation Program (ATP); and other regional, state and federal funding sources.

The Funding Working Group will administer and secure funding for projects, programs and activities that directly support the Vision Zero policy.



3 **Prop A** (2014): $500 million bond that will invest in street safety projects and transit efficiency and reliability improvements
Prop B (2005): $208 million primarily for street re-surfacing and maintenance, but also capital improvements, pedestrian and disabled access enhancements, bicycle upgrades, and other street-related physical improvements
Prop K (2003): A half-cent local sales tax for transportation ranging from signals to streetcars, bicycles to boulevards, and pedestrian safety improvements to paving.

Engineering

Purpose: Implement treatments and redesign streets to reduce the frequency and severity of collisions for everyone using San Francisco's streets.

Outcomes:

- Safer and more forgiving transportation network citywide using a data-driven approach and evidence-based solutions.
- Transparent platform to demonstrate faster and more effective project delivery
- Integration of technology to advance Vision Zero through private sector partnership and city Information and Technology and innovation staff

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Complete the 24 safety projects identified in SFMTA and Board of Supervisors Vision Zero resolutions	SFMTA, SFDPW		Q1 2016
Use High Injury Network map to: • Prioritize projects already identified and ensure they are scoped with appropriate safety treatments for all agencies • Identify gaps and design and implement safety projects • Further prioritization based on vulnerable road users, child and senior injuries,schools, housing for seniors and people with disabilities, and communities of concern	SFMTA	SFDPH, SFDPW, SFPUC, SFFD	Q1 2015
Implement safety treatments along at least 13 miles of the High Injury Network annually, including: • WalkFirst • Muni Forward along with supplemental safety interventions	SFMTA, SFDPW		Q2 2015, Q2 2016
Implement universally beneficial treatments citywide (e.g. daylighting, signal timing, high visibility crosswalks, and proper bus stop lengths)	SFMTA	SFDPW	Ongoing
Report progress of capital projects which support Vision Zero on Vision Zero website	SFMTA, SFDPW, SFDPH		Q1 2015, ongoing
Develop and publish list of key treatments including efficacy to better communicate engineering solutions, building on WalkFirst	SFMTA		Q2 2015
Implement project integration process and project delivery to ensure all projects are appropriately scoped with respect to safety	SFMTA, Planning	SFDPW, SFPUC	Q1 2015
Review coordinated projects at interagency director meeting to improve delivery time and reduce costs	SFMTA, SFDPW	SFPUC	Q3 2015
Complete Living Labs pilot and develop strategy to engage with private sector, specifically for developing and/or utilizing technology to advance goal of Vision Zero	SFMTA, SFPUC	Mayor's Office	Q2 2015 Q3 2015
Develop collision evaluation process to identify opportunities for increased inter-departmental coordination including site investigation of severe and fatal collisions to review street design and ensure all critical information is captured	SFMTA, SFPD, DA	SFDPH	Q2 2015
Develop a funding strategy to institutionalize engineering activities which support Vision Zero including: • Developing project menu as necessary • Evaluate need for dedicating percentage of project budget to finance safety countermeasures	SFMTA, SFDPW	Funding Working Group, Budget Office, Capital Planning Committee	Q2 2015

Enforcement

Purpose: Increase individual awareness of their responsibility to the safety of others and themselves. Cite and administer warnings, using a data-driven approach and focusing on violations of the California Vehicle Code and the San Francisco Transportation Code that are identified as causative and associated factors in severe and fatal collisions. This data-driven strategy will be supported by employing best practices and with the use of new technologies by continued coordination between the District Attorney's Office and the SFPD to investigate and prosecute incidents where there is sufficient evidence to do so.

Outcomes:

- Comprehensive package of targeted enforcement efforts
- Improved method to identify priority enforcement locations
- Increased enforcement of most common offenses that result in severe and fatal collisions
- Increased transparency of enforcement efforts

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Continue "Focus on the Five" enforcement campaign, targeting violations associated with severe and fatal injuries, high injury areas/corridors, schools, and housing for seniors and persons with disabilities	SFPD		Q4 2016
Implement additional strategic enforcement in support of Vision Zero	SFPD	SFMTA, SFDPH	Q1 2016
All existing and new officers to view pedestrian and bicycles safety video	SFPD		Ongoing
Explore needs for implementation of a vehicular manslaughter unit	DA	Funding Working Group	Q4 2015
Publish statistics on cases involving severe and fatal collisions	DA		Q4 2015
Advance implementation of Crossroads database for electronic collision data reporting and real-time data sharing with SFMTA and SFDPH	SFPD	SFMTA, SFDPH	Q4 2015
Explore implementation of E-Citation Pilot	SFPD, SFMTA	SFDPH	Q4 2015
Work with community stakeholders to expand training and education of SFPD officers regarding the rights and responsibilities of everyone on the road	SFPD		Ongoing
SFMTA Parking Control Officer (PCO) program will identify duties that support Vision Zero goals and complete PCO program resource optimization process and formalize means by which PCOs may be assigned those Vision Zero-supporting duties	SFMTA	SFPD	Q1 2015
Provide a report to the San Francisco Police Commission every quarter, to be calendared for the second Police Commission meeting of the quarter (report will also be made available to stakeholders), regarding the progress made toward Vision Zero including, but not limited to: • Number of traffic citations given (by total and by mode) • Number of collisions attributed to one of the five primary collision factors • Number of people receiving citations/arrests at the scene of traffic collisions vs. number of collisions • Number of operations around school facilities and senior zones • LIDAR (speed detection device) statistics	SFPD		Q1 2015
Develop a funding strategy to institutionalize future enforcement activities which support Vision Zero including developing menu of needs as necessary for grants and other funding opportunities	SFPD, SFMTA	Funding Working Group	Q2 2015

Education

Purpose: Coordinate among City departments to create a citywide strategy for educational outreach and safety programs. Implement funded education programs, such as Safe Streets SF and Safe Routes to School to support and grow existing partnerships.

Outcomes:

- Increased departmental cooperation and coordination
- Increased stakeholder engagement
- Coordinated educational program based on best-practices
- Expand the number of coordinated educational programs
- Costs for a multi-faceted program will be identified and funding strategies developed
- Continued implementation of existing educational programs
- Increased awareness of major causes of collisions, fatalities and injuries among all transportation users
- Increased awareness of traffic laws, where the failure to follow them is identified as factor in collisions resulting in severe injury and fatalities.
- Measureable change in collision-related behaviors

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Develop a best practice citywide education strategy	SFMTA	SFDPH, SFPD, SFUSD, DA, SFCTA, SFE, SFFD	Q1 2015
Implement year one of education strategy	SFMTA	SFDPH, SFPD	Q2 2015
Develop baseline understanding of educational needs	SFMTA	SFDPH, SFPD, SFUSD, DA, SFCTA, SFE, SFFD	Q3 2015
Expand education campaign underway: • Safe Streets SF • Large vehicle safe driving for all municipal vehicles including taxis and transit vehicles and increase coordination with transit operators as well as commercial operators • Administer existing targeted mini-grant program to support and expand community engagement along high injury corridors, including community-based organizations serving vulnerable populations (i.e, seniors, disabled, multilingual and multiethnic populations, etc)	SFMTA, SFDPH	SFPD	Q1 2016
Develop a funding strategy to institutionalize future education efforts which support Vision Zero including developing menu of needs as necessary for grants and other funding opportunities	SFMTA, SFDPH	Funding Working Group	Q2 2016

Evaluation Analysis & Monitoring

Purpose: Monitor and analyze collision data to identify causal factors and high injury locations. Evaluate the impact of Engineering, Enforcement, Education and Policy efforts and provide recommendations for refinement. Coordinate with Subcommittees, City agencies and community stakeholders to ensure accuracy, relevance, and efficiency of data systems and reporting.

Outcomes:

- Comprehensive, timely transportation injury surveillance and analysis to inform targeted investments
- Coordinate current data being shared to inform Vision Zero investments to address risk factors at the highest injury locations
- Monitoring and evaluation to assess impact of initiatives and overall progress towards Vision Zero goals
- Web-based data sharing and tracking systems to increase transparency and accountability

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Institutionalize and continue to expand the capacity of TransBASESF.org* as the central repository of monitoring, evaluation, and injury data in support of Vision Zero.	SFDPH	SFMTA, SF Planning, SFDPW, SFCTA, SFDPW, SFPUC	Ongoing
Train key staff on TransBASESF.org and customize TransBASESF.org data and interface to support Vision Zero monitoring, evaluation and analysis.	SFDPH	SFMTA, SFDPW, SF Planning	Ongoing
Pilot a comprehensive Transportation-related Injury Surveillance System (TISS**) and integrate findings into TransBASESF.org.	SFDPH	SFMTA, SFPD, SFFD	Q4 2015
Expand Pedestrian Strategy metrics to include all modes for Vision Zero monitoring and report annually	SFDPH, SFMTA		Q1 2015
Implement targeted evaluation of key Vision Zero Engineering, Education, and Enforcement initiatives.	SFDPH	SFMTA, SFPD, Controller's Office, SFDPW, SFCTA	Education (Q1 2015) Engineering (Q2 2015) Enforcement (Q3 2015)
Develop a web-based system to post Vision Zero monitoring data, including timely reporting of fatalities and annual reporting of other key metrics.	SFDPH, SFMTA, SFDPW	Controller's Office	Q1 2015 – Q3 2015
Demonstrate TransBASE and online tools at public meetings related to Vision Zero to increase public knowledge of and access to those tools and obtain feedback regarding how to improve.	SFDPH	SFMTA	Ongoing
Develop High Injury Corridor/Network map(s) that address severe/fatal injuries for all transportation modes	SFDPH	SFMTA	Q1 2015
Continue to update High Injury Corridor maps that inform the prioritization of Vision Zero initiatives.	SFDPH	SFMTA	Ongoing
Develop a funding strategy to institutionalize future evaluation and monitoring needs which support Vision Zero including developing menu of needs as necessary for grants and other funding opportunities	SFDPH	Funding Work Group	Q2 2015

* TransBASESF.org: SFDPH has developed TransBASESF.org as an open platform database linking all transportation injury related data from multiple agencies with community and environmental factors with a goal of being the central repository of this information for the city.

** TISS: SFDPH with SFGH and Trauma Center is developing a comprehensive Transportation-related Injury Surveillance System to conduct accurate and timely monitoring of transportation-related injuries and inform the evaluation of specific interventions. The creation of this database will vastly expand the City's capacity to analyze the causes, costs, and consequences of transportation-related injuries.




TAXI
BUS ONLY
ONLY






Coca-Cola
Share a Coke this summer





Policy

Purpose: Identify an agreed upon set of policy initiatives that partners can support and mobilize behind at the local and state levels to advance awareness of Vision Zero and enable programs and projects that support the goals of Vision Zero.

Outcomes:

- Advance package of administrative and legislative initiatives to support Vision Zero
- Gain support from local, regional, state and federal policy bodies
- Ensure safe design practices are incorporated during the planning stage of development

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Advance Automated Safety Enforcement initiative at the state level • Consider as San Francisco-only pilot around school zones, housing for seniors and people with disabilities • Formalize support from city agencies and key stakeholders	SFMTA	Mayor's Office, BoS, SFPD, SFDPH	Q1 2015
Evaluate opportunity for apparatus on vehicles to ensure: • Safety of transit only lanes • Safe driving behavior of all transit and municipal vehicle fleet	SFMTA		Q1 2015
Partner with Office of Traffic Safety, Caltrans, SafeTrec, Department of Motor Vehicles, CHP, CDPH, CalSTA, NHTSA and MTC to advance goals of Vision Zero • Convene on-site workshop/assessment with regional, state and national leadership on Vision Zero administrative and legal issues	SFMTA, SFDPH, SFPD	Mayor's Office, BoS, SFCTA	Q2 2015
Work with state agencies including Office of Traffic Safety to streamline state traffic collision data timelines	SFMTA, SFDPH, SFPD	Mayor's Office	Ongoing
Work with key policy makers to reduce speeds on city streets	SFMTA	SFDPH, Mayor's Office	Q4 2015
Report to Vision Zero Task Force annually on the following: • Include Vision Zero goal in near term and long term planning documents including the San Francisco General Plan • Review General Plan Referrals to be consistent with Vision Zero goals • Review development projects and inform project sponsors to design projects to be consistent with Vision Zero goals • Require projects subject to streetscape plans per Planning Code Section 138.1, to include pedestrian and bicycle safety improvements to the greatest extent feasible, particularly on identified high-injury corridors and intersections • Incorporate safety measures in all streetscape and public realm plans where feasible	Planning		Q1 2016
Develop a funding strategy to institutionalize future policy efforts which support Vision Zero including developing menu of needs as necessary for grants and other funding opportunities	SFMTA	Funding Work Group	Q4 2015

*Note, the next two-year state legislative session starts in January 2015

Benchmarks

The annual reporting of fatal and severe traffic injuries will be the primary benchmark of success in reaching San Francisco's Vision Zero goal. The following measures are key indicators of progress on Engineering, Enforcement, Education, Evaluation and Monitoring, and Policy efforts to advance the City's goal of zero traffic deaths.

Annual Metrics	Direction of Change	Previously Identified in Pedestrian or Bicycle Strategy?
GENERAL		
Total severe and fatal injuries	Decrease	Yes
Proportion of severe and fatal injuires by Supervisorial District, transportation mode, by age and in Communities of Concern	Decrease inequities	Yes
Medical costs at SF General Hospital for transportation collisions	Decrease	
ENGINEERING		
Number of engineering projects implemented, and miles of streets/intersections receiving safety improvements	Increase	Yes
ENFORCEMENT		
Speeds on San Francisco Streets (85th percentile, average, percent exceeding speed limit)	Decrease	Yes
Citations issued: **a)** Focus on the Five **b)** per SFPD officer, **c)** by violation type and by police district	**a)** 50% for Focus on the Five by District **b)** Increase by 25% per officer based on full staff **c)** Monitor correlation between primary violations in severe/fatal injuries and citation locations /violation types cited.	
Investigation and prosecution of vehicular manslaughter	Increase in investigation	
EDUCATION		
Public awareness of Vision Zero, its principles, underlying safety issues and traffic safety laws	Increase	
POLICY		
Policy change made at local and state levels to advance Vision Zero	Increase	

Organizational Structure

Oversight

These elected officials, appointed bodies and community stakeholders will provide critical oversight and feedback as the Vision Zero Action Strategy moves forward. Quarterly progress reports will be provided to oversight bodies and also be available to the public.

- **Mayor Edwin M. Lee**
- **City Agency Boards & Commissions**
- **Vision Zero Task Force**
- **San Francisco County Transportation Authority Vision Zero Committee**

Implementation

A number of City agencies have committed to the Vision Zero policy and will work to complete the action items outlined in the Two-Year Action Strategy.

City Staff Steering Committee

To ensure collaboration and progress, a City Staff Steering Committee will meet monthly. The steering committee includes staff representatives from the implementing City agencies.

Within the steering committee are five subcommittees – Engineering, Education, Enforcement, Evaluation and Data, and Policy – focused on implementing specific types of projects. In addition, working groups on communications, funding, schools and the citywide vision will engage with and inform the subcommittees.

Two Year Action Items	Lead Agency	Participating Agency	Milestone
Create Steering Committee charter and define roles/responsibilities of members	Mayor's Office		Q1 2015
Develop monitoring framework and accountability tools for Sub-Committees	Mayor's Office, SFMTA, SFDPH		Q1 2015
Report to accountability bodies including SFCTA and Agency Boards that have supported the Vision Zero policy	SFMTA, SFDPH		Ongoing
Implement communications strategy	SFMTA, Mayor's Office	SFDPH	Q2 2015
Develop information sharing plan to ensure all relevant City Departments are informed	Mayor's Office	SFMTA, SFDPH	Q2 2015
Develop and coordinate long-term funding strategy	SFMTA, SFCTA, Mayor's Office	Funding Working Group	Q4 2015

Vision Zero Task Force

The Vision Zero Task Force is chaired by the San Francisco Municipal Transportation Agency (SFMTA) and the San Francisco Department of Public Health (SFDPH). Its meetings are open to the public and attended by the Vision Zero Steering Committee, city agency representatives and members of the Vision Zero Coalition.

The task force meeting aims to improve accountability and transparency as well as provide a forum for the public to receive updates and share feedback, ensuring that the whole San Francsico community has an opportunity to participate in creating safer, more livable streets. The Task Force meets quarterly and all are welcome to attend and participate.

SFCTA Vision Zero Committee

The SFCTA Vision Zero Committee is comprised of five members of Board of Supervisors acting as Transportation Authority Commissioners on the San Francisco County Transportation Authority Vision Zero Committee, and meets quarterly; this meeting is also open to the public.

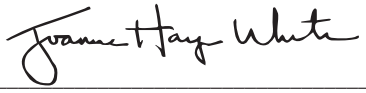
- **Jane Kim,** *Chair*
- **Mark Farrell**
- **Scott Wiener**
- **Norman Yee,** *Vice Chair*
- **Eric Mar**

Vision Zero Pledge

The Vision Zero Two-Year Action Strategy lays the foundation for the next two years and solidifies the city's long term commitment to achieve zero traffic fatalities by 2024. San Francisco continually strives to provide a traffic environment that prioritizes safe and excellent transportation choices for all of our residents, employees and visitors. On behalf of the following city agencies, we commit to work together in partnership with stakeholders to implement this Strategy and do what is needed over the next ten years to reach our goal of zero traffic fatalities in San Francisco.



Edwin M. Lee
Mayor



Chief Joanne Hayes-White
San Francisco Fire Department



Ben Rosenfield
City Controller



Edward D. Reiskin
San Francisco Municipal Transportation Agency



Carla Johnson
Mayor's Office on Disability



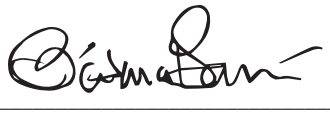
Chief Greg Suhr
San Francisco Police Department



Tilly Chang
San Francisco County Transportation Authority



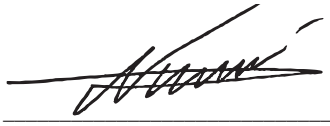
John Rahaim
San Francisco Planning Department



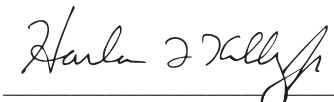
Barbara Garcia
San Francisco Department of Public Health



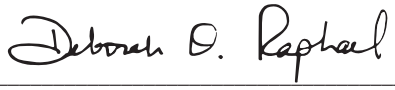
Monique Moyer
Port Commission of San Francisco



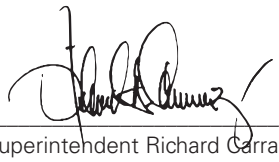
Mohammed Nuru
San Francisco Department of Public Works



Harlan Kelly
San Francisco Public Utilities Commission



Deborah Raphael
San Francisco Department of the Environment



Superintendent Richard Carranza
San Francisco Unified School District


VZ
SF
2024
VISION
ZERO
SF

VISION ZERO SF

www.visionzerosf.com