



**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

SAFE SPEED CAMPAIGN

MARCH 31, 2016

● If hit by a person driving at:

● Person Survives the Collision

● Results in a Fatality

20 MPH



30 MPH



40 MPH



CAMPAIGN GOALS

1. **Reduce speeding** on San Francisco streets
2. **Reduce injuries and fatalities** to people who walk and bicycle caused by vehicles driving too fast
3. **Increase bicycling and walking** in San Francisco

CAMPAIGN OVERVIEW

Four components:

- Enhanced enforcement
- Education and Media
- Grassroots Organizing
- Evaluation



ENHANCED ENFORCEMENT

The image shows a busy city street scene with many pedestrians crossing a crosswalk. The scene is overlaid with a dark blue filter. The text 'ENHANCED ENFORCEMENT' is written in large, white, bold, sans-serif capital letters across the center of the image. A white horizontal line is positioned above the text.

WHAT IS HIGH VISIBILITY ENFORCEMENT?



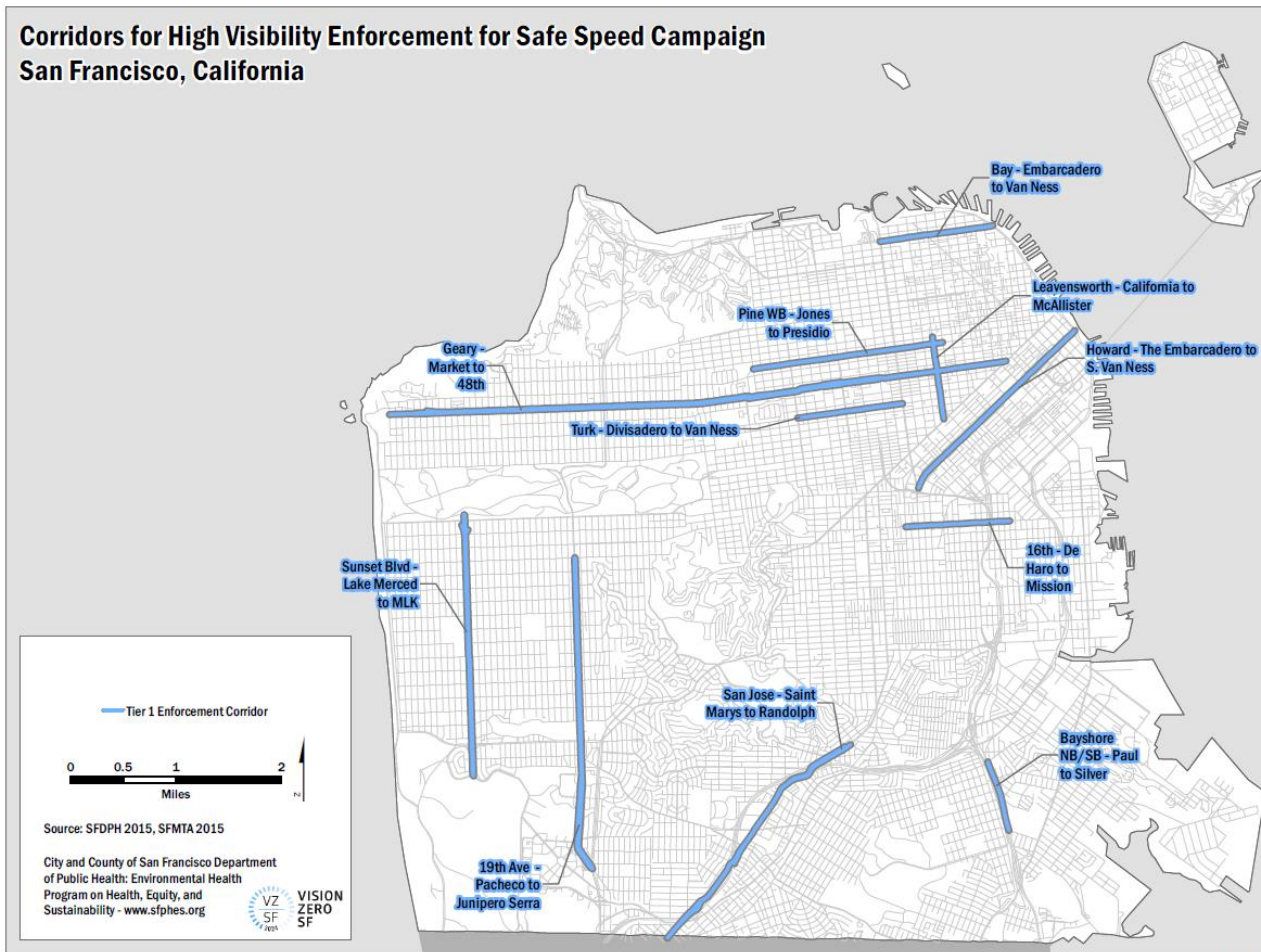
HIGH VISIBILITY ENFORCEMENT

- Total = **132 hours week**
- **60 hours a week** of High Visibility Enforcement Events
- **72 hours a week** additional citywide enforcement



HIGH VISIBILITY ENFORCEMENT EVENTS

Corridors for High Visibility Enforcement for Safe Speed Campaign
San Francisco, California





EDUCATION & MEDIA

EDUCATION AND ENFORCEMENT CAMPAIGN

2016

2017

MARCH-APRIL

MAY-AUGUST

AUGUST

SEPTEMBER

OCTOBER

JANUARY



Research

Strategy
Development

Launch Campaign
• Back-2-School
Enforcement

Launch Major
Media

City-wide
Enforcement
Begins




EVALUATION

EVALUATION METRICS

- Changes in perceptions, attitudes and beliefs
- Campaign reach
- On-street behavior change



ENGINEERING AND POLICY: SYSTEMS APPROACH



ENHANCING AND AMPLIFYING ENGINEERING



CREATING PUBLIC SUPPORT FOR SAFER STREETS



The Spectrum of Prevention

Influencing Policy & Legislation

Changing Organizational Practices

Fostering Coalitions & Networks

Educating Providers

Promoting Community Education

Strengthening Individual Knowledge & Skills

THANK YOU!

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