



# Memorandum

**Date:** 03.21.14 **RE:** Citizens Advisory Committee  
March 26, 2014

**To:** Citizens Advisory Committee

**From:** Maria Lombardo – Chief Deputy for Policy and Programming *mel*  
Elizabeth Sall – Interim Deputy Director for Planning *ES*

**Subject:** **INFORMATION** – Vision Zero Committee Update

## Summary

On January 14, 2014, members of the San Francisco Board of Supervisors introduced two resolutions calling on City agencies to take comprehensive and coordinated actions to improve pedestrian and cyclist safety in the near-term. Supervisor Kim's legislation (BOS File No. 140047 with Avalos, Yee, Chiu and Mar) urges the Mayor, the San Francisco Chief of Police, and Director of the San Francisco Municipal Transportation Agency (SFMTA) to adopt a Vision Zero Three Point Plan to expedite the goals of San Francisco's Pedestrian and Bicycle Strategies and implement an action plan to reduce traffic fatalities to zero in the next ten years through better engineering, education, and enforcement. Supervisor Yee's companion legislation (BOS File No. 140039 with Avalos and Kim) urges the Transportation Authority to coordinate a pedestrian safety public awareness campaign, as well as to coordinate an Active Transportation Program grant application to help implement the campaign. Both resolutions call for the establishment of multi-agency teams to implement Vision Zero initiatives and undertake evaluation and reporting of project efforts. To support these efforts, the Transportation Authority will hold regular hearings to track and facilitate the progress of City teams to deliver Vision Zero projects. Last month, through approval of Resolution 14-58, the Transportation Authority established an ad hoc Vision Zero Committee to track and facilitate the progress of the City's efforts to take comprehensive and coordinated actions to improve pedestrian and cyclist safety in the near-term. Megan Wier, with the San Francisco Department of Public Health and co-chair of the Vision Zero Steering Committee, and John Knox-White, with the SFMTA, will provide a Vision Zero overview and present updates on recent Vision Zero activities. Transportation Authority staff will provide a look ahead to the first Vision Zero Committee meeting, which we anticipate will be held on April 10. **This is an information item.**

## BACKGROUND

On January 14, 2014, several members of the San Francisco Board of Supervisors (BOS) through the introduction of Supervisor Kim's legislation (BOS File No. 140047 with Avalos, Yee, Chiu, and Mar) called on the Mayor, the San Francisco Chief of Police, and Director of the San Francisco Municipal Transportation Agency (SFMTA) to adopt a Vision Zero Three Point Plan to expedite the goals of San Francisco's Pedestrian and Bicycle Strategies and implement an action plan to reduce traffic fatalities to zero in the next ten years through better engineering, education, and enforcement. Supervisor Yee's companion legislation (BOS File No. 140039 with Avalos and Kim) urges the Transportation Authority to coordinate a pedestrian safety public awareness campaign, as well as to coordinate an Active Transportation Program grant application to help implement the campaign. Both resolutions call for the establishment of multi-agency teams to implement Vision Zero initiatives and were adopted by the BOS on March 18.

The Police Commission and SFMTA have also adopted resolutions of support for the Vision Zero initiatives, including creation of a mandatory driver safety curriculum for City employees and contractors, redirection of Police Department enforcement to high-injury corridors and intersections, and establishment of a multi-agency team to implement 24 on-street pedestrian and bicycle safety

projects in the next two years. The Department of Public Health (DPH) intends to adopt a resolution of support as well in April.

The BOS's Neighborhood Services and Safety Committee has held two hearings on Vision Zero including a January 16 hearing on Police Department enforcement practices and a subsequent Vision Zero hearing on the education, enforcement and engineering (capital) projects that comprise the early initiatives of the Vision Zero program, on March 6. Also on March 6, several Commissioners participated in a press conference by Mayor Lee, SFMTA Director Ed Reiskin and other city officials to share the related WalkFirst priority safety projects and action plan.

On February 25, through Resolution 14-58, the Transportation Authority established a Vision Zero Committee, for a two-year period, to support this effort. The purpose of this memorandum is provide an update to the Citizens Advisory Committee on the City's Vision Zero efforts and a look ahead at the first meeting of the Transportation Authority's Vision Zero Committee.

## **DISCUSSION**

San Francisco's Vision Zero initiative responds to the high rate of pedestrian and bicycle collisions (2-3 per day per Police Department reports) and the high number of non-motorized fatalities (21 pedestrians and 4 cyclists) that the city experienced in 2013. The approach builds on the Mayor's Pedestrian Strategy and is modeled on the Vision Zero program begun in Sweden in the late 1990s, and which has recently been adopted in Chicago and New York City. These Vision Zero programs seek to reduce traffic fatalities to zero through education (emphasizing the responsibilities of all system users – drivers and the general public alike), enforcement, speed management and road infrastructure re-design. In each case, the approach has emphasized leadership and partnerships – among elected officials, agencies and the public – with each group doing its part to facilitate needed change.

**Purpose of the Vision Zero Committee:** The proposed members of the Vision Zero Committee are: Commissioners Kim (Chair), Yee (Vice-Chair), Breed, Mar, Wiener, and Avalos (ex-officio), assuming Transportation Authority Board approval of adding one additional seat to the committee, which will be acted on by the Board on March 25. The purpose of the Vision Zero Committee is to track and facilitate the progress of City teams to implement a Vision Zero action plan designed to expedite the City's Pedestrian and Bicycle Strategy goals and reduce traffic fatalities to zero in the next ten years. We anticipate the committee will focus on:

- Program and Project Design – this includes reviewing and providing input on individual Vision Zero project scopes, work plans and timelines;
- Project Development Process and Innovation – this includes reviewing the process for developing and delivering Vision Zero projects and identifying ways to streamline review processes and regulatory approvals, as well as considering innovative approaches for further improving project delivery efficiency and effectiveness;
- Funding – this includes reviewing project and program budgets, providing overall funding strategy and assistance, including recommending projects that could be funded with Transportation Authority-managed resources and other funding sources such as at the City or other agencies, and via grant opportunities such as the statewide Active Transportation Program;
- Public Involvement – this includes providing opportunities for the public to learn about project features and benefits, costs trade-offs and impacts, provide input, and learn about the project

delivery process; this also includes supporting effective and culturally competent outreach; and

- Reporting and Facilitation – this includes tracking implementation and highlighting both best practices/successes and providing a forum to identify and resolve challenges in a timely way.

In February, Chair Avalos, Vice-Chair Wiener and Executive Director Tilly Chang met with Mayor Lee's Transportation Advisor, SFMTA Chair Nolan and SFMTA Director Reiskin to discuss the work ahead, and we obtained valuable input on how the Vision Zero Committee can best guide and support the work of the various departments and agencies involved. Mr. Reiskin and Ms. Chang also met with City staff and continue to be engaged with community leaders and advocates, including WalkSF and the San Francisco Bicycle Coalition.

We currently anticipate that the Vision Zero Committee will meet on April 10, and then subsequently in June, September and December of this year, continuing quarterly through 2015. A multi-agency staff committee known as the Vision Zero Steering Committee and co-chaired by DPH and SFMTA is meeting to develop the Vision Zero early work program, including defining major project scopes, staffing plans, budgets and funding plans, and will continue to engage the public through the Vision Zero Task Force (previously the Pedestrian Safety Task Force). Members of this team joined with WalkSF staff to present Vision Zero initiatives to SPUR's Transportation Policy Committee on March 19. More public engagement is planned, including through Commissioner Yee's public awareness campaign effort, in the coming weeks and months.

At the March CAC meeting, Megan Wier, with DPH and co-chair of the Vision Zero Steering Committee, and John Knox-White, with SFMTA, will provide a Vision Zero overview and present updates on recent Vision Zero activities (see Enclosed presentation). The CAC will consider allocation of funds to the SFMTA for a Comprehensive SF Safe Streets Awareness & Communications Bridge Campaign, which supports Vision Zero, under a separate agenda item for the March meeting.

This is an information item.

## **ALTERNATIVES**

None. This is an information item.

## **FINANCIAL IMPACTS**

None. This is an information item.

## **RECOMMENDATION**

None. This is an information item.

### Attachments

1. BOS File No. 140047: Implement a Vision Zero Three Point Plan: Engineering, Education and Enforcement
2. BOS File No. 140039: Pedestrian Safety Public Awareness Working Group

Enclosure: Vision Zero San Francisco City Team Update – Presentation

1 [Implement a VISION ZERO Three Point Plan: Engineering, Education and Enforcement]

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3 **Resolution urging the Mayor, the Chief of Police, and Director of the Municipal**  
4 **Transportation Agency to adopt a VISION ZERO Three Point Plan to expedite the goals**  
5 **of San Francisco’s Pedestrian and Bicycle Strategies and implement an action plan to**  
6 **reduce traffic fatalities to zero in the next ten years through better engineering,**  
7 **education, and enforcement.**

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9 WHEREAS, The City of San Francisco adopted a Pedestrian Strategy in 2013 to  
10 reduce serious or fatal pedestrian injuries by 25 percent by 2016 and by 50 percent by 2021  
11 which is on file with the Clerk of the Board of Supervisors in File No. 140047 and which is  
12 hereby declared to be a part of this resolution as if set forth fully herein; and

13 WHEREAS, In June 2009, the Municipal Transportation Agency (MTA) adopted the  
14 San Francisco Bicycle Plan which is on file with the Clerk of the Board of Supervisors in File  
15 No. 140047 which is hereby declared to be a part of this resolution as if set forth fully herein,  
16 which outlines 60 separate bicycle safety improvement projects; and

17 WHEREAS, The City of San Francisco continues to experience an entirely preventable  
18 loss of life annually, constituting a public health crisis, with 2013 ending with a combined loss  
19 of life with 21 pedestrian fatalities and 4 cyclist fatalities; and

20 WHEREAS, The Board of Supervisors has convened multiple hearings on pedestrian  
21 and cyclist safety which reveal an urgent need for action on a combined strategy of  
22 engineering, education and enforcement to eliminate traffic fatalities; and

23 WHEREAS, According to the Police Department’s (PD) own data, as captured in PD’s  
24 2011 Traffic Collision Report which is on file with the Clerk of the Board of Supervisors in File

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1 No. 140047 and which is hereby declared to be a part of this resolution as if set forth fully  
2 herein, an average of 2 to 3 pedestrians are hit by vehicles in San Francisco every day; and

3 WHEREAS, The Department of Public Health (DPH) developed a methodology in  
4 partnership with MTA to identify high injury corridors that should be targeted for pedestrian  
5 safety improvements which is on file with the Clerk of the Board of Supervisors in File No.  
6 140047 and which is hereby declared to be a part of this resolution as if set forth fully herein,  
7 and the resulting data and map of high injury corridors have been shared with PD for  
8 purposes of targeting traffic enforcement in order to save lives; and

9 WHEREAS, Chicago and New York City have set a national benchmark by committing  
10 to reducing traffic fatalities to zero in the next ten years after similar VISION ZERO  
11 recommendations implemented in Sweden, the Netherlands and the United Kingdom  
12 produced positive results; now, therefore, be it

13 RESOLVED, That the Board of Supervisors will work with the Mayor, MTA, PD, DPH  
14 and the Transportation Authority (TA) to expedite the goals of the Mayor's Pedestrian Strategy  
15 and implement a three-point action plan to reduce traffic fatalities to zero by 2024 through  
16 engineering, education and enforcement; and, be it

17 FURTHER RESOLVED, That the City will convene a working group comprised of the  
18 City Administrator's office, MTA, TA, DPH, PD, the Department of Public Works (DPW), the  
19 Transbay Joint Powers Authority (TJPA), Walk San Francisco, the San Francisco Bicycle  
20 Coalition and stakeholders representing Recology, trucking companies and drivers, including  
21 the Teamsters and California Trucking Association, to create a mandatory driver safety  
22 curriculum for all San Francisco City and County employed drivers and drivers that contract  
23 with the City and County of San Francisco and identify and implement programs that increase  
24 the safety of efficient goods and commuter movement by all large vehicles with the goal of  
25 implementing this training program by 2015; and, be it

1           FURTHER RESOLVED, The Board of Supervisors urges PD to target its enforcement  
2 to known high-injury corridors and intersections and to the most dangerous traffic crimes  
3 including speeding, failure to stop, failure to yield, turning violations and violation of the  
4 pedestrian and cyclist right of way, and to track and report on the total number of citations for  
5 the most high-risk driving violations; and, be it

6           FURTHER RESOLVED, That the Board of Supervisors urges MTA to create a “crisis  
7 intervention” team in collaboration with other city agencies, which would be tasked with  
8 engineering and implementing at least 24 pedestrian and cyclist safety pilot projects over the  
9 next two years in the corridors where data demonstrates the high number and/or severity of  
10 traffic collisions, including temporary bulbouts, traffic signal additions or retiming, speed  
11 reduction measures, separated bike lanes, lane removal or left turn restrictions, and that the  
12 two year pilot period be used to analyze progress toward our goal of zero traffic fatalities by  
13 2024.

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1 [Pedestrian Safety Public Awareness Working Group]

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3 **Resolution urging the Transportation Authority to convene and coordinate a Pedestrian**  
4 **Safety Public Awareness Working Group and to develop an action plan within 90 days**  
5 **of their first meeting.**

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7 WHEREAS, Between December 31<sup>st</sup> and January 12<sup>th</sup> San Francisco has seen three  
8 pedestrian fatalities and an additional four pedestrian collisions resulting in serious injuries;  
9 and

10 WHEREAS, 2013 has registered 20 pedestrian deaths, the highest number of  
11 pedestrian fatalities in the last five years; and

12 WHEREAS, In the 2013 Mayor's Pedestrian Strategy, on file with the Clerk of the  
13 Board of Supervisors in File No. 140039, outreach and education were identified as key next  
14 steps for the successful implementation of the Strategy; and

15 WHEREAS, One of the goals of the California Transportation Commission's Active  
16 Transportation Program is to increase the safety and mobility of non-motorized users  
17 statewide; and

18 WHEREAS, Other countries like Ireland, the United Kingdom and France successfully  
19 implemented Public Awareness Campaigns that significantly reduced the number of fatal  
20 accidents; now, therefore, be it

21 RESOLVED, That the Board of Supervisors urges the Transportation Authority to  
22 convene a Pedestrian Safety Public Awareness Working Group; and, be it

23 FURTHER RESOLVED, That the working group shall include the Executive Director of  
24 the Transportation Authority, or their designee, the Director of the Department of Public  
25 Health, or their designee, the Director of the Department of Public Works, or their designee,

1 the Director of the Municipal Transportation Agency, or their designee, the District Attorney, or  
2 their designee, the Chief of the San Francisco Police Department, or their designee, the Chief  
3 of the San Francisco Fire Department, or their designee, members of Pedestrian Safety  
4 Advocacy Groups and Pedestrian Safety Advocates; and, be it

5 FURTHER RESOLVED, That the working group shall develop an action plan that will  
6 include a public awareness campaign targeting both Vehicle Drivers and Pedestrians, and an  
7 application for Active Transportation Program funding to help implement the campaign; and,  
8 be it

9 FURTHER RESOLVED, That the working group shall complete its work within 90 days  
10 of their first meeting but no later than 120 days from the date this Resolution is approved and  
11 report its findings to the Board of Supervisors' Neighborhood Services and Safety Committee.  
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