



# ITEM 7: VISION ZERO ACTION STRATEGY UPDATE

# **RESPONDING TO MAYOR BREED'S CALL & RECENT TRAGEDIES**

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# **ACTION STRATEGY RELEASE**

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

VISION ZERO TASK FORCE  
**2019 ACTION  
STRATEGY  
RELEASE**

February 28, 2019



# CORE PRINCIPLES



## **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**

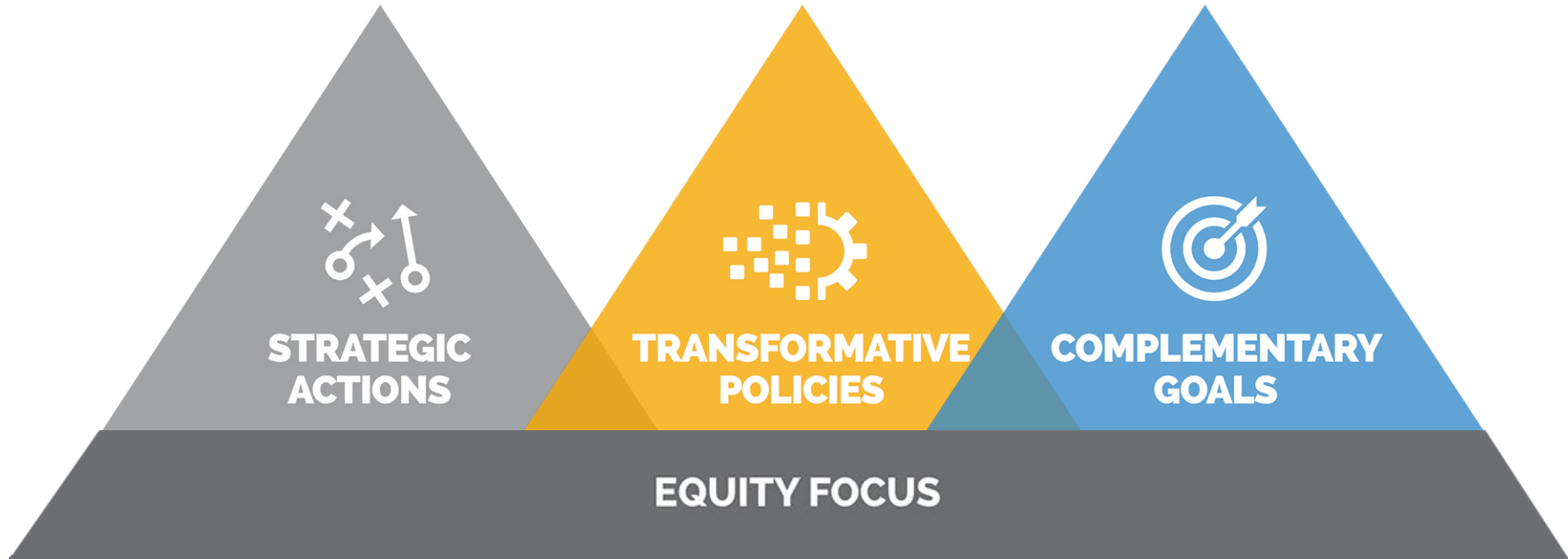
Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.



## **Safe People and Safe Vehicles**

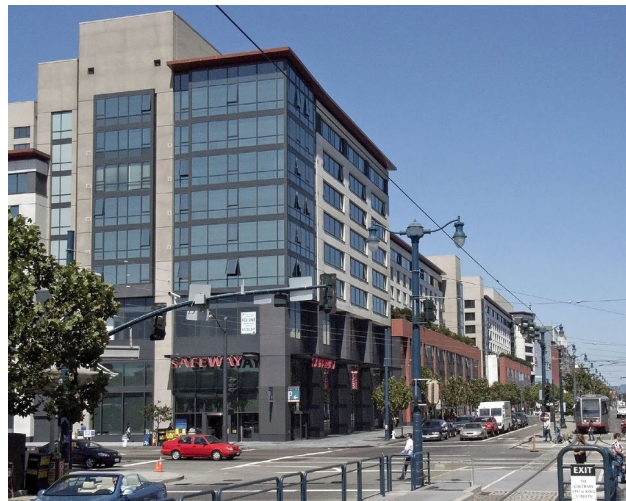
Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.

# WHAT WILL IT TAKE TO GET TO ZERO?





# ADVANCING COMPLEMENTARY CITY GOALS



# TRANSFORMATIVE POLICY AGENDA



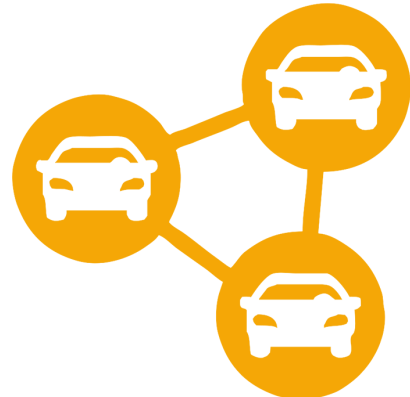
**Automated Enforcement**



**Pricing and Reducing Vehicle Miles Travelled**



**Urban Speed Limit Setting**



**Local Regulation Of Transportation Network Companies**



# EQUITY FOCUS



## **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.



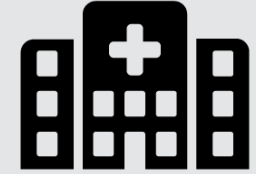
## **Ensuring Vision Zero transformative policies consider and address equity impacts**

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 the most complete data is available for all people injured and analyzing by vulnerable populations and sharing the data with the public.

# MEASURING PROGRESS

METRIC	2021/2024 TARGETS
<b>Fatalities</b> <i>2018: 23 fatalities</i>	Zero by 2024
<b>Sustainable travel lanes miles added, Citywide</b> <i>2014-2018: 40 miles</i>	16 Miles / 40 Miles
<b>Safety treatments installed on the High Injury Network</b> <i>2018: 9 miles on the HIN</i>	More than 13 miles of safety treatments on HIN annually
<b>Percentage of safety treatments installed in Communities of Concern (CoC)</b> <i>2018: 38% of HIN miles in CoC</i>	Miles implemented in CoC equal to or greater than the proportion of the HIN falling within those communities
<b>Focus on the Five violation citations, proportion of citywide total</b> <i>2018: Citywide 41%</i>	Citywide 50%

METRIC	2021/2024 TARGETS
<b>Vision Zero outreach</b> <i>2018: Over 250 million media impressions and over 15,000 people reached at events</i>	15,000 people annually at community events and 250 million digital media impressions
<b>Vision Zero community awareness</b> <i>2016: 11% Awareness</i>	20% Awareness / 30% Awareness
<b>Vision Zero street team outreach</b> <i>2018: 52 community events, 100% with translated materials and interpretation services</i>	47 community events annually, 100% with translated materials and interpretation services
<b>Youth and Senior programming</b> <i>2018: Seniors: 2,100 people reached, 56% in a language other than English</i>  <i>2018: Schools: 27 schools participating with programming in Spanish and Chinese</i>	Seniors: 2,500 people annually (55% in non-English language)  Schools: 103 schools participating annually, with programming in Spanish and Chinese
<b>GSF DPH grants for community engagement</b> <i>2018: 9 awards</i>	8 awards per year



# PARTNERSHIP: CITY, COMMUNITY + REGIONAL, STATE

