

Vision Zero – San Francisco

Goal: Zero Traffic Deaths by 2024

Vision Zero Progress Report to the Vision Zero Committee Of the Transportation Authority Board

Thursday, June 12, 2014

Vision Zero Subcommittees

Engineering (Seleta Reynolds, SFMTA)

- The final Vision Zero projects list was reviewed by the MTA's Policy and Governance Committee. The MTA will present the schedules for these projects later in the meeting.
- The first three projects: Market/Duboce/Buchanan crosswalk improvements, the Fulton Street signal retiming, and 6th/Howard improvements are complete.

Education (John Knox White, SFMTA)

- The first Subcommittee meeting was held in May with formal representatives identified and confirmed from SFMTA, SFDPH, SFPD, SFCTA, SFE, the District Attorney's Office, and SFUSD.
- SFMTA presented early drafts of the upcoming Pedestrian Safety education program with a soft-launch/social media scheduled for the end of June and high visibility enforcement and education in September. The program combines city-wide safety education while providing focused attention on five of the city's high injury corridors.
- In mid-May, SFMTA submitted a \$2 million grant application to Caltrans for the Active Transportation Program (ATP) to fund a speed-related education and enforcement program.
 - Half the money will go to SFPD for equipment and one year of stepped up enforcement; the other half will fund program development, media and evaluation.
 - The grant is a partnership between SFMTA, SFPD, and SFDPH with appreciated support from the TA.
 - The program also proposes funding to provide citywide and neighborhood groups throughout the city with resources to ensure grassroots input and involvement.
 - The California Transportation Commission is scheduled to determine which proposals will move forward at the end of August 2014. Funding is expected to be available in July 2015.
- The Large Vehicle Working Group completed its recommendations at the end of April. The recommendations were unanimously supported by advocates, trucking interests and city staff. They will be forwarded to the full Board of Supervisors and the SFMTA Board by the end of June. Work has already begun on many of them, funded by the recent Prop K allocation for bridge funding.

Enforcement (Mikail Ali, SFPD & Mari Hunter, SFMTA)

- The Focus on Five Campaign continues.
- SFPD is coordinating closely with SFMTA on the aforementioned Pedestrian Safety Education Program.

Evaluation and Monitoring (Megan Wier, SFDPH)

- SFDPH is coordinating closely with SFMTA and SFPD to design and implement an evaluation of the aforementioned Pedestrian Safety Education and Enforcement campaign.
- SFDPH created a database for routinely collected speed data and is coordinating with SFMTA to develop a system so that it is regularly data entered and thus useful for evaluation and monitoring safety efforts. Data has been entered and mapped for 2004 -2009; data through 2013 will be entered and mapped this Summer.
- SFDPH is working to finalize a public release of TransBASE, which spatially links data on injuries with transportation, infrastructure, and socio-demographic data, for this Summer. TransBASE was a key data input into WalkFirst.

Vision Zero Work Groups

Schools (Ana Validzic, SFDPH)

- The SF Safe Routes to School (SF SRTS) Partnership has agreed to be the Schools workgroup for Vision Zero and will serve as the coordinating body for Vision Zero school-related work. SF SRTS is an existing partnership of SFUSD, City agencies, and CBOs working on school related transportation, including pedestrian and bicycle safety.
- There will be a joint meeting of Vision Zero key members and the SF SRTS Partnership this summer.
- SF SRTS submitted a grant for the Active Transportation Program for \$990,000 to provide detailed transportation toolkits to 100 schools in SFUSD supported by multi-lingual outreach and traffic enforcement. We should know by late August on the funding status.

Cyclist Safety (Megan Wier, SFDPH & Seleta Reynolds, SMFTA)

- The Cyclist Safety Work Group, comprised of representatives from SFDPH, SFMTA, SF Planning, SF Environment, SF TA, and SFPD, met in May 2014 to review cyclist injury data analyses conducted by SFDPH in consult with the Work Group utilizing TransBASE. Based on the findings, the Work Group is now creating recommendations for a Cyclist Safety scope of work for Vision Zero which we will report back on at the next Committee meeting.
- The Work Group reviewed and approved the Cyclist High Injury Corridor map created by SFDPH, which is now final.