



AGENDA

VISION ZERO COMMITTEE Transportation Authority Board Special Meeting

Date: Thursday, September 10, 2015; 2:30 p.m.
Location: Committee Room 263, City Hall
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 May 21, 2015 Meeting – ACTION* | 3 |
| 3. | Vision Zero Progress Report – INFORMATION* | 7 |
| | <p>The co-chairs of the Vision Zero Task Force, Megan Wier of the Department of Public Health (DPH) and Timothy Papandreou of the San Francisco Municipal Transportation Agency (SFMTA), will provide an overall progress report on the various Vision Zero projects and initiatives, including action items in the Two-Year Action Strategy. Tom Maguire, Director of Sustainable Streets at SFMTA, will provide a status report on the 24 Vision Zero near-term engineering capital projects and additional Vision Zero related projects funded through the City's Fiscal Year 2015/16 budget. The presentation will also include a discussion of the next generation of Vision Zero capital projects, and an update on development of project delivery tracking tools and revised internal agency procedures for integrating Vision Zero into the project development process.</p> | |
| 4. | It Stops Here Campaign Evaluation Results – INFORMATION* | 23 |
| | <p>John Knox White, Transportation Planner at SFMTA and Megan Wier of DPH, will present preliminary results from the It Stops Here Campaign. Launched in summer 2014, the campaign included citywide media (bus ads and billboards), high visibility enforcement on four of the city's high-injury corridors, and individualized outreach (on-street outreach provided by the Chinatown Community Development Center, the South of Market Community Action Network, the Mission Economic Development Agency, and the San Francisco Conversation Corps). Individuals were also asked to take a safe streets pledge at www.safestreetssf.org. This campaign was funded by a federal Transportation Enhancements grant programmed by the Transportation Authority Board and involved collaboration of several city agencies including SFMTA, DPH, and the San Francisco Police Department.</p> | |
| 5. | Update on Opportunities to Advance Vision Zero with State Agencies – INFORMATION* | 41 |
| | <p>Megan Wier of DPH and Kate Breen, Director of Government Affairs at SFMTA, will discuss outcomes from the April 2015 site visit and workshop with the National Highway Traffic Safety Administration and California Office of Traffic Safety (OTS) toward advancing better, faster, and more-cost effective implementation of Vision Zero initiatives. They will also present an update on the California City Transportation Directors' inaugural meeting in Sacramento in July 2015, which brought together directors and staff from San Francisco, Los Angeles, Oakland, Sacramento, Fresno, San Diego, and San Jose to discuss issues and opportunities for coordination around project delivery and Vision Zero with California State Transportation Agency Lead Staff. Finally, Transportation Authority staff will present an overview on our collaboration with the California</p> | |

Department of Transportation and SFMTA to identify and address high-injury freeway ramp intersections for consideration to incorporate into the Vision Zero network.

6. **Update on Use of Parking Control Officers to Support Vision Zero – INFORMATION**

The Vision Zero Strategy indicates that SFMTA will identify Parking Control Officer (PCO) duties that support Vision Zero goals and complete a PCO program resource optimization process to formalize means by which PCOs can be assigned Vision Zero supporting duties. SFMTA will present an update on progress in this area.

7. **Introduction of New Items – INFORMATION**

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.

8. **Public Comment**

9. **Adjournment**

* Additional materials

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DRAFT MINUTES

VISION ZERO COMMITTEE

Friday, May 21, 2015

1. Roll Call

Vice Chair Yee called the meeting to order at 3:08 p.m. The following members were:

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

Absent at Roll Call: Commissioner Kim (1)

2. Approve the Minutes of the April 24, 2015 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Farrell, Mar and Yee (3)

Absent: Commissioner Kim (1)

3. Vision Zero Progress Report – INFORMATION

Megan Wier of the San Francisco Department of Public Health (SFPDH) and Tom Maguire, Director of Sustainable Streets at the San Francisco Municipal Transportation Agency (SFMTA), presented the item, which included key highlights of the progress report. Commander Ann Mannix of the San Francisco Police Department (SFPD) provided an update on enforcement activities of Vision Zero.

Commissioner Mar asked why the number of traffic citations had increased in certain districts but decreased in others. Commander Mannix responded that in 2014, SFPD issued more citations than ever before, however in 2015 the number of citations had decreased slightly (by 2%). Commissioner Yee asked why the number of citations had declined. Commander Mannix responded that she hoped it was a matter of drivers paying more attention to the roads, but also said it could be attributed to a decrease in traffic enforcement resources. She explained that SFPD was focusing on congestion-related traffic citations, such as blocking-the-box in areas like South of Market, and that this could be taking away resources from the top five traffic enforcement priorities.

Commissioner Mar asked if there would be a forum established to allow local community groups and pedestrian/bicycle safety advocacy groups to participate in informing the work of the Vision Zero Task Force Education subcommittee. Mr. Maguire responded that there was a desire to strengthen collaboration with local community groups on education campaigns. He said that attention would be paid to make the task force and outreach processes “culturally competent” in order to reach all San Franciscans, and noted that John Knox White would provide more detail during item 5.

Commissioner Mar asked how many of the 13 miles of safety improvements per year discussed in the Vision Zero Two-Year Action Strategy overlapped with communities of concern in San Francisco. Mr. Maguire responded that a large portion of high-injury corridors overlapped with communities of concern. Commissioner Mar asked what constituted a safety improvement and how it differed from street beautification. Mr. Maguire said that safety improvements included any tool that was proven to reduce the risk of vehicle crashes, such as new traffic signals, stop signs, and bulb-outs.

Commissioner Yee asked for an update on the nine projects funded by the District 7 Participatory Budget Process which were not included in the 24 Vision Zero Engineering projects. Mr. Maguire responded by listing the nine projects and their update: four speed radar signs will be implemented in District 7 this fall; final balloting for traffic-calming speed humps on Noriega and Ortega Streets is underway; a traffic-calming speed hump in Balboa Terrace is expected to be implemented this fall; a pedestrian safety island on O'Shaughnessy Boulevard was completed in March 2015; a study on safe access to Sunnyside Park is underway; and the Laguna Honda pedestrian safety project is under construction.

Commissioner Mar asked about the feasibility of reaching zero traffic deaths by 2024 given that, of the 172 miles of high-injury corridors, only 13 miles per year were being addressed with safety improvements. Mr. Maguire responded that the 13 miles focused on the most high-risk sections, and reminded the Committee that the engineering improvements would be complemented with other citywide efforts to improve safety, such as education campaigns and enforcement. Commissioner Mar asked if the three recent traffic-deaths happened on high-injury corridors. Mr. Maguire confirmed they did. Commissioner Mar stressed that the Vision Zero improvements should be expanded beyond the current 13 miles of improvements per year. Ms. Wier clarified that there were 125 miles of high-injury corridors so that in fact, if the pace of projects were to be maintained until 2024, the entire network would be reached.

Commissioner Mar asked about safety improvements for seniors and asked why Vision Zero engineering strategies did not more explicitly target vulnerable populations in the way that "Elder Zones" did in New York. Mr. Maguire responded that most of the safety improvements being implemented would make it safer for everyone, and said an example would be that bulb-outs reduce the width of streets which can make it easier for all pedestrians to cross the street safely. Mr. Maguire also mentioned strategic geographic targeting in areas like the Richmond and Tenderloin that have high proportions of vulnerable populations. Anne Okubo of the SFDPH added that the WalkFirst initiative targeted seniors and people with disabilities.

During public comment, Nicole Ferrara, Executive Director at WalkSF, stated that the Vision Zero Coalition was concerned with ensuring safety improvements were focused in communities of concern and communities of color. She said that the Vision Zero Coalition was keen on the data sharing resolution adopted last fall and wanted to see that move forward so that data could be available to all agencies, and especially data on collisions and citations. Ms. Ferrara further mentioned that Walk SF was collaborating with SFMTA to better understand the selection process for the 13 miles annually, and agreed with Commissioner Mar on the need to focus on seniors and people with disabilities.

A student representing the Chinatown Community Development Center (CCDC) stressed the importance of making education and outreach materials multi-lingual and multi-cultural, and mentioned senior residents in Chinatown as a target population that could stand to benefit from such translations.

Angelina Yu, youth leader with CCDC's Campaign Academy, commented that Vision Zero leaders could consult gerontologists in order to better understand physical and behavior changes that occur with age in order to better design for seniors and people with disabilities.

The Vision Zero Committee lost quorum at 3:37 p.m. The meeting was adjourned. Vice Chair Yee continued the meeting as a workshop with any presentations or public comment not on the record. The workshop was broadcast live on SFGovTV and the recording is available on their website at sfgovtv.org.

4. **Automated Safety Enforcement Presentation – INFORMATION**
5. **Vision Zero Education Strategy – INFORMATION**
6. **Introduction of New Items – INFORMATION**
7. **Public Comment**
8. **Adjournment**

The workshop was adjourned at 4:25 p.m.



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**Quarterly Progress Report:
To the San Francisco Vision Zero Task Force and
The Vision Zero Committee of the Transportation Authority Board**

September 2015

Vision Zero Subcommittee Updates

Engineering (Lead: Mari Hunter, SFMTA)

- 17 of 24 projects complete, online interactive map on VisionZeroSF.org website is updated.
 - Recent highlights :
 - Safer Market Street launched turn restrictions--8/11/2015 (remaining components of project to be complete in Dec/Jan)
 - Upper Market Street, painted sidewalk extensions, high-visibility crosswalks, signs prohibiting drivers from turning right at red lights--8/20/2015
 - Upcoming efforts:
 - Pedestrian improvements including continental crosswalks and leading pedestrian intervals/signal re-timing on Kearny at Geary and Sacramento—October and on Polk St from McAllister to Union—Nov/Dec
 - Raised Cycletrack--Fall
- Approximately 20 miles of treatments are to be installed on the high injury network within 2015. With 10.3 miles identified in 2014, roughly 95 miles of high injury network remain; all of which are to receive treatments by 2024. (Note, additional treatments may be identified for previously treated locations, but they will not be double-counted, they simply will be identified as mileage that is further enhanced, it will not count towards the annual goal of 13 miles)
 - Achieving 13 miles—various means to initiate the project, but intra and inter-agency collaboration to ensure all support Vision Zero:
 - Vision Zero - e.g. Safer Market Street, Lombard Street
 - Pedestrian Strategy - e.g. WalkFirst Projects
 - MuniForward - e.g. Van Ness BRT
 - Complete Streets - e.g. Better Market Street
 - Follow-the-Paving - e.g. Potrero
- Reporting/Monitoring: information & technology staff and project staff are working to improve project data collection. This will streamline process for reporting and monitoring safety efforts.

Education, communications and outreach (Lead: John Knox White, SFMTA)

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

- Development of the Education and Communications Strategy Work Plan is underway, the Subcommittee is drafting evaluations of educational activities from media planning, to in-school classes and developing a safety town in order to develop an overall prioritization of efforts and identify funding needs for future budgets and grant opportunities. This work is expected to finalized at the end of the year.

- The Large Vehicle Urban Driving Safety video has been released and efforts are underway to get companies, beyond SFMTA contractors and City large vehicle drivers, to volunteer to provide it to their drivers. The California Trucking Association has been promoting it in their magazine and a couple dozen commercial businesses have reached out to request the training. The video is available for viewing on the Vision Zero SF YouTube channel (google "Vision Zero SF Youtube Channel")
- The city has grown the amount of earned media coverage around Vision Zero efforts. Outreach and promotion of the Safer Market Street project generated prominent front page stories, including three in the Chronicle since June. This proactive approach also helped shaped the public discussion. Promotion of that and other projects, including Upper Market Street, generated significant attention from TV, radio and local blogs. Efforts around Back to School speed enforcement, which is part of the Safer Streets Anti-Speeding Campaign, also earned broadcast and online print coverage which highlighted the SFPD's efforts.
- Vision Zero postcards have been produced and are being distributed to schools via the Crossing Guard program, via enforcement efforts through SFPD and PCOs. The postcards aim to build awareness of Vision Zero and safe streets and encourage people to take the pledge for safe streets.
- A safety campaign focused on protecting disembarking cable car operators and passengers from passing vehicles also earned heavy local coverage and was picked up by the Associated Press. The coverage highlighted SFPD enforcement efforts as part of that campaign. Cable car safety flyers are being printed for distribution at hotels, rental car companies and other locations.
- Vision Zero community presentations have been held in a number of district police stations including Park and Richmond districts. The presentation focuses on high level overview of Vision Zero, the human impact of collisions and fatalities to survivors, and the work that various city agencies are doing to support reaching zero fatalities. CCSF staff has been viewing the presentation and staff are being trained to give the presentation to allow even broader outreach in the coming months.
- Final editing is occurring on the Taxi driver safety training video and the passenger/city-vehicle driver safety video. It is expected that both of these will be completed in early October. The SFMTA Taxi division has committed to including it in their training program for new and existing drivers as soon as it is ready. SFMTA and the Department of the Environment are working together on plans to reach CCSF employees to view the passenger video.
- The Safe Streets SF – Anti-Speeding campaign had its stakeholder kick-off meeting is releasing an RFP for a communications consultant and finalizing its work-plan. Early campaign-oriented enforcement and education took place during back to school week with increased speed enforcement around ten schools located on or near the high-injury network where speeding has been identified as a leading factor in collisions. Additionally, seven of the city's variable message signs were programmed to read: ""KIDS BACK/ IN SCHOOL/ SLOW DOWN""
- A bicycle safety campaign, reducing collisions between bicycles and right-turning vehicles was finalized with bus ads educating drivers to merge into the bike lane before turning right and posters reminding bike riders to pass turning vehicles on the left were finalized. The bus ads will be on the road in the next week, the posters are up in bike shops, cafes and other business windows along high-bicycle-use areas. The campaign will expand to include short, 15-second videos and a second round of bus ads reminding bike riders to pass bikes on the left. The ads will run into November.
- It Stops Here had a second run of ads on city buses, this time branded with Vision Zero. The ads spurred a segment on Stanley Roberts "People Behaving Badly" that did a great job of explaining the campaigns points

that all intersections are crosswalks, marked or not, pedestrians have the right of way in crosswalks and vehicles need to stop outside of the crosswalk.

- An internal campaign messaging to Muni Drivers was launched. This campaign provides new messages and collateral every six weeks, is focusing on supporting muni drivers in being leaders of safe street driving behavior.
- Safe Routes For Seniors and Safety Town planning both received funds in the most recent budget, program planning is now underway.
- Work with the YMCA's YBike program is progressing to continue providing in-classroom bicycle safety classes at five middle schools in the SFUSD system. These classes will take place in the 15/16 school year.
- SFMTA has recently instituted a required on-line defensive driving course for employees who drive non-revenue vehicles.

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

- Comparing fatalities through Q2 2015 to fatalities through Q2 in 2014, there was a 20% decrease (12 in 2015 vs. 15 in 2014). Injury collisions are up slightly through Q2 2015 compared to Q2 2014.
- Through Q2, Focus on the 5 violations citations (speed, red light, stop sign, failure to yield to ped, and on left turn) are at 32%: 10,398 of 32,796. The percent issued by mode is: 96% motor vehicles, 3% pedestrians, 1% bicyclists. The overall number of violations to date are on par with the number issued in 2014, the highest numbers recorded by SFPD.
- Intersection gridlock citations from August 2015 as compared to August 2014 are up 300%.

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

- SFDPH analyzed field data collected over the course of 43 weeks for the evaluation of the Safe Streets SF Education and Enforcement campaign, assessing its impact on driver yielding to pedestrians on select high injury corridors. Findings will be reported at the September 2015 Vision Zero Task Force and Vision Zero Committee of the Transportation Authority Board meetings.
- SFDPH obtained data from the SFGH Trauma Registry and San Francisco Fire Department that is now being analyzed and will be linked to SFPD collision data as the development of the comprehensive transportation injury surveillance system begins this Fall. A summary of severe injuries seen at the SF General Hospital Trauma Center will be reported at the September 2015 Vision Zero Task Force and Pedestrian Safety Advisory Committee.
- SFDPH, SFMTA, and SFPD continue to meet on a regular basis to finalize and publish monthly Vision Zero Fatality statistics and to standardize and institutionalize reporting on collision data via the Crossroads reporting system. Reporting of Vision Zero traffic fatalities are updated monthly on an interactive web map to track Vision Zero progress and to visually display the burden of traffic mortality as it relates to the HIN (high injury network).
- SFDPH presented 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 obtained feedback regarding how the next iteration - now underway - can better respond to community concerns and city agency needs to support the Vision Zero goal. SFDPH also presented 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.

Policy (Lead: Kate Breen, SFMTA)**• State Level:**

- Convened seven major urban cities in California in July to address traffic safety challenges and Vision Zero as well as other topics of mutual interest. The goal of the meeting was determine areas that cities can work on together with the California State Transportation Agency (CalSTA) is to increase understanding of Vision Zero policies and potentially put forward a package of legislative proposals and policy recommendations to advance Vision Zero best practices in California.
- Staff completed a summary report of findings from the April 2015 afternoon workshop with the Vision Zero Task Force and Federal and State officials (*attached*), part of the day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives with officials from the National Highway Traffic Safety Administration, California Office of Traffic Safety, and California State Transportation Agency. Staff are now meeting quarterly with the Director of the Office of Traffic Safety and CalSTA leadership to advance near-term actions, specifically to: a) streamline project oversight, design review, and environmental review processes for Lombard Street; b) pilot a three year grant cycle for the next California Office of Traffic Safety grant; c) increase coordination regarding improvements to the California Highway Patrol (CHP) 555 Collision Form Reporting Process.
- Staff has continued to work with the Director of the Office of Traffic Safety and CalSTA leadership to develop an initial framework that aims to align the State's "Toward Zero Deaths" policy with Vision Zero, joining other states that have already done so.
- Staff has begun work to develop a program to address collisions at freeway ramp intersections.
- Of note, since the July City DOT meeting, Los Angeles has now officially adopted a commitment to Vision Zero, bringing the total number of California cities to 5 (San Francisco, Los Angeles, San Jose, San Diego, San Mateo).

• Federal level:

- At the US Conference of Mayors in June 2015, 15 Mayors (including Mayor Edwin M. Lee) submitted a resolution that supports the goals of Vision Zero, which was passed by more than 270 Mayors in attendance (*attached*);
- SFMTA, as a member of NACTO (the National Association of City Transportation Officials), participates in on-going peer exchange regarding implementation of Vision Zero in coordination with other cities across the US.
- Participating in US DOT Mayor's Challenge for Safer People, Safer Streets; with other cities across the US);
- Continuing 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.

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 has been reviewed by the cities included in the review for accuracy and completeness, and it is now under peer-review for presentation or publication at the Transportation Research Board's Annual Meeting in Washington DC, in January 2016. The decision from the peer review is expected in early October. Once the peer review feedback has been received, the paper will be revised to address questions and issues raised by the reviewers, with plans to then disseminate the results locally and to the cities included in the review to inform Vision Zero 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/cities with Vision Zero policies (Sweden, the Netherlands, London) – and compared with existing practice in San Francisco.

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 worked with the Task Force Co-Chairs to pursue findings and recommendations from the Vision Zero summit with NHTSA/OTS held in April, including the potential for piloting streamlined project review for the Lombard Street Improvement project.
- Helped agency staff with advancing Vision Zero supportive funding requests through the annual city budget process. This included funding for capital projects citywide and an outreach and education campaign to be implemented by the SFMTA over the next two years.
- Reviewed the Vision Zero supportive Highway Safety Improvement Program grant applications being prepared by the SFMTA. Applications were 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.
- Continued 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 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, submitted a \$2.8 million 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. Caltrans will announce ATP funds in fall 2015.
- Mark your calendars - Walk and Roll to School Day will be Wednesday, October 7, 2015.



Advancing Pedestrian and Cyclist Safety at the Federal, State and Local Levels – A Focus on Assessing Safety for Vulnerable Road Users:
Afternoon Workshop Key Recommendations and Next Steps
for Advancing Federal, State and Local Partnerships

On April 14, 2015 Federal and State Officials including National Highway Traffic Safety Administration Administrator Dr. Mark Rosekind and California Office of Traffic Safety Director Rhonda Craft visited San Francisco on April 14, 2015 for a day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives entitled: *Advancing Pedestrian and Cyclist Safety at the Federal, State and Local Levels – A Focus on Assessing Safety for Vulnerable Road Users*. 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 focused on how state and federal government agencies could help advance Vision Zero with the San Francisco Vision Zero Task Force. Findings and recommendations of the visit will be summarized in a report to USDOT Secretary Foxx due June 15, 2015.

The following is a summary of the key issues and next steps of the afternoon workshop, which focused on *issues and opportunities to help advance Vision Zero through local partnerships with State and Federal agencies*. Over 65 people participated in the afternoon workshops, representing a diverse cross-section of federal, state and local agencies, UC Berkeley as well as community leaders active in the Vision Zero Task Force. The workshop was organized around four key topic areas: 1) Targeted Engineering Improvements; 2) Data-Driven Practice; 3) Supportive Funding; 4) State and Federal Policy Opportunities. Each of these four issues were discussed in separate break-out groups that met twice for 45 minutes and were facilitated by San Francisco staff that provide leadership on these issues for Vision Zero.

The San Francisco Vision Zero Task Force Leadership will use these recommendations as the foundation for key next steps to advance partnerships with state and federal agencies to realize Vision Zero in San Francisco.

1) Targeted Engineering Improvements

A. Key Issues:

Design standards (NACTO v ASHTO, MUTCD, CA Highway Design Manual): Progress has been made at the state level for bike standards¹ but other areas still need help on state roads where traditional highway standards should be updated on these routes that transition to city streets, but remain designated as a state highway. There are similar issues for freeway touchdowns in the city.

Design review on state roads (Caltrans): Involve Caltrans as a full partner in projects from the beginning; address liability concerns among agencies to have flexibility to design safe and innovative streets; streamline

¹ "Protected Bikeways Act," A.B. 1193 (Sept 2014)

the review process (e.g., minimize review periods; create delegation agreements such that certain decisions do not need to be elevated).

Environmental review (CEQA and NEPA): Develop a process to streamline National Environmental Policy Act (NEPA) when California Environmental Quality Act (CEQA) clearance is approved.

B. Next Steps

Design and Environmental Review:

- The City and County of San Francisco has identified Lombard Street Vision Zero project as an exemplar effort by which to partner with Caltrans to improve project delivery. As such, the City will submit one letter to Caltrans with the proposed schedule requesting joint agreement on a timely schedule as well as the following:
 - Combined Project Study Report/Project Report
 - CEQA delegation, and
 - Streamlined design review process (e.g., mitigate the variance process for existing conditions, expedite review for features from previously approved projects, employ design immunity for new elements that uphold safe design standards).
- Request State and Federal agencies along with San Francisco's Environmental Planning, SF Municipal Transportation Agency and SF Department of Public Works representation to review opportunities to streamline the NEPA process when CEQA clearance is approved. This discussion should review NEPA delegation options.

Design Standards:

- The City and County of San Francisco and the State will partner on addressing freeway touchdown safety through the San Francisco Freeway Corridor Management Study to 1) establish how such a partnership would function and 2) advance the NACTO design standards and design review practices.
- Through this project's partnership, advancements towards Vision Zero will be supported and improvements in awareness among participating agencies and the public will be increased.

2) Data-Driven Practice

A. Key issues

Timely, Complete Injury Data: The current primary data source for collision data is the Statewide Integrated Records System (SWITRS) managed by the California Highway Patrol – a key source of data that inform injury prevention and traffic safety initiatives. There have been historic lags of up to two years for publishing complete annual data that SWITRS is now working to address. An additional concern with relying on SWITRS data for pedestrian and bicycle injuries arises from the fact that pedestrian and bicycle injuries are too often not reported to the police and, hence are not included in SWITRS. In fact, an estimated 20% of pedestrian injuries and 25% of cyclist injuries in SF are not reported, based on previous police – hospital record linkage conducted at San Francisco General Hospital.

Expanding Data Collection:

- Data that would be informative for preventing injury and death to pedestrians and cyclists is currently often only captured in narrative form on the form used for collision reporting, the California Highway Patrol's 555 Form, and is not reflected in SWITRS data, which is the sole data source used for routine and systematic analysis. It would be helpful to have expanded data entry cells on the 555 to capture important pedestrian and bicycle injury information.
- The state and federal government could also be collecting and reporting data that supports the evaluation of and performance metrics for Vision Zero objectives statewide. This could also be used to inform or prioritize funding.

Advancing the Research Agenda: State and Federal agencies are important partners that could help in conducting or sponsoring research that would advance Vision Zero and fill in existing research gaps, such as evaluation of innovative engineering, enforcement or education, and countermeasures that do not have established collision reduction factors.

B. Next Steps:**Timely, Complete, Expanded Data Collection:**

- Engage with the California Highway Patrol (CHP) regarding opportunities to automate the CHP 555 Collision Form for data entry and analytics, and add coded variables to better capture key data currently only reported in the narrative that can be analyzed to inform injury prevention efforts (e.g., victim characteristics such as pre-existing disability).
- Engage in state-level discussions through the Strategic Highway Safety Plan (SHSP), the Traffic Records Coordinating Committee (TRCC) and the statewide Health in All Policies Task Force (HiAP) to advocate to improve the timeliness, completeness and quality of the provision of injury data which is currently provided as police-reported collision data via SWITRS as well as the expansion of data collection consistent with Vision Zero objectives. Improvements include: automating data entry in coordination with local agencies through a platform like Crossroads and/or via data entry on electronic handheld technology; development of a comprehensive statewide surveillance system that includes police and hospital data; expansion of data collected and reported data that supports the evaluation of and performance metrics for Vision Zero objectives. We realize many of these conversations and improvements have been ongoing, so a part of this step would be to become involved with current efforts.
- Pursue additional funding for local data and analysis projects through the OTS's Traffic Records Funding. Work with existing statewide task forces; e.g., TRCC, SHSP, HiAP, etc. to share best practices and lessons learned at the local level. .

Advancing the Research Agenda: Engage with the Caltrans Division of Research and National Highway Traffic Safety Administration regarding research questions they could address that would help address key research gaps for Vision Zero, such as collision reduction factors for innovative safety treatments that are yet unstudied.

3) Supportive Funding

A. Key Issues

Work with State and Federal agencies to identify new funding opportunities by developing a comprehensive portfolio of needs and funding gaps. The City should make a clear nexus between investment and benefits, using the efforts such as San Francisco Transportation Task Force 2030 and highlight existing project results from additional funding.

Seek new funding: The City should consider new funding strategies such as pricing, impact fees and collaboration with the private sector, and allocate a portion to directly improve safety traffic. New sources should take into consideration appropriate cost sharing– among modal users and residents, businesses and visitors.

Refine existing funding eligibility to support safety programs that are essential and effective yet hard to fund. Funding agencies should consider funding programs with a clear set of goals, instead of narrow-scoped projects, to allow for in-depth program development and implementation. Funders should add or additionally emphasize safety criteria to more grant programs to further prioritize Vision Zero projects. Funding and implementation agencies should have an open and targeted discussion to address funding agencies' and implementing agencies' specific concerns and responsibilities to modify existing restrictions that delay or diminish project delivery.

Streamline funding administration to expedite delivery of safety-focused projects to reduce non-construction costs and improve funding effectiveness. State and federal partners should identify areas to streamline environmental review and design exception process where appropriate to allow more resources to be spent on direct design and construction costs and less funding on project soft-costs. Funding partners should improve application, allocation and reporting processes with effort scaled appropriately to project size and seek efficiencies to improve overall project delivery regardless of grant size.

B. Next Steps:

Federal Authorization: Partners, with California cities, should support a new multi-year federal transportation authorization bill to provide certainty for funding programs and levels for programs. The City will support this effort through strategic lobbying and by providing critical examples of the impacts of lowered Federal investment and the benefits of potential additional funding- new projects that would be funded out of the City's transportation expansion capital program.

Grant Development: Partners should simplify grant applications such as Active Transportation Program to limit staff time spent applying for competitive funding sources. Scoring and weighting should heavily emphasize safety outcomes for vulnerable users and populations. Grant applications should also accommodate local and regional definition of vulnerable communities. The City will assist with reviewing and testing new grant application forms in conjunction with funding partners.

Grant Time Periods: State and federal grant partners should extend funding source grants to cover time periods longer than 1 year, and up to three or four years, with detailed guidelines for local jurisdictions to provide accurate

cost projections and needs. Cities will support this effort by providing clear information on expected outputs and outcomes, and would provide useful performance measures in connection with anticipated expenditure timeframes.

Grant Flexibility: Grant sources should update goals, definitions and eligible projects as the state-of-practice evolves. The State should revise legislative authorization for current funding sources that strictly define types of transportation modes and non-infrastructure uses (Transportation Development Act III) to more flexibly allow local jurisdictions to meet safety goals for all users, with a focus bicycle and pedestrian infrastructure and non-infrastructure.

Grant Reporting: To the extent possible, the State should ease and streamline reporting for grants. Similar to grant development, local jurisdictions can provide support in reviewing and improving grant reporting systems to improve efficiency and effectiveness of available grant dollars.

New Funding: The City will commit to development of a Vision Zero project portfolio for consideration by funding partners and to encourage new funding for traffic safety programs. This will include evaluation of new and on-going efforts to make a case to direct more and new funding to traffic safety improvements. The City will show data-driven and best practice infrastructure and non-infrastructure projects to demonstrate need and next steps for raising support for new funds. In kind, State and Federal partners should advocate and advance new funding sources, include collaboration with private sources, to fund new programs with a specific Vision Zero focus- to develop and implement projects and programs that see to end traffic fatalities for all users.

4) State and Federal Policy Opportunities.

A. Key Issues:

Funding: Federal and State programs have several different funding and programmatic streams, but all come together and are implemented in one multi-modal approach in San Francisco. This creates multiple funding sources and reporting requirements for cities that are implementing complex, complete streets projects. Federal and state officials encouraged the group to look for opportunities for regulatory interpretation in addition to legislative changes.

CA Strategic Highway Safety Plan (SHSP): The CA Strategic Highway Safety Plan (SHSP) is the statewide plan to improve traffic safety on all public roads. This comprehensive framework is mandated by the Federal government for reducing traffic fatalities and serious injuries. Of the 15 challenge areas included in the CA SHSP, only 2 focus on pedestrians and bicyclists; however, there is a cross-over with several other challenge areas to allow for leverage of approaches to target pedestrian and bicycle safety programming; e.g., impaired driving, intersections and roadway access, aging roadway users, etc. Notably, 84% of pedestrian and 77% of bicycle fatalities and serious injuries, respectively, occur in urban areas.²

² <http://www.dot.ca.gov/hq/traffops/shsp/docs/Vulnerable-Road-Users-Webinar-Presentation.pdf>

Need for Statewide Support: The group highlighted the need for a statewide education campaign to build and support Vision Zero goals and policies. According to the AAA Foundation for Traffic Safety, “more than **five in six drivers support** their state adopting a vision to reduce the number of people killed in crashes to zero.”³ Victims and families are an important voice in advocacy. Reaching out to this group is a powerful strategy.

Automated Speed Enforcement: As part of the SF MTA Legislative Program in early 2015, the City sought support for a pilot for Automated Speed Enforcement. Despite the limitations of the pilot (near schools and senior centers, decriminalized fine, etc.), a sponsor for the bill could not be secured. According to the AAA Foundation for Traffic Safety, “A **majority of drivers oppose** speed cameras on freeways (63.1%) and residential streets (56.3%)”⁴

B. Next Steps

State level:

- **Convening of major urban cities (July 13)** in California to address overall city transportation issues including traffic safety challenges. A 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. We will seek to have California adopt Vision Zero, joining other states that have already done so.
- **Pick a demonstration project** where City and State agencies can collaborate to combine and streamline environmental review process. Tap into the recently released Caltrans Strategic Plan that sets ambitious bike and pedestrian mode shift goals by 2020.
- **Develop State-specific “asks”** for project delivery-related VZ projects.
- **Participate SHSP pedestrian and bicycle, and related challenge area meetings** to leverage multiple stakeholder interests already engaged in this forum

Federal level:

- **Participate in US DOT Mayor’s Challenge** for Safer People, Safer Streets
- **Sponsor a resolution at the US Conference of Mayors** that supports the goals of Vision Zero
- **Seek to incorporate VZ into federal policy under reauthorization** and work with federal agencies on administrative changes to expedite project delivery.

³ <https://www.aaafoundation.org/sites/default/files/2014TSCIFS.pdf>

⁴ <https://www.aaafoundation.org/sites/default/files/2014TSCIFS.pdf>

Resolution No. 100

Submitted by:

The Honorable Edwin M. Lee, Mayor of San Francisco
 The Honorable Charlie Hales, Mayor of Portland, OR
 The Honorable Eric Garcetti, Mayor of Los Angeles
 The Honorable Muriel Bowser, Mayor of Washington, DC
 The Honorable Ralph Becker, Mayor of Salt Lake City
 The Honorable Paul Soglin, Mayor of Madison, WI
 The Honorable Marilyn Strickland, Mayor of Tacoma, WA
 The Honorable Sam Liccardo, Mayor of San José
 The Honorable Martin Walsh, Mayor of Boston
 The Honorable Stephanie Rawlings-Blake, Mayor of Baltimore
 The Honorable Greg Stanton, Mayor of Phoenix
 The Honorable Edward Murray, Mayor of Seattle
 The Honorable Bill de Blasio, Mayor of New York
 The Honorable Bill Harrison, Mayor of Fremont
 The Honorable Michael A. Nutter, Mayor of Philadelphia

SUPPORTING THE GOALS OF “VISION ZERO”

1. **WHEREAS**, the growth and vitality of the nation’s cities requires safe and reliable transportation systems; and
2. **WHEREAS**, the life and health of our cities residents is our utmost priority; and
3. **WHEREAS**, 14,987 Americans lost their lives to traffic deaths in urban areas in 2013 according to the U.S. Department of Transportation's Fatality Analysis Reporting System; and
4. **WHEREAS** people walking and bicycling represent a disproportionate number of these fatalities in urban areas in particular according to the Insurance Institute for Highway Safety; and
5. **WHEREAS**, children, older adults, people of color and people in low-income communities face a disproportionate risk of traffic injuries and fatalities in urban areas; and
6. **WHEREAS**, cities recognize that pedestrian safety is an equity issue, and that pedestrian fatality rates are twice as high in Census tracts with lower per capita income when compared to Census tracts of higher income in metro areas between 2008 and 2012; and

7. **WHEREAS**, cities strive to protect the safety of young students walking to school and seniors walking to the bus stop; and
8. **WHEREAS**, driver behavior, including speeding, distracted driving and drunk driving, are significant contributing factors to this loss of life; and
9. **WHEREAS**, more than five in six drivers support their state adopting a vision to reduce the number of people killed in crashes to zero according to the 2014 AAA Foundation for Traffic Safety Survey; and
10. **WHEREAS**, as cities, we refuse to accept the thousands of traffic fatalities and serious injuries that occur on our streets every year; and
11. **WHEREAS**, Vision Zero is the simple yet ambitious idea that there is no acceptable number of traffic deaths and serious injuries on our roadways; and
12. **WHEREAS**, states across the country including Minnesota, Utah, and West Virginia and cities including the cities of Los Angeles, New York, Seattle, Washington DC, San Jose, and San Francisco are adopting Vision Zero policies and plans with the intent of eliminating fatal and serious crashes from our streets; and
13. **WHEREAS**, the U.S. Department of Transportation, through the Mayors' Challenge for Safer People, Safer Streets has challenged mayors and local elected officials to take significant action on improving the safety of transportation networks for pedestrians and bicyclists of all ages and abilities; and
14. **WHEREAS**, state and local Departments of Transportation with Vision Zero plans and policies are making significant progress in improving the safety performance of their transportation systems; and
15. **WHEREAS**, such efforts are comprehensive in nature addressing street design, infrastructure gaps, policy issues, and education and enforcement needs; and
16. **WHEREAS**, The United States Conference of Mayors recognizes that no one should die or be seriously injured while travelling on our cities' streets; and
17. **WHEREAS**, The United States Conference of Mayors recognizes that traffic fatalities are not inevitable,
18. **NOW, THEREFORE, BE IT RESOLVED**, that The United States Conference of Mayors adopts the goal of Vision Zero – that No loss of life is acceptable on our cities' streets; and
19. **BE IT FURTHER RESOLVED**, that The United States Conference of Mayors recognizes the leadership of U.S. Department of Transportation Secretary

Anthony Foxx and his work on this issue through the Mayors' Challenge for Safer People, Safer Streets; and

20. **BE IT FURTHER RESOLVED**, that The United States Conference of Mayors urges Congress, as it reauthorizes surface transportation programs in MAP-21, to maximize funding and flexibility to local governments, through programs like the Highway Safety Improvement Program, TIGER, and Transportation Alternatives Program, to allow for and support needed investments in safety improvements on our roads to achieve the goals of Vision Zero.

Projected cost: Unknown



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**VISION
ZERO
SF**

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

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



SFMTA
Municipal
Transportation
Agency



**SAN FRANCISCO
DEPARTMENT
OF PUBLIC HEALTH**



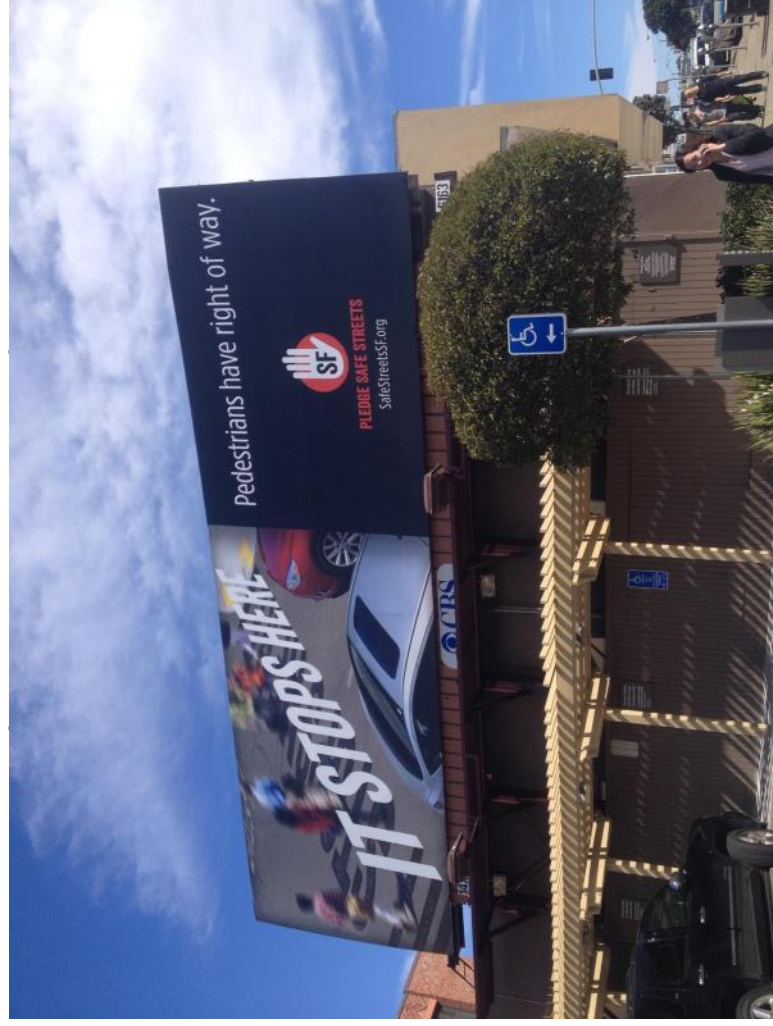
Community Partners

- 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

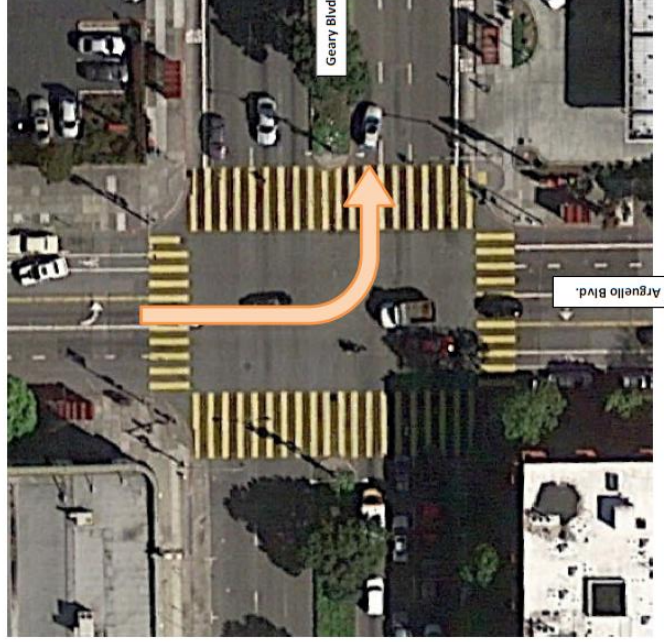
Weekly observations	Intervention Phase
July 1 - Aug 30, 2014 (9 weeks)	<i>Pre Test:</i> Pre-Intervention observations (weekday during peak-time hours)
Aug 31 - Sept 27, 2014 (4 weeks)	<i>Bus-only Media:</i> 60 ads on buses (out of 800 City buses)
Sept 28 - Nov 1, 2014 (5 Weeks)	<i>Mass media + Enforcement:</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

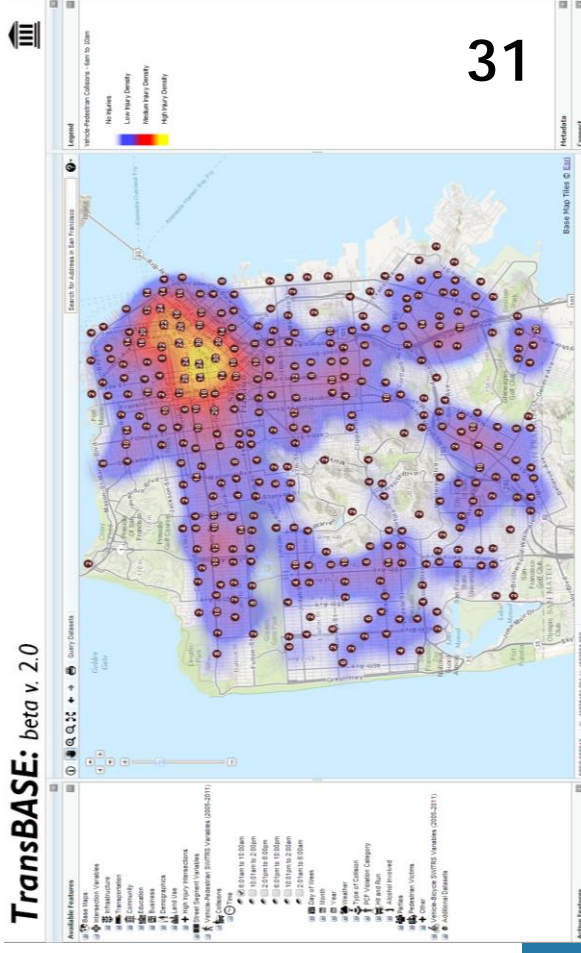


Locations of Intervention and Control Intersections



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



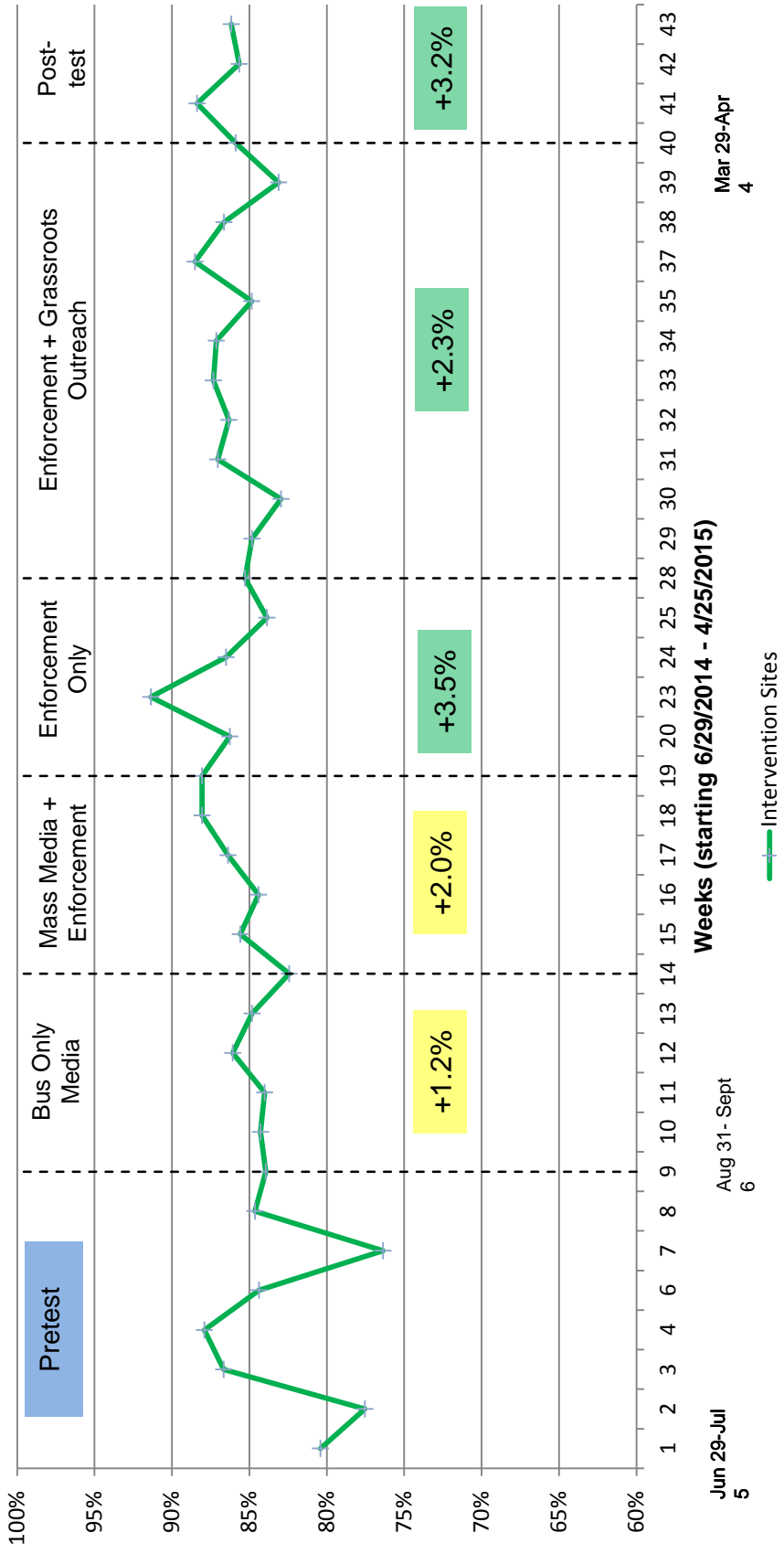
EVALUATION ANALYSIS

- 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

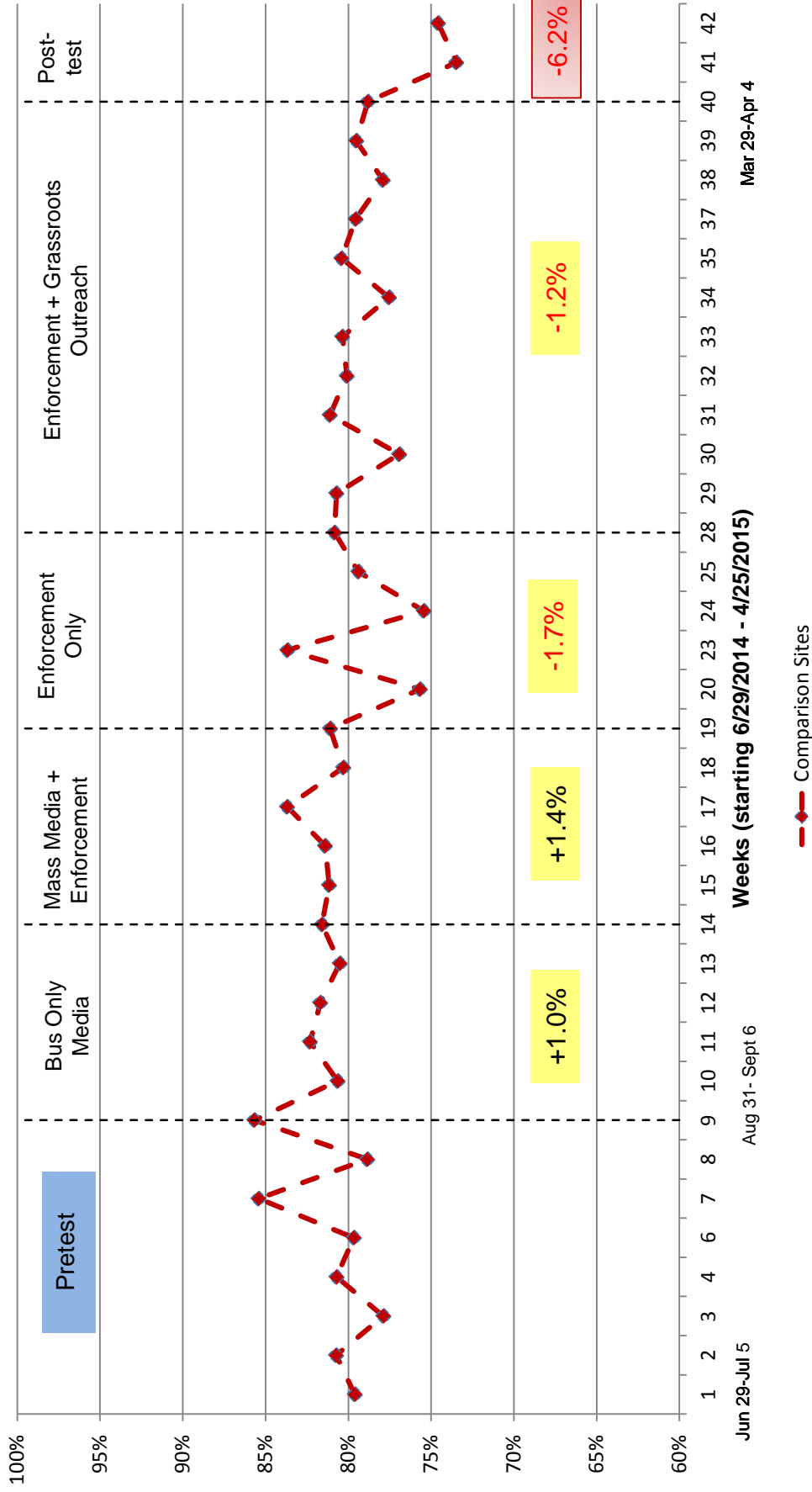
Mean percentage of drivers yielding to pedestrians across all sites



CONTROL RATES VS CONTROL PRE-INTERVENTION RATES

Aggregate Control Yielding rates

Mean percentage of drivers yielding to pedestrians across all Control sites



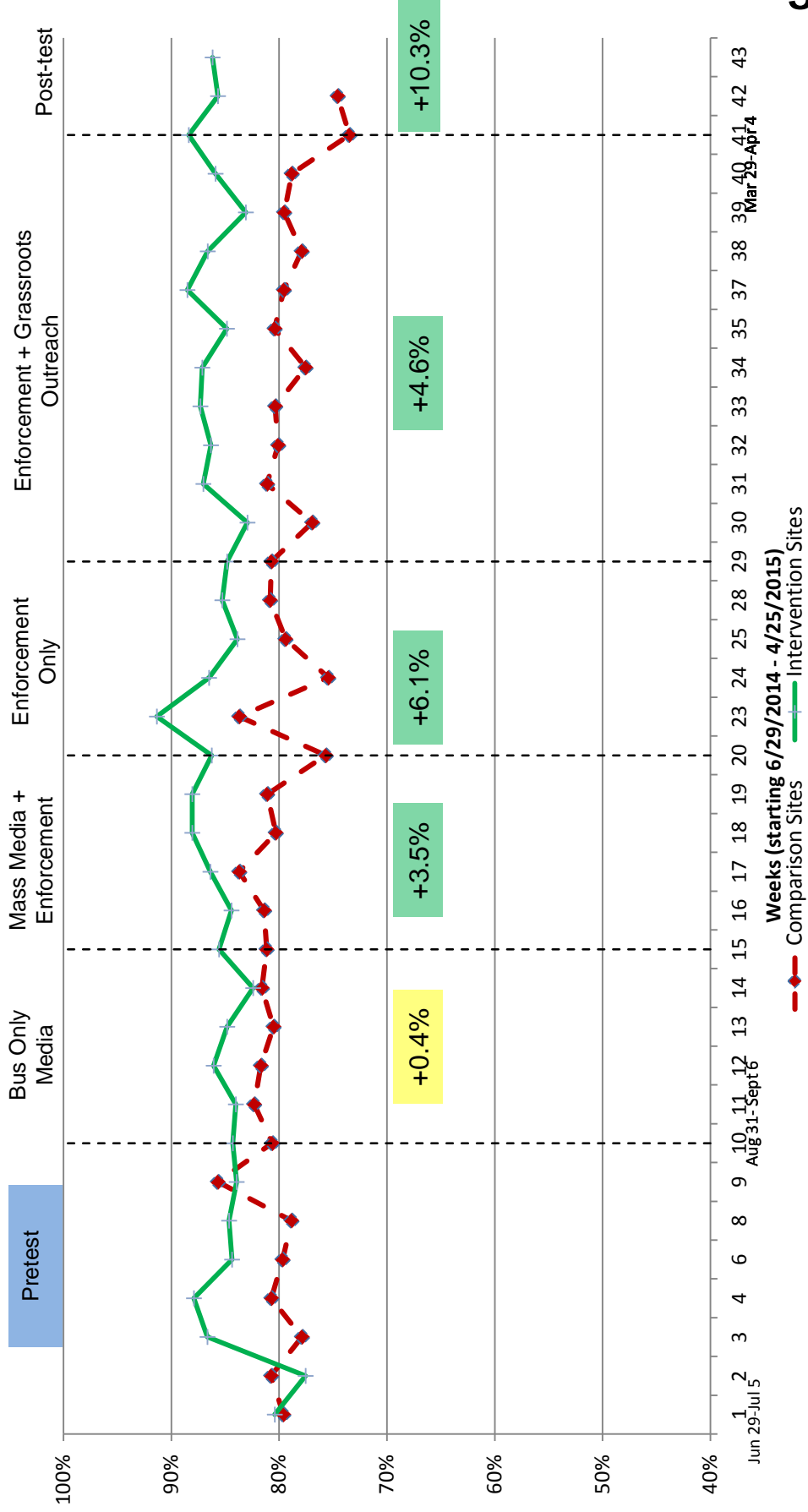
Aug 31 - Sept 6

Weeks (starting 6/29/2014 - 4/25/2015)

Mar 29-Apr 4

Comparison Sites

CHANGES IN YIELDING RATES: INTERVENTION VS CONTROL SITES



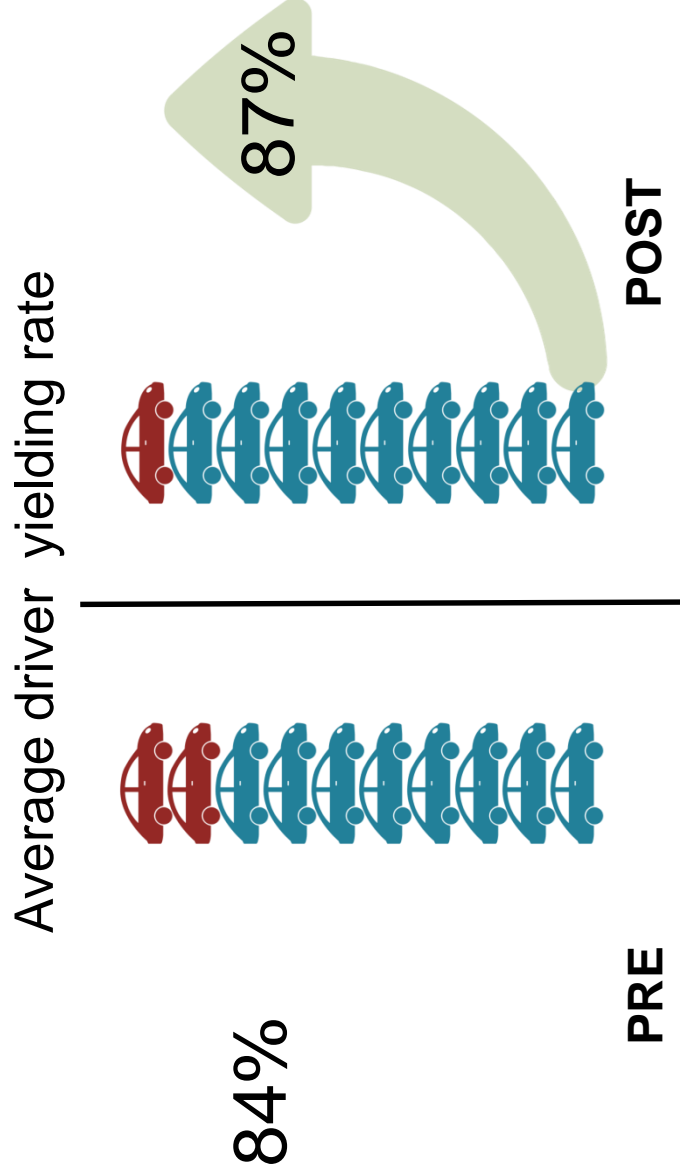
KEY TAKEAWAYS

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

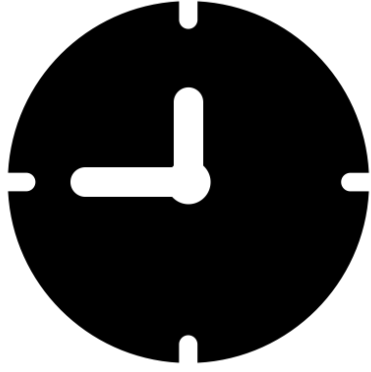


- Comparing intervention sites to their pretest conditions, an overall 3-4% increase in driver yielding was seen across intervention phases.
- Comparing intervention sites to control sites, driver yielding rate increases were significantly higher and in a positive direction relative to control sites, 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

**Devan Morris, Data Analyst & Cartographer
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VisionZeroSF.org



**VISION
ZERO
SF**

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

VISION ZERO: ELIMINATING TRAFFIC DEATHS BY 2024

SEPTEMBER 2015

WHO, WHAT, WHERE, WHEN

San Francisco - April 14, 2015

Federal and State Officials with Local Officials and Community Stakeholders

- National Highway Traffic Safety Administration
- California Office of Traffic Safety

Day-long summit on Vision Zero and San Francisco's pedestrian and cyclist safety initiatives

- Morning speaker session with Federal, State and Local leaders
- Walking tour with Federal and State officials
- Afternoon workshop: How state and federal government agencies could help advance Vision Zero with the San Francisco Vision Zero Task Force



TARGETED ENGINEERING IMPROVEMENTS

Key Issues

- **Design standards (NACTO v AASHTO, MUTCD, CA Highway Design Manual):** Appropriate for an Urban context
- **Design review on state roads (Caltrans):** Liability, Flexibility, Partnership, Efficiency
- **Environmental review (CEQA and NEPA):** Streamlining

DATA-DRIVEN PRACTICE

Key Issues

Timely, Complete Injury Data: Data Lags, Under-reporting

Expanding Data Collection: E.g., California Highway Patrol's 555 Form

Advancing the Research Agenda: Evaluation of innovative engineering countermeasures

SUPPORTIVE FUNDING

Key Issues

Seek new funding from State and Federal agencies

Refine existing funding eligibility: hard to fund safety programs; programs instead of projects; safety criteria

Streamline funding administration: expedite delivery; streamline environmental review and design exception process; improve application, allocation and reporting processes scaled appropriately to project size

STATE AND FEDERAL POLICY OPPORTUNITIES

Key Issues

Funding: Blending of funding sources, reporting requirements for cities that are implementing complex, complete streets projects

CA Strategic Highway Safety Plan (SHSP): The Federally mandated statewide plan to improve traffic safety on all public roads. 17 challenge areas; 2 focus on peds/cyclists

Need for Statewide Support: Statewide education campaign to build support Vision Zero goals and policies

CALIFORNIA CITIES AND VISION ZERO

- July 13, SFMTA and LADOT convened 7 large city DOTs and the California State Transportation Agency (CalSTA) on issues of mutual interest and opportunities for collaboration including Vision Zero.
- Cities agreed to develop a 2016 state level policy agenda to focus on Vision Zero including support for decision making that recognizes high injury networks and expedites delivery of Vision Zero projects. Cities agreed to work towards a mutual partnership with California State Transportation Agency that aligns the State’s “Towards Zero Death” policy with the goals of Vision Zero.
- Communication continues, providing a platform for recommendations to be discussed and developed prior to January 2016. SFMTA is also in contact with other Vision Zero cities across the U.S. including New York, Chicago, Portland and Seattle to look at best practices and tactics for their respective Vision Zero policy efforts.

NEXT STEPS: NEAR-TERM ACTIONS

- 1. Streamline project oversight, design review, and environmental review processes for Lombard Street**
- 2. Pilot three year grant cycle for the next California Office of Traffic Safety grant**
- 3. Increase coordination re: improvements to the California Highway Patrol (CHP) 555 Collision Form Reporting Process**
- 4. Identify top state legislative priorities to advance Vision Zero**

NEXT STEPS: BEST PRACTICE

Report to NHTSA submitted to OTS, Fall 2015

Vision Zero as Model Practice for Cities: San Francisco Case Study

- Best Practices
- Opportunities for State and Federal Governments to advance based on Workshop Findings