



AGENDA

VISION ZERO COMMITTEE Transportation Authority Board Special Meeting

Date: 3:00 p.m., Thursday, May 21, 2015
Location: Room 263, City Hall
Commissioners: Commissioners Kim (Chair), Yee (Vice Chair), Farrell, Mar and Wiener (Ex Officio)

Clerk: Steve Stamos

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|---|-------------|
| 1. Roll Call | |
| 2. Approve the Minutes of the April 24, 2015 Meeting – ACTION* | 3 |
| 3. Vision Zero Progress Report – INFORMATION* | 7 |
| <p>Megan Wier of the Department of Public Health, Vision Zero Task Force Co-Chair, and Tom Maguire, San Francisco Municipal Transportation Agency's Vision Zero Lead, will provide an overall progress report on the various Vision Zero projects and initiatives, including action items in the Two-Year Action Strategy. This is an information item.</p> | |
| 4. Automated Safety Enforcement Presentation – INFORMATION* | 15 |
| <p>Kate Breen from the San Francisco Municipal Transportation Agency and Claire Phillips from the Controller's Office will provide an overview of automated safety enforcement, including types of automated enforcement, effectiveness, and case studies from other jurisdictions in the United States. The presentation will include information on the potential for automated enforcement of vehicles blocking pedestrian right of way at intersections (e.g. blocking the box). This is an information item.</p> | |
| 5. Vision Zero Education Strategy – INFORMATION* | 25 |
| <p>John Knox White, Transportation Planner at the San Francisco Municipal Transportation Agency, and Ana Validzic, Program Manager for Safe Routes to School at the San Francisco Department of Public Health, will present the highlights of the draft Vision Zero Education Strategy, including explaining the core program for the Vision Zero education and communications campaigns; policies and procedures to promote better coordination among city agencies and stakeholders; proposed short- and longer-term education strategies; and funding needs. This is an information item.</p> | |
| 6. Introduction of New Items – INFORMATION | |
| <p>During this segment of the meeting, Committee members may make comments on items not specifically listed above, or introduce or request items for future consideration.</p> | |
| 7. Public Comment | |
| 8. Adjournment | |

* Additional materials

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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.



Working together to prioritize street
safety and eliminate all traffic deaths
in San Francisco by 2024

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

Thursday, May 21, 2015

Vision Zero SF Highlights

- Federal and State officials from the National Highway Traffic Safety Administration, California Office of Traffic Safety, and California State Transportation Agency visited San Francisco on April 14, 2015 for a day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives. The event included a morning speaker session with Federal, State and Local leaders; a walking tour of street improvements with Federal and State officials; and an afternoon workshop with the Vision Zero Task Force. Findings and recommendations of the visit will be summarized in a report to USDOT Secretary Foxx due June 15, 2015, and will be sent to all meeting participants.
- SFMTA Director Ed Reiskin and SFDPH Director Barbara Garcia co-authored an op-ed on Vision Zero, *San Francisco pledges to end deaths on city roadways*, that was published in the SF Chronicle on Friday, April 23, 2015. It is attached to this report.
- The San Francisco Unified School District passed a resolution in support of Vision Zero which was announced on April 21, 2015.

Vision Zero Subcommittees

Engineering (Lead: Mari Hunter, SFMTA)

- 14 of 24 projects complete, online interactive map on VisionZeroSF.org website is updated.
- Staff will present 2014 engineering progress report and 2015 work plan at the June 9th Task Force meeting.
- Facilitated a breakout session focused on engineering opportunities to advance Vision Zero in partnership with state and federal agencies at the day-long NHTSA/OTS Vision Zero summit on April 14th, and are now working with the Task Force Co-Chairs to identify best methods to pursue findings and recommendations from the workshop.

Education (Lead: John Knox White, SFMTA)

Subcommittee agencies (SFMTA, SFDPH, SFPD, SFCTA, SFE, the District Attorney's Office, and SFUSD)

- The Education subcommittee has finalized the education strategy. A presentation is on the agenda later in the meeting.
- Staff continues its work a training video that will be offered to large vehicle drivers who work for the city (as staff or contractors) and offered as a free resource to companies that agree to offer it. The video is scheduled for release at the end of June.
- Initial planning for the Safe Streets SF – speed campaign (aka ATP – Active Transportation Program grant recipient). Coordination work with SFPD has begun for the weekly 132 extra hours of speed enforcement that will be provided by the program.



Enforcement (Lead: Ann Mannix, SFPD & Mari Hunter, SFMTA)

- Comparing the first quarter (Q1) 2015 to Q1 2014 in regards to fatal collisions, there was a 56% decrease (4 in 2015 vs. 9 in 2014). Injury collisions are up slightly in Q1 2015 compared to Q1 2014 (up 5% from 734 to 769), with the increase seen in vehicle injury collisions but not those involving pedestrians and cyclists.
- 3,000 drivers have been cited in the Block the Box enforcement operation since the end of November 2014.
- Comparing Q1 of 2015 to Q1 2014, total citation issuance was down 2% from 33,874 to 33,213, with a 6% decrease in Focus on the 5 citations (speed, red light, stop sign, failure to yield to ped, and on left turn) from 8,441 to 7,962.

Evaluation, Analysis and Monitoring (Lead: Megan Wier, SFDPH)

- SFDPH, SFMTA and SFPD finalized and implemented an inter-agency traffic fatality reporting protocol to ensure timely, accurate and transparent fatality reporting for Vision Zero. Fatality reporting will be updated monthly with fatalities from 2014 to the present reported on an online map on the Vision Zero website that will be updated monthly: <http://visionzerosf.org/maps-data/>. This protocol ensures consistency of fatality counting and reporting, which is critical for data collection, data analysis, and evaluation of the burden of traffic mortality in the City and County of San Francisco, and tracking progress towards the Vision Zero goal.
- SFDPH and SFPD facilitated a breakout session focused on data opportunities to advance Vision Zero in partnership with state and federal agencies at the day-long NHTSA/OTS Vision Zero summit on April 14th, and are now working to identify best methods to pursue findings and recommendations from the workshop.
- SFDPH is scheduled to present on TransBASESF.org to the Vision Zero Coalition, the SFMTA, and the SFCTA in June 2015 to increase public and city knowledge of and access to this tool, and obtain feedback regarding how the next iteration can better respond to community concerns and city agency needs to support the Vision Zero goal.
- SFDPH will be presenting on TransBASESF.org at the 2015 National Health Impact Assessment Meeting in Washington DC on June 15th and 16th, as a part of the National Meeting and to Centers for Disease Control and Prevention Grantees as a model practice for health impact assessment and achieving the consideration of health in all policies. It is also being replicated in Los Angeles through a collaboration between the Los Angeles Department of Transportation and the Los Angeles County Department of Public Health.
- SFDPH completed data collection for the evaluation of the Safe Streets SF Education and Enforcement campaign in coordination with SFMTA, assessing its impact on driver yielding to pedestrians on select high injury corridors. Findings will be analyzed for a summary report in Summer 2015.

Policy (Lead: Kate Breen, SFMTA)

- **NHTSA/OTS Workshop:** Participated in NHTSA/OTS and other state/federal official workshop regarding Vision Zero and led efforts on policy working group breakout sessions. Next steps coming out of the NHTSA/OTS workshop include:
 - **State Level:** Convening major urban cities in California this summer to address traffic safety challenges and Vision Zero. Goal is to increase understanding of Vision Zero policies and potentially put forward a package of 2-3 legislative proposals to test pilots to advance Vision Zero best practices in California. Seek to have California adopt Vision Zero, joining other states that have already done so.



Working together to prioritize street safety and eliminate all traffic deaths in San Francisco by 2024

- **Federal level:** a) Participate in US DOT Mayor’s Challenge for Safer People, Safer Streets; b) Sponsor a resolution at the US Conference of Mayors that supports the goals of Vision Zero; c) Continue to seek to incorporate Vision Zero into federal policy under reauthorization and work with federal agencies on administrative changes to expedite project delivery following meetings with key congressional staff during April visit.
- Additional next steps will be detailed in a forthcoming summary of the visit that will be sent to all meeting participants and the Vision Zero Task Force.
- **State Legislation:** Efforts continue to advance **AB 1287 (Chiu)** to reauthorize San Francisco’s Transit Only Lane Enforcement Program and allow to use the forward facing camera technology to cite for others public safety violations including blocking the box. The bill passed out of the Assembly Transportation Committee in May (10-4) and is now pending in the Assembly Appropriations Committee before heading to the full Assembly for consideration. The primary opponents on the bill are the Automobile Associations of Northern and Southern California based on their concerns about block the box citations. We continue to work to explain that citations issued under this legislation would be handled in the same manner as parking tickets now. Also, San Francisco’s State Legislation Committee has taken a support position on **SB 564 (Cannella)** allowing an additional fine of \$35 to be imposed if specified traffic violations, including speeding, occur when passing a school. Revenue generated by this measure would be directing to funding school zone safety project within the State’s Active Transportation Program. Continue to work with SF Controller’s office on updating report on automated speed enforcement as basis for possible state level legislative initiative in 2016. Details will be presented at the May 21 Vision Zero meeting.

Vision Zero Work Group Updates

The following Work Groups are working on products to inform activities of the above Subcommittees. Work Groups may be time-limited once their topic is sufficiently integrated into the Subcommittee structure.

City Vision (Leads: Megan Wier, SFDPH and Timothy Papandreou, SFMTA)

- The international review of traffic safety best practices is now being reviewed by the cities included in the review for accuracy and completeness, as it will continue to inform Vision Zero efforts moving forward. Traffic safety practices were reviewed for: “peer” U.S. cities, now all with Vision Zero Policies (New York, Chicago, Portland, Seattle, Washington DC, Boston, Los Angeles); and international countries with Vision Zero policies (Sweden, the Netherlands, Australia) – and compared with existing practice in San Francisco.

Communications (Lead: Candace Sue/John Knox White, SFMTA)

Subcommittee agencies (SFMTA, SFDPW, SFDPH, SFPD, SF Planning, SFFD, SFUSD, and SFDPH)

- Vision Zero Materials in production
- Baseline Vision Zero presentation complete
- VZ SF communications strategy complete
- Updated VZ Media strategy





Working together to prioritize street safety and eliminate all traffic deaths in San Francisco by 2024

Funding (Leads: Chava Kronenberg, SFMTA; Anna Laforte, SFTA)

- The Funding Working Group has been tasked with helping develop funding strategies to institutionalize activities in support of Vision Zero. This past quarter, the Funding Working Group Co-Chairs facilitated breakout sessions at the day-long Vision Zero summit with NHTSA/OTS on April 14th. We are working with the Task Force Co-Chairs to identify best methods to pursue findings and recommendations from the workshops. The Funding Working Group meeting was held on May 13th.
- Reviewed the Vision Zero supportive Active Transportation Program grant applications being prepared by the SFMTA, Department of Public Health, Department of Public Works, and Planning Department. Applications are due to Caltrans and MTC by June 1. Discussed the Highway Safety Improvement Program, a state funding program with applications due in July.
- Continued to work closely with the Funding Working Group members to facilitate coordination and improve cross-agency dialogue to support efforts to seek and secure grants. Distributed the updated the Vision Zero Funding Opportunities table showing federal, state, and local funding sources that are currently available or with upcoming calls for projects to support Vision Zero related programs and projects. Shared information with and sought input from the Funding Working Group.
- Started the discussion of the role of private funding sources to support Vision Zero and where there may be opportunity for intersections between what private companies and foundations and foundations are seeking to fund, and what the City is seeking to achieve.

Schools (Lead: 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.
- DPH, on behalf of SRTS and other City agencies, is working on a ATP grant application to the CA Transportation Commission to fund SF SRTS from 2017-2019, including deliverables such as delivering Vision Zero curricula to participating schools. The grant application is due June 1, 2015.
- Bike and Roll to School Week was extremely successful. Approximately 90 schools participated, the highest number of schools registered ever. Over 4,000 students got to school on bicycle, scooter, skateboard, or city bus.
- SF Board of Education passed a Vision Zero resolution on April 14, 2015 to be timed with Bike and Roll to School Week, committing SFUSD to help realize the elimination of traffic-related deaths by 2024.
- Sadly, a middle school student lost his life on Tuesday, May 12th while crossing the street on his way to school. DPH, SFUSD and others have been working with the family, school and community to provide as much support as possible in light of this tragedy.





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OPEN FORUM

San Francisco pledges to end deaths on city roadways

By Ed Reiskin and Barbara Garcia | April 23, 2015



5

San Francisco has a public health problem on its streets, and so does the rest of the country.

Consider this: Guns were used to murder 8,454 people in this country in 2013, but more than 32,000 people — almost four times as many — were killed on our roadways that year.

While gun violence rightfully draws intense media attention, this country has become collectively indifferent to the many more people killed while walking, biking or riding in vehicles.

12
No more.

With cities such as San Francisco and New York leading the way, there is growing momentum at the local, state and federal levels to end traffic deaths.

Under the leadership of Mayor Ed Lee and the San Francisco Board of Supervisors, we adopted a goal in February 2014 of eliminating all traffic deaths in San Francisco by 2024, whether people are walking, riding a bike or in a vehicle.

It's called Vision Zero, and it's admittedly ambitious. But this is a goal that is achievable, makes sense, and — above all — is the right thing to do.

We're treating this as a public health emergency, using data to identify trouble spots, stepping up targeted enforcement and quickly putting in temporary safety measures while we advance long-term improvements.

This effort is preventive medicine. A staggering one-half of all patients seen at San Francisco General Hospital's trauma center are injured in some type of collision involving a motor vehicle. Recent research estimates that the medical costs for just the **pedestrian injuries treated at the hospital amount to \$15 million each year**, and three-fourths of that money comes from taxpayers.

The human and economic toll from these collisions is devastating. Health and financial problems



Photo: Michael Macor,
The Chronicle



A memorial marks the spot where a city employee was killed outside City Hall in November.

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can last decades. When those injured do not survive, families are shattered.

In San Francisco, 12 percent of streets are the site of more than 70 percent of severe and fatal collisions, and half of those high-injury streets are in low-income neighborhoods or those with high populations of seniors or people of color.

This isn't about statistics, though. It's about people, like 6-year-old Sophia Liu, who was killed when a driver struck her family in a crosswalk at Polk and Ellis streets on Dec. 31, 2013, or 88-year-old Jin Rong Ouyang, who died after being hit in a Sunset District intersection on Monday.

We are taking action so that other families don't have to suffer that pain.

Our approach is centered on education, engineering and enforcement. We gave ourselves two years to complete 24 top traffic-safety projects, and half of them are done. We're on target, and voters are behind us. In November, they overwhelmingly approved a \$500 million transportation bond to improve Muni and address pedestrian safety.

And it's not just us.

U.S. Transportation Secretary Anthony Foxx has challenged all mayors to take action over the next year to improve safety for people walking and riding bicycles. Recently, a delegation of state and federal officials came to San Francisco so they could apply our approaches elsewhere and help us do more.

But we need you to be part of the solution. It's about saving lives — yours, your family's and your neighbors'. Be alert — don't allow yourself to be distracted. Know the rules. Slow down, and look around. That's the pledge. Please join us: <http://visionzerosf.org/pledge>.

*Ed Reiskin is the director of transportation at the San Francisco Municipal Transportation Agency.
Barbara Garcia is director of health at the San Francisco Department of Public Health.*



2:00 PM
**Patchwork of help
brought a suicide
attempt**

2:00 PM
**To help mentally
ill children, public
agencies must
collaborate**



**Letters to the
Editor, May 15**





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Automated Speed Enforcement

An Overview of Preliminary Research

Vision Zero Committee
Transportation Authority Board

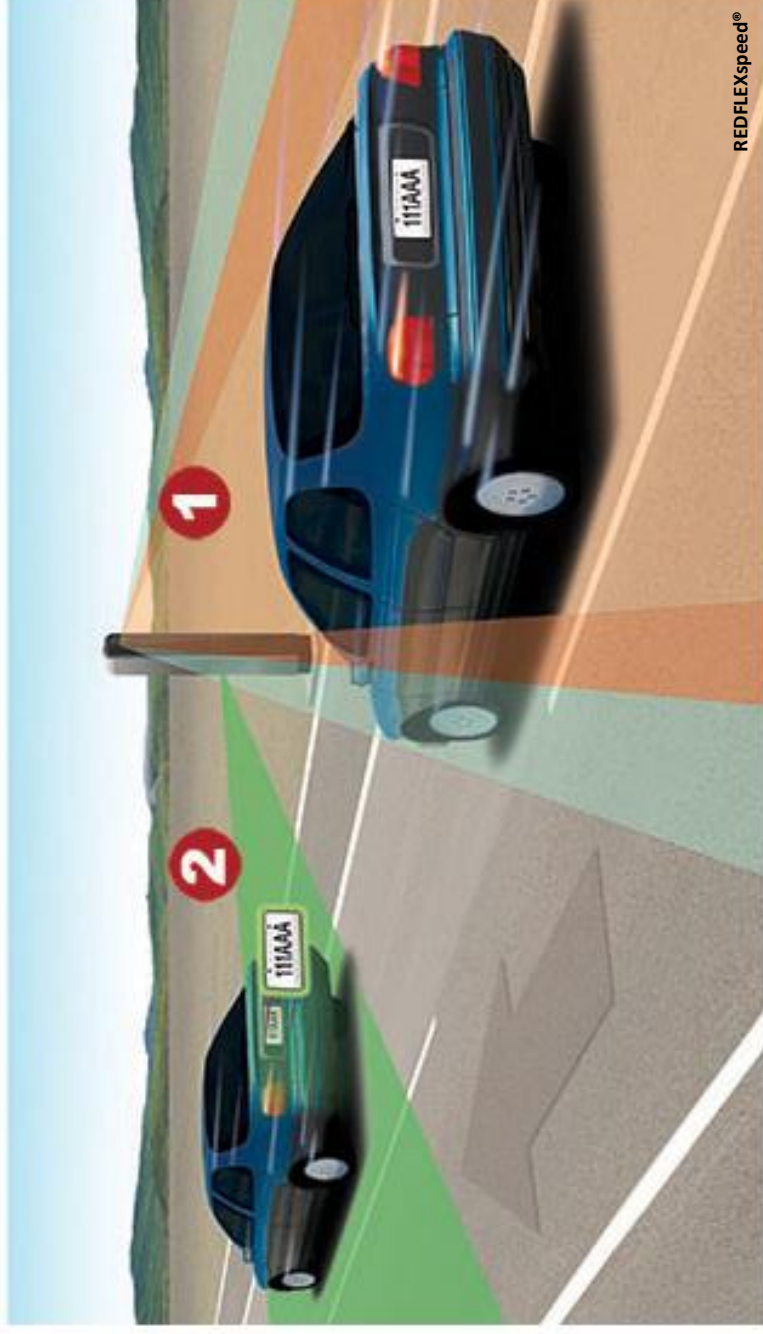
Claire Phillips
Controller's Office City Performance Unit
May 21, 2015



What is ASE?

- Automated Speed Enforcement (ASE) is the use of customizable speed camera photo enforcement solution proven effective at reducing speeding incidents over time
- Automated enforcement cameras can be fixed on existing infrastructure or mobile on vans that are moved to various high priority locations as needed

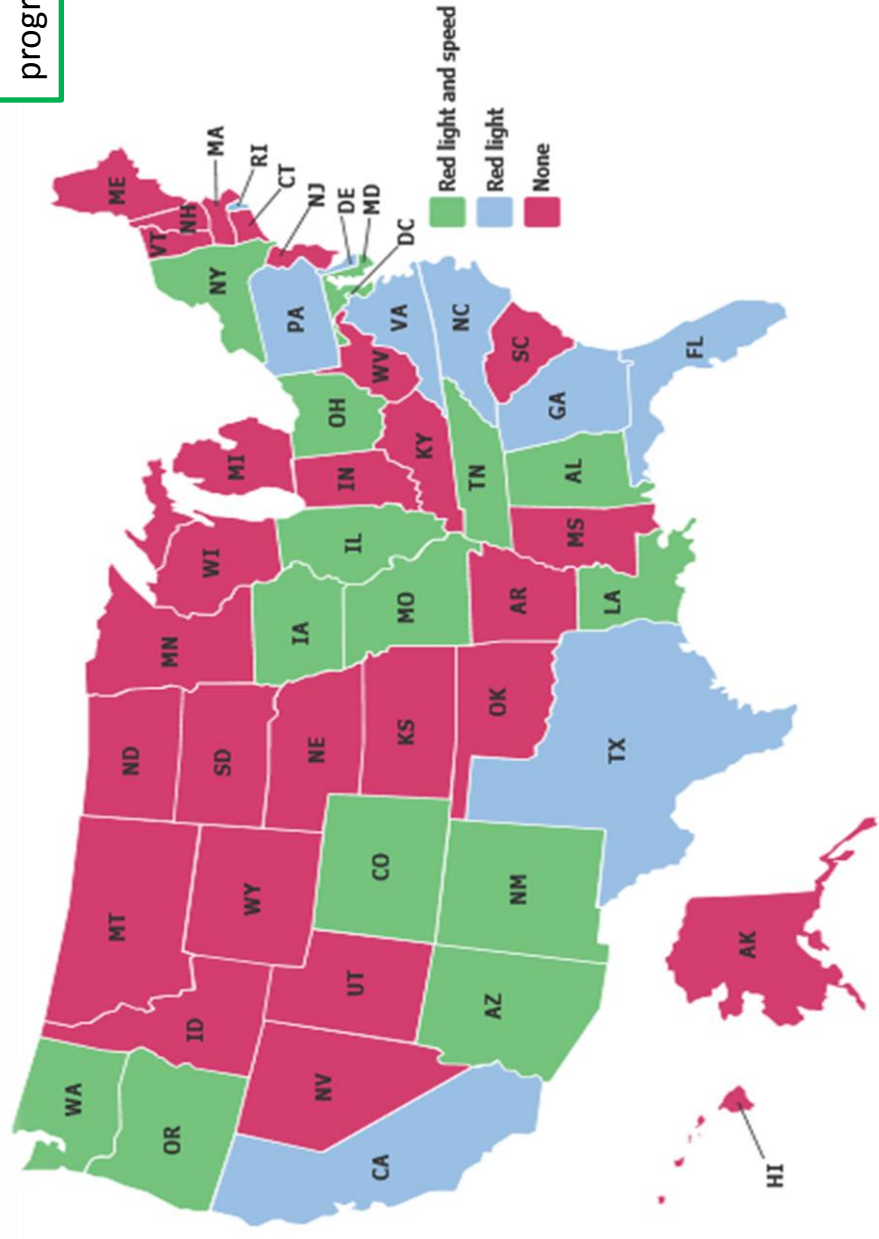
How does ASE work?



1. Vehicle enters the primary and secondary speed radar beams. Each beam individually measures the speed of the vehicle and both readings must agree within a pre-determined tolerance.
2. If the vehicle speed is detected above the approve speed limit, an image is taken of the vehicle with a close-up of the license plate for review and processing.

Jurisdictions in the U.S. that use ASE Camera[®]

As of May 2015, 134 communities across the country have speed camera programs.



Draft Legislative Proposal

- **Camera Type:** Fixed and mobile cameras
- **Selective Enforcement:** Within ¼ mile of a school or senior center
- **Give Warning:** Public announcement 30 days prior to enforcement, issue warning for first 30 days in effect, post signs at least 100 ft before the cameras
- **Multiple Photos:** Have cameras capture 2 photos of the vehicle license plate
- **Onus on Vehicle Owner:** Send Notice of Violation to the registered vehicle owner – collaborate with DMV
- **Revenue Use:**
 - Treat tickets like a parking ticket rather than a moving violation
 - Revenue should be tied to road or pedestrian safety initiatives throughout the City, such as Vision Zero programs and citywide street improvements
- **Collaborate:** SFMTA, SFPD, DMV, State DOT, CHP

Peer Jurisdictions

- Chicago
- Denver
- New York City
- Portland
- Seattle
- Washington D.C.

Case Study: New York City

- **Proposal:** State Legislature in July 2013
- **Legislation:** Cities of one million or more, 5 year demonstration program
- **Location:** 20 school zones when school is in session
- **Implementation:** 5 fixed and 1 mobile
 - Cameras can be moved to other locations throughout the pilot
- **Enforcement Role:** Violations are enforced by the NYC Parking Violations Bureau
- **Revenue Use:** NYC DOT receives revenues, but they are not earmarked for specific types projects because of complexity of doing so

- **Fine Schedule:**

Speed (mph) Over the Posted Limit	Fine (\$)
10 mph	Warning for first offense
10 mph	\$50
Late payment	\$25 plus the \$50 fine

In NYC....

- ▶ *At the end of the pilot, the City must conduct a study and submit a report to the Governor and State Legislature concerning the effectiveness of the program*

Legislative Challenges

Issue	Potential Solution(s)
Right to privacy	Photographs of license plates only, not the driver (then cannot make the driver liable to pay the fine); data confidentiality; privacy policy
Vendors incentivized because they receive money based on the volume of citations	Vendor compensation should be based only on the cost of equipment and services listed in the contract, not on the number of citations/fines
Liability	Define who is liable for paying the fine if a vehicle is cited (e.g. registered vehicle owner or driver)
Public perception/community support	1. Education and outreach about the effectiveness of ASE (data-driven and fact-based) 2. Earmark revenue for safety improvements, not for the general fund

Public Opinion

- Public opposition is generally focused on the fines because the public sees it as a cash cow for the city
 - This can be addressed by making fines a flat rate of no more than \$100 and earmarking ASE revenues to a special fund for road safety improvements, and using mobile rather than fixed ASE units to prevent accusations of targeting one group or location
- Level of public support is much higher for cameras deployed on roads near schools and where fatal collisions occurred
- 2014 AAA Traffic Safety Culture Index surveyed 384 licensed CA drivers and found that 46% of respondents support speed cameras on residential streets (ticketing at 10+ mph over the speed limit)

Next Steps for Additional Research

- The Controller’s Office City Performance Unit will research key privacy, revenue use, technology and other implementation considerations for Automated Speed Enforcement Programs.
- Controller’s staff will interview select stakeholders to identify the key research questions and answer those questions through several methods such as surveys, interviews, and internet research.
- Deliverable: Report with an executive summary of key findings followed by a more in-depth analysis that addresses the research gaps that are currently preventing the City from finding a legislative author for an ASE bill.
- SFMTA will use the report in support of their efforts to find an author and to further the conversation with other stakeholders necessary for ASE bill adoption.
- SFMTA will continue to work with interested stakeholders from other cities and at the state level to seek authorization for the use of ASE in California



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

CITYWIDE STRATEGY FOR EDUCATION AND OUTREACH

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 current approach, to an adherence to long-term planning, comprehensive campaign design and city-wide collaboration. The re-focused 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.

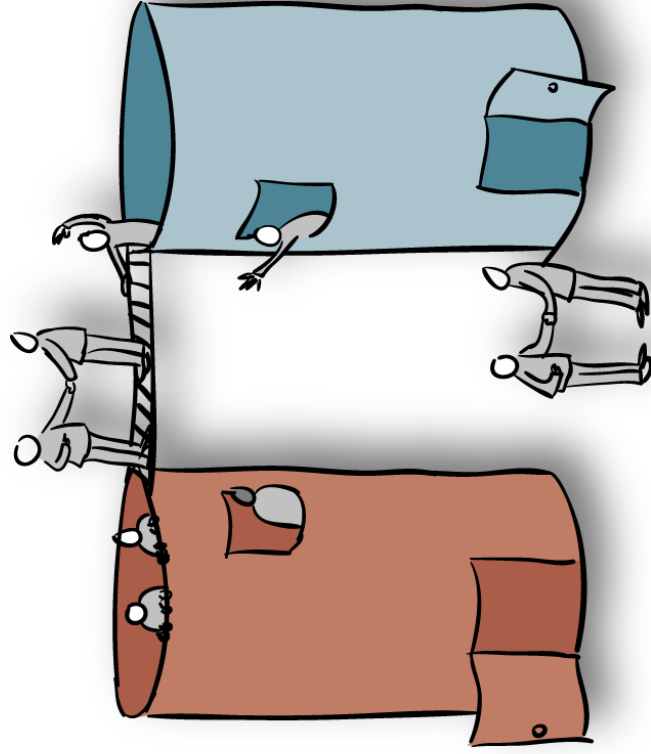
In pursuit of this aim, the Education Subcommittee will take a multipronged approach and focus its efforts on four main areas: brand identity/mission buy-in; multifaceted safety campaigns; multifaceted safety programs, engineering, enforcement and policy support. Work in these areas will be governed 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 theorists 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. Be, 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 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

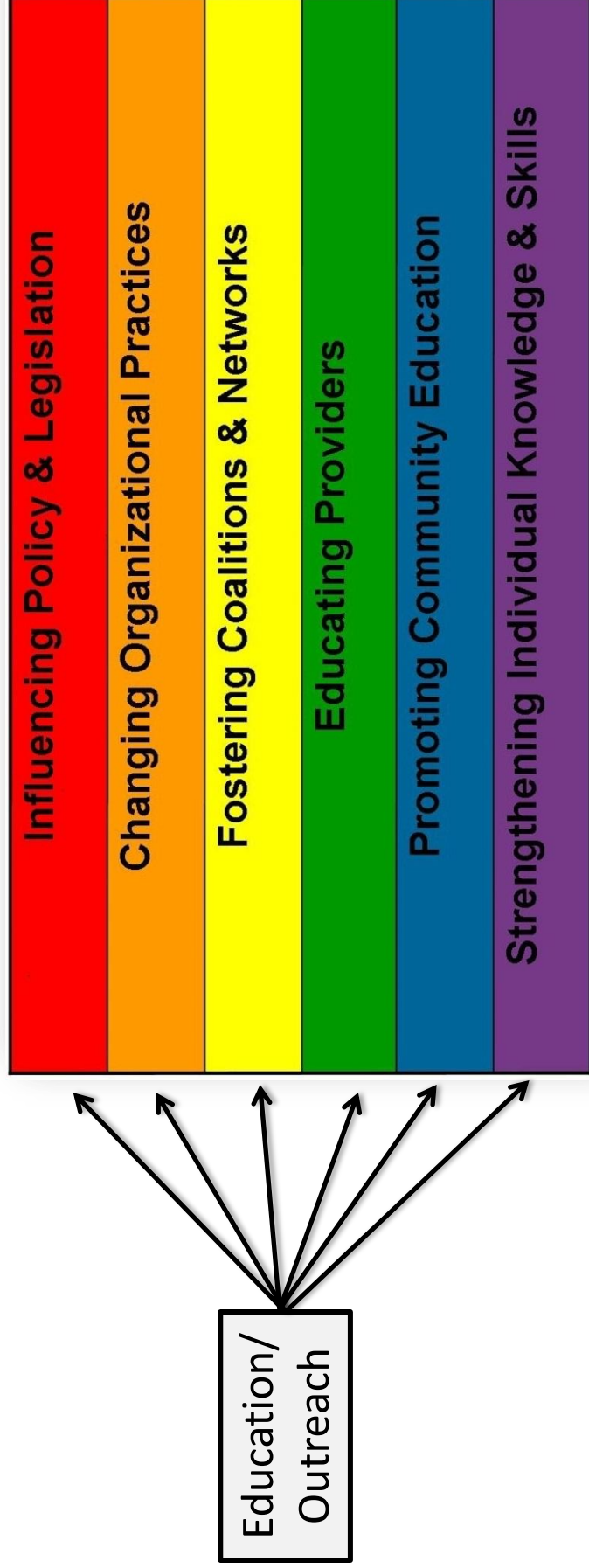
Seven Departments:

- SFMTA
- SFDPH
- SFPD
- SFUSD
- SFDA
- SFE
- SFCTA

Decision making:

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

SPECTRUM OF PREVENTION



=
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



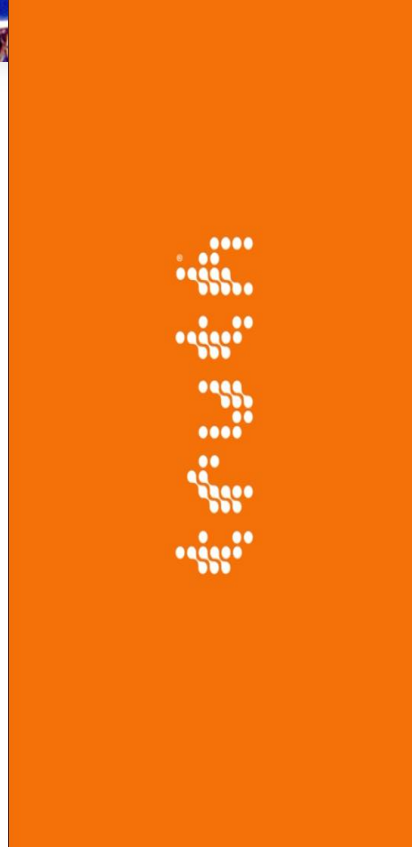
FUNDING NEEDS

Action Item	FY 2015-2016	FY 2016-2017	FY 2017-2018
BRAND IDENTITY/MISSION BUY-IN			
Vision Zero Brand Awareness campaign	Funding requested	Not identified	Not identified
MULTIFACETED SAFETY CAMPAIGNS			
Safe Streets SF: Anti-speeding	Funded	Funded	Not identified
Safe Streets SF: Left-turn safety	No program proposed	No program proposed	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
MULTIFACETED SAFETY PROGRAMS			
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
ENGINEERING, ENFORCEMENT AND POLICY SUPPORT			
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

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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

POINTS OF CONTACT

Vision Zero Education Subcommittee

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www.VisionZeroSF.org



THANK YOU