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The content is historical and may be out of date.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Vision Zero SF has been replaced by the City's Street Safety Initiative.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

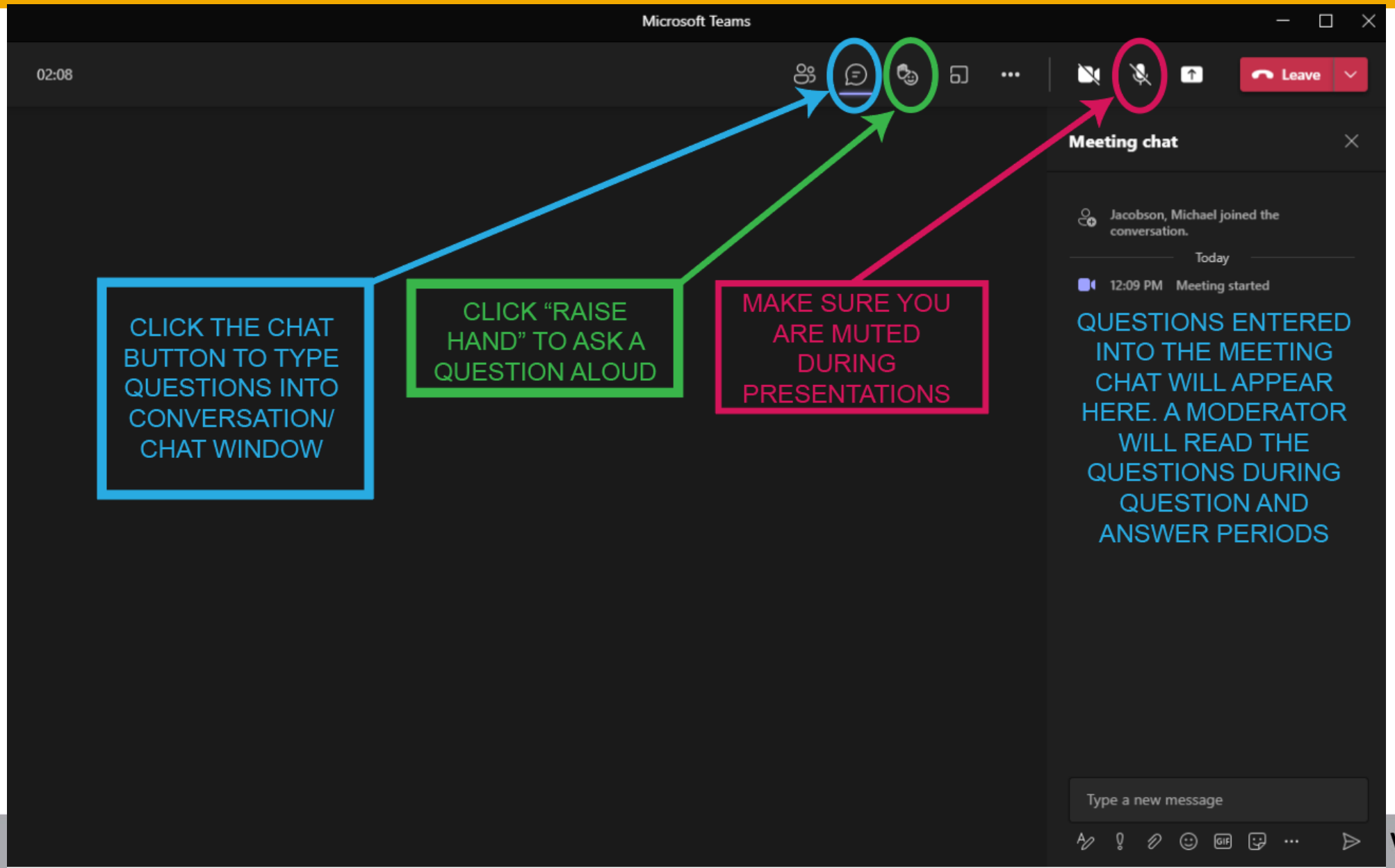
Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.

# VISION ZERO TASK FORCE

March 15, 2022



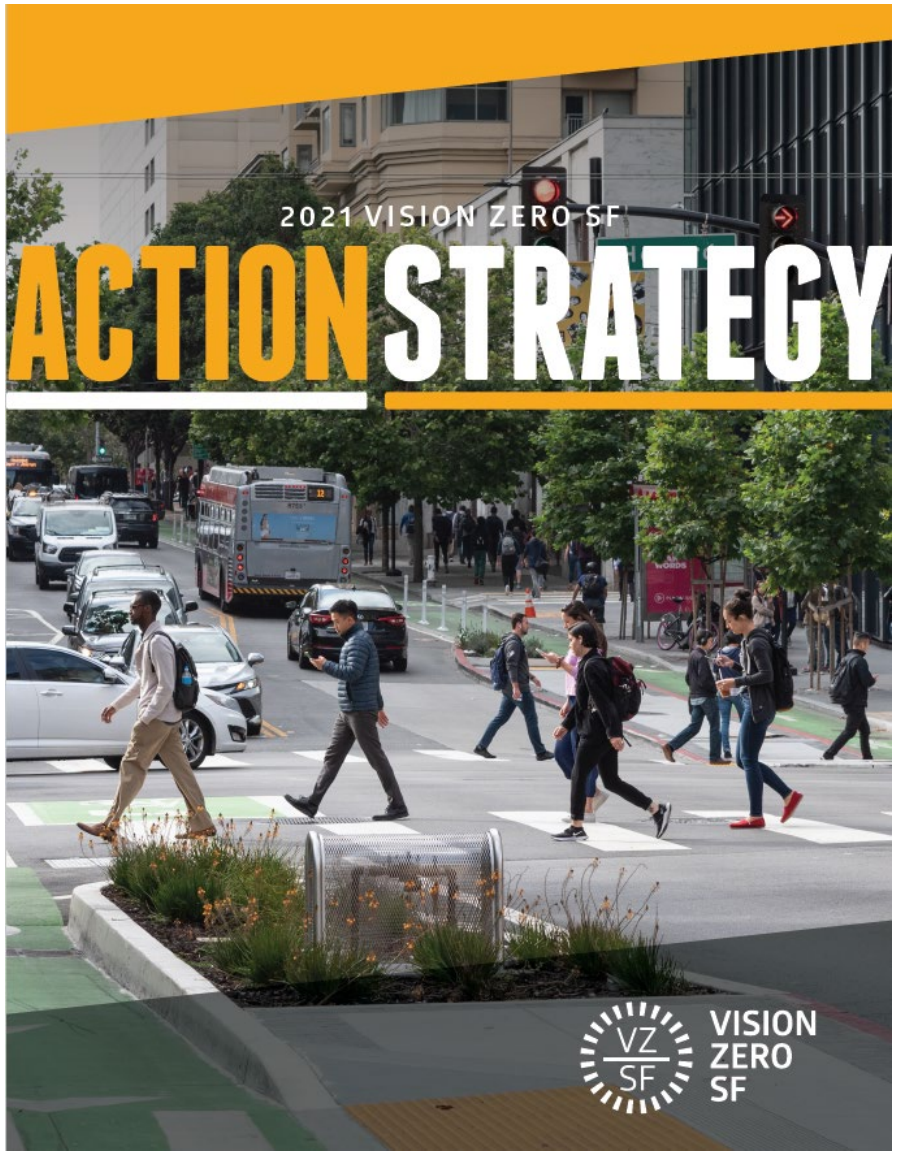
# USING MICROSOFT TEAMS



# AGENDA

- Introductions
- Overview & In Memoriam
- Announcements and BOS Updates
- Legislative Updates
- Speed Management Update
- Tenderloin Community Alternatives to Police for Traffic Enforcement
- Left Turn Project
- Future Topics

# OVERVIEW

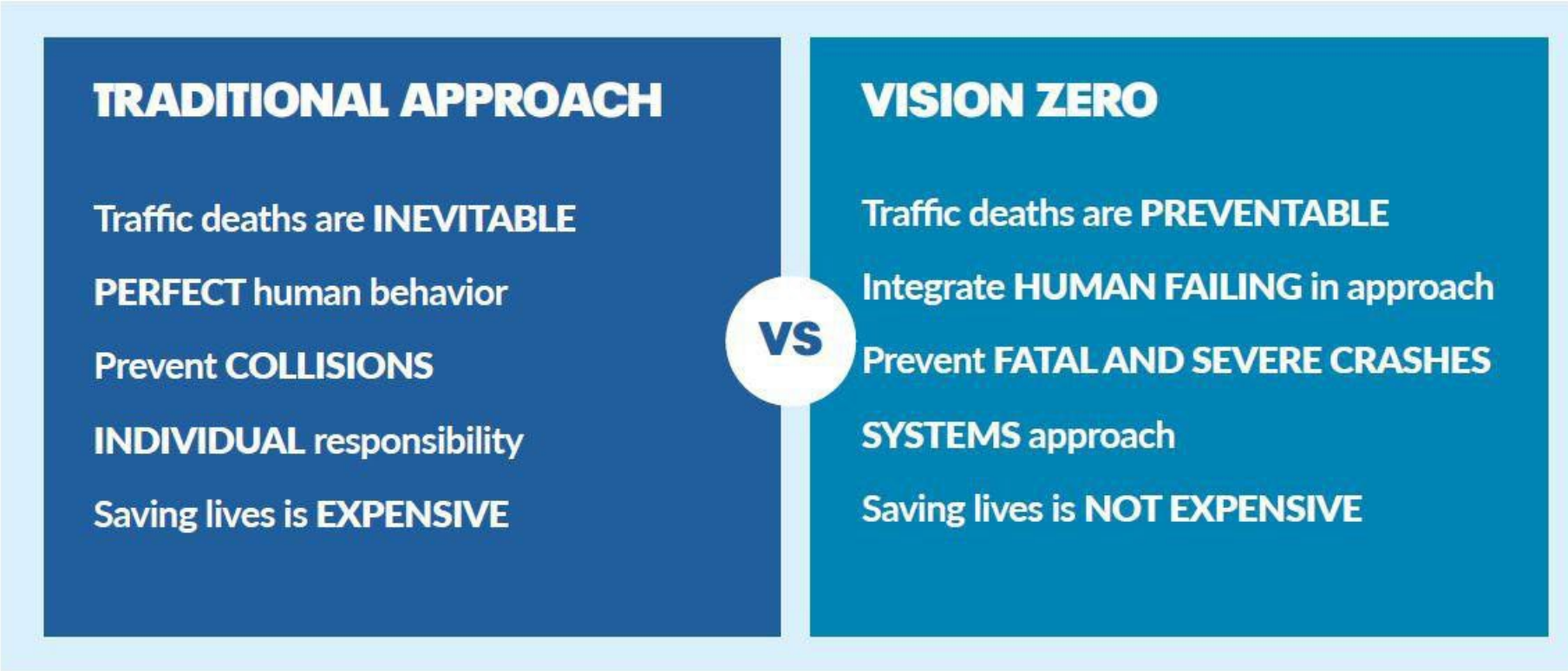



**Vision Zero SF** is the city's commitment to creating safer, more livable streets with the goal of **eliminating all traffic fatalities and reducing severe injuries**



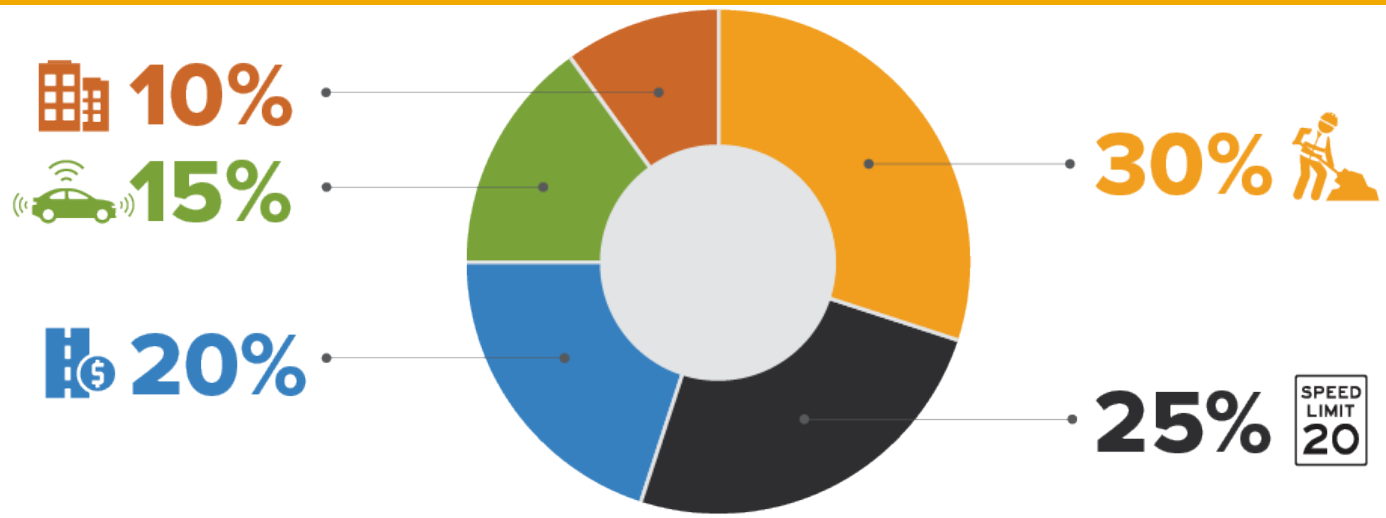
# People make mistakes,

# no one should die when this happens




VISION 4 NETWORK

# WHAT WILL IT TAKE TO GET TO ZERO?




**Major Street Redesign:** Car free zones, Quick-Build projects, Protected bike lane network, and transit only lanes

**Speed Safety Cameras:** Using speed cameras to enforce speed limits

**Mode Shift and Pricing Tools:** Moving to active transportation modes by using tools like pricing

**Advanced Vehicle Technologies:** Advance driver-assisted systems and smaller vehicles

**Increased Housing Density:** Housing near jobs/services, especially affordable housing and services for unhoused populations

# PARTNERSHIP: CITY, COMMUNITY + REGIONAL, STATE













# VISION ZERO SF: MAYOR'S CITYWIDE TASK FORCE

- Meets Quarterly
- Accountability, Transparency, Engagement
- Co-Chaired by SFMTA and SFDPH
- Government Agency and Community Stakeholder Participation

# IN MEMORIAM

# ANNOUNCEMENTS AND BOS UPDATES

# LEGISLATIVE UPDATE

# LEGISLATIVE UPDATE

- SB 922 (Wiener): Environmental Streamlining
- AB 1713 (Boerner Horvath): Bicycle Stops
- AB 2147 (Ting): Jaywalking Violations
- AB 2336 (Friedman/Ting): Speed Safety Cameras

# SPEED MANAGEMENT UPDATE

VISION ZERO SF

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

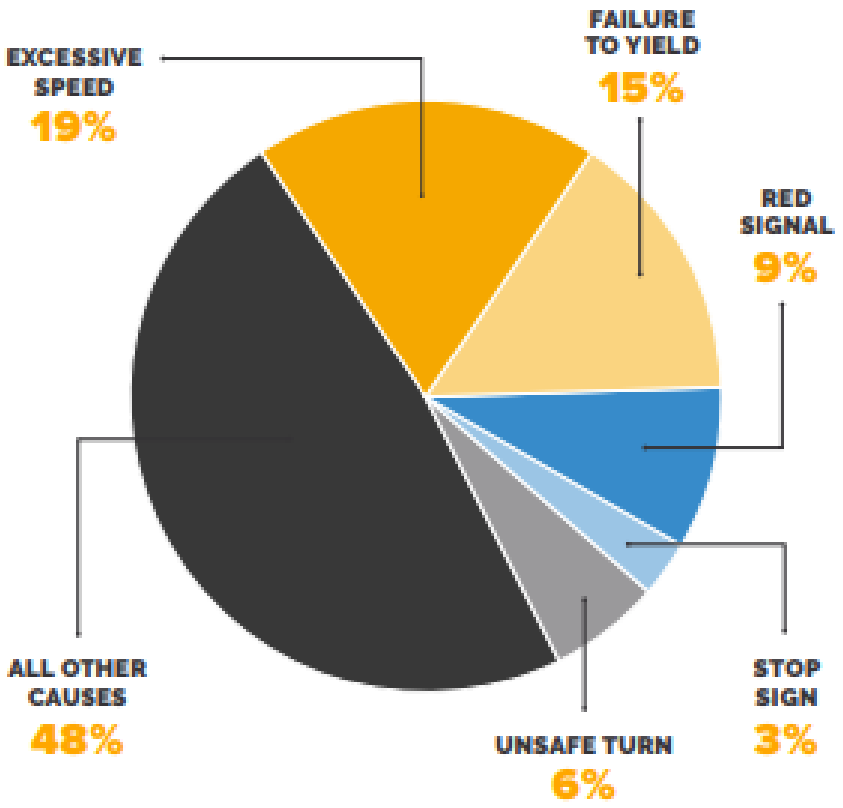
# SPEED MANAGEMENT UPDATE

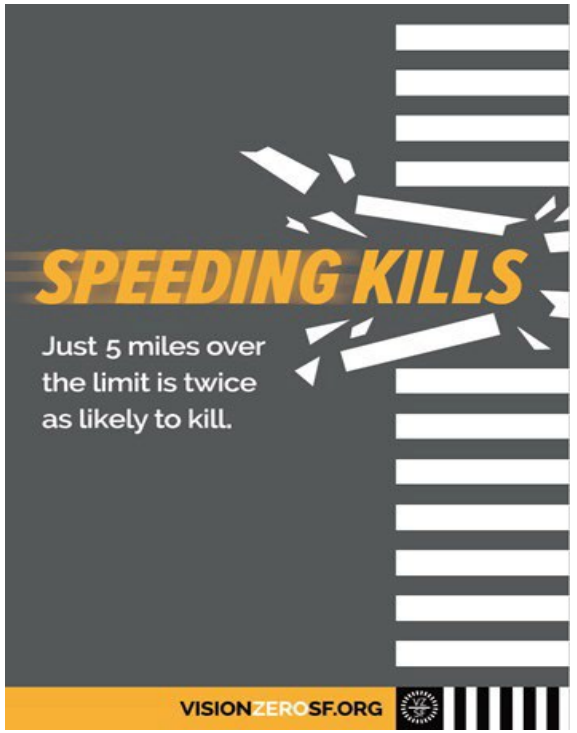
## VISION ZERO TASK FORCE

March 15, 2022

# SPEED IS THE PRIMARY CAUSE OF CRASHES IN SF

**SEVERE AND FATAL INJURY CRASHES BY PRIMARY COLLISION FACTOR, 2014-2020**



# TOOLS FOR SLOWING SPEEDS













# AB43 (FRIEDMAN) EXPANDED CITY AUTHORITY TO SET SPEEDS FOR SAFETY



# SETTING SPEEDS USING NEW STATE AUTHORITY

**Beginning in 2022:** Business Activity Districts

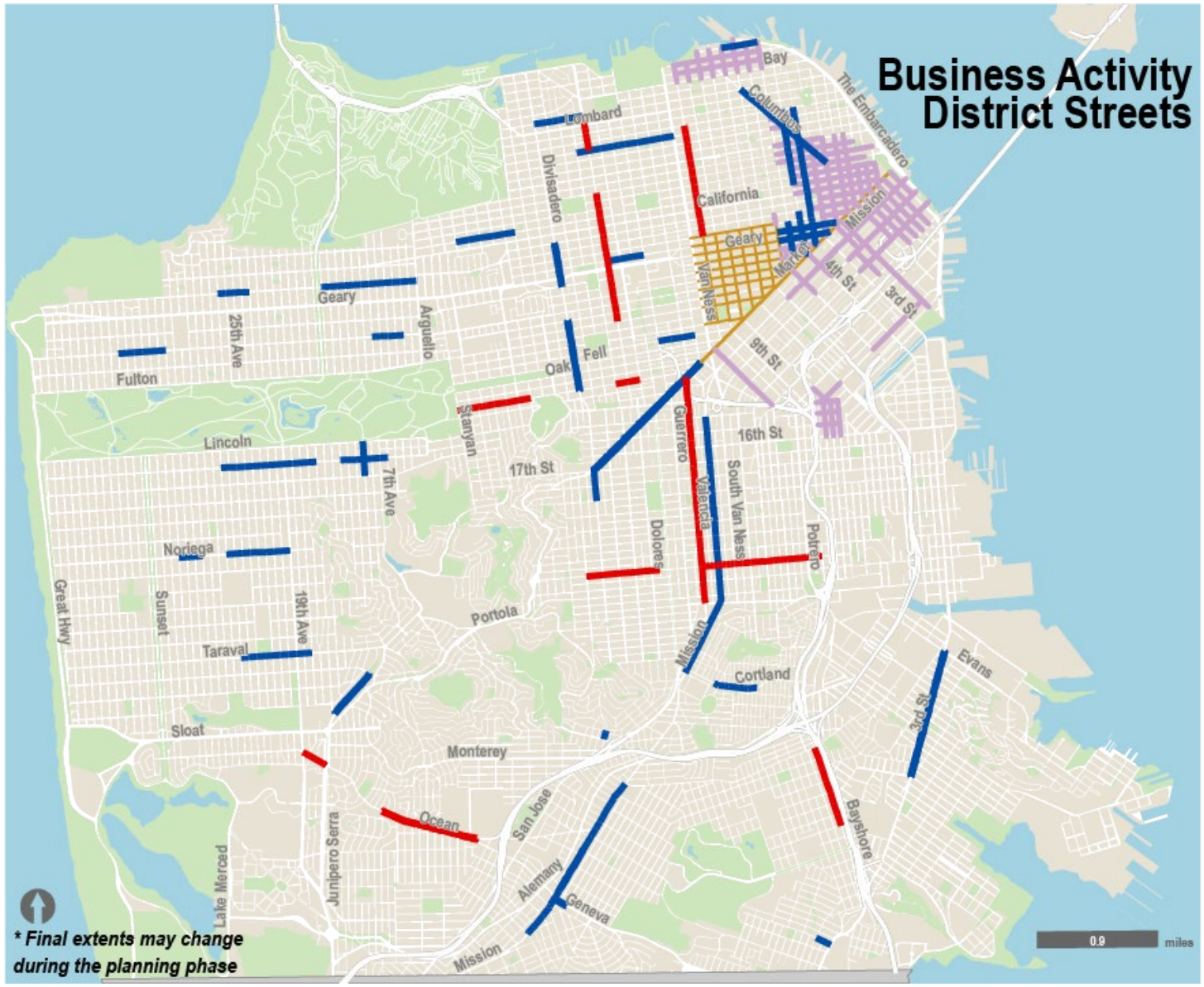
*Can reduce speeds from 25 to 20mph if key criteria is met, including that at least 50% of the streets' fronting property is commercial or retail*

**By 2024:** "Safety Corridors"

*Can reduce speeds on streets with highest rates of severe and fatal crashes*

*Requires state to adopt new definitions and implement a new online system for citations*

# SPEED LIMIT REDUCTION PLANS




Initial locations proposed eligible as business activity districts beginning 2022

New locations will be proposed on the High Injury Network beginning 2024

| |
|---|
| ***Phase 1*** |
| 20 MPH Corridors |
| ***Phase 2*** |
| 20 MPH Corridors - Proposed for Legislation |
| ***Phase 3*** |
| 20 MPH Corridors - Eligible for Future Consideration Under AB43 |
| Existing 20 MPH Corridors |

# SPEED LIMIT REDUCTIONS: IMPLEMENTATION TIMELINE




- **April 2022:**
  Complete implementation of all Phase 1 locations

- **May/June 2022:**
  Begin implementation of 35 Phase 2 locations

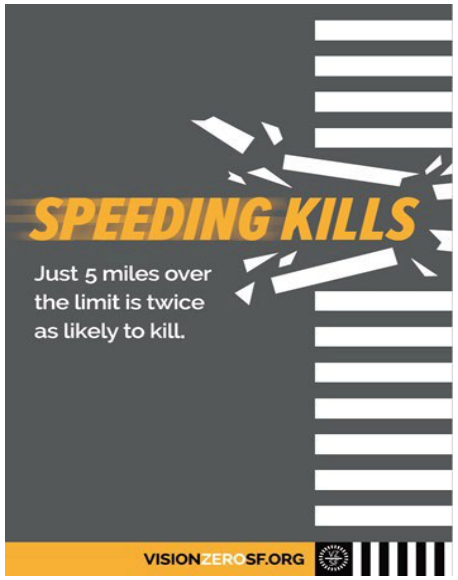
- **Fall 2023:**
  Complete implementation of 35 Phase 2 locations

# SPEED MANAGEMENT – EDUCATION AND OUTREACH










| Media Outreach - *multilingual* | | | | Direct Outreach - *multilingual* | | |
|---|---|---|---|---|---|---|
| Digital Ads | Bus Ads | Website, Blog | Press release | CBO Outreach | Merchant Posters | Door to Door Hangers |
| Transit Shelters | Light Pole Banners | VZ Newsletter | Social Media | Neighborhood Events | Safe Spot Posters | Palm Cards |



# Thank you

VISIONZEROSF@SFMTA.COM

# TENDERLOIN COMMUNITY ALTERNATIVES TO POLICE FOR TRAFFIC ENFORCEMENT

# Tenderloin Community Alternatives to Police for Traffic Enforcement

Review of community outreach and engagement conducted between January to March 2021 & October 2021 to February 2022

TENDERLOIN COMMUNITY BENEFIT DISTRICT

SAN FRANCISCO BICYCLE COALITION

# Agenda

- Introductions
- What is TLCAP?
  - Background and Purpose
- Methodology
  - Four Types of Outreach
  - Summary of Results
- Limitations
- Recommendations
- Next Steps

# What is TLCAP?

## Background and Purpose

# Background




- All Tenderloin streets are on the Vision Zero High Injury Network (13% of streets that account for 75% of severe and fatal traffic collisions in SF)

- Reevaluating the role of police enforcement under Vision Zero

# Purpose

1. Determine Tenderloin residents' and community members' experience with and perception of traditional traffic enforcement in the Tenderloin.
2. To engage with local residents and explore community-based alternatives to traditional traffic enforcement.
3. Based on responses, develop community-supported alternatives to police traffic enforcement to recommend as a pilot program.

TENDERLOIN COMMUNITY BENEFIT DISTRICT

SAN FRANCISCO BICYCLE COALITION

# Methodology

## Four Types of Outreach and Results

# 4 Types of Outreach

## Phase 1: January 2021 - March 2021 *(205 Survey Responses)*
## Phase 2: October 2021 - February 2022 *(271 English Responses - Analysis in Progress)*

- Virtual Survey
- Outreach to Community-Based Organizations
- Focus Groups
- In-person Outreach
  - Streetside
  - Parks and Special Events

# Demographics

## Phase 1 Respondents

### Virtual

- Black 7%
- White 57%
- Latinx 12%
- Asian 12%
- Other 20%

### In-Personal

- Black 51%
- White 23%
- Latinx 18%
- Asian 10%
- Other 15%

## Phase 2 Respondents

### English Responses

- Black 36%
- White 31%
- Latinx 14%
- Asian 15%
- Other 14%

# Neighborhood Association

Phase 1 Respondents

## Virtual

- Residents 58%
- Workers 54%
- No association 46%

## In-Personal

- Residents 76%
- Workers 32%

Phase 2 Respondents

## English Respondents

- Residents 74%
- Workers 44%

# Summary of Results

- Top traffic safety issues are **speeding vehicles** and **pedestrian safety (crosswalk safety and sidewalk conditions)**, and a majority do not believe that law enforcement is effectively addressing these issues.
- Tenderloin residents have a strong desire for community alternatives to traffic enforcement.
- A majority of those who have been stopped by police did not feel comfortable interacting with them.

TENDERLOIN COMMUNITY BENEFIT DISTRICT

SAN FRANCISCO BICYCLE COALITION

# Top Traffic Safety Issues

## Phase 1 In-Person Survey

- Pedestrian Safety 54%
- Speeding Vehicles 47%
- Bicycle Safety 32%
- Red-light running 30%
- Traffic Enforcement 20%

## Phase 2 Survey

- Pedestrian Safety 78%
- Speeding Vehicles 71%
- Red-light running 38%
- Bicycle Safety 36%
- Traffic Enforcement 28%

# Perceived Effectiveness of Alternatives

## Phase 1 Virtual Survey

- Yes 59%
- No 7%
- Uncertain 34%

## Phase 1 In-Personal Survey

- Yes 54%
- No 12%
- Uncertain 34%

# Top 3 Street Safety Improvements

## Phase 1 Virtual Survey

- Raised Crosswalks 71%
- Pedestrian Headstarts 71%
- Pedestrian Safety Zones 65%

## Phase 1 In-Person Survey

- Speed Bumps 42%
- Pedestrian Safety Zones 37%
- Raised Crosswalks 27%

## Phase 2 Survey

- Speed Bumps 44%
- Pedestrian Safety Zones 37%
- Lower Speed Limits 33%

TENDERLOIN COMMUNITY BENEFIT DISTRICT

SAN FRANCISCO BICYCLE COALITION

# Top 3 Favored Alternatives to Enforcement

## Phase 1 In-Person

- Street Improvements 42%
- Ambassadors 42%
- Speed Cameras 34%

## Phase 2 Survey

- Ambassadors 55%
- Speed Cameras 51%
- Street Improvements 43%

# Limitations

# Limitations

- COVID-19 (shelter-in-place, Delta and Omicron Variants)
  - COVID Restrictions
  - Community Burnout
- Survey Fatigue
- Tenderloin Neighborhood Plan for COVID-19
- Declaration of Emergency

# Recommendations*

## Based on Phase 1 & Phase 2

*Recommendations are in rank order per survey ratings

# Recommendation 1

Immediately adopt compliance plans that incorporate self-enforcing streets designs as part of street safety projects and policies*

1. Speed Bumps
2. Raised Crosswalks
3. Pedestrian Safety Zones
4. Lower Speed Limits
5. Mobility Lanes (bike lanes)
6. Resident and Workforce Parking (bikes and vehicles)

TENDERLOIN COMMUNITY BENEFIT DISTRICT

*Recommendations are in rank order per survey ratings

SAN FRANCISCO BICYCLE COALITION

# Recommendation 2

Pilot and adopt community-supported programs to enforce traffic*

1. Community Ambassadors
2. Speed Cameras
3. Red Light Cameras
4. Unarmed Police Officers
5. Electric Scooter/Bicycle Sidewalk Regulations

*Recommendations are in rank order per survey ratings

# Recommendation 3

Expand targeted education on street safety and traffic enforcement that does not rely on policing

- Youth, Seniors, Families, People with Disabilities and Monolingual Populations
- Single Room Occupancy and Unhoused Residents
- Small Business Owners
- Visitors

# Recommendation 4

Expand educational outreach and continue research on street safety and alternative traffic enforcement during community events

- Sunday Streets & Community Events
- Pedestrian Safety Month
- Street Outreach & Creative Performances
- Speed Data Collection
- Street Audits and Inspections

# Recommendation 5

Support existing legislative proposals to establish and expand alternative methods of traffic enforcement and street safety

- Assembly Bill 2336 (Speed Safety Cameras)
- Supervisor Peskin's call for sidewalk detection technology for E-scooters

# Next Steps

# Next Steps

- Complete analysis and report on Phase 2 survey and focus group results
- Seek funding to expand targeted educational outreach
- Present findings to community stakeholders and expand capacity-building
- Support local and state initiatives to expand alternatives to traditional traffic enforcement

# Thank you!

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**Presented by the SF Bicycle Coalition and Tenderloin Community Benefit District**

# LEFT TURNS PROJECT



# VISION ZERO + LEFT TURNS

**Combining engineering and education safety interventions**

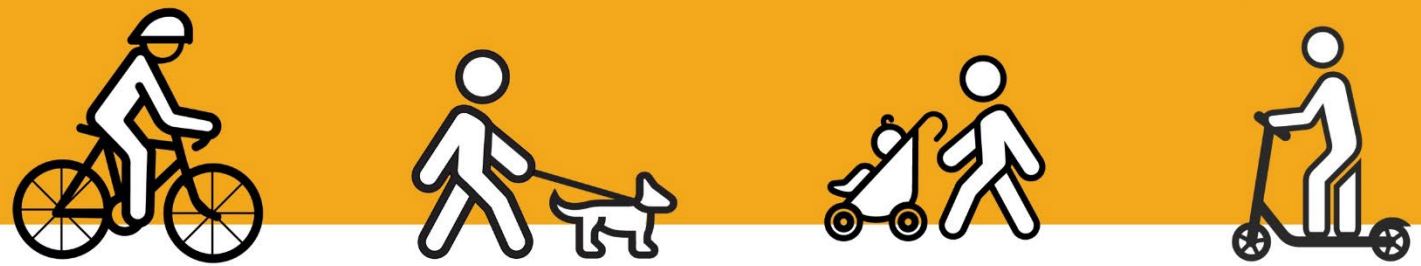





Christy Osorio (she/her)
SFMTA | Vision Zero Education Planner
**March 15, 2022**

VISION ZERO SF

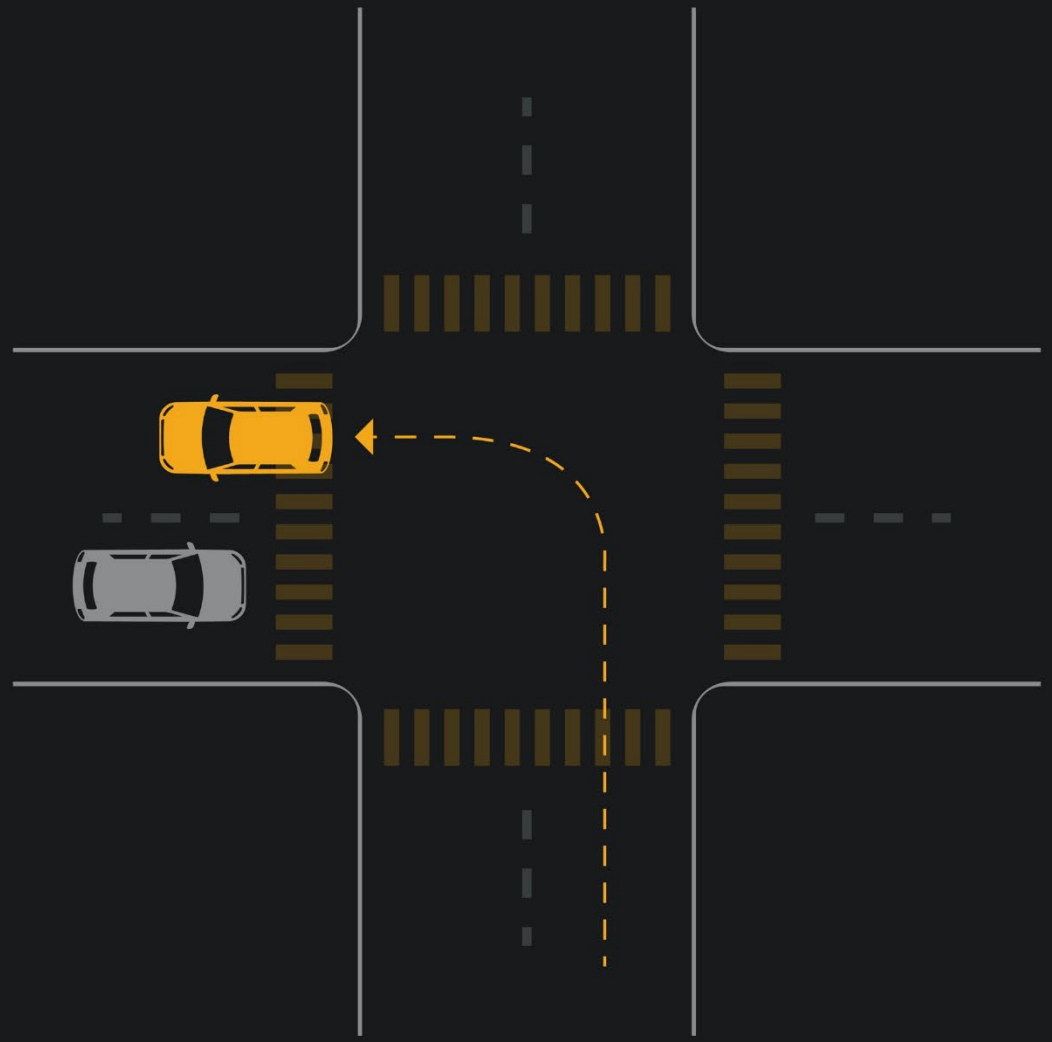
# A TURN TOWARD SAFETY



## The Safer Intersections Project

VISION ZERO SF

# The Left Turn Problem

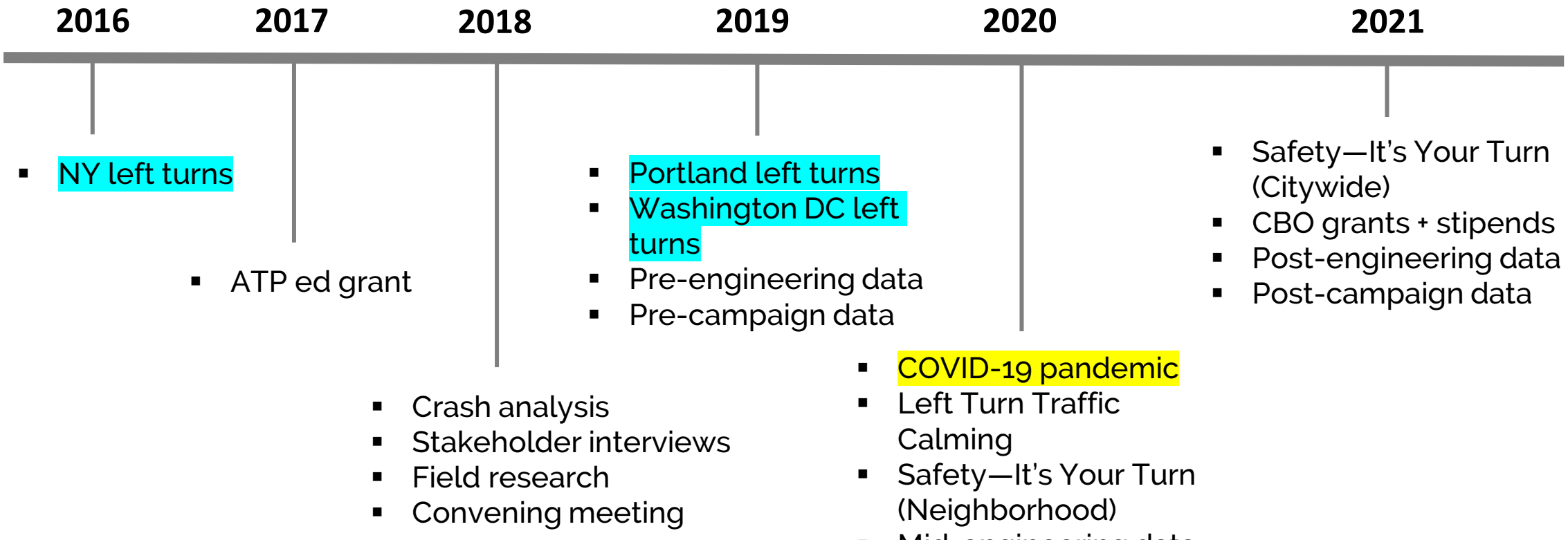


# Background

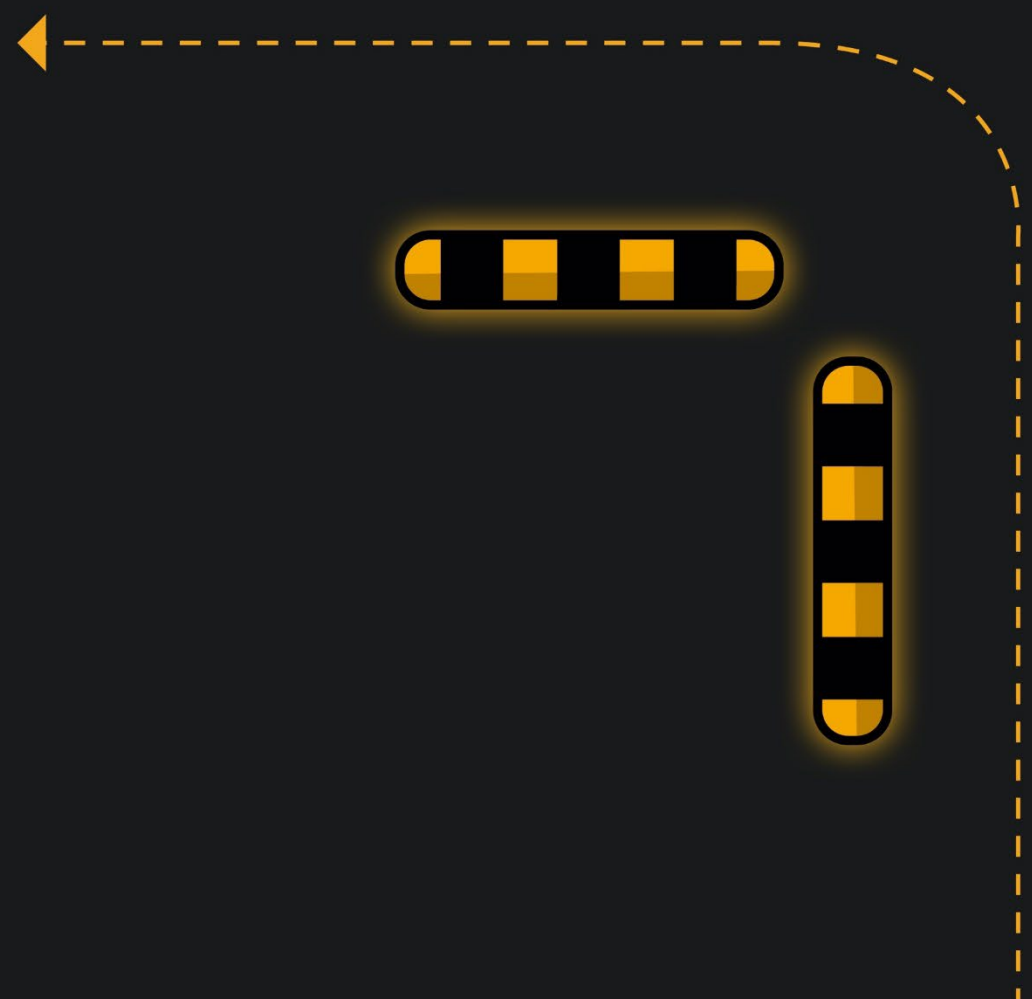
- **Unsafe left turns are a national problem**
- **Top crash factor in SF**
- **Engineering:**
  - Left Turn Calming Project
- **Education:**
  - Safety—It's Your Turn



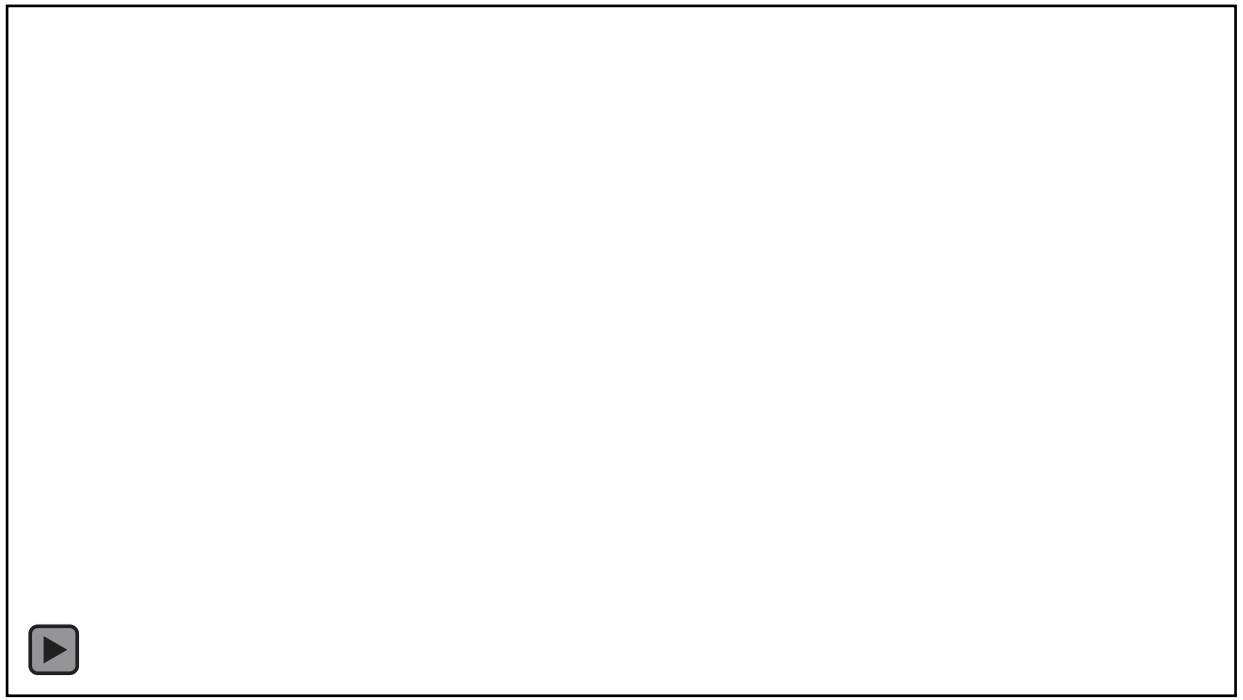
# Timeline

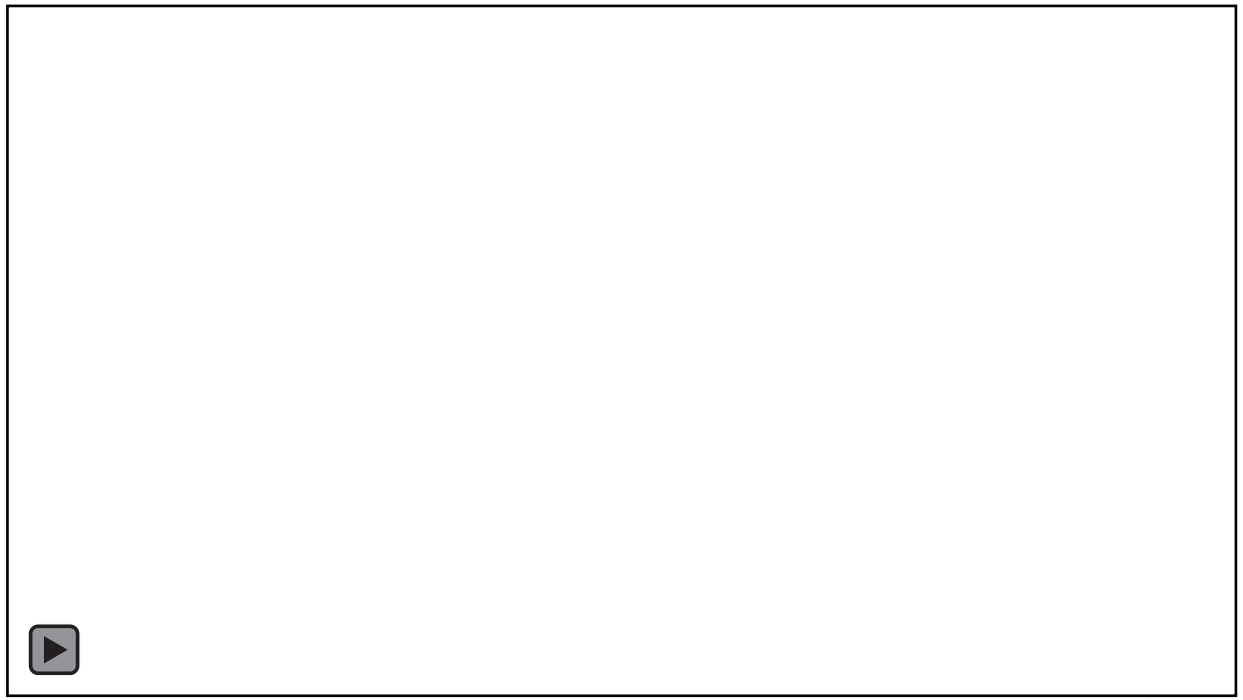

2016
2017
2018
2019
2020
2021
NY left turns
ATP ed grant
Crash analysis
Stakeholder interviews
Field research
Convening meeting
Portland left turns
Washington DC left turns
Pre-engineering data
Pre-campaign data
COVID-19 pandemic
Left Turn Traffic Calming
Safety—It's Your Turn (Neighborhood)
Mid-engineering data
Safety—It's Your Turn (Citywide)
CBO grants + stipends
Post-engineering data
Post-campaign data

# Left-Turn Traffic Calming: The Engineering Project



# Left Turn Traffic Calming Project





# Safety–
# It's Your Turn:
# The Education Campaign



# Safety–It's Your Turn









**Have you seen them?**

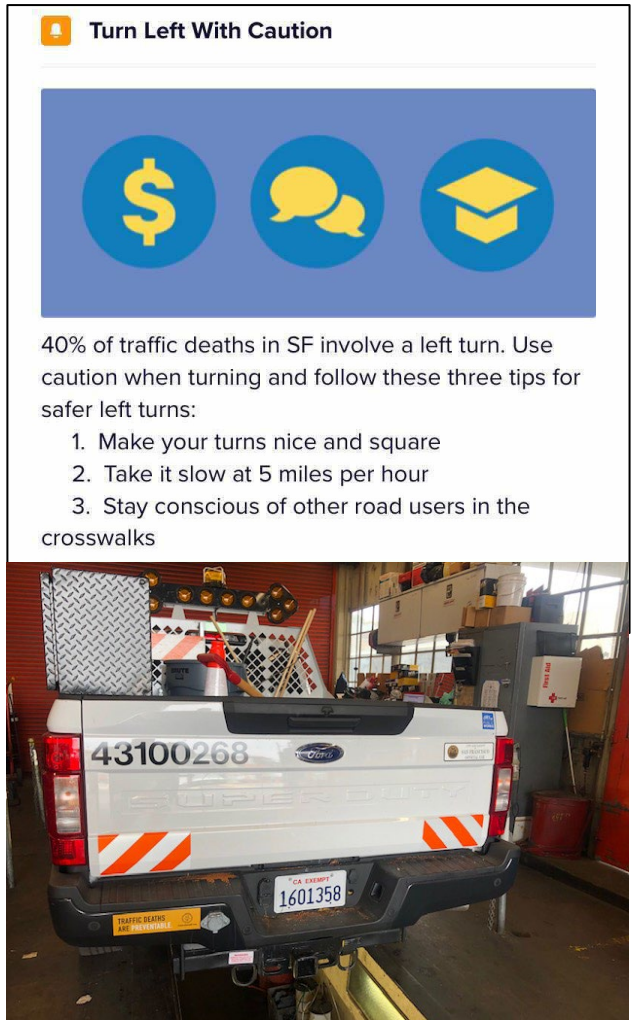
# Safety–It's Your Turn









# Community Grants

| Grantees | Main Deliverables |
|---|---|
| Bayview Opera House | Art-inspired PSAs<br>Walking brochure |
| Boys and Girls Club | Youth created driver-safety kits<br>Social media campaigns |
| LightHouse for the Blind & Visually Impaired | Tactile map booklets<br>Orientation and Mobility trainings |
| PODER | Virtual bike rides |
| Self-Help for the Elderly | Meal delivery driver trainings<br>Senior center outreach |
| SOMCAN | Youth poster contest<br>Social media campaigns |

# Encouraging Safer Behaviors: The Results



# Final Report




## Left Turn Traffic Calming Project

- Average speeds 17% slower (by 1.7 mph)
- 71% less cars turning at higher speeds (over 15 mph)
- More walking and biking
- Comparable with peer cities

## Safety—It's Your Turn Campaign

- Generated 76 million impressions
- Directly reached 17,000 residents
- Potential factor in sustained engineering results

# Future





# Key Takeaways

1. **Continue to invest in robust education campaigns.**

2. **Prioritize left-turn traffic calming treatments at specific locations.**



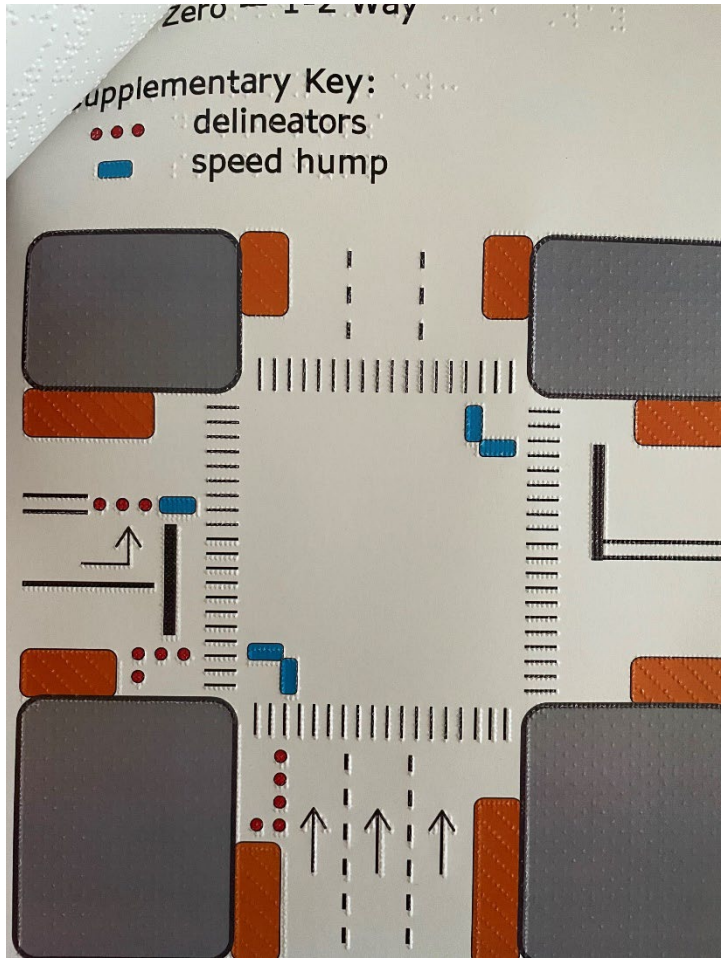
# Expanding Left Turn Traffic Calming

**Vision Zero Action Strategy 2021**

*Develop expansion for installation of left-turn traffic calming at 35 new high priority locations on the High Injury Network*



# Continued Engagement with CBOs












# Thank you!

**Project Team**
Uyen Ngo
Christy Osorio
Sidd Mandava
John Knox White

**Support**
Transportation Engineering
Livable Streets
Sign & Paint Shops
Communications
Dept. of Public Health

**Consultants**
MIG
Civic Edge
InterEthnica
Behavioral Insights Team
EMC Research
Kittelson

**Community Grantees**
Bayview Opera House
Boys and Girls Club
LightHouse for the Blind
PODER
Self Help for the Elderly
SOMCAN

**Community Stipends**
Chinatown Community Development Center
Code Tenderloin
Community Youth Center
Creativity Explored
SF Bicycle Coalition
Southeast Asian Community Center
Tenderloin Walking Tours
Youth Art Exchange

**Community Stakeholders**
Motorcycle Safety Partners
Senior & Disability Action
SF Bay Area Families for Safe Streets
Tenderloin Community Business District
WalkSF

**Additional Partners**
Cal SafeTrec
Chicago School of Psychology
New York DOT
Oakland DOT
Rescue|Behavior Change Agency
SFSU RAD lab
Toole Design Group
University of Minnesota, HumanFIRST Laboratory

# FUTURE TOPICS