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The content is historical and may be out of date.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Vision Zero SF has been replaced by the City's Street Safety Initiative.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 SF

VISION ZERO
ACTION STRATEGY

Eliminating Traffic Deaths in San Francisco



EVERY YEAR IN SAN FRANCISCO,

about 30 people lose their lives and over 500 more are severely 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, a policy that commits us to ending traffic fatalities, in 2014. Vision Zero San Francisco commits city agencies to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives.



A note from the Mayor

In 2014, San Francisco adopted Vision Zero, a plan committed to eliminating all traffic deaths in our city. At the core of Vision Zero is a simple and powerful philosophy: traffic deaths are unacceptable and preventable.

Across the United States, cities have joined us in adopting Vision Zero as a policy. We know zero traffic fatalities may sound like an ambitious goal, but it is the right one. Too many people have died on our streets and too many families still cope with the tragic loss of their loved ones.

Today, just 13 percent of San Francisco's streets account for 75 percent of the city's severe traffic injuries and fatalities. With this knowledge, the city has doubled down on our street safety investments, from engineering projects and education campaigns to enforcement operations. In the past five years, San Francisco has implemented more than 230 miles of safety improvements, initiated more than a dozen public awareness campaigns, and issued almost 175,000 citations for the most dangerous traffic violations. These violations included red light running, running stop signs, violating pedestrian rights-of-way, speeding, and failure to yield to pedestrians while turning.

While our city has reached an all-time low in traffic deaths over the past two years, even one loss of life on our roads is still one too many. Through this Action Strategy, San Francisco is not only recommitting itself to our Vision Zero goal, we are also stating that to get to zero traffic deaths, more work is needed.

While we will continue to build safer streets, enforce the rules of the road, and increase public awareness, it is imperative that San Francisco advocate for and spearhead new, and proven initiatives that can save lives. From using automated technology to enforce speed limits to piloting new tools to mitigate congestion, this Action Strategy is proposing a transformative policy agenda focused on getting to zero traffic fatalities.

Through the actions outlined in this strategy and the policy agenda proposed, we are reaffirming San Francisco's commitment to doing more to finally achieve the ultimate goal of Vision Zero.

Sincerely,



London Breed
Mayor of San Francisco

ACTION STRATEGY OVERVIEW

This Vision Zero Action Strategy outlines the initiatives and actions Vision Zero San Francisco will take to advance Vision Zero—ending traffic fatalities in San Francisco. The strategy was developed by the City and County of San Francisco, co-chaired by the San Francisco Municipal Transportation Agency and the Department of Public Health, with leadership from the Mayor's Office, President of the Board Norman Yee and the Board of Supervisors, and in coordination with local community groups and advocacy organizations.

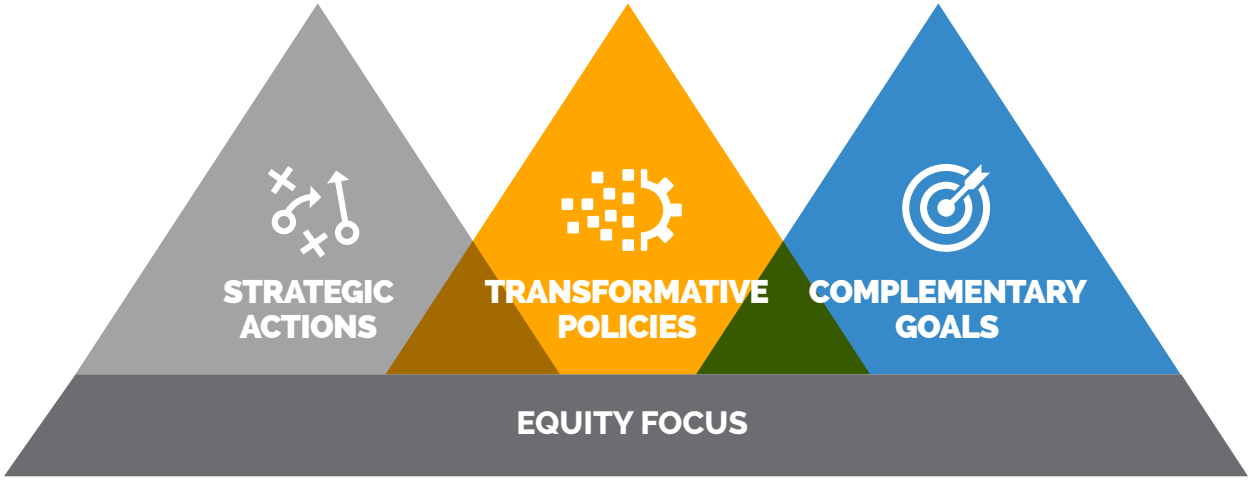
Since 2014, Vision Zero SF has published an Action Strategy that lays out the strategic actions for city departments and agencies to reach the city's Vision Zero goal. This third version of the Action Strategy reaffirms the city's long-term commitment to Vision Zero and for the first time expands beyond standard engineering, enforcement, and education actions to be clear about the broader policies and goals needed to achieve Vision Zero.

This Action Strategy springboards policy areas that the State of California can advance to immediately improve street safety—automated enforcement, pricing to reduce vehicle miles traveled, urban speed limit setting, and local regulations of Transportation Network Companies.

The Action Strategy also acknowledges that the city must be serious and advance complementary city goals to get to zero—goals like more people walking, biking and taking transit, reducing greenhouse gas emissions from the transportation sector, and building more housing for all San Franciscans, so that sustainable choices are a viable option for most trips.

Critically, this Action Strategy ensures that implementation of Vision Zero projects and programs has a strong foundation in advancing equity, and that the goals, policies, and actions of this Strategy do not exacerbate existing inequities and instead improve health outcomes for the city's vulnerable populations.

GETTING TO ZERO



This Action Strategy proposes three key areas that will need to advance for the city to get to zero. These key areas are rooted in a foundation of **equity**, that historic injury inequities in vulnerable communities are addressed through actions, policies and coordination with complementary goals and that initiatives do not contribute to or exacerbate existing inequities.

- **Strategic Actions:** Key actions valued at $65 million annually in investment for Vision Zero SF agencies to commit to and act on to improve traffic safety outcomes within a Safe Systems framework.
- **Transformative Policies:** Four key legislative needs for San Francisco that have proven nationally and internationally to dramatically reduce crashes and save lives.
- **Complementary Goals:** City policies that complement and advance Vision Zero by reducing vehicle miles traveled, a major predictor of crashes.

VISION ZERO CORE PRINCIPLES

San Francisco's Vision Zero program is guided by the core principles that traffic fatalities are preventable, and that traffic safety interventions will mitigate the likelihood that a collision results in death. The program uses a data-driven approach with a focus on strategies and actions that are proven to reduce instances of vehicle speeding— the most critical factor in predicting a traffic fatality.





Saving Lives
Safety and the preservation of human life is our highest priority.



Prevention
Traffic deaths are preventable and unacceptable.



Equity
The transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages, and abilities.



Speed
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.



Safe Streets
Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs, and design decisions should prioritize preserving lives.



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

COMPLEMENTARY GOALS

San Francisco's Vision Zero goal works together with other city goals and policies that prioritize walking, biking and improved transit, while reducing driving and vehicle miles traveled on our streets. Meeting the goal of zero traffic deaths depends on the city's advancement of these related policy goals.





Mode Shift

The city will shift 80% of trips to sustainable travel choices by 2030. More people walking and biking on safe streets in San Francisco—getting health benefits from physical activity, cleaner air, and less traffic noise—helps makes it safer for everyone on every street.



Transit First

The SFMTA's Transit First policy prioritizes public transit, bicycling and walking on San Francisco's streets. A strong public transit system is critical to realize Vision Zero and shift people out of their cars. The rapidly changing transportation landscape and emerging technologies will need to elevate safety as a key goal.



Climate Action

By 2050 San Francisco will reduce its greenhouse gas emissions by 80% from 1990 levels. Central to this goal is reducing transportation emissions which contribute an estimated 50% of GHGs in California. Reducing vehicle miles traveled as the city improves traffic safety strengthens Vision Zero.



Land Use/Housing

San Francisco will create 30,000 new housing units by 2020, including 50% for middle income households and 30% permanently affordable. Building housing closer to jobs, schools and services is proven to increase the number of trips made by walking and biking; making this housing affordable and the nearby streets safe is critical to a sustainable future.

TRANSFORMATIVE POLICY AGENDA

Getting to zero will require political will and public support for ambitious and transformative policies.

The four policies recommended for Vision Zero SF and state partners:

- require local legislative authority,
- are evidence-based to reduce severe and fatal injuries, and
- are high-impact initiatives that will significantly move San Francisco towards its Vision Zero goal.



AUTOMATED ENFORCEMENT



PRICING AND REDUCING VEHICLE MILES TRAVELED



URBAN SPEED LIMIT SETTING



LOCAL REGULATION OF TRANSPORTATION NETWORK COMPANIES

POLICY AGENDA



AUTOMATED ENFORCEMENT

Using automated technologies and programs that complement traditional enforcement methods (for violations such as red light running, speeding, and illegal turns) to reduce dangerous driving behaviors and save lives.

Traffic violations can be targeted through automated enforcement technologies, such as speed cameras. These cameras use vehicle detection to capture images of vehicles that are violating traffic laws, such as red light running and speeding. Although some red light cameras and illegal turn cameras exist in San Francisco, state legislation is required to authorize automated speed enforcement.

Needed Legislative Change

Ability to enforce traffic laws through automated technology.

Strategic Action Being Advanced Now

Engage State Zero Traffic Fatalities Task Force, to be convened in 2019, to advance automated enforcement in future legislative cycle.

Impact: More for Vision Zero

Automated enforcement is a proven tool in reducing traffic fatalities and injuries. Washington D.C. experienced a 73 percent reduction in traffic fatalities with its speed cameras, and a 34 percent decrease in traffic related injuries.[1] Because of its effectiveness, the National Transportation Safety Board recommends that current laws be amended to authorize state and local agencies to use automated speed enforcement.[2]

[1] https://www.sfmta.com/projects-planning/projects/automated-speed-enforcement

[2] https://www.ntsb.gov/news/events/Documents/2017-DCA15SS002-BMG-Abstract.pdf

POLICY AGENDA

PRICING AND REDUCING VEHICLE MILES TRAVELED

Implementing a demand management strategy to reduce traffic, encourage public transit ridership, improve safety conditions, and reduce traffic injuries.

Charging drivers a fee for the use of specific roadways is a way to manage demand for driving on the most congested streets. It also helps make traffic flow more efficiently for public transit and remaining car traffic, while improving conditions for people walking and biking. Cities that have implemented congestion charges have identified strong benefits as a result for traffic safety.

Needed Legislative Change

State legislative authority to use congestion mitigation tools like pricing or other mechanisms to reduce vehicle miles traveled in San Francisco.

Strategic Action Being Advanced Now

Develop recommendations for pricing strategies that advance the city's collaborative Mobility, Access and Pricing Study, with a focus on how the policy can improve safety conditions and not disproportionately burden low-income communities.

Impact: More for Vision Zero

London experienced a 40 percent reduction in the number of collisions in the city after implementing a congestion charge.[3] SFDPH conducted a health impact assessment of a potential pricing policy in San Francisco and found significant potential reductions in pedestrian injuries in future conditions with road pricing, compared to one without.[4]

[3] Green CP, Heywood JS and Navarro M (2016) 'Traffic accidents and the London congestion charge', Journal of Public Economics, 133: 11–22. http://www.sciencedirect.com/science/article/pii/S0047272715001929

[4] https://www.sfdph.org/dph/files/opp/SFroad-pricing-fullreport.pdf

POLICY AGENDA



URBAN SPEED LIMIT SETTING

Adopting alternative approaches to set speed limits that incorporate safety and mobility goals

Speed is the leading predictor of whether or not someone survives a crash. Just five miles over the limit is twice as likely to kill. Speed limits are generally set using the speed at which most vehicles are observed to travel. Allowing the speed limit setting process to consider safety could help to lower speed limits on city streets, reduce crashes, and save lives. The city currently cannot use a different methodology without state legislative change.

Needed Legislative Change

State legislative authority for cities to set speed limits that consider safety outcomes.

Strategic Action Being Advanced Now

Engage State Zero Traffic Fatalities Task Force to advance alternatives to current speed limit setting methods as soon as possible.

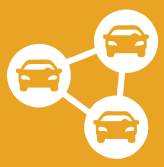
Impact: More for Vision Zero

Speeding is one of the top factors in San Francisco's severe and fatal collisions, and a leading predictor of crash survival. The City of Boston lowered speeds from 30 mph to 25 mph citywide as part of its Vision Zero program. As a result, there was a 29 percent reduction in episodes of excessive speeding.[5] Twenty mile per hour speed limits and speed zones have been found to be an effective means of reducing injuries.[6]

[5] https://visionzeronetwork.org/cities-can-look-to-boston-iihs-for-inspiration-to-reduce-speed-limits/

[6] Cairns J et al. Go slow: an umbrella review of the effects of 20 mph zones and limits on health and health inequalities. Journal of Public Health, Volume 37, Issue 3, 1 September 2015, Pages 515–520.

POLICY AGENDA



LOCALLY REGULATE TRANSPORTATION NETWORK COMPANIES

Transportation Network Companies (TNCs), such as Uber and Lyft, are regulated at the state level under the authority of the CA Public Utilities Commission. As of 2018, more than 15% of all daily weekday trips within San Francisco are TNCs.

Currently, the TNCs are not required to participate in city driver training or fleet inspection. Further, when curb space is not available, TNC vehicles can create safety hazards by blocking traffic, transit and bicycle lanes, or driving unsafely.

Local authority to regulate TNCs would allow our city to more effectively manage traffic flow, reduce crashes and improve safety and access for bicyclists and pedestrians.

Needed Policy Change

Local regulatory authority for Transportation Network Companies (TNCs) to effectively manage safe pick-up and drop-offs, educate drivers, and ensure a safe fleet.

Strategic Action Being Advanced Now

Projects, including piloting more flexible passenger loading zones in high TNC activity areas.

Impact: More for Vision Zero

TNCs comprise almost half of the increase of over 630,000 vehicle miles traveled each weekday in San Francisco seen between 2010-2016.[7] Local regulation of this new fleet of drivers circulating on our streets can help ensure that TNC driver education, training, and vehicle policies would be aligned with San Francisco's Vision Zero goal and be responsive to safety concerns unique to the TNC industry.

[7] https://www.sfcta.org/sites/default/files/content/Planning/ /TNCs_Congestion_Report_181015_Final.pdf

COMMITMENT TO EQUITY

Equity is a core principle of Vision Zero. The transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, languages, ages, abilities, and housing status. Vision Zero initiatives must be developed and implemented with an equity lens to achieve just outcomes and save lives. This means advancing actions that prioritize our most vulnerable populations and are sensitive to community context.

Defining Inequities

Inequities in severe and fatal injuries are avoidable disparities in injury outcomes that result from unjust and unfair differences in social, economic, environmental and political conditions.

Vulnerable populations: Communities experiencing or at-risk for severe or fatal traffic injuries include older adults, youth, homeless or marginally housed residents, low-income people, people of color, non-English speaking people, immigrants and people with disabilities. There is also intersectionality between many of these communities.

Geographic inequities: San Francisco's Vision Zero High Injury Network is disproportionately concentrated in low-income communities and communities of color.

Vulnerable road users: Pedestrians, cyclists, and motorcyclists are more likely to experience severe or fatal injuries when they are involved in a traffic collision due in part to current transportation system design and historic prioritization of motor vehicle speed and mobility over safety.

Bias and unintended consequences: Vision Zero projects and programs should not exacerbate existing inequities in implementation or result in any unintended consequences, including interactions with law enforcement and issues of racial profiling, bias, and deportation. The SF Police Department stands for safety with respect for all and commits to engage in just, transparent, unbiased and responsive policing.

EXISTING INEQUITIES

Only by advancing equity and focusing on communities and road users disproportionately impacted by traffic deaths will we be able to reach our Vision Zero goal. Based on our current data we know:

- **Seniors** account for approximately half of pedestrian deaths[8] but only fifteen percent of the city's population.
- **People with disabilities** are particularly vulnerable. People with mobility, hearing, and visual disabilities represent six percent of trauma center admissions involving transportation injury.[9]
- **People experiencing homelessness and marginally housed residents** account for 20 percent of pedestrian deaths but less than one percent of the SF population.[8]
- **People of color** represent the majority of those impacted by traffic death.[8]
- Communities of Concern, areas with high concentrations of **low income residents, immigrants, and non-English speaking residents and seniors,** are where half of all severe and fatal injuries occur.
- **People walking** comprise two-thirds of traffic deaths; people biking and motorcycling are also disproportionately impacted.[8]

[8] 2017-2018 Fatality data

[9] 2013-2014 Trauma data

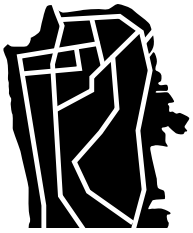


Eliminating Traffic Deaths in San Francisco

To advance equity for vulnerable populations and road users, this Strategy commits to:



Deepening community engagement with community leaders and local stakeholders to ensure that strategic actions reduce injury inequities and do not exacerbate existing inequities.



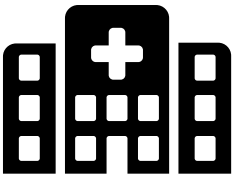
Prioritizing and monitoring improvements on the high injury network, in Communities of Concern, and where there are concentrations of severe/fatal injuries to seniors and people with disabilities and other vulnerable populations to address historic differences in resource allocation.



Ensuring Vision Zero transformative policies consider and address equity impacts on vulnerable populations, including the impact of fines and fees on low income residents.



Implementing data-driven, culturally competent, multilingual education, engagement and enforcement campaigns targeted in impacted areas.



Developing and institutionalizing an injury surveillance system to ensure that injury crash data is accurate, publically available, and includes an analysis of vulnerable populations.

SAN FRANCISO'S HIGH INJURY NETWORK

The Vision Zero High Injury Network (HIN) guides the city's investments in infrastructure and programs, and ensures that Vision Zero projects support those most in need.

75%
of San Francisco's severe and fatal traffic injuries occur on just
13%
of our streets.

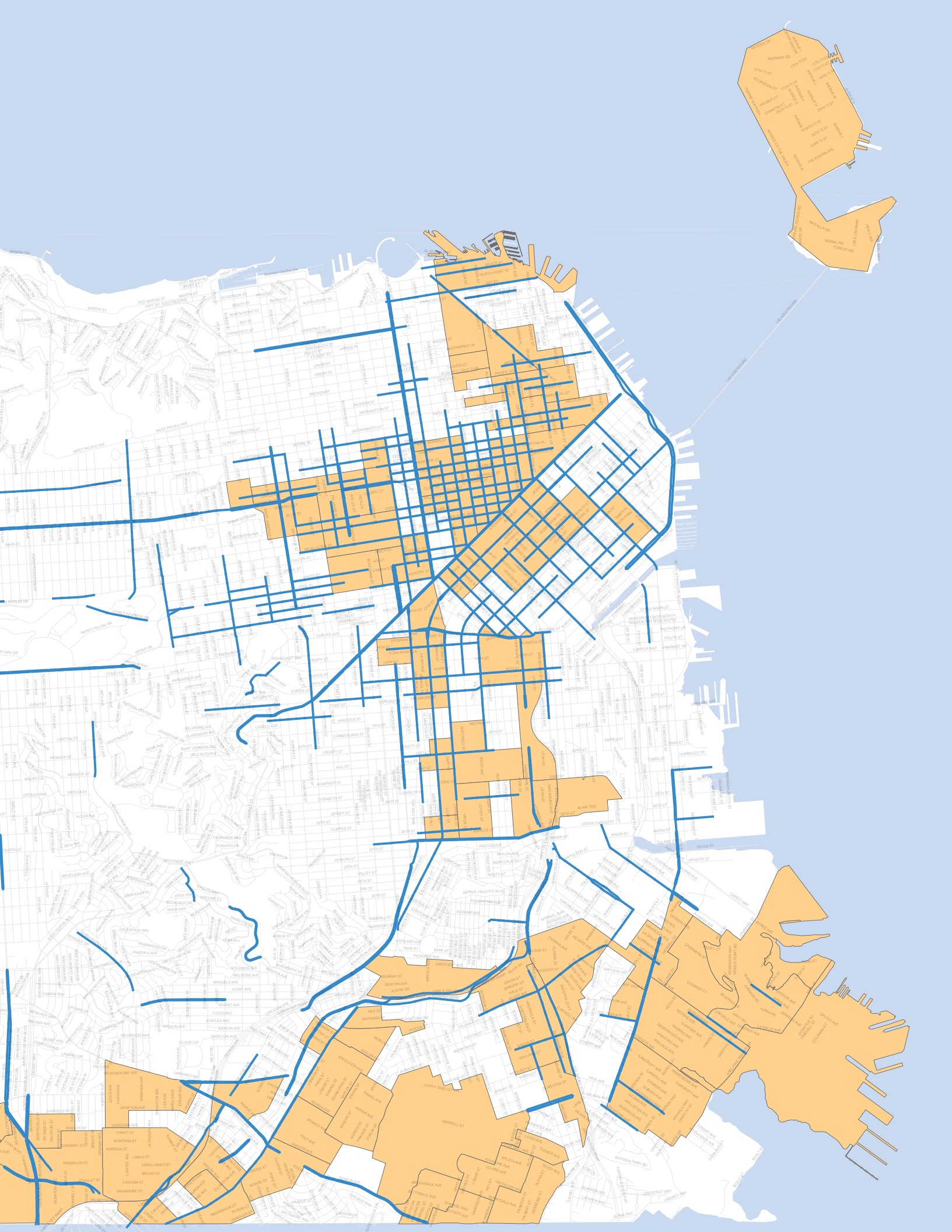
31%
of city streets are in Communities of Concern,
50%
of the high injury network is in those same communities.



MAP LEGEND

High Injury Network
The 13% of streets where 75% of severe and fatal collisions occur.

Metropolitan Transportation Commission Communities of Concern
Low-income communities, communities of color, seniors and people who rely on walking and transit as their primary means of transportation.




ELEVATE

STRATEGIC ACTIONS

The actions outlined in the following pages are critical elements to reducing traffic deaths. They were developed by San Francisco's city agencies with significant input and ideas from community groups, advocates, and the public in Summer 2018. Over 300 new ideas were shared through a one-day workshop and eleven community outreach events; the Vision Zero SF team heard from over 200 community members and staff throughout the city.

Vision Zero SF commits to continued and broadened engagement for the program as reflected in many of the identified actions, and thanks San Franciscans for their continued advocacy and participation in ending traffic fatalities.



Safe Streets

Safe Streets actions advance the design and engineering of San Francisco streets, and specifically the High Injury Network, for safety and to reduce the instances of speeding vehicles.

ACTION	TIME FRAME	LEAD AGENCY
CORE		
Increase the total miles of high-impact sustainable travel lanes - transit-only lanes, protected bicycle facilities, and wider sidewalks - by 8 miles annually to improve safety for sustainable modes.	2 years/ 5 years	SFMTA
Reduce delivery timelines for high priority corridor projects-6th St and Taylor St- through improved Public Works and SFMTA project coordination.	2 years	SFMTA and Public Works
Reduce delivery timelines through quick-build projects - work done entirely by city crews- on five corridors to advance short-term safety benefits at high priority corridors including Valencia and Townsend.	2 years	SFMTA and Public Works
Advance legislation for urban speed limit setting and enforcement through State Zero Traffic Fatalities Task Force.	2 years	SFMTA
Complete near-term improvements - signal timing and intersection crossing upgrades- at all intersections on the Vision Zero High Injury Network (HIN). This includes retiming all High Injury network signals for slower walking speeds.	5 years	SFMTA
Perform rapid-response engineering at fatal collision locations to identify and implement immediate improvements.	Ongoing	SFMTA
PROGRAM		
Implement a permanent strategic street closure for private vehicles on Market Street from 10th Street to Main Street in both directions to improve safety for sustainable transportation users.	2 years	SFMTA and Public Works
Implement two neighborhood traffic calming plans under Safe Streets for People with Disabilities program to improve streets for seniors and/or people with disabilities.	2 years	SFMTA
Construct 75 additional Pedestrian Countdown Signals and 75 Audible Pedestrian Signals on the HIN.	5 years	SFMTA
Implement countermeasures on two corridors identified in Safer Intersections work to address turn-related collisions.	2 years	SFMTA
Complete four curb management pilot projects on the HIN to reduce curb and vehicle lane safety issues.	2 years	SFMTA



ACTION	TIME FRAME	LEAD AGENCY
PLANNING		
Develop and complete two neighborhood-specific safety/transportation plans by partnering with community organizations in two San Francisco neighborhoods.	2 years	SFMTA
Update Condition of Approval for new development to include transportation mitigation measures that advance transportation safety.	2 years	SF Planning
Develop guidance on culturally competent outreach based on past successful projects and train Sustainable Streets project managers.	2 years	SFMTA
Develop recommendations for pricing strategies that advance the San Francisco County Transportation Authority's (SFCTA) Mobility, Access and Pricing Study.	2 years	SFCTA
Evaluate effectiveness of five street safety improvements every year to develop best practices for safety.	2 years/ 5 years	SFMTA
Create and implement improved design policies for accessibility and protected bicycle facilities and present findings to the Mayor's Office on Disability (MOD), and the Multimodal Accessibility Advisory Committee (MAAC), key stakeholder partners that represent vulnerable populations.	2 years	SFMTA

Safe People

Safe People focuses on actions that address the human aspects of traffic safety and encourage safer human behavior through strategies such as education campaigns, high visibility enforcement, and policy.

ACTION	TIME FRAME	LEAD AGENCY
ENFORCEMENT		
Issue 50% of traffic citations for top five causes of collisions (Focus on the Five).	2 years	SFPD
Extend safe speeds enforcement program with monthly ongoing speed enforcement activities rotating through high injury network (HIN) corridors.	2 years	SFPD
Seek support for legislation allowing use of transit cameras to reduce illegal parking in bus stops.	2 years	SFMTA
EDUCATION (BEHAVIOR CHANGE)		
Conduct High Visibility Enforcement actions along a HIN corridor each quarter to target unsafe driver behaviors related to crashes.	2 years	SFPD
Continue safe speeds education campaign to reach people through communication tools (bus ads/shelter ads, radio, social media) in San Francisco about the dangers of speeding.	2 years / 5 years	SFMTA
Develop multi-lingual and culturally sensitive driving, biking, and walking guides on new street designs targeting people who drive, bike, and walk in San Francisco.	2 years	SFMTA
Launch an education campaign focused on changing driver behavior to reduce collisions resulting from left-turns.	2 years	SFMTA
Advance cultural competency by initiating a program partnering community organizations to reduce injury disparities in the Chinese community.	2 years	SFMTA
Develop and implement a high visibility education and enforcement campaign on cannabis and driving safety to people who drive in San Francisco.	2 years	SFDPH/ SFMTA
Create transportation network company (TNC) ride-hail passenger education program and distribute education materials to major TNC companies operating in the city.	2 years	SFMTA
Enhance the Safe Routes to Schools program at 103 SF Unified School District schools.	2 years	SFMTA



ACTION	TIME FRAME	LEAD AGENCY
TRAINING PROGRAMS		
Create a TNC driver training program to be distributed to major TNC companies operating in the city.	2 years	SFMTA
Facilitate 6 training opportunities for San Francisco motorcycle riders in partnership with the California Motorcyclist Safety Program to encourage safe and informed riding.	2 years	SFMTA
Create user training protocols for emerging mobility and sharing technology including e-scooters and e-bikes and disseminate to respective target audiences (e.g. companies, users).	2 years	SFMTA
Fund a contractor to conduct 32 trainings each year on bicycle education, safety, and laws to adults.	2 years	SFMTA
Through 14 community grants and 30 multilingual presentations, engage seniors, service providers, and community based organizations on Vision Zero to build support for safer streets.	2 years	SFDPH
Convene city agencies and community stakeholder groups to identify existing efforts and needs, and secure funding to engage people with disabilities on Vision Zero to build support for Safer Streets.	2 years	MOD/ SFDPH
Complete the city's Defensive Driver Training Program.	1 year	City Admin. Office
COMMUNICATIONS AND CULTURE CHANGE		
Share city accomplishments through press releases and social media.	2 years	SFMTA
Train outreach street team on culturally competent outreach to vulnerable populations.	2 years / 5 years	SFMTA
Increase engagement of the San Francisco Bay Area Families for Safe Streets group which includes survivors and family members of those severely injured or killed in traffic crashes.	2 years	SFMTA
Ensure coordinated city agency crisis response to every traffic fatality in San Francisco to provide support to victims' families.	2 years	SFDPH



Safe Vehicles

Safe Vehicles actions ensure that San Francisco's vehicle fleet has the latest technology to prevent collisions and that private fleet, including autonomous vehicles, transportation network companies (TNCs) and e-scooters, prioritize using the safest vehicles for city streets.

ACTION	TIME FRAME	LEAD AGENCY
AUTONOMOUS VEHICLES		
Develop and release an Automated Vehicle Technology Vision & Policy Playbook in partnership with key stakeholders evaluating safety opportunities and risks and identifying near and long-term actions to facilitate potential positive impacts and mitigate potential negative impacts on San Francisco streets.	2 years	SFMTA
Ensure that federal, state and local public policies related to autonomous vehicles are informed by San Francisco initiatives to implement the Vision Zero SF policies, as well as the SFMTA's Emerging Mobility Guiding Principles. Actively engage in legislative process and participate in regulatory proceedings initiated by the US Department of Transportation, CA Department of Motor Vehicles, and CA Public Utilities Commission to communicate these policies and goals.	Ongoing	SFMTA
CITY FLEET		
Establish guidelines for incorporating safety features in specifications for new city vehicle purchases (e.g. sideguards, sensors, etc.).	3 years	City Admin. Office
Conduct two targeted analyses of factors related to transit-related collisions involving severe and fatal injuries to inform targeted safety improvement recommendations for SFMTA implementation.	2 years	SFMTA
Implement SmartDrive light rail vehicle system on Muni light rail vehicles to evaluate city driver behaviors.	2 years	SFMTA
Issue annual public-facing report on driving behavior trends.	2 years	City Admin. Office
Explore additional collision avoidance technologies for SFMTA city fleet.	5 years	SFMTA
NEW MOBILITY		
Launch a Mobility Permit Harmonization program for new and emerging mobility that elevates safety as a key consideration and ensures data availability for planning, monitoring and enforcement.	2 years	SFMTA
Evaluate emerging mobility pilots with a focus on safety outcomes.	Ongoing	SFMTA
Release a transportation network company (TNC) safety study that identifies impacts of TNCs and implement at least 2 recommendations from the study to improve safety.	2 years	SFMTA



Data Systems

Data Systems actions improve data that informs and monitors targeted Vision Zero efforts to save lives, delivered in partnership with the Vision Zero Injury Prevention Research Collaborative. The Collaborative includes epidemiologists, trauma surgeons, emergency physicians, and key staff from the SF Department of Public Health and Zuckerberg SF General Hospital and Trauma Center.

ACTION	TIME FRAME	LEAD AGENCY
EVALUATION AND REPORTING		
Increase transparency and accountability by integrating the transportation-related Injury Surveillance System, the dataset linking police, hospital and emergency medical service (EMS) data, as allowable by privacy law into TransBaseSF.org.	2 years	SFDPH
Expand transportation-related injury monitoring by integrating SFMTA's transit injury data and exploring 911/EMS response data.	2 years	SFDPH
Integrate SFPD Collision Data into Crime Data Warehouse for timely, efficient reporting and sharing of SFPD-reported injury collisions.	5 years	SFPD
Issue an annual research brief to address injury inequities related to homelessness, race/ethnicity, language, income, and immigration status (one topic each year) to inform policies, projects, programs and needed data quality improvements.	5 years	SFDPH
Issue an annual report on Severe Injuries utilizing Zuckerberg SF General Hospital and Trauma Center (ZSFGH) and police data.	Annual	SFDPH
Develop an Emerging Mobility Injury Monitoring system to evaluate emerging mobility services including e-scooters and identify intervenable factors associated with injury and injury severity.	2 years	SFDPH
Develop and implement Vehicle Speed Monitoring system to standardize data collection on speed and improve access to data for Vision Zero monitoring.	2 years	SFMTA/ SFDPH/ SFCTA
Update the HIN to enable SFMTA, San Francisco Police Department (SFPD) and other key stakeholders to utilize the latest injury data to inform safety improvements.	2 years	SFDPH
Develop Pedestrian Injury Predictive Model to assess factors that predict pedestrian injuries and make recommendations to city agencies on preventive measures.	2 years	SFDPH

MEASURING PROGRESS

METRIC	2021/2024 TARGETS
Fatalities *2018: 23 fatalities*	Zero by 2024
Sustainable travel lanes miles added, Citywide *2014-2018: 40 miles*	16 Miles / 40 Miles
Safety treatments installed on the High Injury Network *2018: 9 miles on the HIN*	More than 13 miles of safety treatments on HIN annually
Percentage of safety treatments installed in Communities of Concern (CoC) *2018: 38% of HIN miles in CoC*	Miles implemented in CoC equal to or greater than the proportion of the HIN falling within those communities
Focus on the Five violation citations, proportion of citywide total *2018: Citywide 41%*	Citywide 50%
Vision Zero outreach *2018: Over 250 million media impressions and over 15,000 people reached at events*	15,000 people annually at community events and 250 million digital media impressions
Vision Zero community awareness *2016: 11% Awareness*	20% Awareness / 30% Awareness
Vision Zero street team events *2018: 52 community events, 100% with translated materials and interpretation services*	47 community events annually, 100% with translated materials and interpretation services
Youth and Senior programming *2018: Seniors: 2,100 people reached, 56% in a language other than English* *2018: Schools: 27 schools participating with programming in Spanish and Chinese*	Seniors: 2,500 people annually (55% in non-English language) Schools: 103 schools participating annually, with programming in Spanish and Chinese
Public Health grants for community engagement *2018: 9 awards*	8 awards per year

In addition to these metrics, Vision Zero SF will report annually on the number of fatal and severe injuries by travel mode, age, sex, and race/ethnicity. Vision Zero SF will also report annually on the proportion of fatal and severe injuries in Communities of Concern. For detailed reporting on Vision Zero SF severe and fatal injuries, please visit: http://visionzerosf.org/maps-data/

VISION ZERO PLEDGE

The Vision Zero Action Strategy outlines the commitments and actions the city will take to eliminate traffic fatalities.

On behalf of the following city agencies, we commit to further institutionalizing Vision Zero for all city employees. We will work together and in partnership with stakeholders to implement this strategy to eliminate all traffic fatalities.

Mayor London Breed

San Francisco Board of Supervisors

Norman Yee, President of the Board and
Vision Zero Committee Chair, *District 7*

Sandra Lee Fewer, *District 1*

Catherine Stefani, *District 2*

Aaron Peskin, *District 3*

Gordon Mar, *District 4*

Vallie Brown, *District 5*

Matt Haney, *District 6*

Rafael Mandelman, *District 8*

Hillary Ronen, *District 9*

Shamann Walton, *District 10*

Ahsha Safaí, *District 11*

VISION ZERO SF

visionzerosf.org

Project Team

Chava Kronenberg, *Vision Zero Task Force Co-Chair*
San Francisco Municipal Transportation Agency

Megan Wier, *Vision Zero Task Force Co-Chair*
San Francisco Department Public Health

Ryan Reeves, *Vision Zero Program Lead*
San Francisco Municipal Transportation Agency

Mike Jacobson, *Vision Zero Program Planner*
San Francisco Municipal Transportation Agency

Published February 28, 2019