Archived Document

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Vision Zero SF has been replaced by the City's Street Safety Initiative.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

The SFMTA's terms of use are at the SFMTA terms webpage.

Safety—It's Your Turn Community Grants Terms and FAQ

Application Deadline is **November 20, 2020**

Grant Recipients Notified in **December 2020**

For more information about this grant, please email **VisionZeroSFleftturns@sfmta.com**

Click here for the application form

Purpose

The San Francisco Municipal Transportation Agency (SFMTA) is awarding grants to 501(c)3 Community-Based Organizations (CBOs) to conduct outreach and education around left turns, encourage safe driving behavior, and promote walking and biking in San Francisco. As part of the city's Vision Zero initiative to eliminate traffic fatalities, these community grants will support two specific projects addressing left-turn collisions—the Left-Turn Traffic Calming Projects and the Safety It's Your Turn traffic safety education campaign.

The Metropolitan Transportation Commission defines communities of concern (COCs) as low-income communities, communities of color, seniors and people who rely on walking and transit as their primary means of transportation. Additionally, half of the High Injury Network—the 13% of city streets where more than 75% of severe and fatal traffic collisions occur—is located in neighborhoods defined as COCs. The SFMTA acknowledges that COCs have been historically under-resourced by transportation agencies; and that CBOs are often closer to the communities they serve, have a better understanding of their needs, and are better positioned to share relevant health and safety messages with their communities.

Moreover, the SFMTA recognizes that given the current COVID-19 pandemic, many CBOs have been affected economically by emergency public health orders, and are providing immediate emergency response to their communities, including food, shelter, education, etc. Through the Safety It's Your Turn Community Grant, the SFMTA hopes to support and build relationships with CBOs that are serving their communities directly during this difficult time, and who are interested in traffic safety education and outreach.

Award

The SFMTA has a total of $90,000 to award for these community grants. Up to three (3) grants between $20,000 and $30,000 and up to four (4) grants between $10,000 and $20,000 will be awarded.* A panel of members representing the SFMTA, San Francisco Department of Public Health (DPH), and non-city partners will score applications based on their ability to share street safety messages with COCs on time and within budget. The maximum score is 50 points, and an application must reach a minimum of 39 points to be considered. Applications that best support the overall left turns education campaign will be selected from this pool.

Guidelines

Eligible applicants include 501(c)3 CBOs based in San Francisco with a focus on reaching under-served communities. CBOs need not be transportation-focused as training will be provided.

Projects must include broad outreach that meets the following criteria:

1. Raise awareness that unsafe left turns are a traffic safety issue
2. Promote safe left-turn driving behavior
3. Encourage walking and biking

Example deliverables of a funded project between $10,000-$20,000 could include:

- Commit to posting Safety It's Your Turn social media weekly for XX months (posts to be provided) and facilitate online dialogue via any comments**
- Develop a contest to inform an education campaign to reach communities you work with and develop a plan to share via photo/video/social media
- Meal distribution with traffic safety messaging
- Plan, publicize and host a virtual event (e.g., poetry workshop, virtual tour of the intersections, community conversations)
- Create a webinars or online videos around traffic safety for your community

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**CBOs may apply for either tier, but must submit a separate application for the different amounts.*

***If your organization does not feel like social media is an effective tool to engage the communities you work with—don't let that stop you from applying! We are open to explore other ways to work with you and share critical street safety information with the communities you work closely with.*

Example deliverables of a funded project between $20,000 -$30,000 could include all of the above, plus:

- Develop a mascot or game to engage youth in traffic safety
- News op-ed/research piece for local media
- A walking/wheelchair/biking tour of an intersection with the street safety features
- A street audit
- Street theater
- Art exhibit
- Storytelling activities

If selected, grantees will work with SFMTA staff to finalize a timeline and approve a budget of allowable expenses. Grantees will commit to working with SFMTA staff to meet the project goals of encouraging safe left-turn driving behavior and encouraging walking and biking. For example, grantees will be asked to attend bi-weekly check-ins and submit monthly invoices to report on progress of the project. Additional guidelines per SFMTA discretion will be shared with grantees.

Important Dates

Applicant Informational Meeting Learn about Vision Zero, the Left-Turn Traffic Calming Project, the Safety It's Your Turn Campaign, and ask questions about the grant application.	First week of November 2020 Exact date TBD
Application Deadline	November 20, 2020
Applicants Notified	December 2020
Grantee Kick-Off Meeting Meet the project team, receive support materials, and ask questions regarding grant administration and deliverables.	December 2020 Exact date TBD
Grantee submit timeline and budget	January 2021
Grantees Announced	January 2021
Project Launch	January 2021
Project End	March 2021
Final Project Reporting	April 2021

FAQ

What is a Left-Turn Traffic Calming Project?

A left turn calming project involves placing physical traffic calming devices such as painted safety zones, delineators, and left-turn guide bumps at street intersections in order to reduce the speed at which a car can make a left turn and prompt drivers to make slower turns so that they can more easily see pedestrians, bicyclists, and other road users.

Where are the project intersections?

The Left-Turn Traffic Calming Projects are installed at the following intersections:

- 10th St./Folsom
- Gough/Sacramento
- Leavenworth/Sutter
- Ellis/Leavenworth
- Broadway/Montgomery
- 17th Ave./Lincoln
- 18th Ave./Lincoln

Why don't I have one in my neighborhood?

These initial test intersections were chosen based on several criteria, including location along the High Injury Network, Community of Concern, and street typology. SFMTA and DPH will be evaluating the Left-Turn Traffic Calming Projects and making recommendations for citywide effectiveness next summer.

What is the Safety—It's Your Turn education campaign?

This traffic safety education campaign is a tool designed to raise awareness about the dangers of unsafe left turns, to promote safer driving behavior, and to encourage walking and biking. The Safety It's Your Turn education campaign launched in October 2020 with targeted outreach around Left-Turn Traffic Calming Projects. The citywide campaign will launch in January 2021 and will be supported by these community grants.

What is Vision Zero?

Vision Zero SF is the city's commitment to eliminating traffic fatalities by building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and adopting policy changes that save lives.

Why are left turns dangerous?

Every year in San Francisco, about 30 people lose their lives and over 500 more are severely injured while traveling on city streets. Left turns have been identified as one of the top three crash factors for severe and fatal collisions with people walking and biking

in San Francisco. In 2019, almost 40% of traffic fatalities involved a left-turning vehicle.

Application Short Answer Questions

Please review the following four short answer questions before starting the application. You will not be able to save the application once started.

1. Provide an example of your organization's experience executing an outreach campaign. Include the number of people reached and/or description of deep community engagement. (Maximum 250 words)
2. Part of the grant requirement is to encourage walking and biking. Please describe how your organization plans to do this. (Maximum 250 words)
3. Provide an example of a time that your organization delivered a grant on time and within budget. (Maximum 250 words)
4. Provide a brief description of your grant project idea. Include key deliverables and examples of how you will use the funding to successfully execute this project on time. (Maximum 500 words)

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If a question regarding the grant application is received, the reply will include all applicants to ensure all applicants are receiving the same information.