



**VISION  
ZERO  
SF**

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

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# CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH

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**TRANSPORTATION AUTHORITY  
VISION ZERO COMMITTEE  
MAY 22, 2015**

## CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH: OVERVIEW

- Citywide education priorities
- Builds on past efforts
- Based on best-practices
- Focuses on collaboration and coordination

Vision Zero Education Subcommittee  
Citywide Strategy for Education and Outreach

**EXECUTIVE SUMMARY**

The Citywide Strategy for Education and Outreach outlines the approach that will guide the efforts of the Vision Zero Education Subcommittee over the next ten years as it works with the engineering, enforcement, data and policy subcommittees to eliminate death and serious injury from San Francisco streets.

The Education Subcommittee was formed to champion collaborative and coordinated education and outreach and is committed to approaching Vision Zero education and outreach activities as part of a comprehensive multifaceted effort. Changing the culture of traffic safety in San Francisco is a long term process and will require a shift from the successful though isolated campaigns that mark the current approach, to an adherence to long-term planning, comprehensive campaign design and city-wide collaboration. The refocused program outlined in this strategy builds on the successes of past efforts and places a stronger, formal emphasis on the development of research-based, data-driven, and culturally competent campaigns and programs achieved through collaboration and coordination.

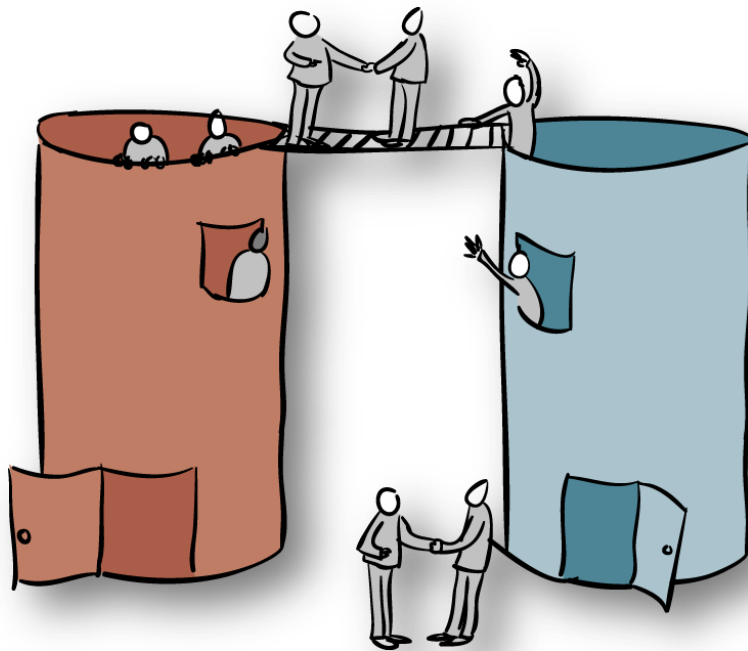
In pursuit of this aim, the Education Subcommittee will take a multipronged approach and focus its efforts on four main areas: brand identity/ mission buy-in; multifaceted safety campaigns; multifaceted safety programs, engineering, enforcement and policy support. Work in these areas will be governed by core principles that the Subcommittee decided will guide its efforts to support, inform and direct education and outreach programs and projects throughout San Francisco. All campaigns that use the Vision Zero logo will be expected to adhere to the Education Core Principles as well as the Vision Zero Core Principles listed in the Vision Zero Two-Year Action Strategy (see page 5).

**EDUCATION CORE PRINCIPLES**

The Education Subcommittee will ensure that education programs:

1. Use San Francisco specific data analysis to inform education initiatives.
2. Utilize best-practices in road safety education as well as the efforts of peer cities pursuing Vision Zero when designing initiatives.
3. Rely on public health and communications theories to ensure that there is a broad, multifaceted program that impacts all aspects of San Francisco's traffic culture.
4. Develop program focus and messaging through target-audience research and interviews.
5. Develop campaigns in a culturally sensitive manner, including using multi-lingual materials and engaging community organizations whenever appropriate.
6. Focus on ensuring the safety of vulnerable populations and the areas of the City where education and outreach are needed the most.
7. Coordinate activities based on the same vision, objectives and data.
8. Utilize data and messages that are consistent with Vision Zero.
9. Are, as much as possible, coordinated with enforcement and engineering.
10. Evaluate programs in their formative stages and conduct impact evaluation to determine program effectiveness as is feasible and as funding permits.

## CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH: OVERVIEW



**From isolated successes  
to an adherence to:  
long-term planning  
comprehensive campaign  
design  
citywide collaboration**

## WORKING TOGETHER

### Seven San Francisco Departments/Agencies:

- Municipal Transportation Agency
- Department of Public Health
- Police Department
- Unified School District
- District Attorney
- Department of the Environment
- County Transportation Authority

### Decision making:

- Develop Education Strategy ✓
- Approve VZ campaign concepts ✓
- Provide feedback on safety campaigns
- Strengthen partnerships ✓

## SPECTRUM OF PREVENTION



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**CULTURE CHANGE**

## CITYWIDE STRATEGY FOR SUCCESS

RESEARCH-BASED

DATA-DRIVEN

CULTURALLY COMPETENT

COORDINATED

COLLABORATIVE

MULTIFACETED

BEST PRACTICES

## PROGRAM ELEMENTS

Brand identity and mission buy-in



## PROGRAM ELEMENTS

### Safe Streets Campaigns

- It Stops Here
- Anti-speeding
- Left-turn safety

### Vulnerable User Campaigns

- Safe Bicycling
- Safe Walking





## PROGRAM ELEMENTS

### Multifaceted safety programs

- Safe Routes to School
- Safe Streets for Seniors
- Large Vehicle Drivers
- Taxi Trainings



## PROGRAM ELEMENTS

### Communications Integration

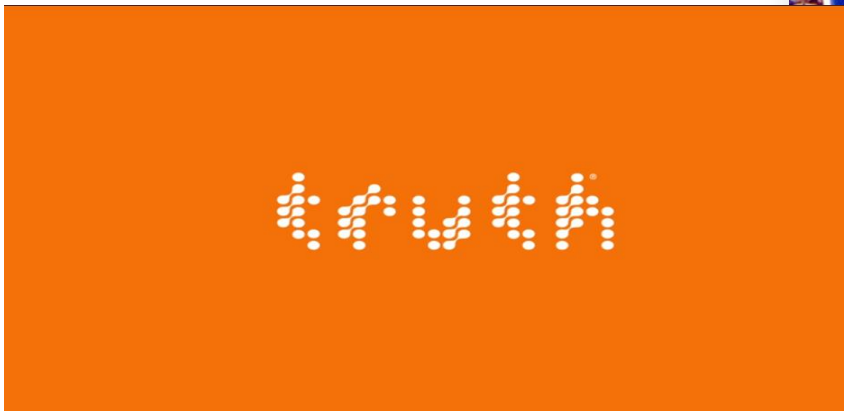
- Engineering
- Enforcement
- Policy
- Internal trainings
- SF General
- Business outreach
- Muni driver outreach



## FUNDING NEEDS

Action Item	FY 2015-2016	FY 2016-2017	FY 2017-2018
<b>BRAND IDENTITY/MISSION BUY-IN</b>			
Vision Zero Brand Awareness campaign	Funding requested	Not identified	Not identified
<b>MULTIFACETED SAFETY CAMPAIGNS</b>			
Safe Streets SF: Anti-speeding	Funded	Funded	Not identified
Safe Streets SF: Left-turn safety	<i>No program proposed</i>	<i>No program proposed</i>	Funding requested
Safe Streets SF: It Stops Here – continuing	Not identified	Not identified	Not identified
Safe Bicycle Behavior Education Campaign	Not identified	Not identified	Not identified
Safe Pedestrian Behavior Education Campaign	Not identified	Not identified	Not identified
<b>MULTIFACETED SAFETY PROGRAMS</b>			
Safe Routes to School	Funded	Funded	Not identified
Safe Routes to School- expansion	Not identified	Not identified	Not identified
Safe Streets for Seniors	Funding requested	Not identified	Not identified
Large Vehicle Safety Training	Funded	Ongoing	Ongoing
Taxi Safety Training	Funded	Ongoing	Ongoing
<b>ENGINEERING, ENFORCEMENT AND POLICY SUPPORT</b>			
Amplify, support and help explain how engineering, enforcement and policy efforts will increase the safety of San Francisco streets	Funding requested	Not identified	Not identified

## CASE STUDY: TRUTH CAMPAIGN



- High-profile, highly successfully antismoking ad campaign
- Sustained effort with major media advertising (10+ years)
- Annual budget of over \$100 million (1998-2004)
- Prevented 450,000 teenagers from starting to smoke (2000-2004)
- Made “truth” a brand that teens identified with

# CASE STUDY: TRUTH CAMPAIGN



# LONG TERM EDUCATION STRATEGY

**To be identified and prioritized once further research has been conducted, relevant data has been analyzed and evaluations of near term actions have been completed.**

## Programs to be evaluated:

- Campaigns focused on commuters and visitors
- Multi-modal safety education curriculum for pre-school through high-school students and parents
- Safety Town, crossing guards and enhanced Safe Routes to School activities
- Grassroots tool-kit to support community organizations in developing their own Vision Zero supporting activities
- Play Streets program and incorporate safety education activities within program

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# POINTS OF CONTACT

## **Vision Zero Education Subcommittee**

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**THANK YOU**