



**VISION
ZERO
SF**

Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

VISION ZERO COMMITTEE QUARTERLY UPDATE

DECEMBER 11, 2014

SUMMARY OF PROGRESS

Engineering

- *24 projects in 24 months*: 9 projects are complete
- Dashboard for interagency coordination Beta version of interactive dashboard for public complete and available online

Education

- Safe Streets SF kicked off enhanced, focused, enforcement activities. Over 950 people have currently taken the pledge for safe streets as a part of the program.
- Developed scope and timeline for a citywide safety education strategy and is on schedule is to have a draft for Board/Commission review by the end March 2015

Enforcement

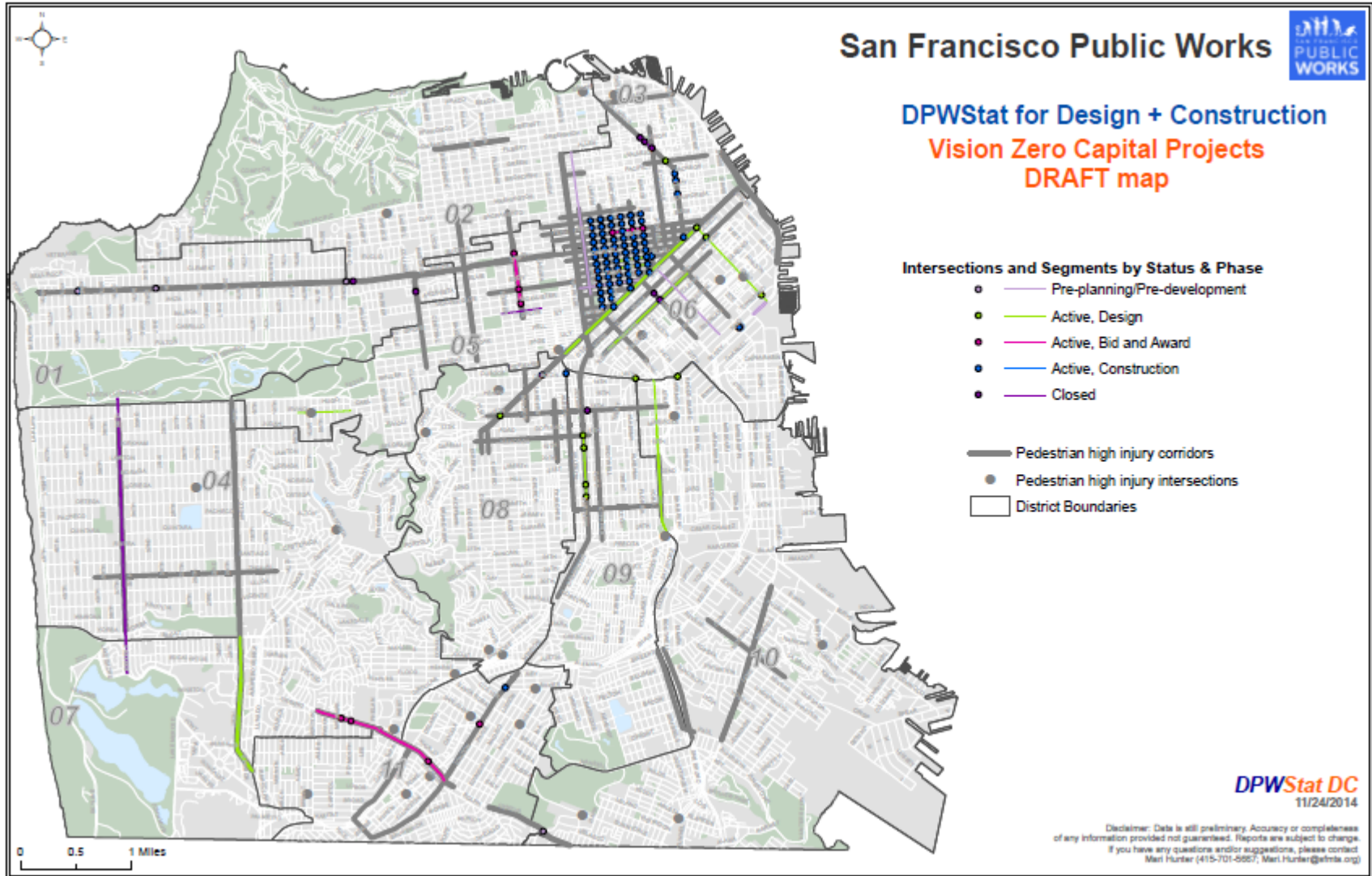
- As of September 30, 2014, there has been a 54% increase in citations issued as compared to the same period in 2013
- SFMTA Enforcement Division kicked off a year-long enhanced effort to control intersection and pedestrian crosswalk blocking that is being coordinated with SFPD enforcement of similar violations

Evaluation

- High Injury Network complete with Pedestrian, Bicycle, Vehicle and Motorcycle Data. Initiated rail data integration

Policy

- Opportunities for State Legislation to support Vision Zero goals

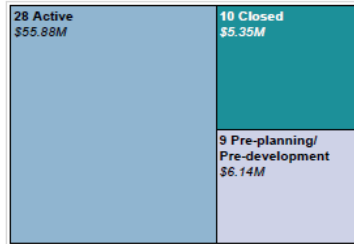


CHANGES IN CITY PROCESSES

2013: 25 deaths

Source: San Franciscans Call for Vision Zero (Walk SF: <http://walksf.org/2014/01/no-loss-of-life-is-acceptable-san-franciscans-call-for-vision-zero/>)

Project Count by Status

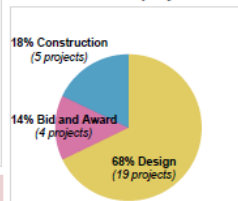


*Note: total is more than 40 because six projects (5, 9, 10, 12, 17, and 20) have been split into two or more phases.

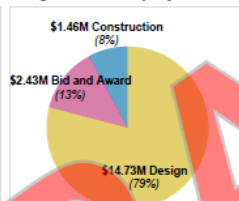
Summary of project count and budget by status

Project Status	Project Count	Est. Budget	Blocks Treated	Locations Treated
Closed	10	\$1,782,943	24	7
Active	28	\$18,826,875	71	145
Pre-planning/ Pre-development	9	\$2,047,317	34	8
Grand Total	47	\$22,457,135	129	160

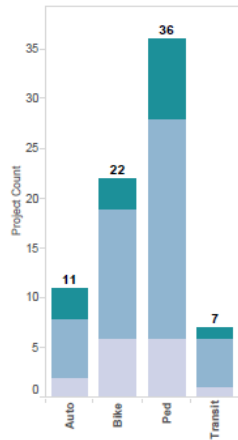
Phases of active projects



Budget of active projects

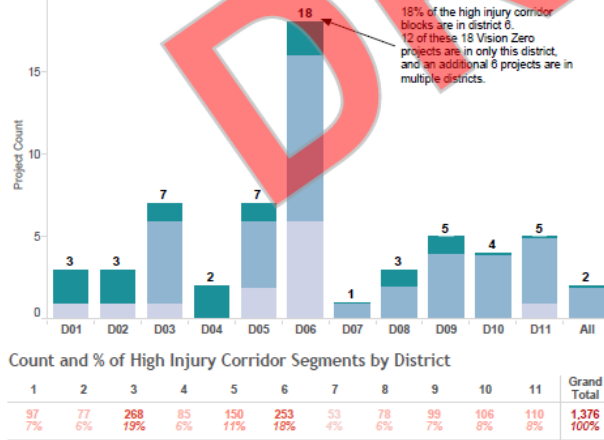


Project Count by Mode Share



Project Count by District

A project may be in multiple districts



Closed Projects by Actual Completion Date & Total Budget

Month, Year of E.	Proj Name	VZip ID	DPW ..	Locations Tre.	Blocks Treated	Total Budget
May 2014	Market St. / Duboce Ave. / Buchanan St.	31	N	1	Null	\$50,000
June 2014	Fulton St., from Laguna to Steiner	3	N	Null	4	\$34,000
	Kearny St. Improvements A	17a	N	Null	1	\$500
July 2014	Masonic Ave. at Ewing Terr.	35	N	1	Null	\$350,000
	Sunset Blvd., from MLK to Lake Merced	9b	N	1	Null	\$280,000
	Sunset Blvd., from MLK to Lake Merced	9a	N	Null	19	\$6,000
October 2014	16th St. at Capp St.	34	N	1	Null	\$350,000
	8th St. at Minna St.	33	N	1	Null	\$350,000
	Geary Blvd./Palm Ave.	36	N	1	Null	\$350,000
	8th St./Howard St.	1	N	1	Null	\$26,443

Active Projects by Baseline Completion Date, Current Phase, & Total Budget

Month, Year of E.	Proj Name	VZip ID	DPW ..	Locations Tre.	Blocks Treated	Total Budget
Null	Division St., at 9th	12b	Y	1	Null	\$300,000
December 2014	Columbus Ave., from Powell to Union	14	N	1	Null	\$900,000
	Mission St./Silver Ave	32	N	1	Null	\$400,000
	19th Ave., from Sloat to Junipero Serra	13	N	Null	14	\$46,000
January 2015	Valencia St./Duboce Ave.	38	N	1	Null	\$5,000
March 2015	Sutter St., at Mason, Taylor, and Leav.	21	Y	3	Null	\$500,000
May 2015	Howard St. Pilot A	5a	N	Null	5	\$189,581
	2nd St., from Market to Mission	11	N	Null	1	\$198,000
June 2015	Ocean Ave./Geneva Ave., from Ashto.	20b	Y	8	Null	\$32,666
	Safer Market Street	6	N	Null	5	\$2,500,000
	Tenderloin Daylighting	22	N	80	Null	\$150,000
	Mission St., from 18th to 23rd	19	N	Null	5	\$85,500
August 2015	Market St., from Gough to 12th	18	Y	1	1	\$502,688
	Webster St., from Fulton to Sutter	10a	Y	Null	9	\$30,000
	10b	Y	1	Null	Null	\$210,000
September 2015	11th St./13th St./Bryant St.	39	N	1	Null	\$150,000
	4th St. at King St.	40	N	1	Null	\$6,500
October 2015	Kearny St. Improvements B	17b	N	2	Null	\$30,250
November 2015	Columbus Ave., Broadway to Union	24	Y	Null	3	\$1,400,000
December 2015	Ellis St./Eddy St., from Leavenworth to..	2	Y	Null	6	\$1,700,000
	Persia Triangle Improvements	37	Y	1	Null	\$1,450,400
	Ocean Ave./Geneva Ave., from Ashto.	20a	Y	1	Null	\$450,000
	Division St., at 8th/Townsend	12a	N	1	Null	\$200,000
January 2016	16th St./Market St.	25	Y	1	Null	\$200,000
February 2016	Citywide signal changes (broadside)	26	N	20	Null	\$120,000
	Citywide signal changes (pedestrian in..	27	N	20	Null	\$120,000
December 2016	Potrero Ave., from Division to Cesar C..	8	Y	Null	14	\$4,100,000
	Irving St., from Arguello to 9th	16	Y	Null	8	\$2,650,000

Pre-Planning Projects by Baseline Completion Date & Total Budget

Month, Year of E.	Proj Name	VZip ID	DPW ..	Locations Tre.	Blocks Treated	Total Budget
Null	Polk St., from McAllister to Union	7	N	Null	20	\$115,000
August 2015	5th St., from Market to Townsend	23	N	Null	7	\$102,317
October 2015	Webster St., from Fulton to Sutter	10c	Y	2	Null	\$25,300
December 2015	Howard St. Pilot B	5b	N	Null	2	\$300,000
March 2016	Geary Blvd./Leavenworth St. and Edd..	28	N	2	Null	\$15,300
April 2017	Golden Gate Ave., from Polk to Jones	4	N	Null	4	\$286,400
June 2017	King St. bike improvements	30	Y	Null	1	\$1,000,000
	Geary Blvd. at Arguello, 30th and 42nd	15	N	3	Null	\$150,000
	Geneva Ave./Brookdale Ave.	29	N	1	Null	\$50,000

PRIORITIZATION OF PROJECTS

Vision Zero High Injury Network: San Francisco, California (SWITRS 2008- 2012)

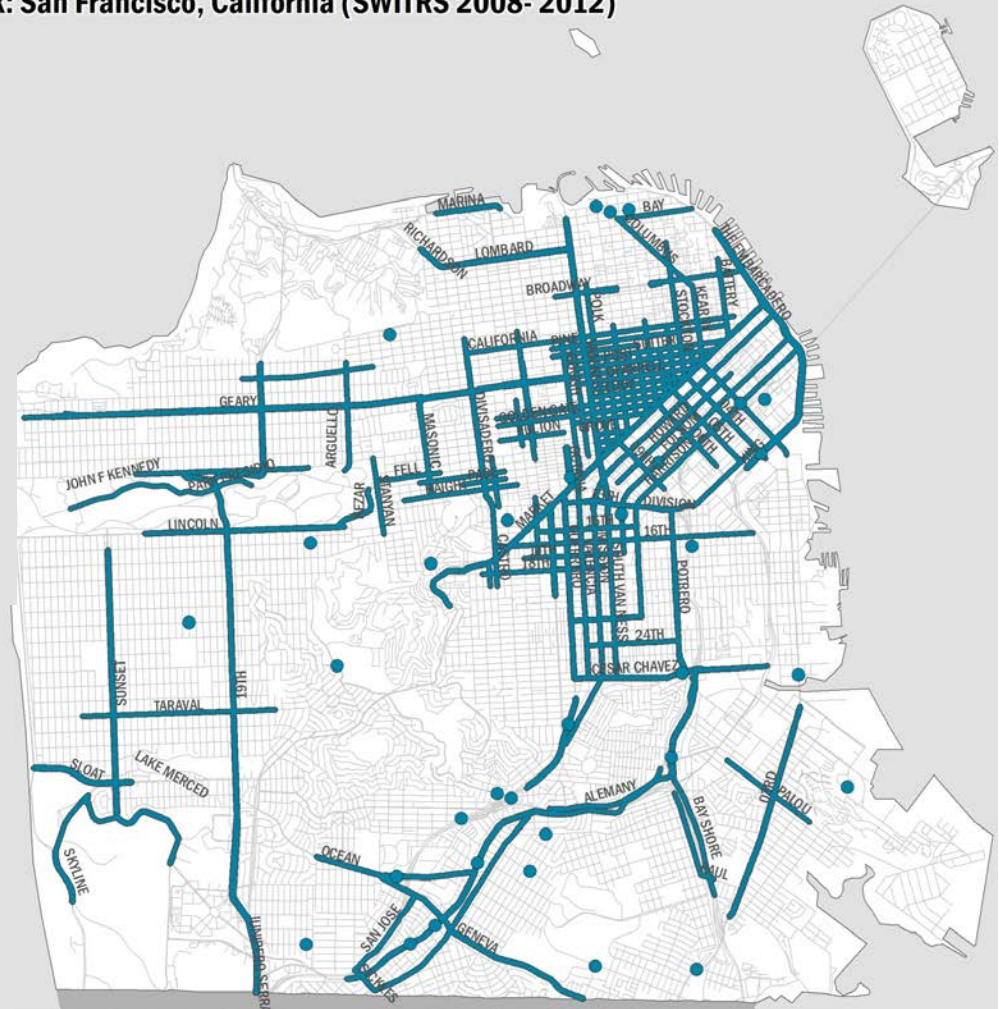
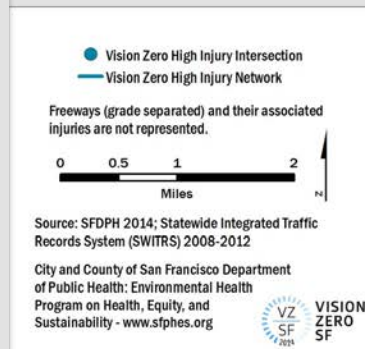
High visibility short term delivery

High Injury network with
Pedestrian, Bicycle, Transit &
Vehicle collision data


Ambitious but achievable

First set of projects part of a larger
number of projects

1st phase of multi-year effort



FUNDING THE FIRST 24 PROJECTS

 SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY SFMTA CAPITAL FINANCIAL PLANNING & ANALYSIS FINANCE AND INFORMATION TECHNOLOGY DIVISION	
DRAFT Vision Zero Initial Projects: SFMTA CIP Aggregate Funding by Source	
Date: November 20, 2014	
Funding Source	TOTAL FUNDING ALLOCATED OR AVAILABLE IN CIP*
Development Impact Fees	\$153,400
Lifeline	\$1,175,104
Mayor's Budget	\$1,330,000
Prop K	\$6,404,963
SFMTA Operating	\$1,920,594
SFMTA Revenue Bond	\$8,580,065
Supervisorial Addbacks	\$215,800
Transportation & Streets Infrastructure Package	\$3,596,115
Transportation Development Act Art III	\$636,167
Public Works Prop B GO Bond	\$1,300,000
State Infrastructure Bond & Transit Performance Initiative	\$910,500
Grand Total	\$26,222,707
*Exceeds current total estimated projects budget for contingency/reserve	

PROJECT DELIVERY: PRIMARY CHALLENGES

1. City lacks strong and clear leadership implementing transportation policies.

Sustainable Streets accountable for project delivery

2. City's Complete Streets (CS) policy doesn't include a modal hierarchy, and

3. Final designs based on consensus can diminish ability to reach project goals.

Vision Zero makes pedestrian safety the clear priority-hierarchy being developed

4. Coordination within and among agencies is inadequate to deliver a multi-modal vision.

New MTA-DPW principals' working group is breaking down silos

5. Agencies have different transportation priorities and cultures.

High-Injury network is now the priority for MTA and DPW

6. Funding and grant administration processes are burdensome and inefficient.

"As-needed" contracts first example of streamlined administration of project delivery

7. No funding available for pre-implementation or coordination.

SFMTA is identifying budget opportunities, SFCTA responsive to need for flexibility

8. City lacks a sufficient pool of experienced, proactive project managers.

PM Training program initiated

9. Some city staff who interact with the public need public communication training.

SFMTA's public outreach and engagement strategy

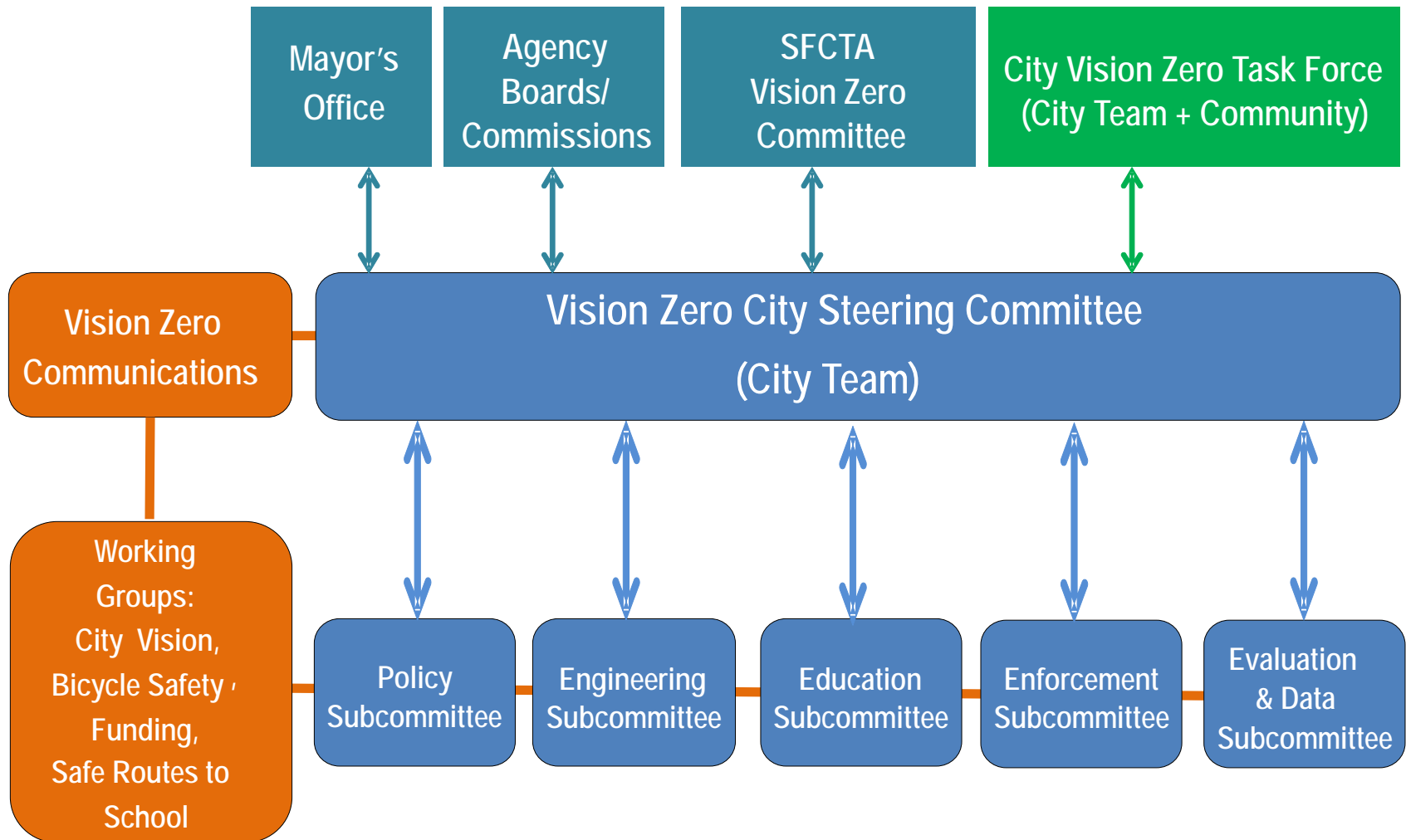
10. CEQA empowers opponents of any project.

CEQA reform will improve process

PROJECT DELIVERY: WHAT HAS CHANGED?

Issue	New direction
Funding	<p>Streamlined funding of design and construction</p> <p>Improved relationship between SFMTA and SFCTA</p> <p>Dedicated funding in Prop A</p>
Coordination	<p>Alignment of SFMTA, DPW, and PUC at scoping stage</p> <p>SFMTA integrating safety scope into all Muni Forward work</p>
Public process	<p>SFMTA engagement strategy focuses on identifying and convening broad stakeholder groups early</p> <p>Important role for BOS helping frame Vision Zero</p>
Environmental review	<p>CEQA reform aligns environmental process with Vision Zero values</p>

VISION ZERO CITY STRUCTURE



2 YEAR ACTION STRATEGY: ENGINEERING

Objectives:

- Implement treatments and redesign corridors that minimize opportunity for conflict among people who walk, bicycle, drive and take transit so In the event of collision, the consequence is not a severe injury or fatality.
- Identify and act on improvements to accelerate project delivery

Action Examples	Lead Agency	Participating Agency	Milestone
Implement safety treatments along up to 26 miles of high priority streets in San Francisco	SFMTA, SFDPW		Q4 2015, Q4 2016
Complete Living Labs pilot and develop strategy to engage with private sector, specifically for developing and/or utilizing technology to advance goals of Vision Zero	SFMTA, SFPUC	Mayor's Office	Q2 2015
Implement universally beneficial treatments citywide (e.g. daylighting, signal timing, turn restrictions and high visibility crosswalks)	SFMTA	SFDPW	Ongoing

2 YEAR ACTION STRATEGY: ENFORCEMENT

Objectives:

- Increase street user awareness of their responsibility to the safety of others and themselves.
- Cite and admonish violations, using a data-driven approach and focusing on violations of the California Vehicle Code and the San Francisco Transportation Code that are identified as causative and associated factors in severe and fatal collisions.

Action Examples	Lead Agency	Participating Agency	Milestone
SFMTA Parking Control Officer (PCO) program will formalize means by which PCOs may be assigned Vision Zero-supporting duties-like Don't Block the Box	SFMTA	SFPD	Q4 2014 – Q4 2015
Provide a report regarding the progress made toward Vision Zero including, but not limited to: <ul style="list-style-type: none"> • Number of traffic citations given (by total and by mode) • Percent of collisions attributed to one of the five primary collision factors • Number of operations around school facilities and senior zones 	SFPD		Q1 2015
Fully implement Crossroads for electronic collision data reporting and real-time data sharing with SFMTA and SFDPH	SFPD	SFMTA, DPH	TBD

2 YEAR ACTION STRATEGY: EDUCATION

Objectives:

- Provide a forum for the development of a citywide safety education strategy
- Coordinate and collaborate with Vision Zero partners (city depts, public agencies, community) to ensure that there is awareness of all upcoming educational activities

Action Examples	Lead Agency	Participating Agency	Milestone
Develop a citywide education strategy	SFMTA	SFDPH, SFPD, SFUSD, DA, SFCTA, SFE, SFFD	Q1 2015
Expand education campaign underway –Safe Streets SF pledge, Large vehicle safe driving	SFMTA, SFDPH	SFPD	Q1 2016
Develop a funding strategy to institutionalize Vision Zero education activities	SFMTA, SFDPH	Funding Working Group	Q2 2016

EVALUATION AND MONITORING

Objectives:

- Monitor and analyze collision data to identify causal factors and high injury locations.
- Monitor progress on and evaluate the efficacy of Vision Zero Engineering, Enforcement, Education and Policy efforts and need for refinement.
- Coordinate with Subcommittees, City agencies and Community Stakeholders to ensure accuracy, relevance, and efficiency of data systems and reporting.

Action Examples	Lead Agency	Participating Agency	Milestone
Pilot a comprehensive Transportation-related Injury Surveillance System and integrate findings into TransBASESF.org.	SFDPH	SFMTA, SFPD	Q4 2015
Develop a web-based system to post Vision Zero Monitoring Data, including timely reporting of fatalities and annual reporting of other key metrics.	SFDPH, SFMTA, DPW	Controller’s Office	Q1 2015 – Q3 2015
Institutionalize and continue to expand the capacity of TransBASESF.org as the central repository of monitoring, evaluation, and injury data in support of Vision Zero.	SFDPH	SFMTA, SF Planning, SFDPW, SFCTA, SFDPW, SFPUC	Ongoing

2 YEAR ACTION STRATEGY: POLICY

Objectives:

- Identify policy initiatives that partners can support and mobilize behind at the local state, and federal levels to advance awareness of Vision Zero.
- Develop enabling policy to accelerate programs and projects to meet Vision Zero.

Action Examples	Lead Agency	Participating Agency	Milestone
Advance Automated Safety Enforcement initiative at the state level	SFMTA	Mayor’s Office, BoS, SFPD, SFDPH	Q1 2015
Partner with Office of Traffic Safety, Caltrans, SafeTrec, Department of Motor Vehicles, CHP, CDPH, CalSTA and MTC to advance goals of Vision Zero -Convene statewide leadership on VZ legal and admin hurdles -Streamline state traffic collision data timelines	SFMTA, SFDPH, SFPD, SFCTA	Mayor’s Office, BoS	Ongoing
Review development projects’ impact on pedestrian and bicycle safety Encourage project sponsors to design projects such that they maximize pedestrian and bicycle safety consistent with adopted codes and policies	SF Planning	SFMTA, Mayor’s Office of Economic and Workforce Development	2016

ACCOUNTABILITY, BENCHMARKS

Milestones to be reported back at Quarterly Committee, SFMTA Board and Task Force Meetings

Additional Annual Benchmarks:

Outcomes
Total severe and fatal injuries by neighborhood, mode and by age
Medical costs at SF General Hospital for transportation collisions
Interim Progress Metrics
85 th percentile of speeds on San Francisco Streets
Number of engineering projects implemented, and miles of streets/intersections receiving safety improvements
Citations issued: a) per SFPD officer, b) by violation type and by police district
Investigation and prosecution of vehicular manslaughter (No. of prosecutions)
Public awareness of Vision Zero, its principles and traffic safety laws (Public perception survey)
Policy change made at local and state levels to advance Vision Zero (No. of policies enacted)

BEYOND 2016

- Two-year Action Strategy updated every two years:
 - Informed by international best practice review and evaluation of projects and programs delivered in first 2 year effort
 - Will assess policies, programs, projects that require longer-term planning for implementation
 - Evidence-based approach towards reaching zero

VISION ZERO POINTS OF CONTACT

Vision Zero Lead

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