



DRAFT MINUTES

VISION ZERO COMMITTEE

Friday, April 24, 2015

1. Roll Call

Chair Kim called the meeting to order at 1:34 p.m. The following members were:

Present at Roll Call: Commissioners Kim, Mar, Wiener and Yee (4)

Absent at Roll Call: Commissioner Farrell (1)

2. Approve the Minutes of the March 12, 2015 Meeting – ACTION

During public comment, Andrew Yip commented on Bay Area Rapid Transit (BART).

The minutes were approved without objection by the following vote:

Ayes: Commissioners Kim, Mar and Yee (3)

Absent: Commissioner Farrell (1)

3. Vision Zero Budget Update – INFORMATION

Chair Kim introduced the item, explaining that the committee had requested details on the San Francisco Municipal Transportation Agency's (SFMTA's) budget to better understand how new and existing revenue would be spent on Vision Zero projects in the Fiscal Year (FY) 2015/16 work plan.

Tom Maguire, Director of Sustainable Streets at the SFMTA, presented the item, which highlighted funded projects as well as funding gaps in the coming fiscal year.

Chair Kim asked for clarification on follow-the-paving, red light camera upgrades, and school related improvement projects to be funded by the Prop B General Fund set-aside.

Mr. Maguire responded that follow-the-paving was an effort to coordinate with San Francisco Public Works paving projects to take advantage of opportunities to concurrently upgrade street infrastructure. He said the red light camera work would be an upgrade to digital equipment that had been planned for some time.

Commission Mar asked if there was a list of the WalkFirst Projects to be funded by the Prop B set-aside. Mr. Maguire replied that SFMTA would provide that list.

Chair Kim asked about the projects to be funded by the \$500,000 listed for school related improvements. Mr. Maguire said that he would provide the committee with a list of the projects.

Mr. Maguire continued the presentation and introduced Candace Sue, Communications and Marketing Director at SFMTA, to present on the funding needs for the Vision Zero education component.

Commissioner Mar said that the City had come a long way since the “Be Nice, Look Twice” safety advertising campaign and emphasized the importance of changing cultural norms in confronting reckless driving behavior. He stated that he respected the importance of the outreach SFMTA was describing, but he was very interested in seeing progress on a Safe Routes for Seniors program and near-term safety improvements on Geary Boulevard. He added that education needs shouldn’t overshadow the needs for engineering and enforcement.

Commissioner Yee commented that messaging and education were under the same category with different approaches. He stated that he supported a branding effort similar to one he had seen in New York City, which was targeted at adults, young adults and teens. He suggested that messaging be age-appropriate, noting that Vision Zero advertising campaigns may be less relevant to elementary school children who might benefit more from an education program. He reiterated his support for a pilot program for 4th and 5th grade student crossing guards, including training by police officers, which he said could change the driving behavior of parents and provided good examples for other students. Commissioner Yee said that he also supported using the traffic safety simulation, “Richie’s Neighborhood”, developed by Children’s Hospital Los Angeles as children responded better to experiences in addition to other than branding efforts. He added that SFMTA’s progress report did not list the District 7 projects funded in the last fiscal year through the participatory budgeting process.

Commissioner Wiener thanked SFMTA for highlighting projects funded by Prop B so that voters could see tangible results of that ballot measure. He described frustrations with an SFMTA project at Diamond and Bosworth Streets, which he said had undergone slow progress since federal funding was earmarked for Glen Park in 2003. He said that improvements called for in the 2012 Glen Park Community Plan had not been delivered and the SFMTA had not effectively communicated the scope and status of the Diamond and Bosworth project to the community or to his office. Commissioner Wiener said that cost overruns had caused features of the project to be removed, such as signals at two adjacent intersections, and specifically mentioned the elimination of left turn signals at the Diamond and Bosworth intersection that the public had strongly supported.

Mr. Maguire responded that he understood the frustration with the situation and said that at the recent Board of Supervisors Land Use and Economic Development Committee meeting, SFMTA had discussed the many project delivery process improvements at the agency.

Commissioner Wiener asked why the SFMTA had deleted the left turn signal from the project, and if the SFMTA could commit to adding left turn signals to the project if there was no engineering reason not to. Mr. Maguire responded that SFMTA would make that commitment.

Commissioner Mar expressed support for the student crossing guard program mentioned by Commissioner Yee and for programs that change the culture to become more focused on street safety. He said that the Vision Zero Coalition had produced many good proposals and asked how they compared to what SFMTA was presenting. He also asked about the timeline and scope for the \$300,000 for Geary Pedestrian Improvements and the New Signals on High Injury Corridors projects, some of which, he noted, would be on Geary Boulevard. Mr. Maguire replied that the funds being discussed would be budgeted in FY 2015/16, and improvements would be implemented by 2016.

Commissioner Mar said that he hoped SFMTA would share greater detail on when projects would be implemented. He reminded the committee that the previous month, Alfred Yee, a

senior citizen, was killed in a crosswalk on Geary Boulevard and that while twenty percent of the population was senior or disabled, those groups made up around half of the pedestrians killed in crashes. He reiterated his support for the Safe Routes for Seniors program and said that it was important to continue to look at model programs that had been successful in other cities.

Commissioner Kim said that SFMTA's education proposal had a small but important budget and asked if SFMTA had compared what San Francisco is doing to what's happening in other cities. Ms. Sue said that they had looked at best practices across the country and were meeting with counterparts from New York City the following week, though she said that the media market in San Francisco was very different from New York City. She said that the "Be Nice, Look Twice" campaign had been produced in-house. Commissioner Kim asked about evaluation for education programs. Ms. Sue replied that formal evaluation results for past programs would come in soon and that SFMTA planned to use those findings to inform future campaigns. Commissioner Kim asked how multilingual outreach would be accomplished. Ms. Sue replied that materials would be culturally relevant.

Commissioner Kim acknowledged that San Francisco was different from the rest of the country but that she was still interested in what comparable cities were doing. She stated that she agreed with the need for a robust education and communications campaign. Commissioner Kim stressed the importance of sharing victim's stories to help persuade lawmakers to support Vision Zero legislation such as automated speed enforcement. On the budget, she said it was rare that a department received a funding increase the size of Prop B and asked why the proposed media campaign was not prioritized for that funding. Mr. Maguire replied that media spending was not an eligible use of Prop B funds. Commissioner Wiener clarified that three quarters of Prop B funding was dedicated to Muni reliability and capacity improvements, with \$6.5 million available for capital projects.

Commissioner Kim commented that \$200,000 seemed like a modest amount of funding for the Safe Routes for Seniors program. Ms. Sue said that the program was still being developed and that SFMTA would be working with the San Francisco Department of Public Health (SFDPH) to develop the program similar to Safe Routes to School. Ana Validzic, Pedestrian Safety Project Coordinator at SFDPH, clarified that the funding for SFDPH would fund a new position to coordinate with SFMTA. She said that WalkFirst prioritized projects adjacent to senior housing and that SFDPH would like to improve communications to seniors and disabled people on those corridors. She said the funds would also provide small grants that could help deliver multilingual information as WalkFirst infrastructure was constructed. Commissioner Kim said that community based organizations could effectively deliver targeted information with smaller grants.

Commissioner Yee said that prior to Vision Zero, various departments were involved in messaging for street safety. He asked if it would be possible to develop an interdepartmental memorandum of understanding on a media campaign. Mr. Maguire responded that the education and communications proposal was not just from SFMTA, but from a broad coalition. Commissioner Yee asked if departments had communicated their funding needs. Ms. Sue said that other departments had not been asked specifically about funding and that her impression was that other departments did not have available funds. Mr. Maguire added that in the past, funding from the Transportation Authority had been very valuable in leveraging funding from other sources.

Anna LaForte, Deputy Director for Policy and Programming, presented the Transportation Authority's FY 2015/16 work program highlights in support of Vision Zero.

Commissioner Kim asked about the figure of \$400,000 in Prop K funds for follow-the-paving projects noted in Mr. Maguire's presentation. Ms. LaForte said that she thought there was more funding for follow-the-paving and that she would look into which projects were included in the presentation. Commissioner Kim said that it was good to hear that there might be more funding for follow-the-paving projects and that it was important for SFMTA to work with the Transportation Authority to identify potential funding sources to fill in any budget gaps.

During public comment, Katy Liddell, member of the Vision Zero Coalition, said she wanted to emphasize the importance of education. She said that enforcement was a type of education, but that broader education was important to change the behavior and attitudes of visitors to the city as well as San Francisco residents.

Tyler Frisbee, Policy Director at the San Francisco Bicycle Coalition (SFBC) and member of the Vision Zero Coalition, said that the Vision Zero Coalition represented more than 40 community organizations. She said that the education proposal was the first proposal to come out of one of the Vision Zero Coalition subcommittees. She noted it provided a clear plan with a well-considered budget. Commissioner Kim said she would like to see feedback from SFBC on research they had done on efforts in other cities.

Angelina Yu, representative from the Chinatown Community Development Corporation, said she would like to highlight Safe Routes for Seniors. She said that seniors and children were the most vulnerable road users and that since there was Safe Routes to School for children, it would be logical to focus on seniors as well. She added that programs should be targeted at where seniors live and ways that seniors use the city. She also said that for children, age appropriate curriculum and interactive programs on the street were important.

John Alex Lowell, member of the Pedestrian Safety Advisory Committee, stated his support for increased funding for Vision Zero projects near senior centers.

4. Introduction of New Items – INFORMATION

There was no public comment.

5. Public Comment

There was no public comment.

6. Adjournment

The meeting was adjourned at 3:04 p.m.