



DRAFT MINUTES

VISION ZERO COMMITTEE

Thursday, March 12, 2015

1. Roll Call

Chair Kim called the meeting to order at 3:11 p.m. The following members were:

Present at Roll Call: Commissioners Kim, Mar and Yee (3)

Absent at Roll Call: Commissioners Farrell (entered during Item 3) (1)

2. Approve the Minutes of the December 11, 2014 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Kim, Mar and Yee (3)

Absent: Commissioner Farrell (1)

Chair Kim called Items 3 and 4 together.

3. Vision Zero Progress Report – INFORMATION

Chair Kim introduced the co-chairs of the Vision Zero Task Force, Megan Wier of the Department of Public Health and Tim Papandreou of the San Francisco Municipal Transportation Agency (SFMTA). Chair Kim said the presentation would include an overall progress report on the various Vision Zero projects and initiatives. She noted that the Task Force recently released the two-year Vision Zero Action Strategy and launched the Vision Zero website.

Tom Maguire, Director of Sustainable Streets at the SFMTA, stated that in the past week there had been three traffic fatalities in the city.

Mr. Papandreou said that half of the Vision Zero near-term capital projects had been implemented and that over 1,100 people had taken a pledge to support safe streets in San Francisco.

Commander Ann Mannix of the San Francisco Police Department (SFPD) provided an update on enforcement activities that support Vision Zero.

Commissioner Mar asked Commander Mannix about the fatal collision that had occurred earlier that day. Commander Mannix responded that the vehicle-motorcycle collision occurred near the intersection of 15th and Lincoln Streets. She stated that SFPD was currently focused on enforcement of the top five collision factors citywide, but would soon shift that focus to the primary collision factors within each police district. She noted that SFPD had also recently distributed a training video to educate officers about Vision Zero and that she had personally emailed all officers to inform them about their role in supporting Vision Zero.

Commissioner Yee asked for a breakdown of citations given to vehicles, pedestrians and bicyclists. Commander Mannix responded that 93 percent of citations issued in 2014 were to drivers, and that the remaining 7% was split between bicyclists and pedestrians. Commissioner Yee asked how the breakdown of citations issued in 2014 compared to past years. Commander Mannix said she would follow up with this information.

Commissioner Mar asked when the police districts would be able to focus their citation efforts on the top collision factors for each district. Commander Mannix responded that SFPD was working to refine the collision factors in each district and expected to have that information available by the next Vision Zero Committee meeting.

Mr. Maguire provided a status update on the implementation of capital projects in support of Vision Zero.

Commissioner Mar asked whether the Vision Zero project list included projects that were started before the Vision Zero policy had been adopted. Mr. Maguire responded that some of the projects on the list had been conceived before Spring 2014, and that many of the projects were now being implemented on an accelerated timeframe.

Commissioner Mar asked what changes were being made to speed up project delivery. Mr. Maguire responded that coordination between the SFMTA and the San Francisco Public Works had improved, and that the two agencies had monthly meetings to go through the project list to share information and troubleshoot. Mr. Maguire noted that the departments were applying lessons learned to projects moving forward.

Commissioner Yee asked about the status of the nine projects funded through the District 7 participatory budget process. He requested that the committee monitor these projects, similar to the tracking done for the 24 near term capital projects. He also asked that the committee consider alternative delivery methods for these projects. Mr. Maguire said that several projects had moved forward and agreed to follow up with a status update about the projects in question.

Commissioner Mar stated his desire to ensure that the City was adequately funding the needs for meeting the Vision Zero goal of zero deaths by 2024. He noted the need for funding safe routes for seniors.

Commissioner Yee asked that staff continue efforts to speed up the project delivery process, and specifically challenge the culture of speeding and dangerous driving. Mr. Maguire responded that it was important to have support from local and state level leadership in implementing policy changes to advance Vision Zero.

4. **Vision Zero Budget Update – INFORMATION**

Tom Maguire, Director of Sustainable Streets at the San Francisco Municipal Transportation Agency (SFMTA), presented the item, which highlighted the funding sources that supported the implementation of the Vision Zero capital projects.

Chair Kim asked about the recent Prop K funding request for bicycle strategy planning, noting that the amount seemed low relative to the needs. Mr. Maguire responded that the funds closed a gap for that particular project.

During public comment, Roger Bazeley said that safety problems could be addressed by increasing the visibility of bicyclists by requiring bicycle helmets with lights on the front and back, as well as reflective clothing that could be worn by pedestrians and bicyclists.

Nicole Schneider, Executive Director at Walk San Francisco, expressed her condolences for the family of Alfred Lee, who was killed in a traffic collision earlier that day. She asked that the Board of Supervisors continue to focus on reducing speeding, implementing the Tenderloin daylighting project, and addressing distracted driving by tour bus drivers. Ms. Schneider said that data on the location of traffic citations would be useful, and asked for a follow up conversation with SFPD about its focus on the top five collision factors.

David Yi, youth leader with the Chinatown Community Development Center (CCDC)'s Campaign Academy, commented that education, enforcement and engineering were all critical for the City to meet its Vision Zero goals. He noted that he had surveyed more than 100 seniors in Chinatown regarding their safety concerns and that speeding was their top concern. Mr. Yi proposed setting up senior zones similar to school zones that would have lower speed limits.

Chair Kim requested that Mr. Yi share the survey results with committee.

Shirley Tsang, CCDC Campaign Academy, commented that a 78-year old person had been hit and killed in a traffic collision the previous day. She asked why collisions had to occur before the City took action, and said that action had to be taken to achieve zero traffic deaths by 2024.

David Liang, CCDC Campaign Academy, commented that he was grateful for the scramble system on Stockton Street but that even with the system in place many pedestrians felt that the street was dangerous. He added that the City needed to provide enforcement and education so that everyone could feel safe on city streets.

Chair Kim thanked staff for their presentation and requested more detail at the next Vision Zero Committee meeting on the SFMTA's budget request for Vision Zero.

5. **Policy Initiatives – INFORMATION**

Kate Breen, Director of Government Affairs at the San Francisco Municipal Transportation Agency (SFMTA), presented the item, which included an update on the City's efforts to advance a policy agenda in support of Vision Zero. Ms. Breen stated that by the deadline to introduce bills this session, there were Vision Zero supportive bills to increase fines for traffic violations near schools and an expansion of the Amber Alert system to call attention to hit and run incidents. She stated that no sponsor had been found during the legislative session for a bill which would have authorized San Francisco to implement automated speed enforcement cameras and that additional outreach and education would be needed to advance that effort which was a top priority for San Francisco.

Commissioner Yee stated that he was currently working on legislation that would reduce distracted driving by tour bus operators and would support inclusion of black boxes in City vehicles.

Commissioner Mar asked if the State Association of Counties and the California League of Cities would use their legislative action days to address safe streets issues. Ms. Breen responded that there could be an opportunity to include messaging about the importance of integrating safe streets elements into state of good repair projects.

Commissioner Mar asked what could be done to increase safety around senior centers, and whether safety zones around senior centers could be considered. Ms. Breen indicated that opinion research for automated speed enforcement indicated that people were more accepting of the technology in areas around schools and senior centers. Commissioner Mar asked for further work to define what could be done around those areas.

Chair Kim noted that state legislation had been introduced that would reduce the City's ability to continue use of automated traffic enforcement systems, and that more work was needed to educate state lawmakers about the benefits of using cameras for safety. Chair Kim requested a presentation at the May Vision Zero Committee meeting on automated speed enforcement, including data on how effective cameras were in reducing the number of collisions and fatalities on city streets and how other countries have used electronic systems for safety. Ms. Breen agreed that a larger coalition and campaign were needed to advance automated speed enforcement.

Tilly Chang, Executive Director, noted the Vision Zero Act of 2015 would set aside federal funding to support local Vision Zero programs. She acknowledged the work of the Administration and Secretary Foxx for the federal government's leadership on transportation safety in Grow America, and the work that was being done at the state level to advance Vision Zero projects.

During public comment, Roger Bazeley urged the SFMTA to consider implementation of upgraded crosswalk striping around schools, senior centers and other locations.

6. Curriculum for Large Vehicle Driver Training Program – INFORMATION

John Knox White, Transportation Planner at the San Francisco Municipal Transportation Agency (SFMTA), presented the item, which included an update on the development of the training curriculum. Mr. Knox White stated that the curriculum was one of the short-term recommendations of the Large Vehicle and Safer Streets Working Group and consisted of training standards and a training video that was developed with input from stakeholders, particularly large vehicle drivers. He said that the training standards were now available online [sfmta.com/largevehicles] and that the training video for large vehicles as well as taxis and passenger vehicles would be finalized by the end of April. He noted that all large vehicle drivers employed by the City, SFMTA contractors, as well as those with City permits such as commuter shuttle drivers, would be required to take the training. He added there were efforts to expand the requirement to contractors for other City departments and all City-employed drivers. He stated that the next steps included reaching out to organizations for commitments to use the training program, and working with the California Department of Motor Vehicles to add the training program to licensing exams for state commercial driver's licenses.

Chair Kim commented that the large vehicle training program was a significant step in advancing safety goals and thanked all participants, including Mayor's Office on Disability. Regarding the next steps, Chair Kim suggested exploring ways to reward responsible companies and drivers, such as giving additional points in future contracts for having taken the training and demonstrated safe driving. She stated her interest in legislation to require the training for all drivers employed by the City. She asked what other types of permits drivers needed to drive in the city which would trigger the training requirement. Mr. Knox White responded that he would follow up with a list of permits. Chair Kim added that shuttles not included in the SFMTA's Commuter Shuttle Pilot Program which operated within the city's limits, such as shuttles for education and medical institutions, should also be considered for the training requirement.

Commissioner Yee asked about the overall Vision Zero education effort and upcoming funding requests through the City's annual budget. Mr. Knox White responded that the Vision Zero Education Subcommittee was planning on finalizing the Education Strategy, which would identify near-term priorities and funding needs by the end of April. He added that the cost to maintain existing campaigns and to launch new campaigns as part of the Vision Zero

Communication Plan was estimated at \$3 million to \$5 million. Commissioner Yee asked what the Communication Plan entailed. Mr. Knox White explained that the Communication Plan focused specifically on messaging and building awareness about Vision Zero.

Commissioner Yee voiced concern that the education component was not progressing as fast as the engineering or enforcement components. Mr. Knox White explained that, unlike the ongoing engineering and enforcement components, the citywide coordination on education was nascent and required extensive coordination among multiple departments to develop. Tim Papandreou, Deputy Director of Sustainable Streets at the SFMTA, commented that the Vision Zero Funding Working Group was strategizing how to fund the multi-year education effort, since one-time funding programs would not be a sustainable source. He added that the Working Group was also looking into flexible local funding sources and private partnerships. Mr. Papandreou noted how expensive and difficult it was to fund media campaigns. Commissioner Yee asked about the possibility of forming a partnership with advertising agencies, citing an example from the New York Vision Zero Summit. Mr. Papandreou responded that the SFMTA had partnered with advertising agencies on previous efforts and that the SFMTA Communications Director was currently reaching out, but that it would be hard to rely on advertising agencies to sustain multi-year, culture changing campaigns.

Chair Kim proposed agendaizing an item on the overall education effort at the Vision Zero Committee meeting in May.

Commissioner Yee noted that the May meeting might be too late for consideration of the Vision Zero supportive budget requests and expressed his desire to secure sufficient resources for education. Chair Kim agreed that the entire Vision Zero budget proposal needed to be discussed sooner than the May committee meeting, considering that SFMTA staff would likely present the draft proposal to its Board of Directors in April. Commissioner Mar requested that any Vision Zero related budget proposals from City departments be shared as soon as possible. Commissioner Mar also requested a presentation and a budget item focusing on safety improvements for seniors. He acknowledged initiatives and contributions from community organizations and emphasized the need to reflect their voice.

During public comment, Roger Bazeley spoke in support of the item and commented that lane widths needed to be wide enough to accommodate large vehicles and to avoid their intrusion into adjoining lanes. He also supported the idea of using the rear of Muni buses for public announcements, and suggested exploring news applications and social media to reach out to a broader audience.

Madeleine Savit with Folks for Polk spoke in support of the item and expressed concern regarding the inadequate level of California's driver education, especially for younger drivers. She asked for increased enforcement of illegal double parking to improve safety, Muni operations, and congestion.

The Vision Zero Committee lost quorum at 5:07 p.m. The meeting was adjourned.

The meeting was reconvened at 5:08 p.m.

After public comment resumed, Nicole Schneider, Walk San Francisco, spoke in support of the item, especially its multi-faceted approach, which tackled not just individual behaviors but also organizational practices, city and state policies, and vehicle and street design. She added that other educational campaigns that WalkSF was involved with, such as Safe Routes to School, were modeled after such an integrated approach.

Kevin Stall with the San Francisco Board of Supervisors' Pedestrian Safety Advisory Committee spoke in support of the item and suggested exploring the possibility of adding motion sensors to large vehicles, including Muni buses.

Chair Kim stated that she would schedule the next Vision Zero Committee meeting in time for feedback to be incorporated in the Fiscal Year 2015/16 budget.

7. Introduction of New Items – INFORMATION

There was no public comment.

8. Public Comment

During public comment, Roger Bazeley expressed his appreciation for Vision Zero.

Howard Bloomberg with the San Francisco Board of Supervisors' Pedestrian Safety Advisory Committee suggested studying the pedestrian crossing time, as the slow turning of large vehicles compressed the time allowed for pedestrians to cross.

Madeleine Savit, Folks for Polk, requested that the San Francisco Municipal Transportation Agency provide justification for eliminating raised cycletracks from the Polk Street Improvement Project between Pine and California Streets.

9. Adjournment

The meeting was adjourned at 5:20 p.m.