



# AGENDA

## VISION ZERO COMMITTEE Meeting Notice

**Date:** Thursday, March 14, 2019; 3:30 p.m.  
**Location:** Committee Room 263, City Hall  
**Commissioners:** Yee (Chair), Stefani (Vice Chair) and Peskin

**Clerk:** Alberto Quintanilla

		<b>Page</b>
1.	<b>Roll Call</b>	
2.	<b>Approve the Minutes of the October 31, 2018 Meeting – ACTION*</b>	3
3.	<b>Vision Zero Legislative Update – ACTION*</b>	9
	<b>Support:</b> Assembly Bill 47 (Daly)	
4.	<b>2018 Fatality Report – INFORMATION*</b>	11
	San Francisco Department of Public Health staff will present an overview of the <a href="#">2018 Vision Zero Traffic Fatality Report</a> , summarizing patterns and trends in local traffic deaths.	
5.	<b>San Francisco Police Department Report – INFORMATION</b>	
	San Francisco Police Department (SFPD) will provide an overview of their investigation of hit and run fatal crashes, which have been on the rise since 2018, and how community members can help with these cases. SFPD will also report on traffic enforcement for the Focus on the Five, and Transportation Network Company-related enforcement and involvement in severe/fatal crashes. Finally, SFPD will report on 2019 fatalities to date and San Francisco Municipal Transportation Agency staff will present associated rapid engineering responses.	
6.	<b>2019 Progress Update – INFORMATION*</b>	25
	City staff will provide an update on highlights of recently completed project milestones and key action items, including updates on recently completed infrastructure projects, the release of the <a href="#">new Action Strategy</a> , severe injury and fatality reports, enforcement data, and engagement events. Staff will also discuss the response to Mayor Breed's recent direction to the San Francisco Municipal Transportation Agency, San Francisco Police Department, and San Francisco Public Utilities Commission to dedicate more resources to meet the city's Vision Zero goal of eliminating traffic fatalities by 2024.	
7.	<b>Vision Zero Communications and Education Program Update – INFORMATION*</b>	47

## Committee Meeting Agenda

San Francisco Municipal Transportation Agency staff will share new and upcoming Vision Zero campaigns, including the new Stick To The Limit public service announcement at the Department of Motor Vehicles statewide, community outreach crisis response events, and driving, walking and biking in today's San Francisco guides.

### 8. Introduction of New Items – INFORMATION

During this segment of the meeting, Committee members may make comments on items not specifically listed above or introduce or request items for future consideration.

### 9. Public Comment

### 10. Adjournment

\*Additional Materials

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If a quorum of the Transportation Authority Board is present, it constitutes a Special Meeting of the Transportation Authority Board. The Clerk of the Board shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

The meeting proceedings can be viewed live or on demand after the meeting at [www.sfgovtv.org](http://www.sfgovtv.org). To know the exact cablecast times for weekend viewing, please call SFGovTV at (415) 554-4188 on Friday when the cablecast times have been determined.

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If any materials related to an item on this agenda have been distributed to the Board after distribution of the meeting packet, those materials are available for public inspection at the Transportation Authority at 1455 Market Street, Floor 22, San Francisco, CA 94103, during normal office hours.

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# DRAFT MINUTES

## VISION ZERO COMMITTEE

Wednesday, October 31, 2018

### 1. Roll Call

Chair Yee called the meeting to order at 2:33 p.m.

**Present at Roll Call:** Commissioners Stefani and Yee (2)

**Absent at Roll Call:** Commissioner Peskin

**Chair Yee moved to excuse Commissioner Peskin, seconded by Commissioner Stefani. Commissioner Peskin was excused without objection.**

### 2. Approve the Minutes of the July 31, 2018 Meeting – ACTION

There was no public comment.

Commissioner Stefani moved to approve the item, seconded by Chair Yee.

The item was approved without objection by the following vote:

Ayes: Commissioners Stefani and Yee (2)

Absent: Commissioner Peskin (1)

### 3. Progress Update – INFORMATION

Chava Kronenberg, Pedestrian Safety Program Manager at the San Francisco Municipal Transportation Agency (SFMTA) and Tom Bellino, Transportation Planner at the SFMTA presented the item.

Chair Yee asked if anyone was tracking the engineering metrics such as vehicle speed at recently improved streets like Masonic.

Ms. Kronenberg responded that data such as speed, turn speed and number of cyclists was being collected thanks to funding from the Transportation Authority. She said that the data on Masonic was still being collected and would be incorporated in a January 2020 project evaluation report.

Chair Yee stated that this type of data can provide a strong argument for future street improvements.

Chair Yee asked what the state legislature was thinking when it approved a 25 mile per hour speed for electric kick scooters. Chair Yee noted that his two main concerns were the allowable speed and allowing these riders to not use helmets.

Jadie Wasilco, Senior Government Affairs Analyst at the SFMTA, said that Assembly Bill (AB) 2989 was the scooter bill. Ms. Wasilco responded that the state legislation repealed the helmet mandate for people age 18 and older. She said that San Francisco's local permit program had limited ability to override any of the state actions. Ms. Wasilco expressed that if it was possible to require a helmet as part of the City's pilot, it would likely be included.

Chair Yee asked if there was data on scooter crashes.

Ms. Kronenberg responded that San Francisco General Hospital was collecting data on level 1 traumas. She said that hospital intake forms now included various types of emerging mobilities as a crash cause. She expanded that the Police Department similarly noted the crash cause on site.

Commissioner Stefani asked if anyone was tracking data on people hit by scooters. She noted that she had met two such people recently.

Ms. Kronenberg said that she thought this was being observed as well but would need to check with the Department of Public Health to be sure.

Chair Yee observed that not everyone involved in scooter crashes will go to the hospital.

Ms. Kronenberg responded that since the goal of Vision Zero was eliminating crashes that result in serious and fatal injuries, collecting data on level 1 traumas was a good start.

Chair Yee said that minor injuries were outside of Vision Zero's scope, but they still mattered and should be given attention.

There was no public comment.

4. **Resolution of Support Committing the Transportation Authority and Encouraging the Board of Supervisors and the Media to Pledge to Use “Crash” and “Collision” and not “Accident” in Recognition of World Day of Remembrance 2018 – ACTION**

Alvin Lester and Amanda Lamb, members of San Francisco Bay Area Families for Safe Streets, presented the item.

Chair Yee stated that language was critical in shaping behavior and impressions. He said that he would support this resolution and asked what type of language media was currently using.

Cathy DeLuca, Walk SF Policy and Program Director, said that most TV stations regularly used “accident.” She stated that television news generally framed crashes as a delay and inconvenience to drivers. She noted that print publications had been doing better and said Hoodline and SF Weekly were particularly good about not using “accident” and had both signed the pledge to avoid that word. She commented that the Examiner was getting close to making that pledge and Walk SF was working to get the Chronicle to sign on.

Chair Yee praised Channel 7's 5 o'clock news for using “collision.” He said that he would acknowledge the positive work done by outlets that used this language and encourage others to do better. He thanked Families for Safe Streets for pushing forward this item and asked to sign the pledge. He said that he would be in attendance for the World Day of Remembrance.

Commissioner Stefani asked to sign the pledge as well.

There was no public comment.

Commissioner Stefani moved to approve the item, seconded by Chair Yee.

The item was approved without objection by the following vote:

Ayes: Commissioners Stefani and Yee (2)

Absent: Commissioner Peskin (1)

5. **Mayor's Guidance on Vision Zero – INFORMATION**

Tom Maguire, Director of Sustainable Streets at the SFMTA, presented the item.

Chair Yee asked for an example of a street that was improved after a collision.

Mr. Maguire said the SFMTA installed measures on Cortland Avenue in Bernal Heights.

Chair Yee stated that each district had Neighborhood Transportation Improvement Program from the Prop K program and Community Response Team funds that could go toward safer streets. He said that he set aside \$250,000 of his budget for District 7 pedestrian safety improvements and encouraged citizens to talk to their Supervisors about where improvements were needed.

There was no public comment.

## **6. General Update on the Action Strategy Development – INFORMATION**

Chava Kronenberg, Pedestrian Safety Program Manager at the SFMTA, presented the item.

Chair Yee asked how the two-year plans tied into the six-year end goal of Vision Zero.

Ms. Kronenberg responded that staff focused on what it could achieve given the amount of resources available, but also strove to be aspirational.

Chair Yee asked what additional resources would be needed to focus on the more aspirational actions.

Ms. Kronenberg said that individual conversations with Commissioners could help shape this.

Chair Yee asked what bold ideas staff were considering and requested a report.

Ms. Kronenberg responded that the top bold actions that staff identified were pricing and automated enforcement. Ms. Kronenberg said that in addition to the constraint of limited resources, other restrictions came from the state and federal levels of government.

Chair Yee asked when the SFMTA would address the state restrictions on automated enforcement.

Ms. Kronenberg responded that this would likely come up at the new Zero Traffic Fatalities State Task Force.

Chair Yee asked if there was anything the community could do to help with this.

Jadie Wasilco said that the Task Force members had not yet been named but that opponents of automated enforcement would likely be involved. She stated that San Francisco was seeking a seat on the Task Force and would conduct outreach if successful.

Chair Yee asked if legislators were on the Task Force.

Ms. Wasilco replied that she did not think they were. She said that the Task Force was required to meet by July 1, 2019.

Chair Yee said he was disappointed the date was so far away. He asked if the city fleet had seen driving improvements with telematics. He noted that he had heard more about fuel savings than safety.

Ms. Kronenberg responded that deterrence was the main goal of telematics.

During public comment Ms. DeLuca expressed support for improvements on every high injury network corridor before 2024. She said that the City should examine what conditions were needed for zero deaths and work from there. She stated that that the City made long range plans for other purposes and could do so for Vision Zero as well. She said that transit was a central part of Vision Zero and urged the City to look more at transit priority and frequency.

Mr. Wright, member of the public, urged the city to include the contractor bidding and oversight process as a part of Vision Zero.

After public comment Chair Yee asked if San Francisco could reduce speed limits citywide. He noted that it took two to three years to reduce speed limits on Monterey Boulevard.

Ms. Kronenberg responded that rules for reducing speed limits were set at the state level, but that automated enforcement could help with speeding.

**7. Update on 2018 Fatalities – INFORMATION**

Captain Raj Vaswani of the San Francisco Police Department (SFPD) presented the item.

Chair Yee asked if there were any developments on the recent pedicab hit and run on The Embarcadero.

Captain Vaswani answered that police were investigating leads.

Chair Yee asked if police had tried to use footage from Transportation Network Companies' (TNCs') cameras.

Captain Vaswani responded that the Police Department's video team had asked the public for dashcam footage, including TNCs.

Chair Yee said he hoped that an agreement could be reached with TNCs so that footage could be accessed from accident scenes.

Captain Vaswani noted that not all TNCs used dashboard cameras.

Chair Yee asked if TNCs had provided useful footage for any investigations.

Captain Vaswani said that some TNC drivers had come forward as witnesses for crashes.

Commissioner Stefani asked why there was a spike in fatalities in August and September.

Captain Vaswani said that the Police Department was investigating but had not identified a trend line.

During public comment Mr. Wright asked for stricter contractor oversight.

**Chair Yee continued Item 8 without objection.**

**8. Update on 2018 Fatalities – INFORMATION**

**9. Update on Plan for Pedestrian Signal Re-timing – INFORMATION**

Ricardo Olea, City Traffic Engineer at the SFMTA, presented the item.

Chair Yee asked what was preventing a faster process for re-timing.

Mr. Olea replied that data collection, traffic analysis, and staff availability were major obstacles. He said that the timeframe was the quickest that staff could proceed given the current and expected resources.

Chair Yee asked how quickly work could be done if the state allocated an additional \$50 million for signal re-timing in San Francisco.

Mr. Olea responded that the SFMTA would still need to increase staffing levels, which would take time. Mr. Olea noted that a five-year timeframe was an aggressive target for re-timing.

Chair Yee said he was trying to understand how the timeframe could be expedited if additional funding became available and asked staff to pursue ways to make retiming happen faster.

Mr. Olea responded that the SFMTA would pursue a faster schedule for retiming if possible.

Chair Yee noted that reducing speed and changing signal timing were two of the most important Vision Zero elements.

During public comment Alvin Lester said that over five years, more than 100 people would lose their lives due to traffic violence. He said that the targets should be more aggressive.

Mr. Wright said that the city should time signals based on how long it takes seniors to cross the street. He stated that pedestrians are the ones who lose their lives, not drivers. He noted that a high portion of child traffic deaths occurred on Halloween.

After public comment Chair Yee said that he shared the sentiment that the process should be accelerated.

**10. Introduction of New Items – INFORMATION**

There were no new items introduced.

**11. Public Comment**

During public comment Mr. Wright asked for stricter oversight on contractor bidding.

**12. Adjournment**

The meeting was adjourned at 4:06 p.m.



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**San Francisco County Transportation Authority  
Vision Zero Committee – State Legislation – March 2019**

To view documents associated with the bill, click the bill number link.

This session, a number of Vision Zero-related bills have been introduced to the state legislature in spot bill form (with little or no substantive content) or as rough “intent” bills, with little detail, as February 22 was the last day to introduce new bills for the 2019 session. We are in the process of reaching out to our partner agencies in San Francisco and the region to better understand the bills that have been put forward, and will bring more information to the Vision Zero Committee at future meetings as it becomes available.

After consulting with staff from the San Francisco Municipal Transportation Agency (SFMTA), Transportation Authority staff is recommending one new support position on Assembly Bill (AB) 47 (Daly) as shown in **Table 1**, which also includes several new Vision Zero related bills to watch. The Committee does not need to take an action on legislation recommended to watch. Any recommendations from the March 14 Vision Zero Committee will be referred to the full Transportation Authority Board for final approval on March 19.

**Table 1. Recommendations for New Positions**

Recommended Position	Bill # Author	Title and Description
Support	<a href="#">AB 47</a> <a href="#">Daly</a> D and <a href="#">Frazier</a> D	<b>Driver records: points: distracted driving.</b>  Current law prohibits the use of cell phones while driving a motor vehicle, unless the phone is used in hands-free mode. Violations of this law are not currently counted as points against a driver’s record. This bill would abolish the exemption, effective January 1, 2021.  We reported on this bill to the full Transportation Authority Board in February, recommending that the Board watch the bill for the time being. Since then, the city’s State Legislation Committee, after nomination by the SFMTA, approved a support position on this bill. We are now recommending that the Transportation Authority Board also support the bill.
Watch	<a href="#">AB 697</a> <a href="#">Ting</a> D	<b>Bicycles.</b>  This bill revises existing code language to state that a person riding a bicycle has the right to ride in the center of a traffic lane except when the lane is wide enough to safely travel side-by-side with vehicles. The bill does not revise legal rights or responsibilities, but clarifies the rights of bicycle riders. The California Bicycle Coalition is a sponsor. The SFMTA is also tracking this bill.
Watch	<a href="#">AB 1266</a> <a href="#">Rivas,</a> <a href="#">Robert</a> D	<b>Traffic control devices: bicycles.</b>  Under current law, riders of bicycles are technically required to merge out of marked bike lanes when traveling through an intersection that has a right-hand turn lane for vehicles to the right of a bike lane. This bill would permit people on bicycles to disobey the directions of a traffic control device requiring a turn when pavement markings indicate that bicycles may travel straight through a right-turn only lane. This is consistent with typical behavior of people on bicycles. The California Bicycle Coalition is a sponsor, and the SFMTA is tracking the bill.



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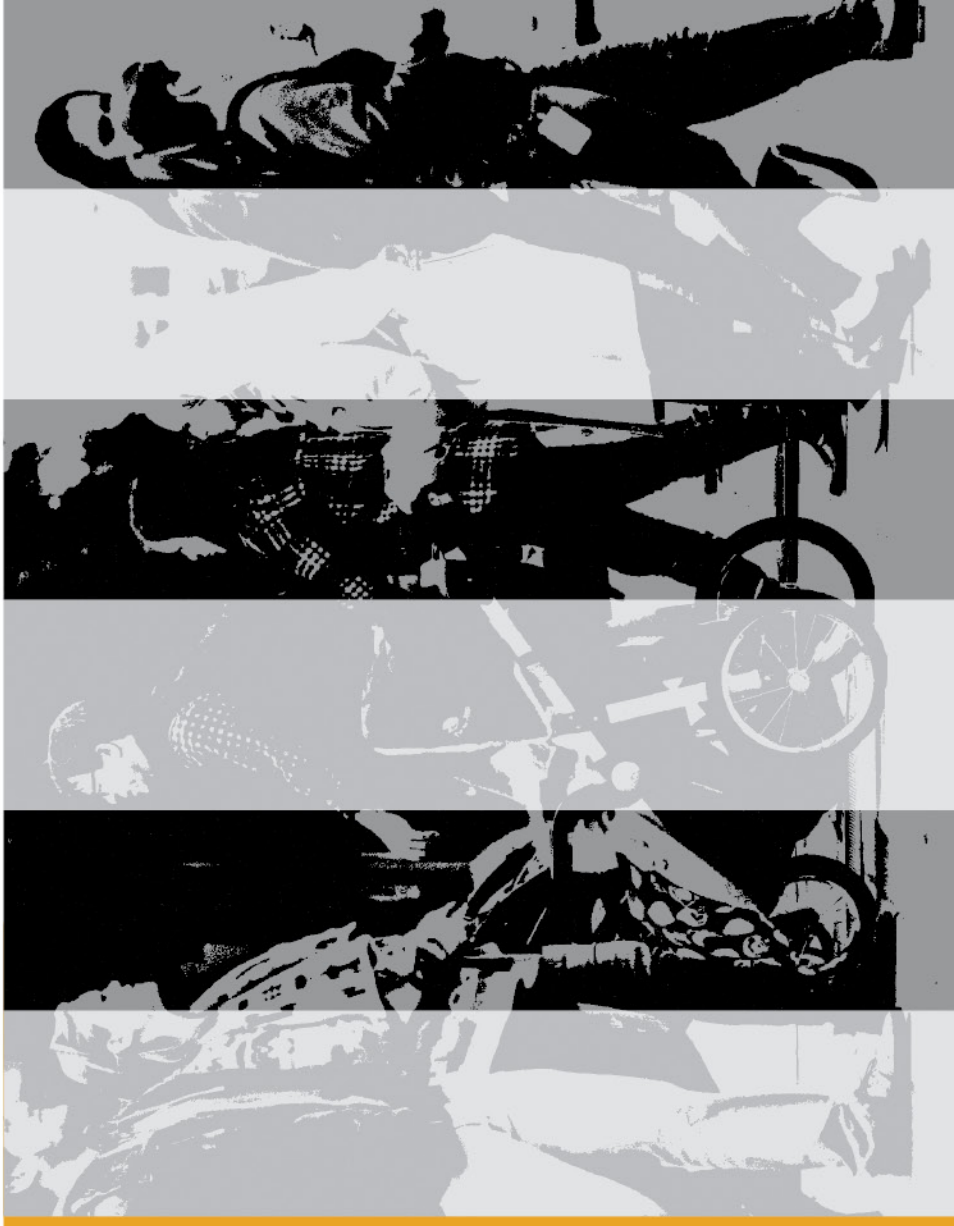


**VISION  
ZERO  
SF**

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

# **VISION ZERO COMMITTEE**

**MARCH 14, 2019**





# ITEM 4: 2018 FATALITY REPORT

**SHAMSI SOLTANI, SFDPH**

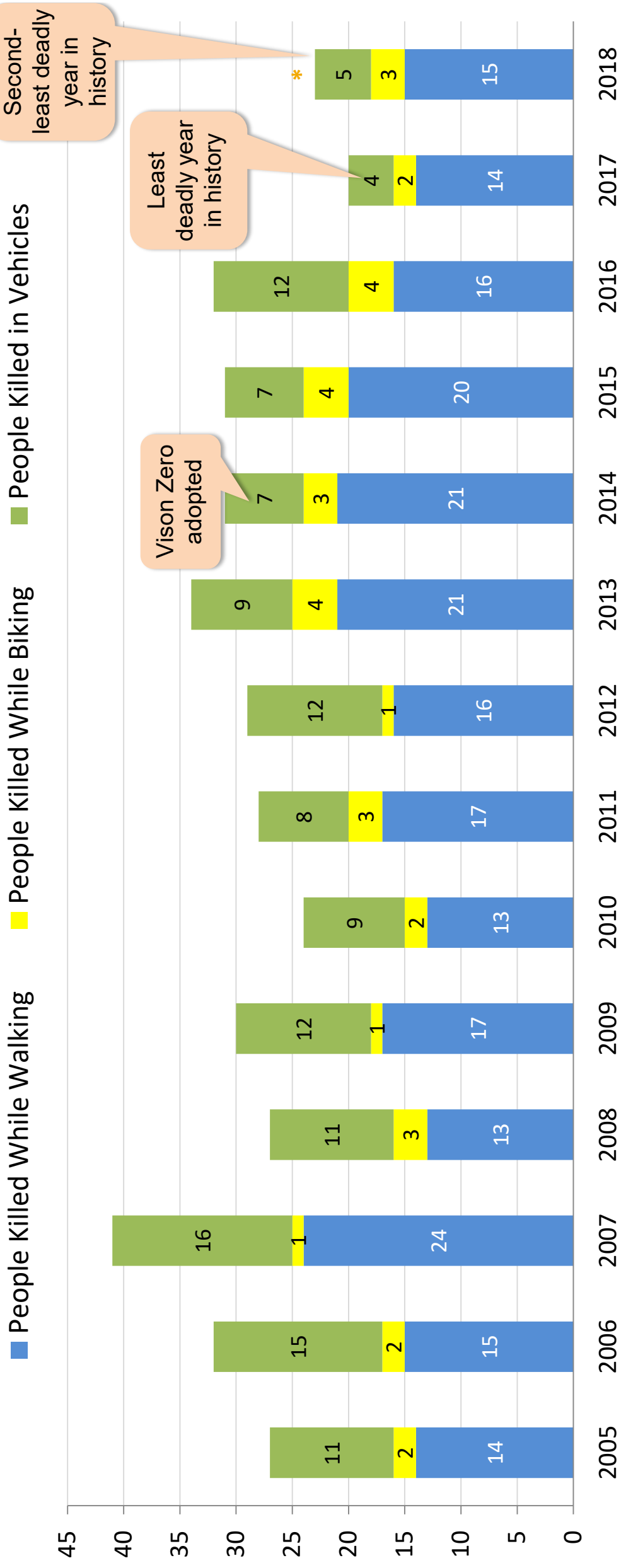


**POPULATION HEALTH DIVISION**  
 SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH



Produced by the San Francisco Department of Public Health,  
 in collaboration with the San Francisco Municipal Transportation Agency  
 and the San Francisco Police Department

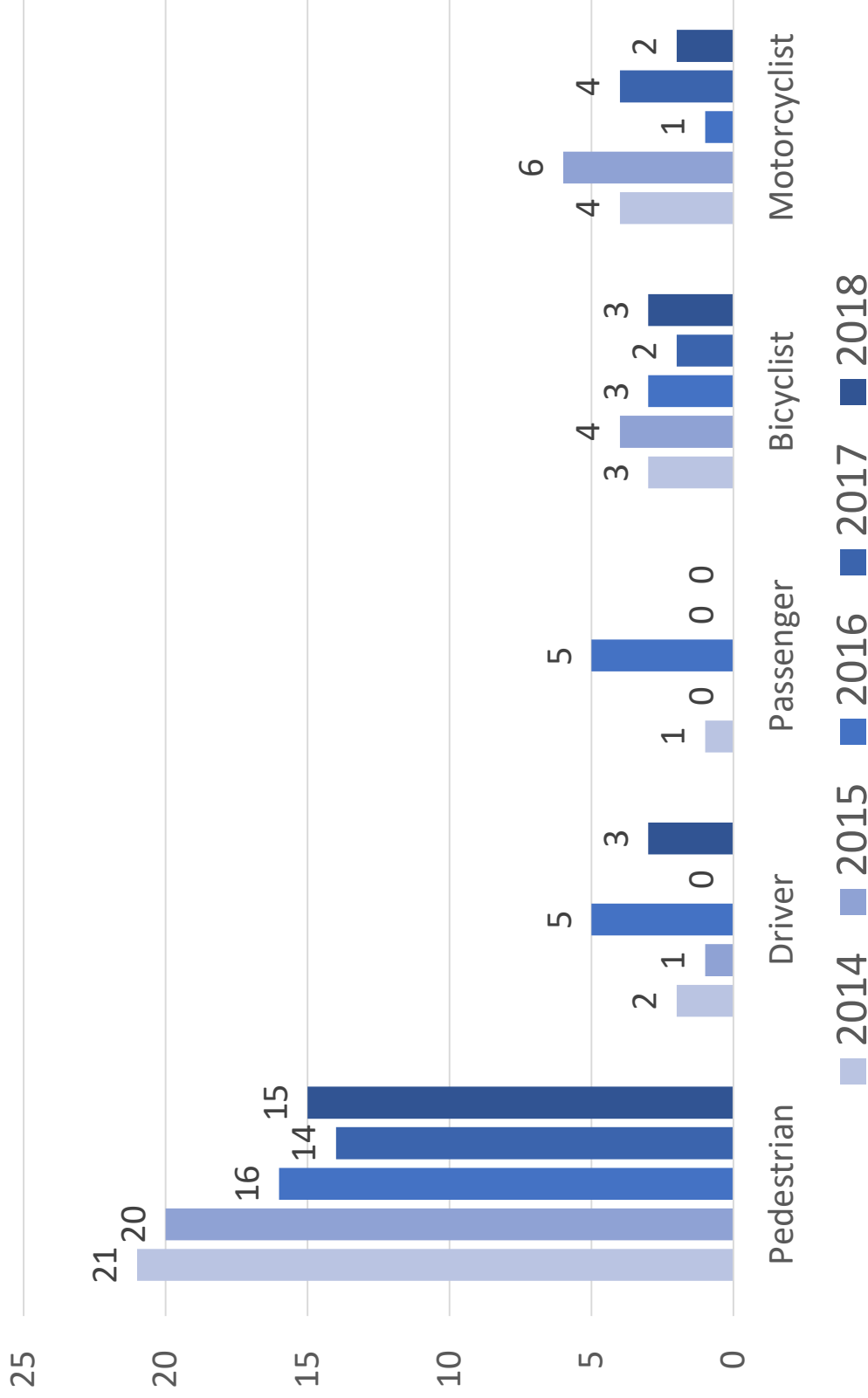
# 23 TRAFFIC-RELATED DEATHS IN 2018



\*2018 FATALITY COUNTS ARE PRELIMINARY

# TRAVEL MODE

Pedestrians are most vulnerable: 65% of fatalities



Three people killed while travelling in a motor vehicle, in contrast to 2017



Three people killed while biking: 13% of fatalities



Two people killed while riding a motorcycle: 9% of fatalities

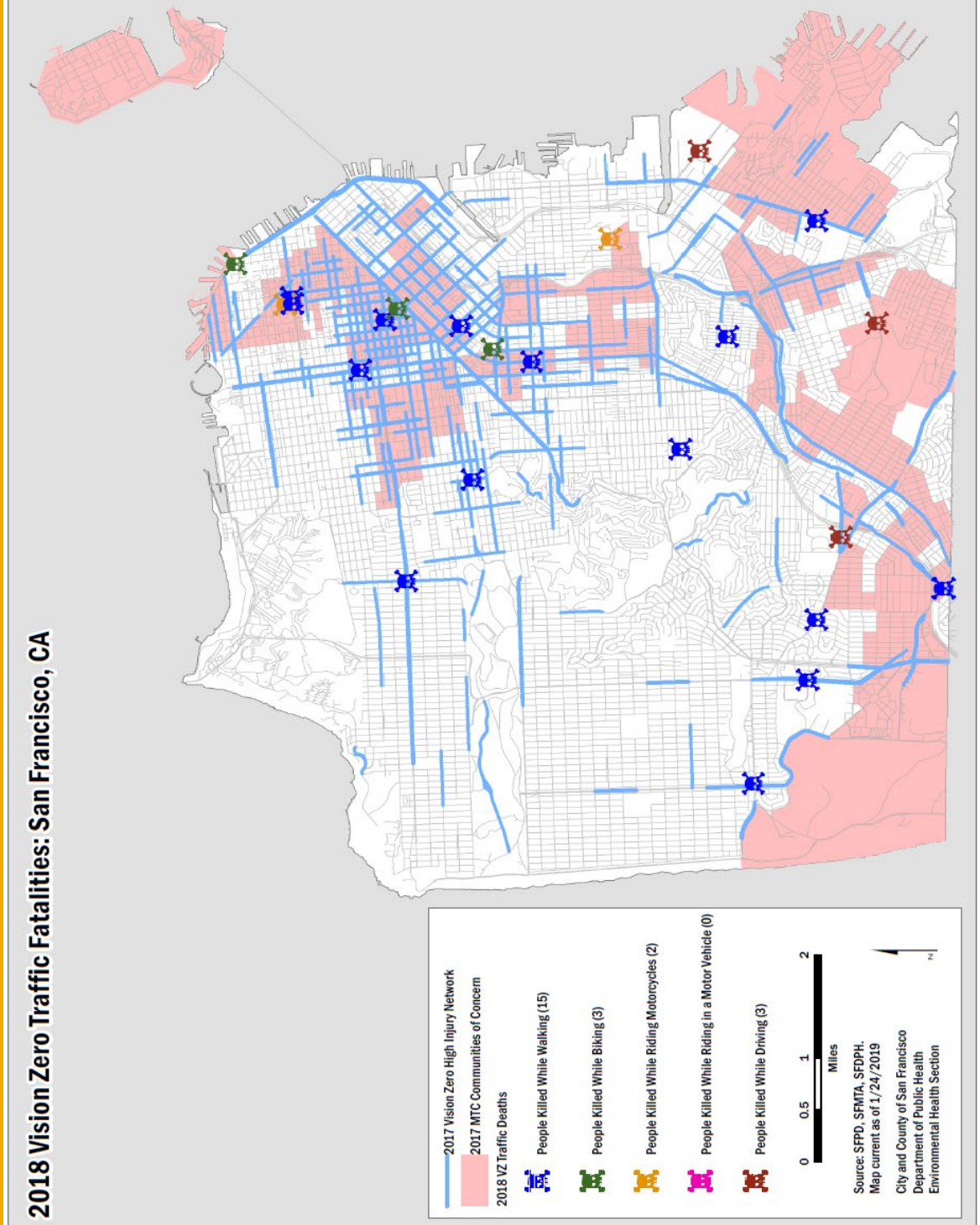


Note: Traffic fatality totals are susceptible to random variation. Year-to-year changes may thus be due to chance.



# VISION ZERO HIGH INJURY NETWORK

2018 Vision Zero Traffic Fatalities: San Francisco, CA

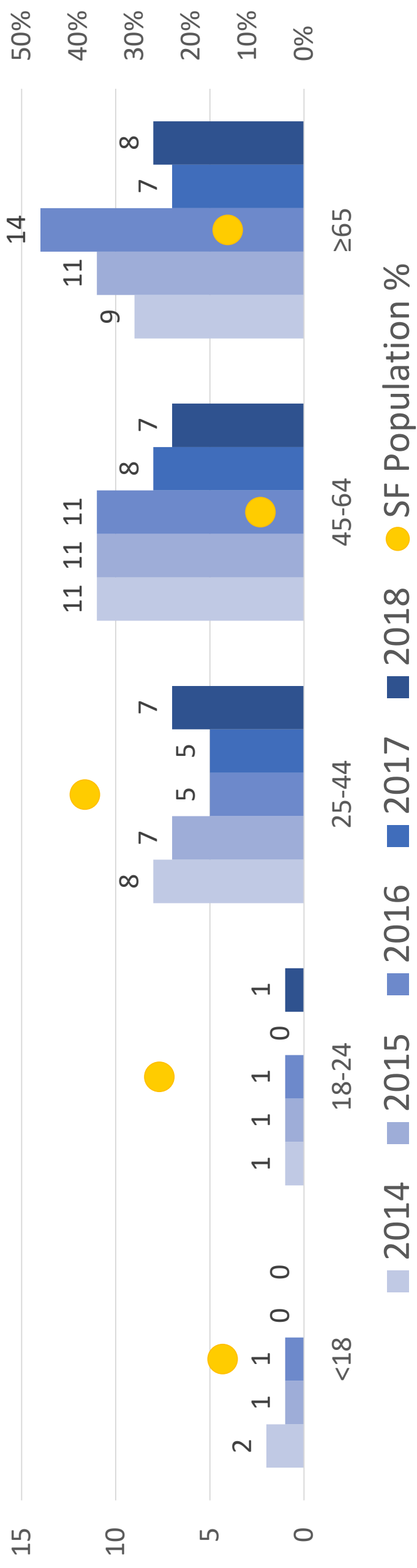


- In 2018, 48% (n=11) of traffic fatalities occurred on the Vision Zero High Injury Network.
- Over half (52%; n=12) of fatalities occurred in a Community of Concern – seven of which were on the VZHIN.

# AGE

- Seniors suffer a disproportionate rate of traffic fatalities
- Among pedestrian fatalities, 40% were people age 65 and older and 73% were people age 50 and older
- No child fatalities, one death of a person 18-24 years old in 2018

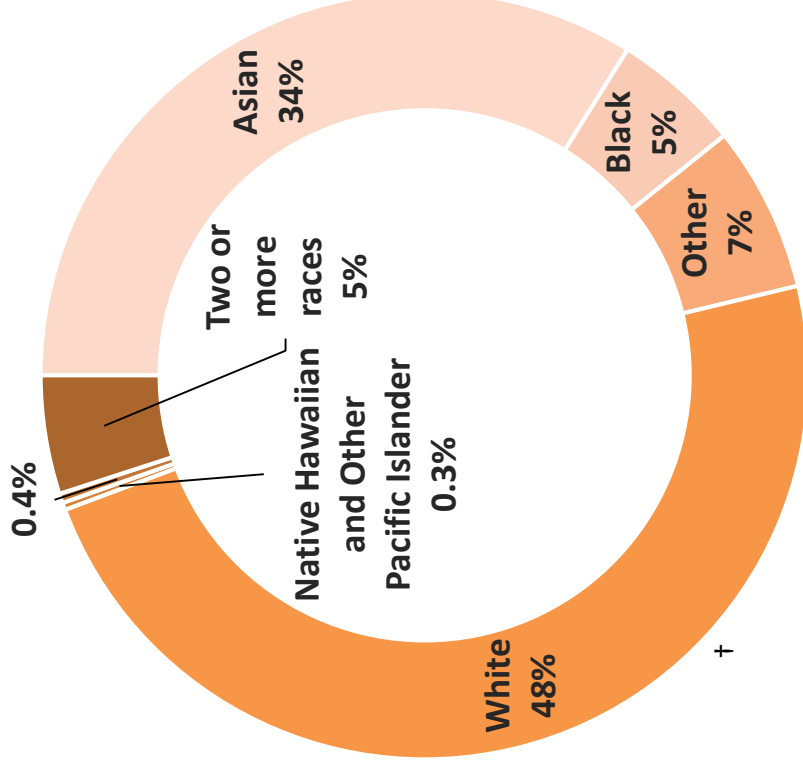
Fatalities by Age (2014-2018)



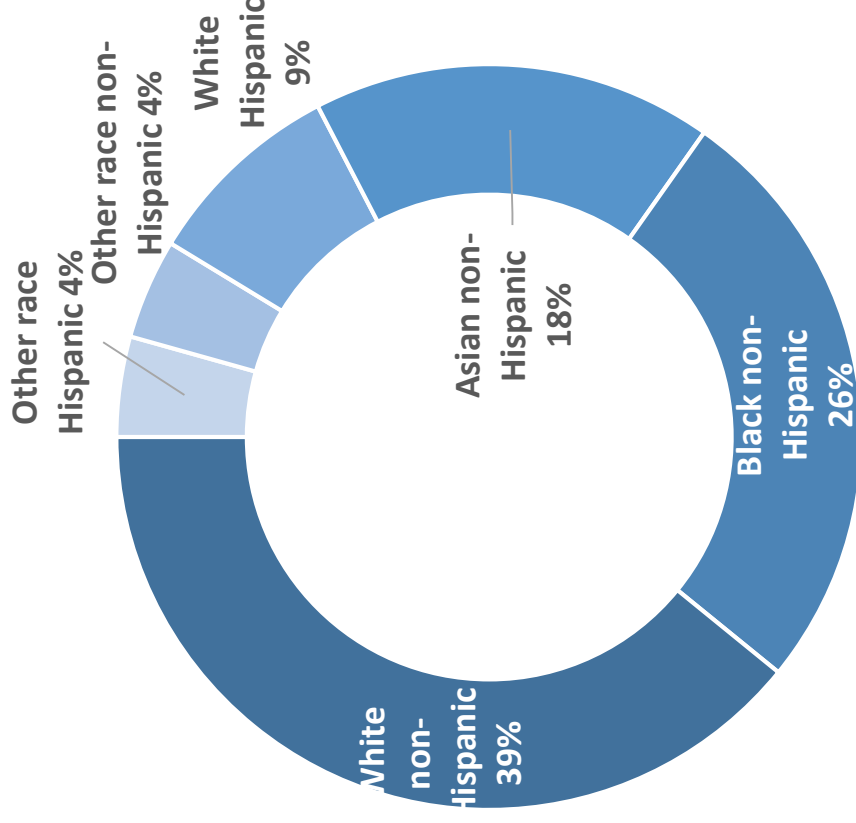
- Majority of people killed were non-Hispanic ethnicity and White, Black and Asian.
- Black individuals are notably over-represented and Asian people are under-represented in these fatality data.

## Race of San Franciscans

American Indian and Alaska Native

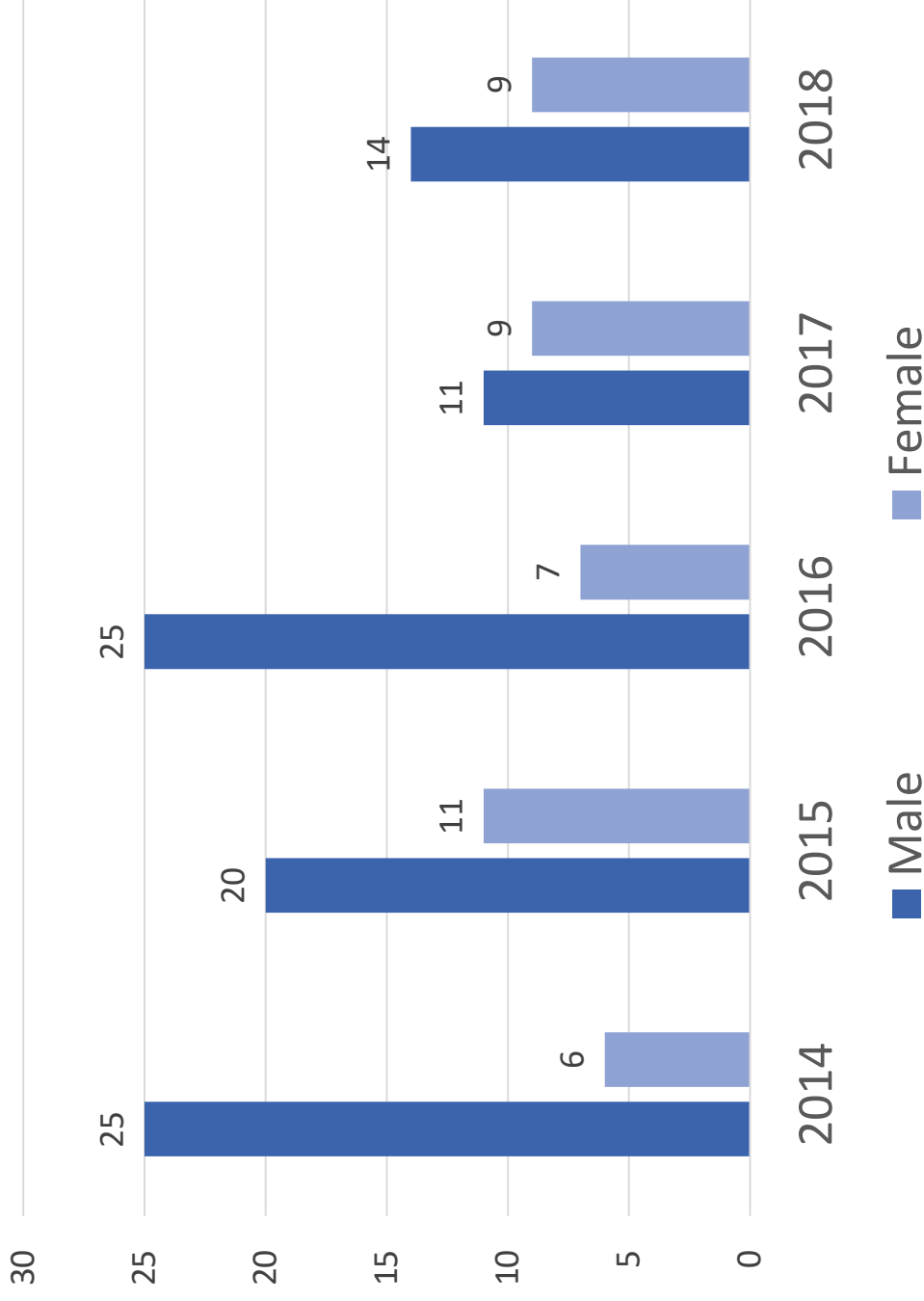


Race from US Census Bureau, 2016.





# FATALITIES BY SEX



Males are overrepresented in traffic fatalities in 2018. While they make up 51% of San Francisco population, they account for 65% of all fatalities.

## Different mode patterns by sex:

- 100% bicyclists killed were male (n=3)
- 60% of pedestrian fatalities were male (9/15)
- Two-thirds of drivers who died were male (2/3)
- Motorcyclists who died were as likely to be female as male (n=2, total)

# HOMELESSNESS

- In 2018, five people without an address were killed on City streets
  - 22% of fatalities: all were pedestrians
- By comparison, 0.9% of the City population is homeless
- Individuals experiencing homelessness may be particularly vulnerable to traffic injury



# PRIMARY COLLISION FACTORS

- **Failure to yield to pedestrians, unsafe speed and not stopping at a red signal** were the top primary collision factors in 2018
- Of pedestrian fatalities with vehicle code information available, **64% were caused primarily by the driver of a vehicle\*** (N=14)

California Vehicle Code	Description	2014	2015	2016	2017	2018
21950(a)	Driver failure to yield right-of-way at crosswalks	6	9	6	7	5
21453(a,c)	Red signal - driver or bicyclist responsibilities	2	4	8	1	3
22350	Unsafe speed for prevailing conditions	6	7	3	4	3

\* Cause per police classification

# IN MEMORIAM: 2018

**Eber Oyuela**

**John Russell**

**Marlene Aron**

**Antonio Octaviano**

**Dmitry Scotkin**

**Donovan Flores**

**Lai Lei Wong**

**Gregory Blackman**

**Norman Tanner**

**Candida Duazo**

**Edison Rivera**

**Jessica Christie**

**Elijah Reed**

**Ronald Albanesi**

**Ying Kuang**

**Chelsea Cole**

**Senoris Jinks Jr.**

**Eula Butler**

**Lilianna Preciado**

**Russell Franklin**

**Michael Castellino**

**Kevin Manning**

**Modesto Fegurdo**

## Seven traffic fatalities (30%) involved a hit and run in 2018

- Four pedestrians, two bicyclists and one motorcyclist died following a hit and run.
- Increase from 2017, during which a single pedestrian fatality resulted from a hit and run collision.





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## ITEM 6: PROGRESS UPDATE

# **RECENT PROJECT AND PROGRAM HIGHLIGHTS**

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# POLK STREET BIKEWAYS AND SIGNALS





# POLK STREET BIKEWAYS AND SIGNALS





# VALENCIA BIKEWAYS





# TOWNSEND





# NEW TRAFFIC SIGNALS

Mission/Rolph-Niagara-Pope



Alemany/Niagara



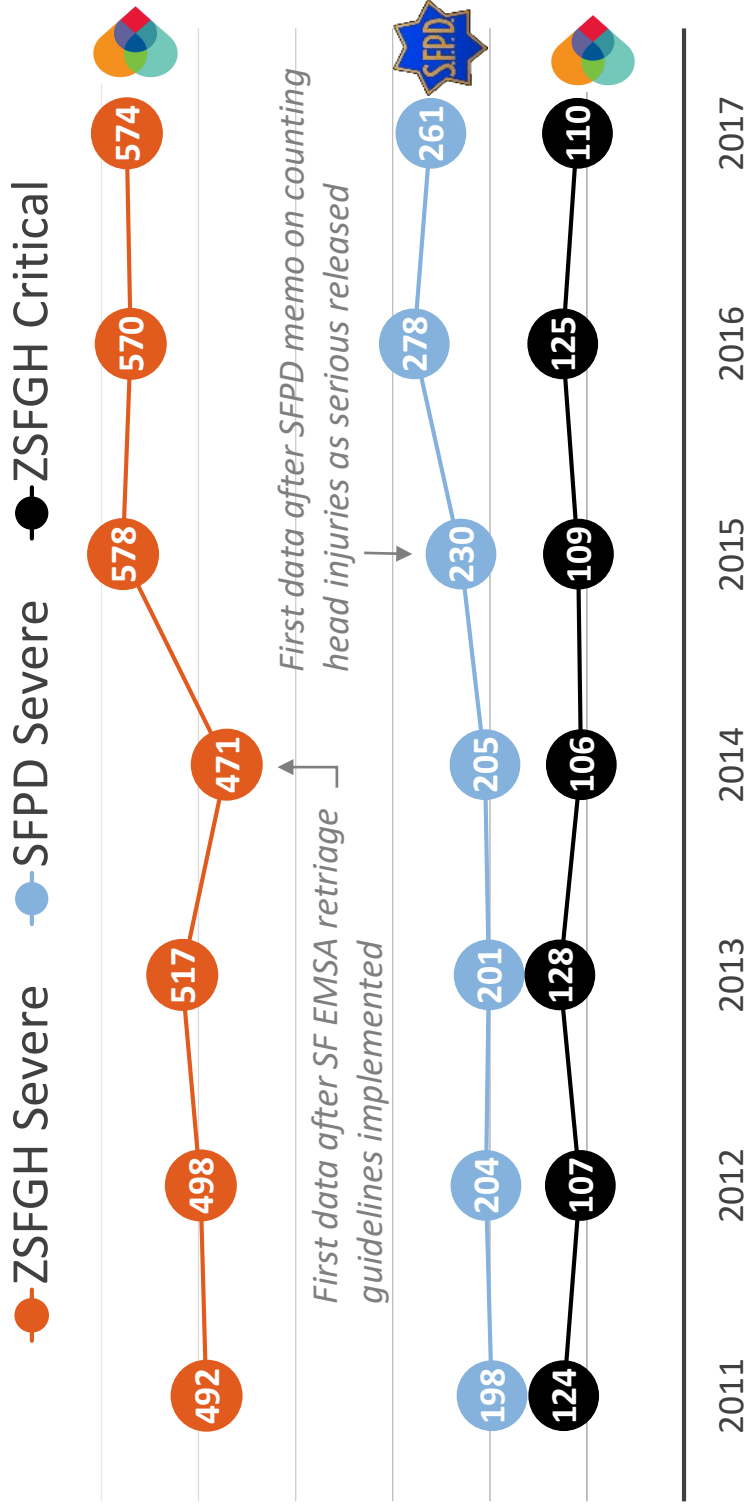


# ALEMANY AT BAYSHORE



# 1ST VISION ZERO SEVERE TRAFFIC INJURY REPORT RELEASED

Total Severe Injury Counts by Year



**VISION ZERO SF**

## San Francisco Severe Traffic Injury Trends: 2011-2017

December 2018

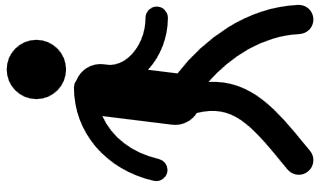
Produced by the San Francisco Department of Public Health, in collaboration with the San Francisco Municipal Transportation Agency and the San Francisco Police Department

Logos: City of San Francisco, SFMTA, San Francisco Department of Public Health, San Francisco Police Department

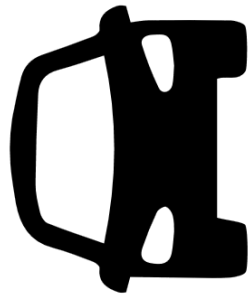
[http://visionzerosf.org/wp-content/uploads/2018/12/Severe-Injury-Trends\\_2011-2017Final.pdf](http://visionzerosf.org/wp-content/uploads/2018/12/Severe-Injury-Trends_2011-2017Final.pdf)



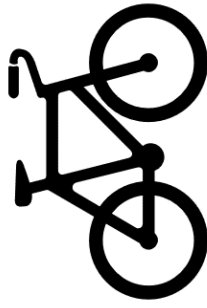
# PROPORTIONS OF INJURY BY TRAVEL MODE: ZSFG DATA



**People walking** comprise ~**one-third** of severe and 30-40% of critical (the most severe) injuries in recent years (2015-2017)



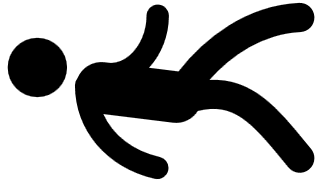
**People in motor vehicles** comprise a **growing proportion** of severe and critical injuries treated at ZSFG in recent years: 33% of severe injuries and 30% of critical injuries in 2017



**People biking and people on motorcycles** each comprise ~**20%** of both severe and critical injuries in recent years (2015-2017)

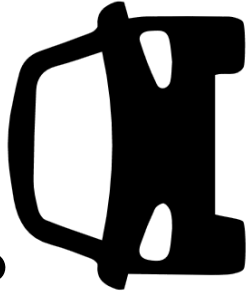






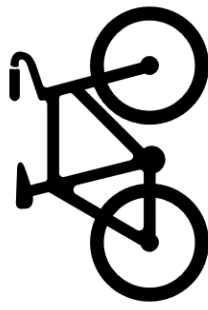
## People walking

Severe injuries increased 24% from 2013-2016 and may have begun to flatten out in 2017. Critical (the most severe) injuries to people walking declined 40% (2013-2017).



## People in motor vehicles

Severe injuries noticeably increased 21% in hospital data (2015-2017). Critical injuries to people in motor vehicles more than doubled (2015-2017). *Notably, hospital data includes people injured on freeways.*



## People biking

Severe injuries declined 22% in hospital data (2013-2017). Critical injuries were relatively flat during that same period.



## People on motorcycles

Both severe and critical injuries to people riding motorcycles increased in 2015 and 2016 with a dip in 2017

*Please note: implementation of Emergency Medical Services Agency triage guidelines during this period led to more patients with severe injury being sent to ZSFG and thus contributed to increases in severe injuries as reported above.*



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# ITEM 7: VISION ZERO ACTION STRATEGY UPDATE

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

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Tom Maguire, SFMTA

# **ACTION STRATEGY RELEASE**

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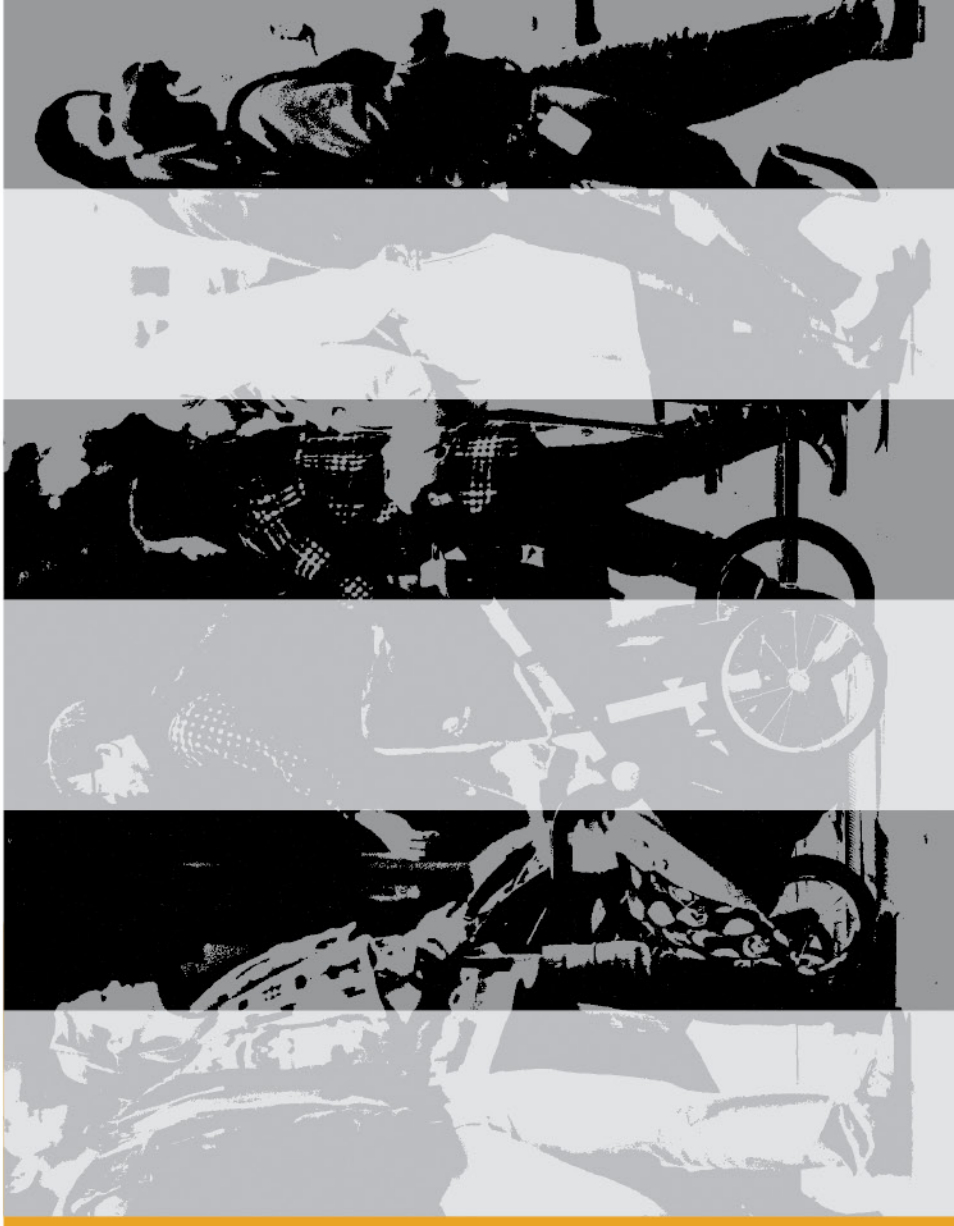


VISION  
ZERO  
SF

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

VISION ZERO TASK FORCE  
**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.



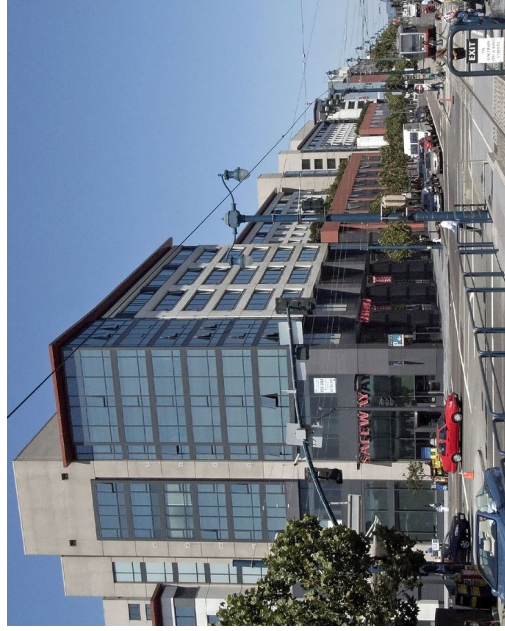
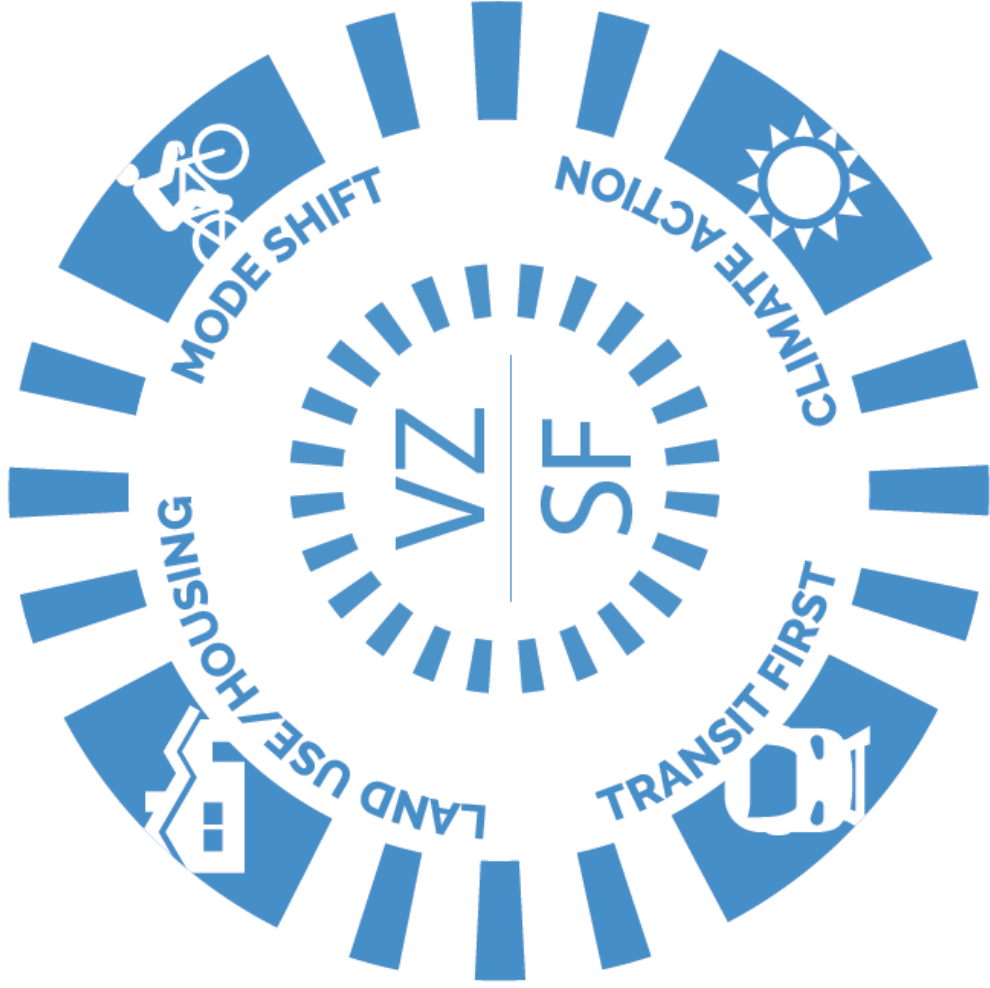
**Safe People and Safe Vehicles**  
Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.

# WHAT WILL IT TAKE TO GET TO ZERO?

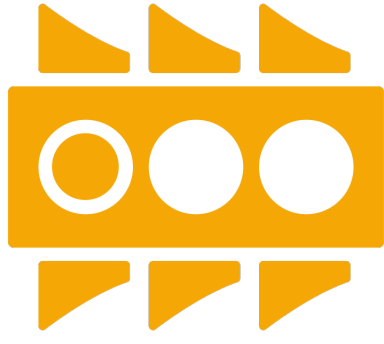




# ADVANCING COMPLEMENTARY CITY GOALS



# TRANSFORMATIVE POLICY AGENDA



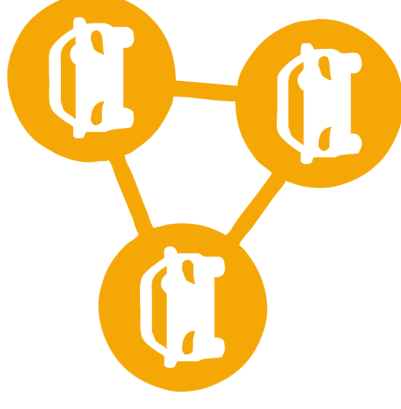
**Automated  
Enforcement**



**Pricing and  
Reducing  
Vehicle Miles  
Travelled**



**Urban Speed  
Limit  
Setting**



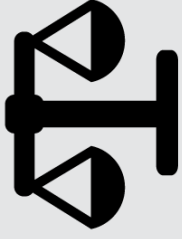
**Local Regulation  
Of Transportation  
Network  
Companies**



**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.



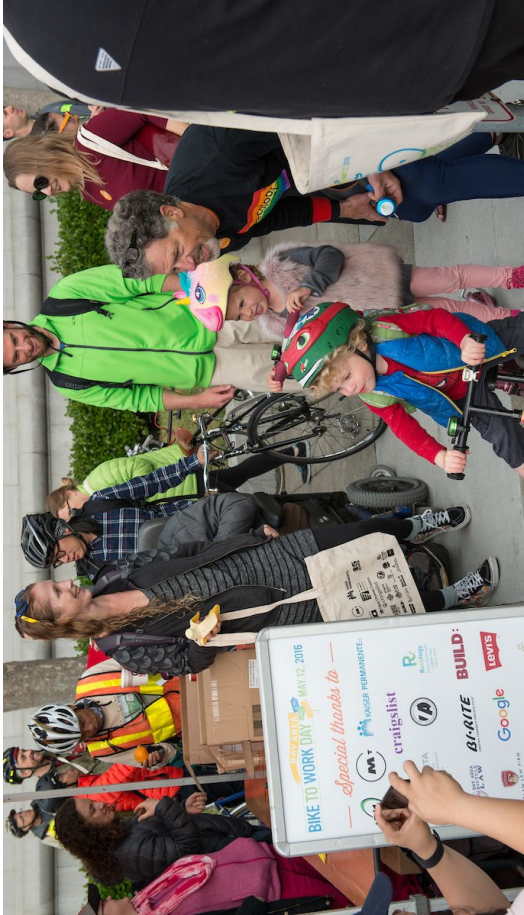
# MEASURING PROGRESS

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

METRIC	2021/2024 TARGETS
<b>Vision Zero outreach</b> 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
<b>Vision Zero community awareness</b> 2016: 11% Awareness	20% Awareness / 30% Awareness
<b>Vision Zero street team outreach</b> 2018: 52 community events, 100% with translated materials and interpretation services	47 community events annually, 100% with translated materials and interpretation services
<b>Youth and Senior programming</b> 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
<b>GSF DPH grants for community engagement</b> 2018: 9 awards	8 awards per year



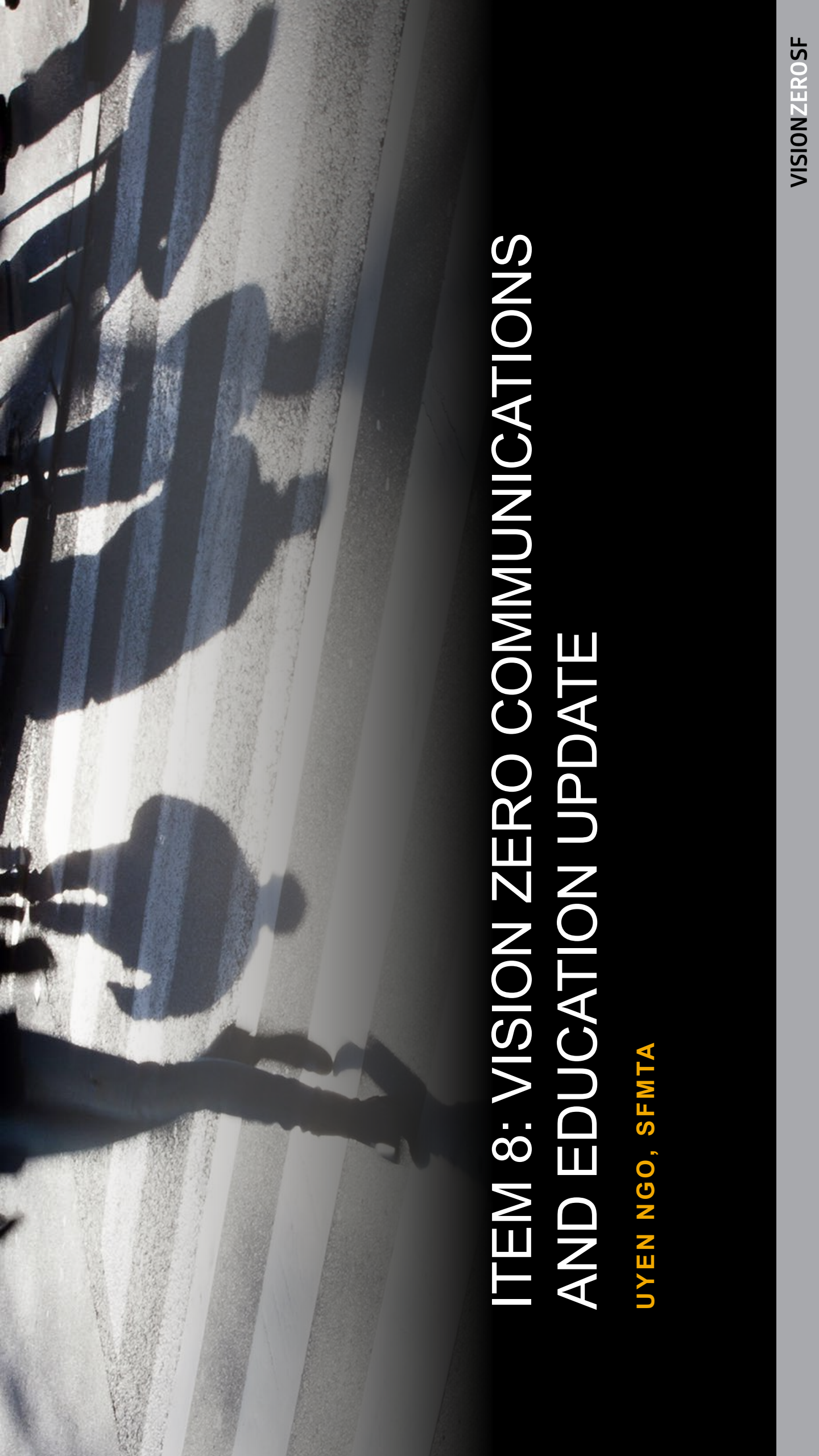
# PARTNERSHIP: CITY, COMMUNITY + REGIONAL, STATE





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# ITEM 8: VISION ZERO COMMUNICATIONS AND EDUCATION UPDATE

**UYEN NGO, SFMTA**



# VISION ZERO 2018 SUMMARY



+250M media impressions

+15K people @ 52 Street Team  
community events

100% in-  
language  
support

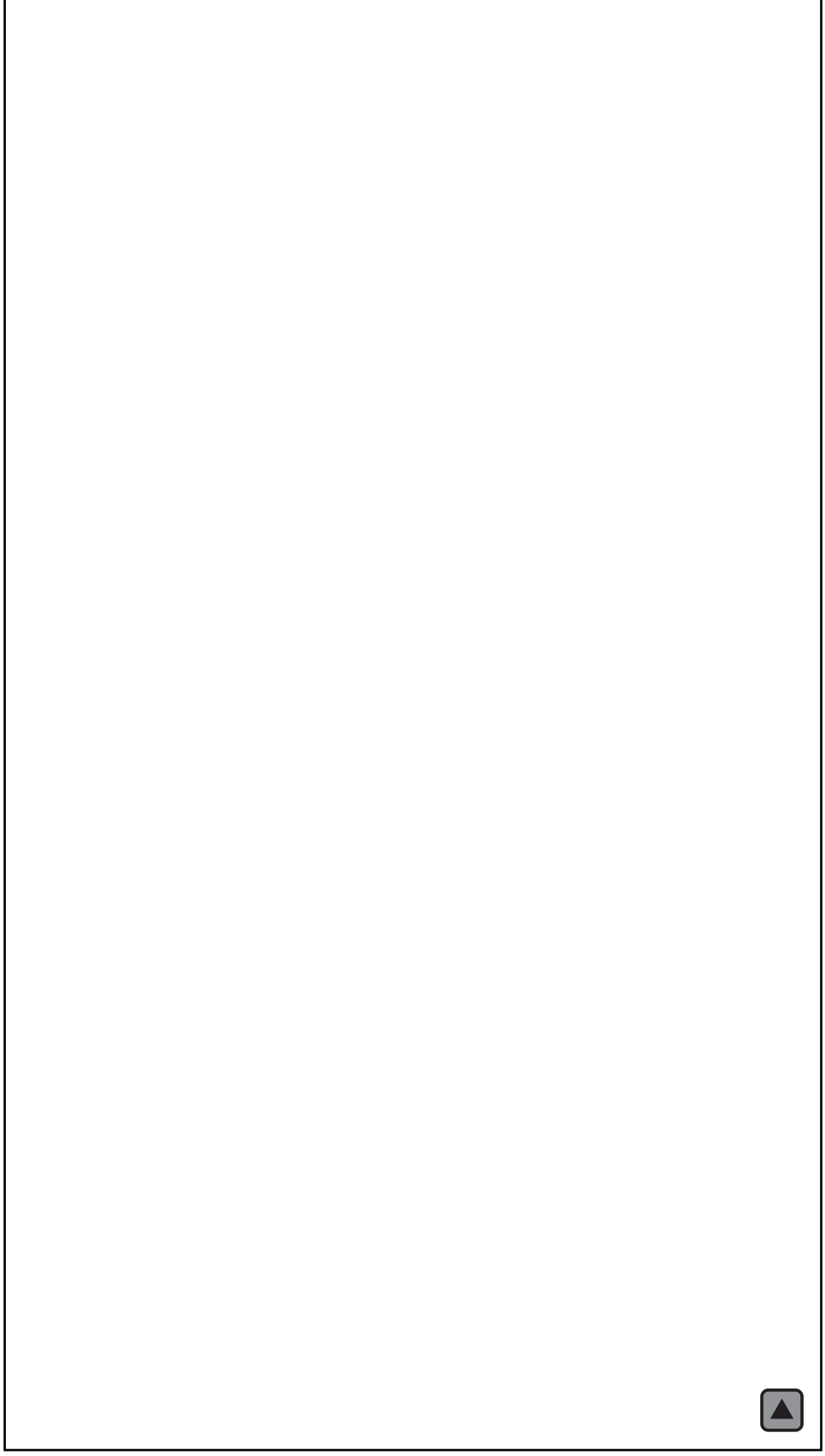
# SAFE SPEEDS



**SPEEDING KILLS**

Just 5 miles over the limit is twice as likely to kill.

VISIONZEROSF.ORG



# WORLD DAY OF REMEMBRANCE

On 9/13/18,

**A 56-year-old  
person biking  
died after  
getting hit  
here.**



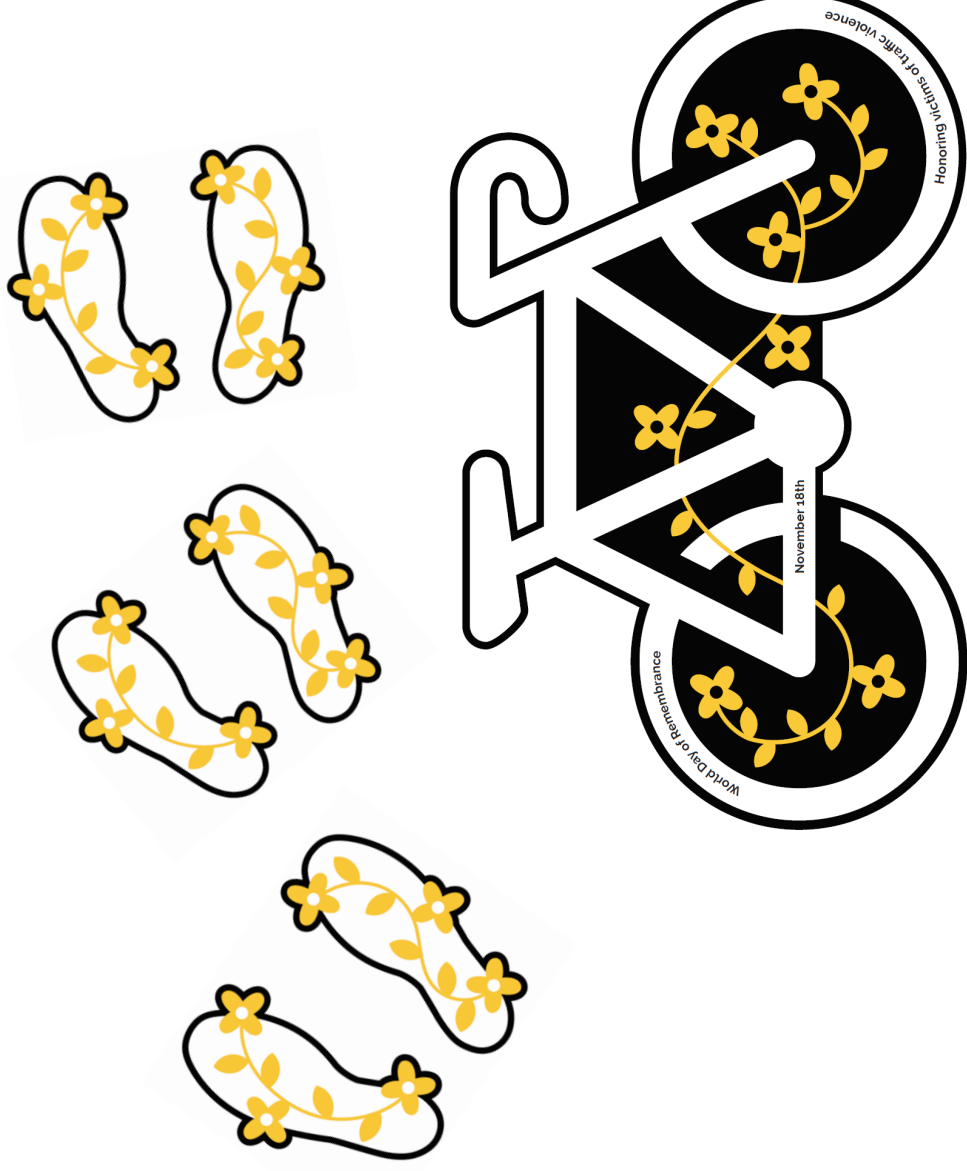
**WORLD DAY OF REMEMBRANCE  
FOR ROAD TRAFFIC VICTIMS**

**SUNDAY 11/18**  
[www.walksf.org/WDR2018](http://www.walksf.org/WDR2018)

Honor the people hit and killed,  
and the hundreds injured yearly  
in SF traffic crashes.



#CrashNotAccident





# DISTRICT ATTORNEY'S SENIOR PEDESTRIAN SAFETY





# SAFE STREETS FOR SENIORS

**SAFE STREETS FOR SENIORS:**  
WORKING TOGETHER FOR SAFE STREETS



*Photo caption: "Seniors and people with disabilities crossing street with assistance from Tenderloin Safe Passage"*

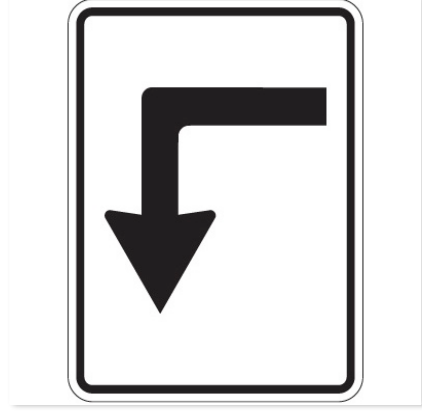


# VISION ZERO 2019 LOOK AHEAD



Driving in  
Today's SF

Safer  
Intersections







# RAPID RESPONSE STREET TEAM OUTREACH

