



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

The background of the slide is a photograph of a busy San Francisco street. It shows pedestrians, cyclists, a yellow taxi, and a bus. A large, semi-transparent watermark of the Vision Zero SF 2024 logo is overlaid on the right side of the image. The main title is centered over the image in large, white, bold, sans-serif font, flanked by two thick white horizontal bars.

EDUCATION & EVALUATION: SAFE STREETS SF

SEPTEMBER 2015



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



Create a traffic safety culture for city residents, workers & visitors

As people make mistakes while using our streets the result is not serious injury or death

PROGRAM PARTNERS



SAN FRANCISCO
DEPARTMENT
OF PUBLIC HEALTH



Community Partners

- MEDA
- Chinatown CDC
- SOMCAN



SAFE STREETS SF

Reducing driver violations of pedestrian right-of-way



- 64% of all collisions between people walking and driving are “driver at fault” (SFPD citations)
- 2013 saw over 800 collisions, including over 100 severe and fatal collisions
- 6% of streets in San Francisco account for 60% of all severe/fatal pedestrian collisions

MULTI-PRONGED APPROACH

Educational marketing program

- Identify the issues that need re-learning
- Set up expected behavior

High visibility Enforcement

- SFPD: 24 Traffic Awareness Days
- Citations for not meeting expectations



SF Conservation Corp
Outreach on Kearney

EVALUATION

- **Project Duration:** 43 weeks
- **Outcome:** Driver yielding to pedestrian right-of-way
- **Data Collection:** Field staff recorded driver yielding behaviors weekly for 2 ½ hours at intervention and control sites

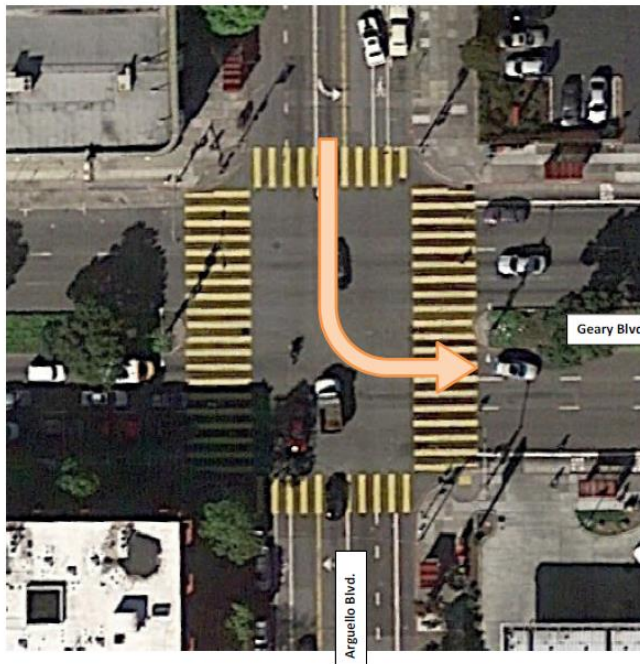
Weekly observations	Intervention Phase
July 1 - Aug 30, 2014 (9 weeks)	<i>Pre Test:</i> Pre-Intervention observations (weekday during peak-time hours)
Aug 31 - Sept 27, 2014 (4 weeks)	<i>Bus-only Media:</i> 60 ads on buses (out of 800 City buses)
Sept 28 - Nov 1, 2014 (5 Weeks)	<i>Mass media + Enforcement:</i> Coordinated police enforcement of driver yielding and mass media education campaign (posters, ads...)
Nov 2, 2014 - Jan 3, 2015 (9 weeks)	<i>Enforcement Only:</i> Police enforcement of driver yielding at intervention sites
Jan 4 - Mar 28, 2015 (12 weeks)	<i>Enforcement + Grassroots Outreach:</i> Education campaign involving 3 community groups (pamphlets and in-person education), plus coordinated police enforcement
Mar 29 - Apr 25, 2015 (4 weeks)	<i>Post-test:</i> Observation period following interventions

CVC 21456

Vehicle Yielding Behavior During Walk and Countdown Crossing Phases



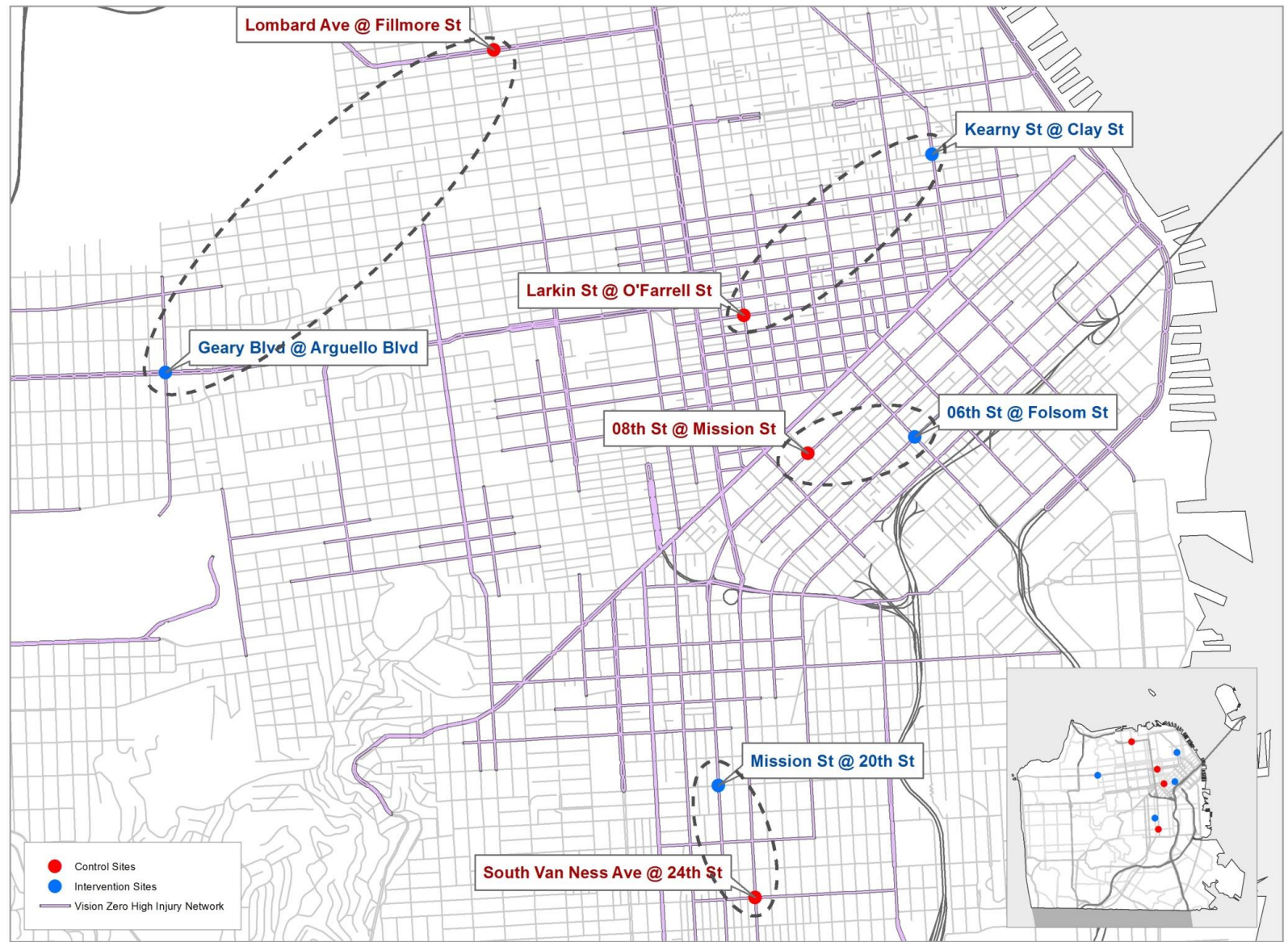
N/S Phase – Geary at Arguello



E/W Phase – Geary at Arguello

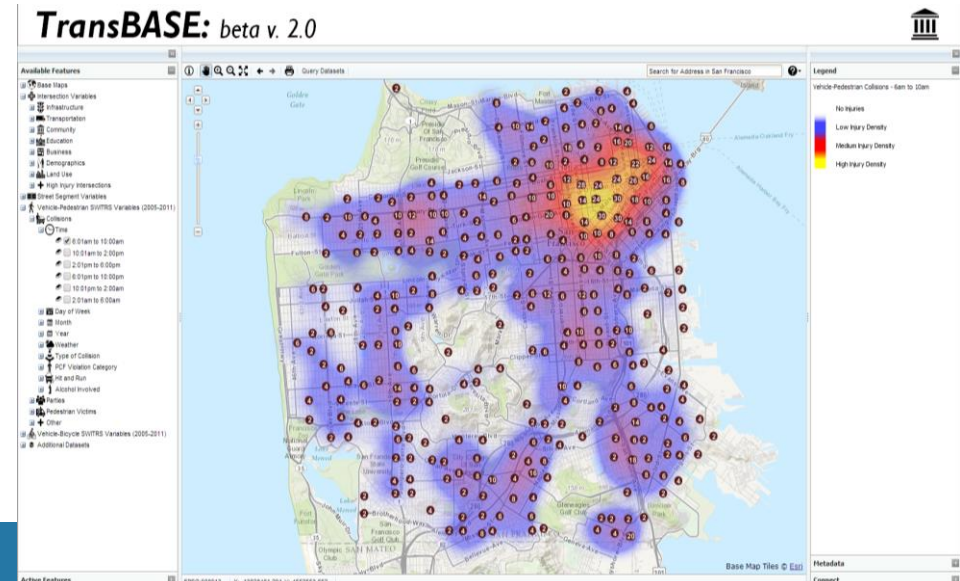


Locations of Intervention and Control Intersections



SELECTING CONTROL INTERSECTIONS

- Lane directions
- Signalization
- Supervisor district
- Number of lanes
- Estimated street width
- Number of street legs at intersection
- Proximity to parks, clinics, schools, senior centers, Muni stops
- Nearby land uses
- Estimated pedestrian volume
- Estimated vehicle volume



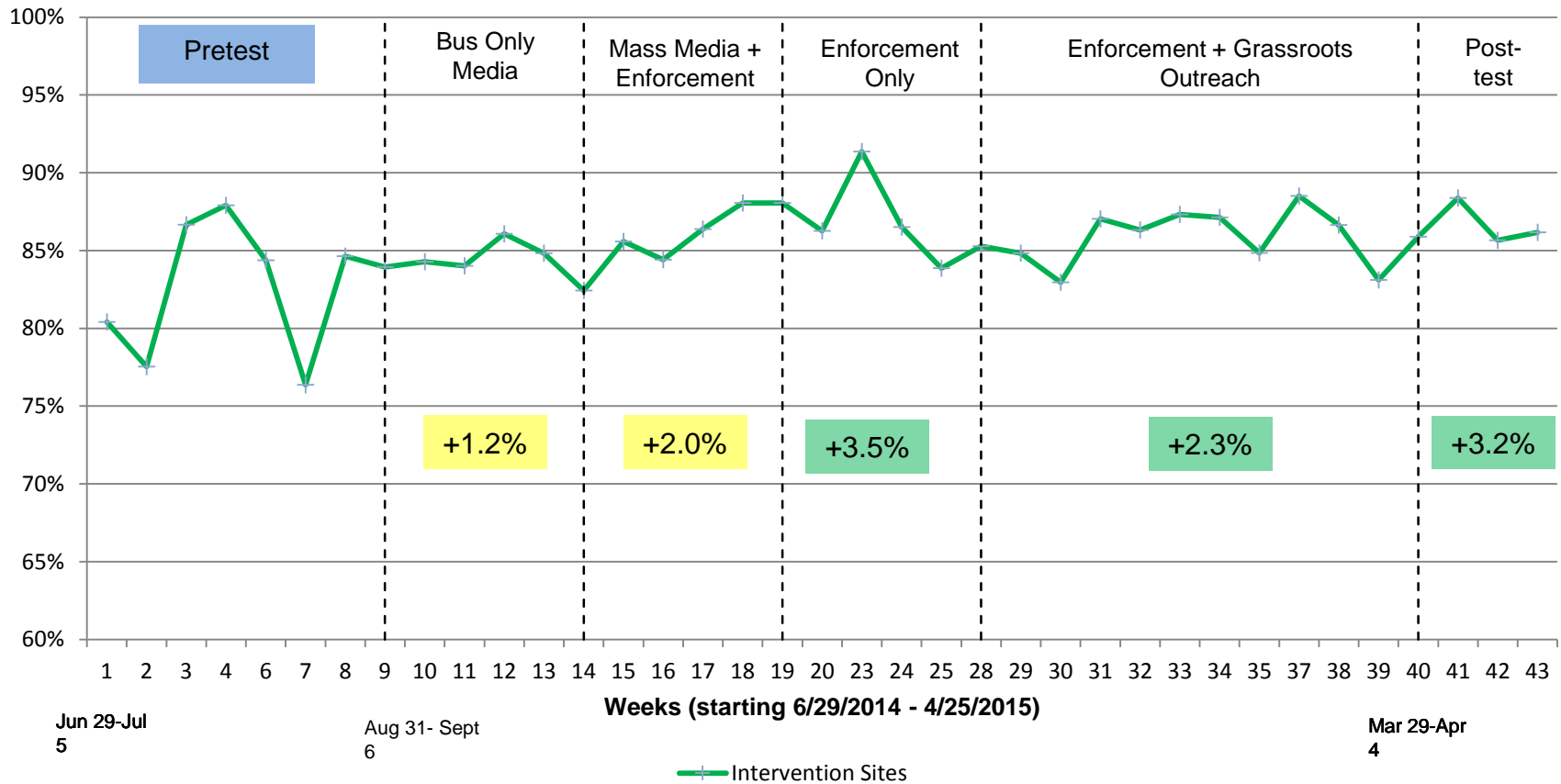
EVALUATION ANALYSIS

- 1) Intervention Site Phase vs Intervention Pretest
compared to Control Site vs Control Pretest
- 2) Intervention Site Phase vs Control Site Phase
Changes from Pretest

INTERVENTION RATES VS PRE-INTERVENTION RATES

Aggregate Intervention Yielding rates

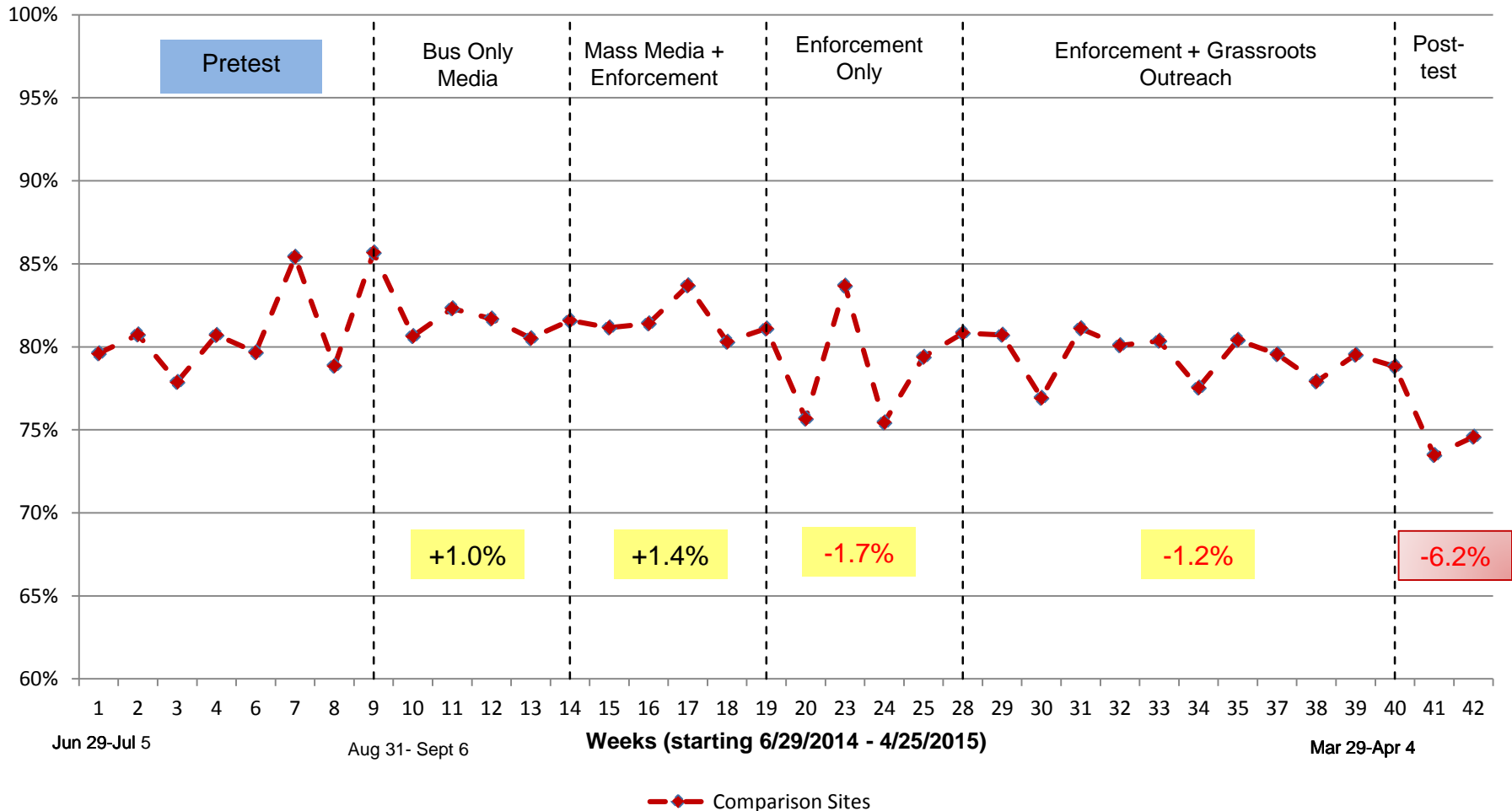
Mean percentage of drivers yielding to pedestrians across all sites



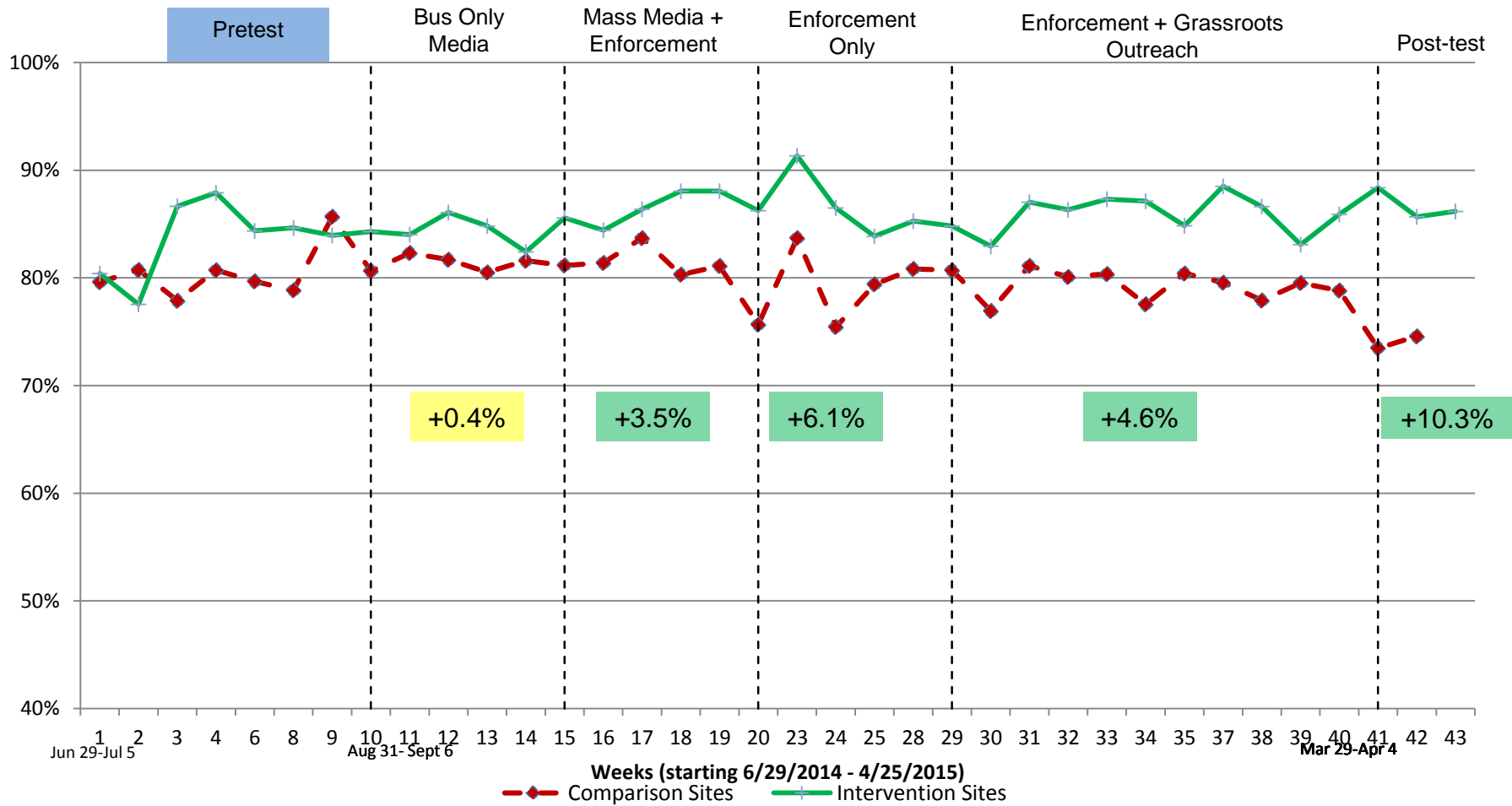
CONTROL RATES VS CONTROL PRE-INTERVENTION RATES

Aggregate Control Yielding rates

Mean percentage of drivers yielding to pedestrians across all Control sites



CHANGES IN YIELDING RATES: INTERVENTION VS CONTROL SITES



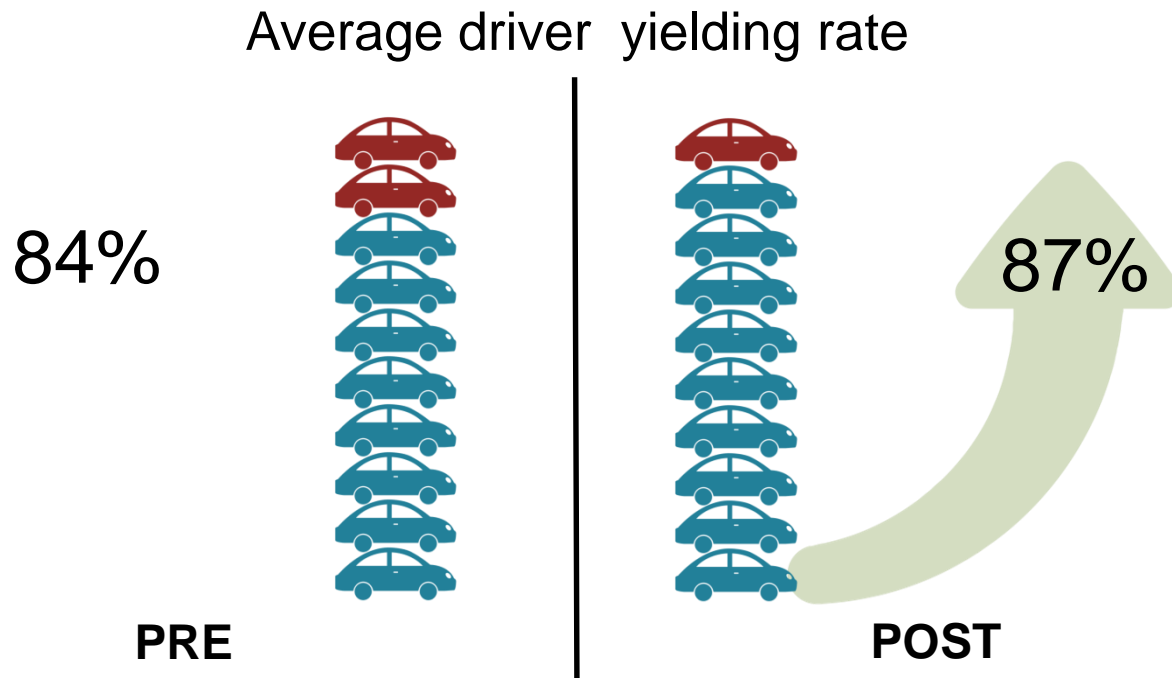
KEY TAKEAWAYS

Overall, **modest benefits** were seen at all intervention sites.

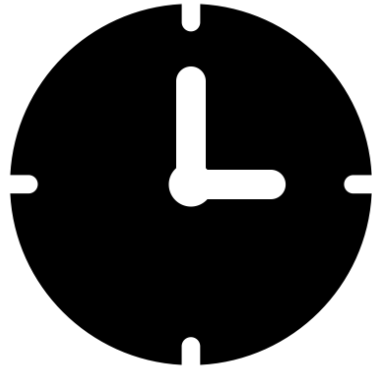


- Comparing intervention sites to their pretest conditions, an overall 3-4% increase in driver yielding was seen across intervention phases.
- Comparing intervention sites to control sites, driver yielding rate increases were significantly higher and in a positive direction relative to control sites, in all but the bus only phase.
 - The difference ranged from 4-10%, with the greatest difference at post-test.

FINDINGS: INTERVENTION SITES, OVERALL



WHAT DOES THIS MEAN?

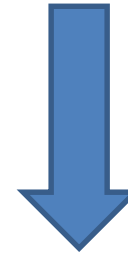


1 HOUR



60 opportunities for drivers to yield per crosswalk leg

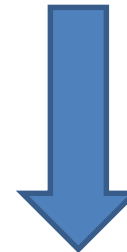
@ 233 estimated crosswalk legs within the Pedestrian High Injury Network with at least 1 pedestrian injury due to pedestrian right-of-way violation (SWITRS 2008-2012).



13,980 opportunities for drivers to yield



3% increase in yielding



~419 more drivers yielding/hour at peak commute

ACKNOWLEDGEMENTS



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