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VISION ZERO SF
10-YEAR REPORT

Prioritizing Street Safety





In Memoriam

Even one is too many.

Each traffic-related death represents a life cut short, loved ones devastated and a tragic loss to our community. Many more people survive severe traffic injuries since Vision Zero was adopted in 2014, but their lives are irreparably damaged. This retrospective is dedicated to the people who have lost their lives while traveling on San Francisco streets.



A Note from the Mayor of San Francisco

Ten years ago, I sat on the Board of Supervisors and voted along with my colleagues to support San Francisco's Vision Zero resolution. It became our city's policy declaring that no one should die traveling on the streets of San Francisco. Since then, we've put safety at the center of all our streets projects. The work we've done over the past ten years has saved lives.

Through our Quick-Build Program, we have completed more than 50 miles of safety improvements on San Francisco's "high-injury network." On streets with Quick-Builds, the annual bike-related crash rate decreased by 33% and the annual pedestrian-related crash rate decreased by 32%. We have also led the state in implementing lower speed limits citywide under state law changes that went into effect in January 2022. So far, we have lowered the speed limit to 20 mph on 44 miles of streets.

But what we've done so far is just a fraction of what we must and will do prevent injuries and save lives. The changes to make our streets safer are also changes that will make San Francisco a city of livable, thriving neighborhoods for all. I want our streets and public spaces to bring people together. Every time I'm on the JFK Promenade or at a neighborhood block party, I'm reminded that our streets have the potential to bring people together instead of pushing them apart. I want our streets to be joyful.

Moving forward, San Francisco will take the lessons we've learned during the first ten years of Vision Zero and double down on what we've found is most effective in preventing traffic fatalities. We will use best practices and data-driven evidence to guide our work reducing speeds and redesigning our streets so that mistakes on our roadways don't result in severe injuries or death.

I have directed the SFMTA and San Francisco Department of Health to work together with other City departments, community advocates and stakeholders to review existing Vision Zero policy and programs and propose recommendations both continuing and reimagining San Francisco's safety commitments after 2024. One of these actions will be to launch a five-year speed safety camera pilot program at 33 locations spread throughout the city.

Vision Zero is not an easy objective to reach, but it's one we will continue to work towards to save lives and prevent serious injuries. I want to thank everyone who has continued to work and advocate for safer streets. Together, we can continue to make progress, prioritize safety for everyone and create more joyful, thriving public spaces.

Sincerely,



London Breed
Mayor of San Francisco



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Vision Zero Timeline

Vision Zero Timeline



2014

Adopted Vision Zero

Committed to Focus on the Five to better enforce the five traffic violations that most often result in collision

2015

Began releasing biennial Vision Zero SF Action Strategy reports, outlining key findings and committing to new initiatives

Used hospital and police crash data to develop a High Injury Network to prioritize design changes on streets that have a history of severe and fatal collisions

2016

San Francisco joins national Vision Zero Focus Cities program to share best practices and collaborate with other early-adopter Vision Zero cities

2017

Updated the High Injury Network to identify the 13% of streets that account for 75% of the City's severe injuries and fatalities

City records lowest number of traffic fatalities since the start of the automobile era

2018

Adopted slower walking speeds policy, committing to increase walking times at crosswalks at all signalized intersections citywide

Launched a Rapid Response Team to quickly make engineering changes after fatal crashes

2019

Board of Supervisors adopted resolution endorsing the removal of parking at corners (daylighting) as a citywide safety measure

Launched Quick-Build Program to deliver efficient and expedited corridor safety improvements

2020

Implemented Car-Free Market Street Quick Build, becoming the city's first street to remove private vehicles to improve safety for people walking, biking, taking transit and taxis on one of our city's busiest streets

Installed left-turn safety treatments at key intersections to slow turns and improve visibility

2021

Implemented the City's first neighborhood wide 20 mph zone—reducing speed limits in the Tenderloin, where every street is on the High Injury Network

Sponsored AB 43 (Friedman), new legislation signed into law that provides flexibility to reduce speed limits on City streets

2022

Updated the High Injury Network to prioritize street improvements on the 12% of streets that are associated with 68% of the City's severe injuries and fatalities

Developed a Speed Management Plan to slow vehicle speeds on the High Injury Network

2023

Sponsored AB 413 (Lee), new legislation signed into law that aims to improve visibility at intersections through daylighting

Began posting 20 mph speed limits on all neighborhood commercial streets

Began applying the Quick-Build toolkit to the entire High Injury Network

2024

Introduced an expanded Turn on Red Restriction throughout the downtown area

Began work on the installation of automated speed enforcement cameras after the passage of AB 645 (Friedman), new legislation that allows six California cities, including San Francisco, to pilot this enforcement technology for five years

San Francisco Police Department commits to increasing traffic enforcement to improve road and sidewalk safety and reduce traffic crashes

Executive Summary

Executive Summary



As we mark the tenth anniversary of Vision Zero in San Francisco, we can celebrate many successes, chronicled in the report that follows. A decade ago, San Francisco took an ambitious step to reduce traffic fatalities by embracing international Vision Zero principles, becoming only the third city in the U.S. to do so.

The premise was simple: No one should die while traveling on the city's streets. The moral imperative of this goal is unimpeachable, such that now more than 50 U.S. cities have adopted Vision Zero. But we recognize we have work to do to meet our goals.

San Francisco took a holistic approach to Vision Zero that combines multiple layers of safety improvements that work together, centered on human life. We pioneered the use of the High Injury Network methodology to identify the city streets responsible for most severe and fatal crashes. We know that 68 percent of severe injury crashes happen on 12 percent of streets, and we have focused on implementing changes proactively on those streets.

Over the course of the last decade, we have developed and iterated on many tools to engineer our streets for safety. These include reducing speed limits, daylighting corners for visibility, painting high visibility crosswalks, programming traffic signals to give pedestrians a head start and more time to cross the street and building separated bike lanes.

We also developed a Quick-Build program of reversible and adjustable improvements that allow us to make streets safer quicker and at a fraction of a cost than a longer-term capital project. Since 2019, we have completed 50 miles of Quick-Build safety programs in 34 corridors across the city and have installed many other safety improvements on the High Injury Network and beyond.

A decade ago, San Francisco took an ambitious step to reduce traffic fatalities by embracing international Vision Zero principles

Although these and other strategies have made San Francisco one of the safest large cities in the U.S. for people who walk and bike, we need to do more, both locally and nationally. No American city comparable to San Francisco has fully met the goals of Vision Zero. This is in part due to the undeniable fact that ours is a car-dependent society, but it's also because there is not a coordinated federal, state and local strategy to achieve street safety. It has taken years of advocacy for San Francisco and other California cities to gain access to tools that have proven effective in slowing down vehicle speeds in many other states. We know that lowering speeds saves lives, which is why we're eager to implement speed safety cameras in early 2025.

Street engineering changes alone are not enough to reach our goal of zero fatalities, particularly as vehicle size, power and speeds have only increased. Tools such as vehicle speed limiters and reducing vehicle size will require state and federal support to deploy. Complementary programs like traffic enforcement and public education campaigns are also needed to ensure safe behavior by drivers.

It is our job now to reflect on the past, figure out what we need to do differently and win support for new approaches that must be taken to eliminate fatalities and reduce severe injuries. Safe streets for all people, no matter how they travel, are possible, and we are committed to figuring out how to get there.



1 Ten Years of Prioritizing Safety

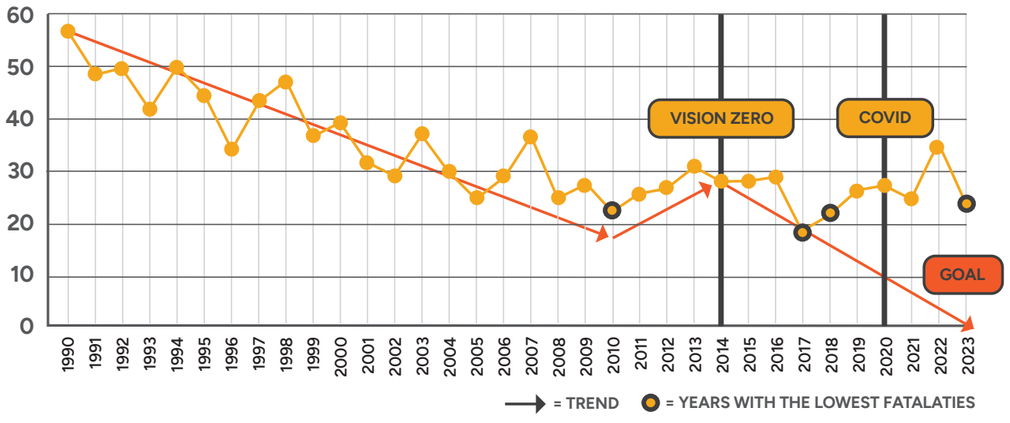
“I’m proud of what we’ve done in San Francisco in trying to reach our Vision Zero goals. Although we still have a ways to go, the improvements made undoubtedly have saved lives. We must continue to build on these improvements.”

— NORMAN YEE,
Former President of the San Francisco Board of Supervisors

San Francisco was one of the first U.S. cities to adopt Vision Zero in 2014. We're guided by two core principles: Traffic deaths are preventable, and safety interventions will reduce the likelihood that a crash results in death. Our policy commits City agencies to a data-driven public health Safe Systems approach: build better and safer streets, educate the public on traffic safety, enforce traffic laws and adopt policy changes that save lives.

We are a national leader in advancing Vision Zero. Since 2014, we have adopted street design and policy changes that before Vision Zero would have seemed radical. These include removing parking at intersections so approaching drivers can see pedestrians crossing the street, programming traffic signals to give pedestrians a head start and be more visible as they walk into a crosswalk and designing streets to reduce speeding, a leading cause of traffic deaths and severe injuries. Our City is a pioneer in the use of High Injury Network methodology to focus our efforts.

WIDENING GAP BETWEEN REALITY AND GOAL



From 1990 to 2010, cars became safer for drivers and passengers, which led to a year-over-year reduction in fatalities. An increase in fatalities after 2010 led to San Francisco adopting Vision Zero in 2014 to reverse the upward trend. Three of the City's four lowest annual fatality totals occurred during Vision Zero.

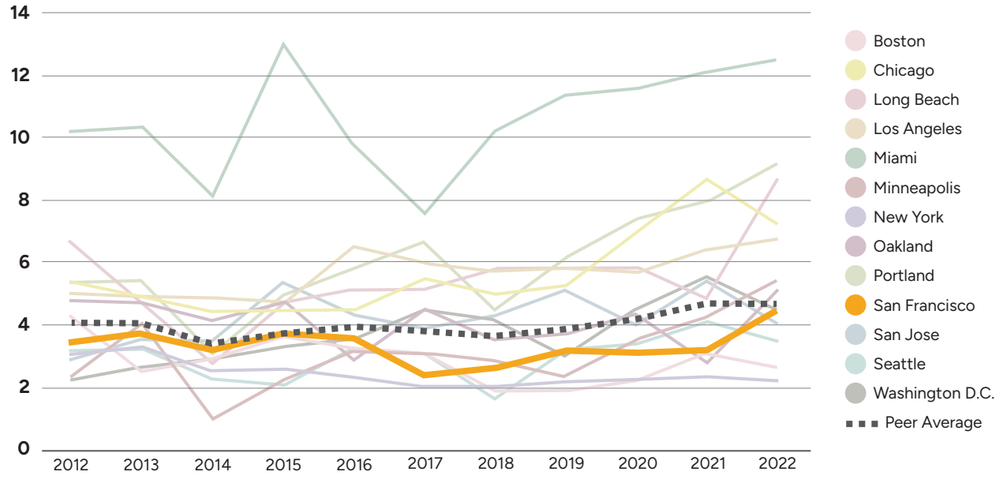
Changes like these have made San Francisco one of the safest larger cities in the country for pedestrians and bicyclists, with the lowest number of bicyclist fatalities per bicycle commuter and second lowest number of pedestrian fatalities per walking commuter, according to the League of American Bicyclists.

But our work is far from over. San Francisco still averages at least two traffic fatalities a month.

This report documents our efforts during the past 10 years. We have taken lessons learned and continuously evolved our efforts to eliminate traffic deaths and prioritize traffic safety.



PEER CITY BENCHMARKING



Traffic fatality rates in San Francisco in comparison to peer cities in the U.S. per 100,000 residents.

Source: Controller's Office, City Performance Vision Zero Benchmarking. https://www.sf.gov/data/vision-zero-benchmarking-fatalities

Defining a Vision Zero Traffic Fatality

When counting traffic-related deaths for Vision Zero reporting purposes, we use the methodology outlined in the Vision Zero Traffic Fatality Protocol which specifies deaths must occur within the public right of way in the City and County of San Francisco, and may be why some deaths are not shown in these tables. Meanwhile, the San Francisco Department of Public Health tracks all traffic-related deaths within city limits, including those that are not on city streets (for example, on a freeway, in the Presidio, or on streets managed by the state) and publishes those separately in our End of Year Traffic Fatality Reports.

INJURY CHANGES: COMPARING 2013 AND 2023

INJURY CRASH TYPE	PERSON WALKING	PERSON IN MOTOR VEHICLE	BICYCLE RIDER	STANDUP POWERED DEVICE RIDER	MOTORCYCLE/ MOPED RIDER	CRASH TOTAL
2013	783	1,642	624	N/A	349	3,398
2023	595	1,834	403	184	277	3,293
CHANGE	-188	+192	-218	+184	-72	-105
CHANGE %	-24%	+12%	-35%	N/A	-21%	-3%

Severe injury collisions to people using vulnerable travel modes are all down from 2013 (the year before Vision Zero) to 2023, with the exception of electric stand-up scooters and skateboarders (the category of standup powered devices was added in January 2020).

FATALITY CHANGES: COMPARING 2013 AND 2023

FATAL CRASH TYPE	PERSON WALKING	PERSON IN MOTOR VEHICLE	BICYCLE RIDER	STANDUP POWERED DEVICE RIDER	MOTORCYCLE/ MOPED RIDER	CRASH TOTAL
2013	21	6	4	N/A	3	34
2023	16	4	0	4	2	26
CHANGE	-5	-2	-4	+4	-1	-8
CHANGE %	-24%	-33%	-100%	N/A	-33%	-24%

The number of fatal collisions has gone down for most types of road users since 2013. However those walking and using standup power devices are still overrepresented in traffic fatalities (the category of standup powered devices was added in January 2020).

Source: https://www.visionzerosf.org/wp-content/uploads/2023/05/Vision-Zero-2022-End-of-Year-Traffic-Fatality-Report-FINAL-PUBLIC.pdf

EQUITY INJURY CHANGES: COMPARING 2013 AND 2023

INJURY CRASH TYPE	BLACK/AA	HOMELESS	SENIORS AGED 65+	YOUTH UNDER AGE 18	IN EPC
2013	17	N/A	26	5	52
2023	28	N/A	25	6	86
CHANGE	+11	N/A	-1	+1	+34
CHANGE %	+65%	N/A	-4%	+20%	+65%

When comparing the two end points (2013 vs 2023) severe injury collisions increased among Black/African Americans, Youth (under age 18), and among those who live in Equity Priority Communities. However, the number of severe injury collisions for Seniors (Aged 65+) decreased. Please note that the Vision Zero team do not record unfixed address status for severe injury hospital records.

EQUITY FATALITY CHANGES: COMPARING 2013 AND 2023

INJURY CRASH TYPE	BLACK/AA	HOMELESS	SENIORS AGED 65+	YOUTH UNDER AGE 18	IN EPC
2013	2	1	11	3	7
2023	7	3	10	1	9
CHANGE	+5	+2	-1	-2	+2
CHANGE %	+250%	+200%	-9%	-67%	+29%

When comparing the two end points (2013 vs 2023), the number of fatal collisions have increased among Black/African Americans, people experiencing homelessness, and among those who live in Equity Priority Communities. However, the number of fatal collisions involving Seniors Aged 65+ and Youth (under age 18) decreased. While the sample sizes are small, these equity groups are still disproportionately over-represented in fatality collisions.



The Long Road in Sweden

Sweden embraced Vision Zero in 1997. Over 26 years later, Sweden has about two pedestrian/bicycle deaths from traffic crashes per 100,000 people. It was a long-term effort. A key success factor—in addition to projects, programs, policies and technology—is the decades of collaboration between different partners, including the Swedish Transport Administration, advocates, car manufacturers and infrastructure and tech businesses that share their knowledge and contribute to new approaches and innovations.



2 Getting to Zero Requires Transformative Changes

“Passing legislation to allow speed cameras in California was very important to our members. Many of us have had loved ones hurt or killed by speeding drivers. The final successful effort—passing Assembly Bill 645 in 2023—took a village. Leaders and staff at SFMTA were a key part of the village.”

— JENNY YU,
San Francisco Bay Area Families for Safe Streets



Building a Movement for Safety

San Francisco was the third City in the nation to adopt the tenets of Vision Zero. This citywide policy helped bring together and focus City departments in new ways—to prioritize safety and reimagine our streets. Ten years later, almost 50 U.S. cities have adopted Vision Zero policies and programs, according to the Vision Zero Network.

Years of leadership by our City, at the state level and through advocacy from community-based organizations—such as San Francisco Bay Area Families for Safe Streets—have helped San Francisco achieve two of our transformative goals: Assembly Bill 43 allowed us to reduce speed limits on many of our streets from 25mph to 20mph, and Assembly Bill 645 allows us to pilot automated speed safety enforcement.

There's also support for Vision Zero at the federal level now, with the U.S. Department of Transportation's adoption of Vision Zero and the Safe Systems approach in 2022. The Department established a new "Safe Streets for All" funding program to help prevent roadway deaths and serious injuries. San Francisco has been awarded about $25 million to implement safety projects in the Western Addition and Tenderloin neighborhoods.

A Head Start on Safety

San Francisco's commitment to reducing traffic fatalities began before Vision Zero, with a December 2010 Executive Directive signed by Mayor Gavin Newsom to implement priority pedestrian safety actions and to create and implement a Pedestrian Action Plan to make it safer to walk in San Francisco. It targeted reducing serious and fatal pedestrian injuries by 25% in 2016 and by 50% in 2021. The City committed to data-driven interventions, based on hospital and police crash data for individual streets. Actions included:

- **Reduce speed limits to 20mph in many areas and to 15mph in school zones and near senior centers**
- **Reduce inequities in serious crashes by neighborhood**
- **Identify areas for traffic calming, especially in Equity Priority Communities**
- **Increase walking as a share of trips made in the City**

2 Getting to Zero Requires Transformative Changes



A SYSTEM OF SAFETY

Vision Zero SF commits City agencies to a data-driven, public health Safe Systems approach: build better and safer streets, educate the public on traffic safety, enforce traffic laws and adopt policy changes that save lives. We're guided by two core principles: Traffic deaths are preventable. Traffic safety interventions will reduce the likelihood that a crash results in death.

Vision Zero recognizes that humans are vulnerable; human bodies have limited ability to tolerate crash impacts. So road systems must be designed to protect all users—while keeping us moving—by anticipating human mistakes and designing and managing streets that physically encourage safer speeds and safer driving.

Our holistic Approach combines multiple layers of safety improvements that work together, centered on human life and coordinated across City departments:

- Data Systems
- Safe Streets
- Safe People
- Safe Vehicles

So should there be a human mistake, the layers of the system are there to reduce the harm to other humans.

Mapping Our Priorities

San Francisco was one of the first U.S. cities to systematically link police crash data and hospital trauma center data, creating a national model for a High Injury Network (HIN) map: the 12% of streets where 68% of severe and fatal traffic crashes occur.

The data is proving critical to understanding—and acting on—the disparities in traffic fatalities in Equity Priority Communities that are home to older adults, non-English speaking populations, low-income or disabled individuals, minority populations and people experiencing homelessness.

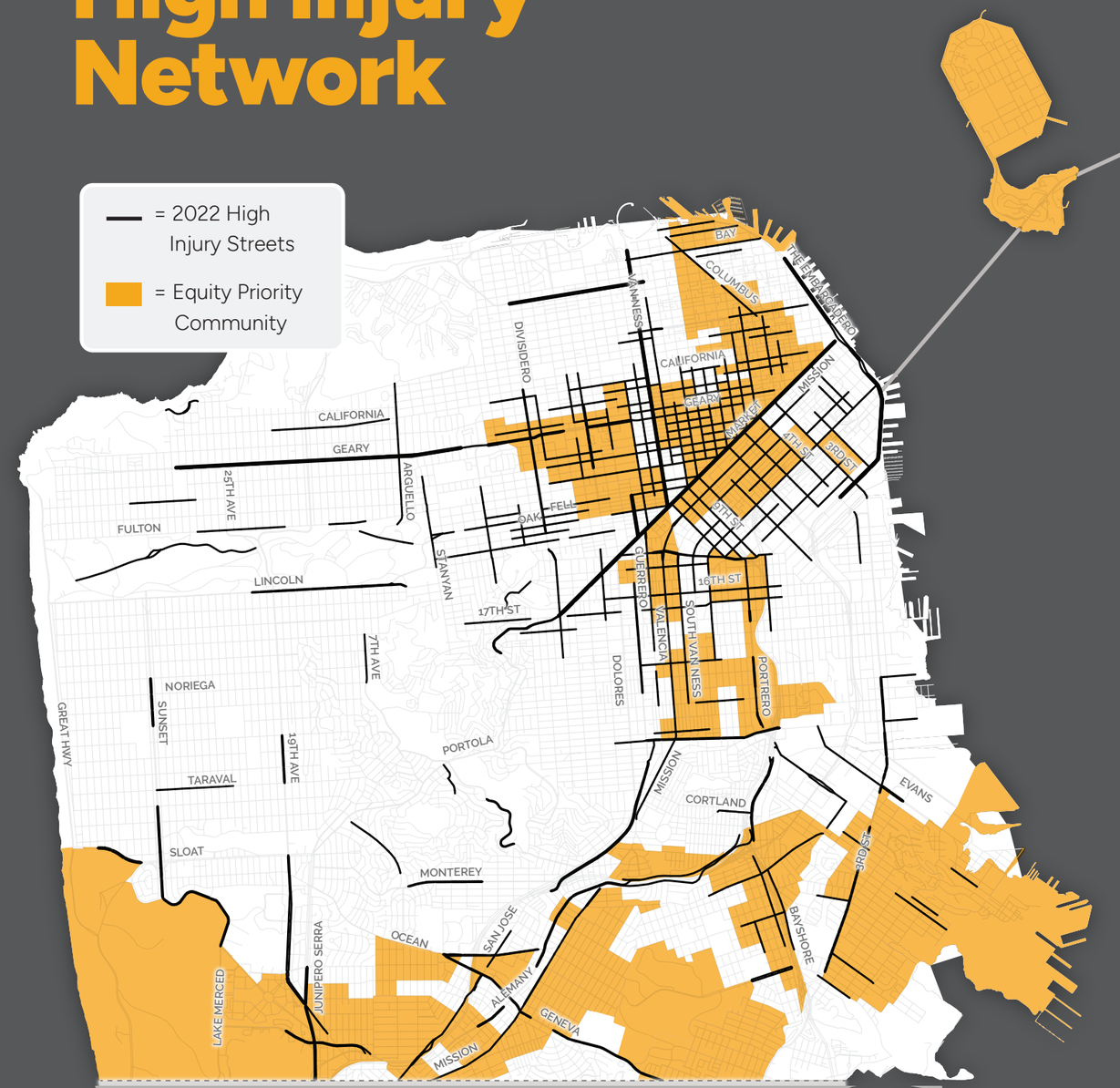
Using Data to Advance Equity

Trauma center data from Zuckerberg San Francisco General Hospital help paint a more complete picture of traffic crashes in the City, as many people of color do not file police crash reports. Of the injuries seen at the City's main trauma center, about 20% of injuries to people walking and 25% of injuries to people biking had not previously been included in police records.



2 Getting to Zero Requires Transformative Changes

High Injury Network





SAFE STREETS

Speeding, inadequate visibility between travelers, and intersection conflicts all increase the likelihood of a crash that results in a severe or fatal injury. We are implementing design and data-driven engineering tools to improve safety: We've completed more than 13,000 traffic safety treatments on San Francisco streets since Vision Zero began in 2014—from signals (3,600) and signs (1,600) to traffic calming (1,058) and road diets (20).

Quick-Builds

Quick-Build projects can get us to safety faster: they're reversible, adjustable traffic safety improvements for people walking and biking that can be installed quickly. Typical improvements include paint, traffic delineators, street signs, parking and loading adjustments, traffic signal timing and improved transit boarding islands.

Since formalizing the program in 2019, the City has completed 50 miles of Quick-Build traffic safety projects on 34 corridors citywide.

Reduced Speed Limits

Speeding is the major cause of crashes on City streets and it's deadly: driving just 5 miles over the limit is nearly twice as likely to kill. San Francisco was the first City in the State to implement California Assembly Bill 43, which allows cities to reduce speed limits from 25 to 20 miles an hour along business activity corridors and safety corridors.

Quick-Builds Safety Statistics

Quick-Builds result in faster improvements for people walking and biking than do full capital projects, which are often expensive and take much longer to implement. On streets with Quick-Builds:

Most drivers are driving slower:

The 85th percentile speed (the speed at or below which 85 percent of drivers travel on a road segment), decreased

3% to 20%

in project areas. Even small decreases in speed reduce the severity of injuries.

And ridership is up on streets with Quick-Build solutions: bicycling volumes are up

75%

during commute times.

Crashes down

18%

between 2018 and 2022.

Crashes involving bikes are down

33%

and pedestrian crashes are down

32%

Pedestrian-vehicle close calls are down

38%

Bike-vehicle close calls in intersections are down

62%



Large informational signs are up, along with new official speed limit signs.

Anything we can do to slow speeds will help save lives. AB 43 is a clear signal that California no longer exclusively prioritizes cars moving as fast as possible and is instead allowing cities to set speed limits that prioritize the safety of people walking and biking on City streets.

We have reduced the speed limit on 62 business activity corridors (44.2 miles).

Intersection Improvements

A majority of fatalities in the City happen at intersections—people making right and left turns too fast and not yielding to pedestrians in crosswalks. Crashes are an intersection design problem, but they are also a driver decision-making problem. So solutions need to be multi-faceted.

Increasing Intersection Safety

A range of improvements have been made to traffic signals to increase safety:



1 Pedestrian Countdown Signals. Clearly communicating to pedestrians how many seconds they have to cross the street before cross traffic begins flowing has shown a 25% reduction in pedestrian injury crashes at intersections. 95% of signals on the HIN have Pedestrian Countdown Signals.



2 Pedestrian Headstarts. Also known as leading pedestrian intervals, a headstart "walk" signal gives people more time to cross and makes them easier to see by people driving. San Francisco was an early adopter of this effective and low-cost tool—even a few extra seconds have been shown to reduce pedestrian-vehicle crashes by 10-20%. A majority of signals (83%) on the HIN have "Pedestrian Headstarts".



3 Increased Crossing Times. Adjusting the signal timing for slower walking speeds at intersections to give people more time to cross the street is especially important in areas with families and older adults. San Francisco gives people even more time to cross than federal guidance on signal timing. 91% of signals on the HIN are timed for slower walking speeds.



4 Accessible Pedestrian Signals (APS). These signals communicate when to cross the street in a non-visual manner, such as audible tones, speech messages and vibrating surfaces. APS are especially helpful to people who are blind or low vision. 43% of intersections on the HIN now have APS.



5 High-Visibility Crosswalks. Using paint to add additional stripes to crosswalks makes it easier for everyone to see each other. 95% of intersections crosswalks in the City have a high-visibility wide pattern, which has been shown to reduce injuries for people walking up to 40%, according to the USDOT.

Prioritizing Communities

The City's Tenderloin area is home to some of the most vulnerable communities and historically marginalized groups such as people with disabilities, residents of single-room occupancy hotels (SROs) and supportive housing and limited-English proficient communities. Every single street in the Tenderloin is on the High Injury Network. Working closely with the community, we've now completed various safety projects and initiatives that touch every street in the Tenderloin. In addition to Quick-Build projects on Turk, Leavenworth, Jones and Hyde Streets, speed limits were reduced to 20 MPH neighborhood-wide, 50 intersections received daylighting and 54 intersections received right turn on red restrictions. Since the right turn on red ban was implemented, 92% of drivers obeyed, 70% did not encroach onto a crosswalk and vehicle/pedestrian crashes dropped, from nine to four.



> "As a Tenderloin resident, I wholeheartedly support the Vision Zero 2024 initiative. Implementing no-turn-on-reds and reducing speed limits to 20 mph in our neighborhood has significantly enhanced pedestrian safety and reduced severe traffic injuries and fatalities. The Quick-Build safety implementations (on all but one street) means we now have safer streets. These measures prioritize the well-being of all road users and contribute to creating a safer and more livable City for everyone, including the most vulnerable people navigating our streets. We are grateful to SFMTA for their commitment to Vision Zero and making our streets safer."
>
> ***—ERIC ROZELL,***
> *Tenderloin Traffic Safety Task Force, Co-Chair*



SAFE PEOPLE

Our most vulnerable road users are people outside vehicles—those walking, biking and rolling. Vision Zero SF is coordinating with many City agencies to create a culture that prioritizes traffic safety by raising awareness of the need for safer streets, reducing barriers to adopting safer driving behaviors and creating traffic safety champions.

"Safety – It's Your Turn" Education Campaign

Fully 40% of traffic deaths in 2019 were caused when drivers made left turns and didn't see people in the crosswalk until it was too late. Left turn crashes are an intersection design problem, but they are also a driver decision-making problem. So solutions need to be multifaceted. That's why the SFMTA paired a behavior-science informed education campaign with new street engineering treatments to calm left turns.

Evaluation results were similar to peer cities that also implemented left turn campaigns, with a 17% reduction in average speeds and 71% reduction in higher speeds (over 15 mph) during the turn. The multilingual citywide campaign reached 17,000 people and generated 76 million impressions through digital advertising, radio, in-language newspapers, billboards and bus shelters ads.

Based on these positive pilot results, left turn traffic calming treatments are being added to 35 intersections across the City.

Vertical delineator posts, small rubber speed bumps and paint create enhanced center lane lines to encourage slower, wider left turns and increase drivers' awareness of other road users.



3 Moving Forward to Safety

“We’re proud that San Francisco was the third City in the nation to adopt Vision Zero. Vision Zero continues to be the right approach and the right goal. The City has done important work in the first decade to build on. Now, it is time to scale up and implement at a pace that will put an end to traffic deaths and injuries.”

— JODIE MEDEIROS,
Walk San Francisco

Preparing for the Future

San Francisco streets are continually changing. Along with vehicles and people walking, biking and rolling, streets must now accommodate ride shares, delivery apps, mopeds, unicycles, one-wheels, e-scooters, e-skates and e-bikes, robotaxis, vehicles that are larger and heavier than ever—and whatever might come next.

When San Francisco first adopted Vision Zero, the City set an aspirational, ambitious 10-year goal to achieve it. Along with cities throughout the world, we've learned what types of projects, programs and policies work best to keep people safe. We know what works to reduce crashes and why. Our efforts have demonstrated that designing our roadways for people over cars will slow speeds, increase driver attention to people walking and biking—and save lives.

We also recognize that our commitment to Vision Zero will continue beyond these first 10 years. Through data, evaluation and critical assessments, the City is applying those best practices to the next phase of street safety. We are working with all of San Francisco—residents, businesses, advocacy groups and all City, state and federal agencies—to realize the vision of streets designed for people who walk, bike and roll (and whatever the next mobility technology might be). The City is scaling up what works and introducing leading edge projects, programs and technologies.

All fatalities are tragic and even one is too many. There is still work to be done.

DATA SYSTEMS: WHAT'S NEXT

Increasing Data Analysis. San Francisco data teams are partnering to increase capacity to analyze crash data in more detail, especially those crashes that result in severe injuries, to inform future programs. The City will also be working with peer cities and national transportation organizations on additional transportation safety metrics to standardize progress tracking and Vision Zero fatality and severe injury reporting.

SAFE STREETS: WHAT'S NEXT

Connected Network. We will build a safe, well-connected citywide network for people who walk, bike, scoot or use any other type of micromobility device.

Speed Safety Cameras. San Francisco is one of six California cities authorized to conduct a five-year study of Speed Safety Cameras, under Assembly Bill 645. Cameras are already used in 205 US cities and have demonstrated reductions in the number of severe and fatal crashes by 47%. The City will install and evaluate 33 cameras citywide, with a multilingual education campaign so the public is aware of this new pilot program.

SAFE PEOPLE: WHAT'S NEXT

Regional Education Campaigns. Recognizing that residents, workers and commuters travel across multiple cities and that traffic safety is not just a San Francisco-specific issue, we

Nudging to Safety

New York City has installed over 2,000 speed cameras, all within 1/4 mile of a school zone. Speeding at camera locations has dropped about 73% and injuries have declined 14%. Speed cameras change behavior: more than half of the vehicles that receive one violation did not receive a second. The majority of cited vehicles in NYC have only one or two violations.





are working to scale up and deepen engagement at the regional level. For example, the City is working closely with both San José and Oakland, which are also piloting Speed Safety Cameras, on education campaigns and analysis.

SAFE VEHICLES: WHAT'S NEXT

San Francisco will remain actively engaged in research and dialogue about policy and technological innovation at both the state and federal level. That's how we and our dedicated community partners ensured the State of California passed needed speed, enforcement and road design reforms. As regulators debate vehicle size, weight and speed limitations—and how to ensure the safety of driverless cars—the City will strongly encourage all measures that can save lives.

- **Size/Weight Limits.** American cars and trucks keep getting bigger. While bigger sizes and new technologies are keeping people safer *inside* their cars, they're proving more deadly to those outside the car. Vehicles with higher front ends and blunter profiles are 45% more likely to cause fatalities in crashes with people walking than are smaller cars and trucks, according to research by the Insurance Institute for Highway Safety. Assembly Bill 251, signed into law in 2023, requires the California Transportation Committee to convene a task force to study the relationship between vehicle weights and traffic injuries. Results of this state bill could influence future vehicle design to ensure it also considers the safety of others sharing the road.
- **Vehicle Speed Limiters.** A proposed California Senate bill is looking to add "Intelligent Speed Assist" (ISA) technology, devices that use GPS location data to determine the local speed limit and can cap a car's speed or warn a driver.
  - The US National Transportation Safety Board has recommended a national mandate and the European Union has already adopted a mandate for passive ISA: drivers hear chimes or feel vibrations that tell them they are over the speed limit, and it doesn't stop until they reduce their speed. California is considering active ISA, which automatically slows cars if they speed more than 10 miles over the limit. The European Transport Safety Council estimates ISA reduces crashes by 30% and deaths by 20%.

REACHING THE GOAL

Reaching Zero is a concerted, collaborative, long-term effort to change both minds and our built urban environment to meet the needs of our ever-changing street users. Vision Zero SF is engaging people to acknowledge that traffic deaths are a preventable problem and then empowering each of us to take individual actions and behaviors that prioritize safety.

The City, its partners, and state and federal agencies are taking a Safe Systems approach to streets, people, vehicles and data. Collectively, this is building a culture and a City that prioritizes traffic safety. Despite taking longer than the initial 10 year target, our Vision Zero goals are right. Our data-driven evolving approach is working. Our path forward is clear.



Many thanks to the past, present and future community partners, organizations and leaders who dedicate their lives to building a safe transportation system.

VISION ZERO SF