



AGENDA

VISION ZERO COMMITTEE Transportation Authority Board Special Meeting

Date: Thursday, March 31, 2016; 2:00-3:30 p.m.
Location: Committee Room 263, City Hall
Commissioners: Yee (Chair), Kim (Vice Chair), Campos and Wiener (Ex Officio)

Clerk: Steve Stamos

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1. **Roll Call**
2. **Approve the Minutes of the December 10, 2016 Meeting – ACTION*** 3
3. **Vision Zero at the State and National Level – INFORMATION**
 Tom Maguire, Director of Sustainable Streets at the San Francisco Municipal Transportation Agency (SFMTA), will update the committee on Vision Zero-related activities at the state and national level. This will include reporting out on the March 10, 2016 Vision Zero Cities Conference and updates on work to strengthen relationships with the National Highway Traffic Safety Administration and California Health and Human Services following the day-long summit held last year. It will also include an update regarding advocacy at the state level for automated safety enforcement legislation.
4. **Next Generation of Vision Zero Projects – INFORMATION*** 7
 Tom Maguire, Director of Sustainable Streets at SFMTA, will present a list of the next generation of Vision Zero projects which are focused on speed reduction. Engineering projects will include those anticipated to start construction, end construction, or achieve another major milestone (such as completion of the project environmental document) during 2016. The list will also include education and enforcement projects, such as the speeding education and corridor speed reduction program and the e-citation initiative which involves increasing the share of citations made electronically.
5. **Update on Speeding Education Campaign – INFORMATION*** 9
 Arielle Fleisher, Planning Analyst at SFMTA, will provide an update on the citywide speeding education and enforcement campaign. The SFMTA received a \$2 million state Active Transportation Program grant for this work which will include safety education to reduce speeding as well as heightened speeding enforcement on target corridors throughout the city. SFMTA has identified a contractor and is working with partner agencies to prepare the safety messaging and develop the enforcement approach.
6. **Update on the SFMTA's Safe Driver Training Programs – INFORMATION**
 SFMTA staff will provide an update on safe driver training programs for SFMTA employees who drive Muni buses and non-revenue fleet vehicles, as well as driver training provided by SFMTA's taxi division.
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

If a quorum of the Transportation Authority Board is present, it constitutes a Special Meeting of the Transportation Authority Board. The Clerk of the Authority shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

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DRAFT MINUTES

VISION ZERO COMMITTEE

Thursday, December 10, 2015

1. Roll Call

Chair Kim called the meeting to order at 2:46 p.m. The following members were:

Present at Roll Call: Commissioners Farrell, Kim and Mar (3)

Absent at Roll Call: Commissioners Wiener and Yee (entered during Item 5) (2)

Consent Calendar

2. **Approve the Minutes of the September 10, 2015 Meeting – ACTION**
3. **Recommend Extending the Vision Zero Committee of the Transportation Authority for an Additional Two-Year Period – ACTION**
4. **Overall Vision Zero Progress Report – INFORMATION**

There was no public comment.

The Consent Calendar was approved without objection by the following vote:

Ayes: Commissioners Farrell, Kim and Mar (3)

Absent: Commissioner Yee (1)

End of Consent Calendar

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

Cameron Sami, Enforcement Manager at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

Chair Kim asked for the number of bicycle lane citations issued in October. Mr. Sami responded that approximately 300 citations were issued, which was about the monthly average.

Commissioner Mar asked if enforcement data could be distinguished by district, to which Mr. Sami confirmed that it could. Commissioner Mar asked if it would be possible to combine citations issued by parking control officers (PCOs) with citations issued by police officers for key enforcement areas. Mr. Sami responded that if police officers and PCOs used similar methods to cite traffic violations, then it could be included as part of the data. Commissioner Mar requested PCO citation data for individual districts, and suggested that the San Francisco Police Department and SFMTA should have a coordinated approach to data collection. Mr. Sami responded that they were working towards being able to overlay the PCO enforcement data on top of the traffic incident data.

Commissioner Wiener asked what SFMTA was doing to combat double-parking and blocking-the-box offenses at the intersections of Market Street and 3rd, 4th, and 5th streets. Mr. Sami responded that SFMTA's primary focus was on blocking-the-box during morning and afternoon

peak periods on Thursdays and Fridays at Market Street, but that PCOs had additional tasks besides issuing blocking-the-box citations. Mr. Sami stated that he would follow up with citation data on the specific intersections of interest. Commissioner Wiener encouraged the SFMTA to dedicate more PCOs to blocking-the-box offenses along Market Street, and asked what SFMTA was doing to address double-parking by delivery trucks along upper Market Street. Mr. Sami responded that SFMTA allowed some discretion for allowing double-parking for large commercial vehicles while they were unloading.

Chair Kim asked why the peak deployment of PCOs was during the middle of the day between 10:30 a.m. and 3:00 p.m. versus peak commute hours. Mr. Sami responded that this reflected the fact that PCOs issued many parking meter citations during this mid-day period, and only focused on blocking-the-box citations during peak hours.

There was no public comment.

6. Framework for Identifying Next Generation of Vision Zero Priority Projects – INFORMATION

Tom Maguire, Director of Sustainable Streets at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

Chair Kim asked Mr. Maguire to discuss expected milestones for each of the corridor transformation projects mentioned during the presentation. Mr. Maguire responded that construction would begin on the Van Ness Corridor Transit Improvement Project, the Masonic Avenue Streetscape Project, and the Polk Streetscape Project in 2016. Mr. Maguire said that additional 2016 milestones would include the release of the locally preferred alternative for the Better Market Street project, completion of project design for the Lombard Street Safety Project, launch of the planning and design process for the Golden Gate Avenue Safety Project, and implementation of painted safety zones and other improvements for the Columbus Avenue Safety Project. Chair Kim asked for the 2016 milestones for the 6th Street Improvement Project. Luis Montoya, Planner in the Livable Streets Division at the SFMTA, responded that the conceptual design had been completed and the environmental review process had begun.

Commissioner Yee asked if the corridor transformation projects mentioned during the presentation would also be presented for 2017, as some projects would be at a subsequent stage in 2017. Mr. Maguire responded that although those projects may not be completed in 2016, the SFMTA was committed to delivering 13 miles of improvements on the city's high-injury network each year.

Chair Kim asked for clarification regarding how and when leading pedestrian intervals (LPIs) were implemented. Mr. Maguire responded that in some cases, LPIs could be implemented simply by holding automobile traffic for a few extra seconds to give pedestrians a head start to cross the street. He said that in other cases, such as on Golden Gate Avenue, corridor-wide adjustments in signal timing were necessary before LPIs could be implemented.

Commissioner Mar requested that the SFMTA notify his office as well as schools and senior centers on Geary Boulevard of any delays in safety improvements. Mr. Maguire responded that he would follow up on the status of safety improvements for Geary Boulevard.

Chair Kim asked why SFMTA was not implementing LPIs at every intersection in the city. Mr. Maguire responded that many intersections had a 60-second cycle where it was difficult to install LPIs without reducing timing at another crosswalk or intersection. Mr. Maguire explained that

when signal timing was reduced at one crosswalk to provide timing for another, the entire cycle might need to be extended, and that it should be done on a network-wide basis to discourage unsafe driving behavior. Chair Kim requested a follow-up meeting and greater information on the potential for the citywide implementation of LPIs.

Chair Kim asked for a list of the three most important tools (besides automated speed enforcement) that the city could implement to reduce speeding. Mr. Maguire responded that SFMTA would be implementing speeding-focused safety education campaigns and signal timing adjustments. Chair Kim requested more guidance regarding how she could help support implementation of these or other tools.

Commissioner Yee asked how the Vision Zero committee would move forward with the identification of 24 additional projects. Mr. Maguire responded that the projects would be focused on addressing excessive speeding, and include education and enforcement projects in addition to engineering projects.

During public comment, Cathy DeLuca, Policy and Program Manager at WalkSF, commented that WalkSF would also like to see LPIs at every intersection in the city, and said that WalkSF would continue to work with SFMTA on this effort.

Sylvia Johnson commented that persons with physical disabilities often needed more time to cross an intersection than what was provided through current signal configurations.

Tilly Chang, Executive Director, acknowledged the efforts of agencies, advocates, and other stakeholders in reaching the goal of Vision Zero. Ms. Chang noted that six additional projects that were anticipated to be completed in 2016 in addition to the already completed 24.

Chair Kim commented that the Vision Zero Committee should focus on short term projects that could be identified and expedited, rather than projects that were already underway. Chair Kim and Commissioner Yee requested a list of 24 potential projects that could be delivered and expedited in 2016 for the next Vision Zero Committee meeting.

7. Recommend Supporting Automated Speed Enforcement as San Francisco's Key Legislative Initiative in Support of Vision Zero for the 2016 State Legislative Session – ACTION

Kate Breen, Government Affairs Director at the San Francisco Municipal Transportation Agency (SFMTA), and Claire Philips, Performance Analyst at the Office of the Controller's Office, summarized results from the Controller's Office draft report on Automated Safety Enforcement (ASE).

Commissioner Mar asked if the report examined jurisdictions outside of the United States. Ms. Philips responded that the study only examined jurisdictions in the United States because they were more comparable to San Francisco. Commissioner Mar asked about the extent and types of studies performed in the United States on ASE. Ms. Phillips responded that there had been a variety of white papers and academic papers studying the effectiveness of ASE. Ms. Phillips added that Washington D.C. had the longest running ASE program in the United States at 15 years, and that its effectiveness was included in the subject report.

Commissioner Mar asked if the report examined additional measures to reduce speed limits beyond ASE. Ms. Phillips responded that the report only focused on ASE. Commissioner Mar asked for clarification on the ASE "slow zone." Ms. Phillips described an example from New York City, where the state legislature supported ASE as long as it was restricted to school zones. Ms.

Phillips explained that this legislation prohibited the use of ASE outside of school zones, despite local interest.

Commissioner Mar asked who would champion the adoption of ASE in California. Ms. Breen responded that the City and County of San Francisco was working closely with advocacy groups like the San Francisco Bicycle Coalition and WalkSF in developing the advocacy work program, and had consulted with each member of San Francisco's legislative delegation. Ms. Phillips said that San Jose and Los Angeles had both adopted Vision Zero, and that there were conversations between the three cities on how to build capacity on the issue. Commissioner Yee described how the League of California Cities had incorporated pedestrian safety issues into the priorities for 2016 for transportation infrastructure. Ms. Breen said that the City of Fremont had also adopted Vision Zero largely because city officials felt inspired by San Francisco. Chair Kim requested City staff to make specific recommendations on how the committee members could help support ASE adoption through the state legislature.

During public comment, Cathy DeLuca, Program and Policy Manager at Walk SF, described how WalkSF had been working closely with the SFMTA on the ASE campaign, and how ASE was a critical tool in achieving Vision Zero. Ms. DeLuca directed committee members and interested parties to an online petition on WalkSF's website to support ASE adoption in San Francisco.

The item was approved without objection by the following vote:

Ayes: Commissioners Farrell, Kim and Yee (3)

Absent: Commissioner Mar (1)

8. Introduction of New Items – INFORMATION

Chair Kim recognized Timothy Papandreou, Director of the Office of Innovation at SFMTA, for his service as the Vision Zero Task Force Co-Chair.

There was no public comment.

9. Public Comment

During public comment, Andrew Yip commented on Vision Zero.

Cathy DeLuca, Program and Policy Manager at Walk SF, commented that WalkSF was concerned that certain projects that involved the intensification of land use were not subject to the requirements of the Better Streets plan. Ms. DeLuca described how parcels that changed from production, distribution, and repair uses to commercial uses increased the number of visitors and commuters, yet they were not required to implement the same street improvements that other uses would have under the Better Streets planning process. Ms. DeLuca expressed WalkSF's support for Chair Kim's effort to develop a legislative amendment to ensure these projects would not be overlooked and to proactively prevent the neighboring streets from becoming high injury corridors.

Silvia Johnson commented on Vision Zero.

10. Adjournment

The meeting was adjourned at 4:27p.m.

Vision Zero Priority Projects 2016-2017

Project Title	Key Milestone by 12/31/17	Sup District
Arguello Blvd Bicycle and Pedestrian Improvements	Complete Construction	1
Lombard Street Safety Project	Complete Detailed Design	2
Broadway Streetscape Project	Begin Construction	3
Columbus Ave Safety Project	Complete Construction	3
2nd Street Near Term Improvements	Complete Construction	6
6th Street Improvement Project	Complete Environmental Review	6
2nd Street Improvement Project	Begin Construction	6
13th/Bryant Bike Spot Improvement	Complete Construction	6
Folsom- Howard Streetscape Project	Complete Conceptual Design	6
7th and 8th Bicycle and Pedestrian Safety Improvements	Complete Conceptual Design	6
Turk Street Road Diet	Complete Construction	6
District 7 Radar Speed Feedback Signs	Complete Construction	7
Safety Town	Complete Non-Infrastructure Project	7
Upper Market Street Safety Improvements	Complete Construction	8
Market/Octavia Safety Improvements	Complete Detailed Design	8
San Jose Ave Road Diet and Cycletrack	Complete Construction	8
Bosworth at Lyell and Arlington Safety Improvements	Complete Conceptual Design	8
Potrero Ave Roadway Improvement Project	Complete Construction	9
Muni Forward: Palou	Complete Detailed Design	10
Mansel Streetscape Improvement Project	Complete Construction	10
Oakdale Safety Improvements	Complete Construction	10
James Denman Safe Routes to School Project	Complete Construction	10
Mission/Trumbull Safety Improvements	Complete Construction	11
Geary BRT Phase 1	Complete Conceptual Design	1,3
Muni Forward: 19th Ave	Complete Detailed Design	1,4, 7
Masonic Ave Streetscape Improvement Project	Begin Construction	1,5

Sloat Blvd Safety Improvements	Construction Complete	4,7
Tenderloin Safe Routes to School Project	Complete Construction	5,6
Polk Streetscape Project	Begin Construction	6,3
Embarcadero Enhancement Project	Complete Conceptual Design	6,3
Van Ness Improvement Project	Begin Construction	6,4,2
Muni Forward: 16th Street	Complete Detailed Design	9,10
Muni Forward: Mission	Complete Detailed Design	9,11
Previously committed VZ 24 (Golden Gate, Webster, 9th/Division, etc)	Complete construction	Various
WalkFirst New Traffic Signals	Complete Detailed Design	Various
WalkFirst Pedestrian Countdown Signals	Complete Detailed Design	Various
SFPD E-Citations	Pilot E-citations	Various
SFPD Focus on the Five (increase in Focus on the Five citations)	50% of all Citations	Various
SFMTA/SFPD Anti-Speeding Campaign	Program launched	Various
Vision Zero Communications Outreach (need to rename)	Efforts underway and funding secured for 2017	Various
Motorcycle Education Campaign	Funding Secured, potential Program begun	Various
School Crossing Guard & Vision Zero Awareness	Complete Non-Infrastructure Project	Various
Safe Streets for Seniors	Fund up to seven (7) community-based organizations (CBOs) for Safe Streets for Seniors projects	Various
Automated Speed Enforcement	Identify and secure key supporters in support of advancing state law change to allow use of ASE	Various
Vision Zero High Injury Network	Update HIN	Various
TransBASE	Update TransBASE	Various
Surveillance System	Update Surveillance System	Various



**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



90%



10%

30 MPH



60%



40%

40 MPH



20%



80%

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



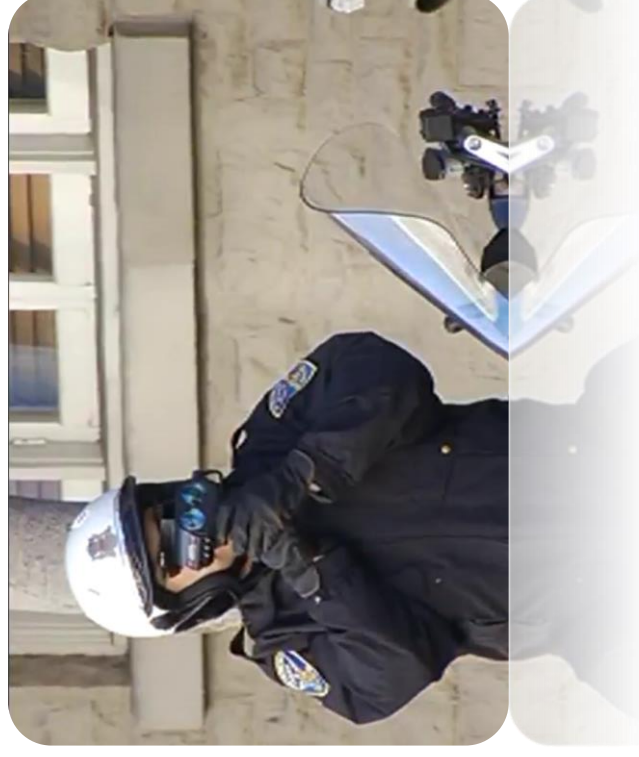
ENHANCED ENFORCEMENT

WHAT IS HIGH VISIBILITY ENFORCEMENT?



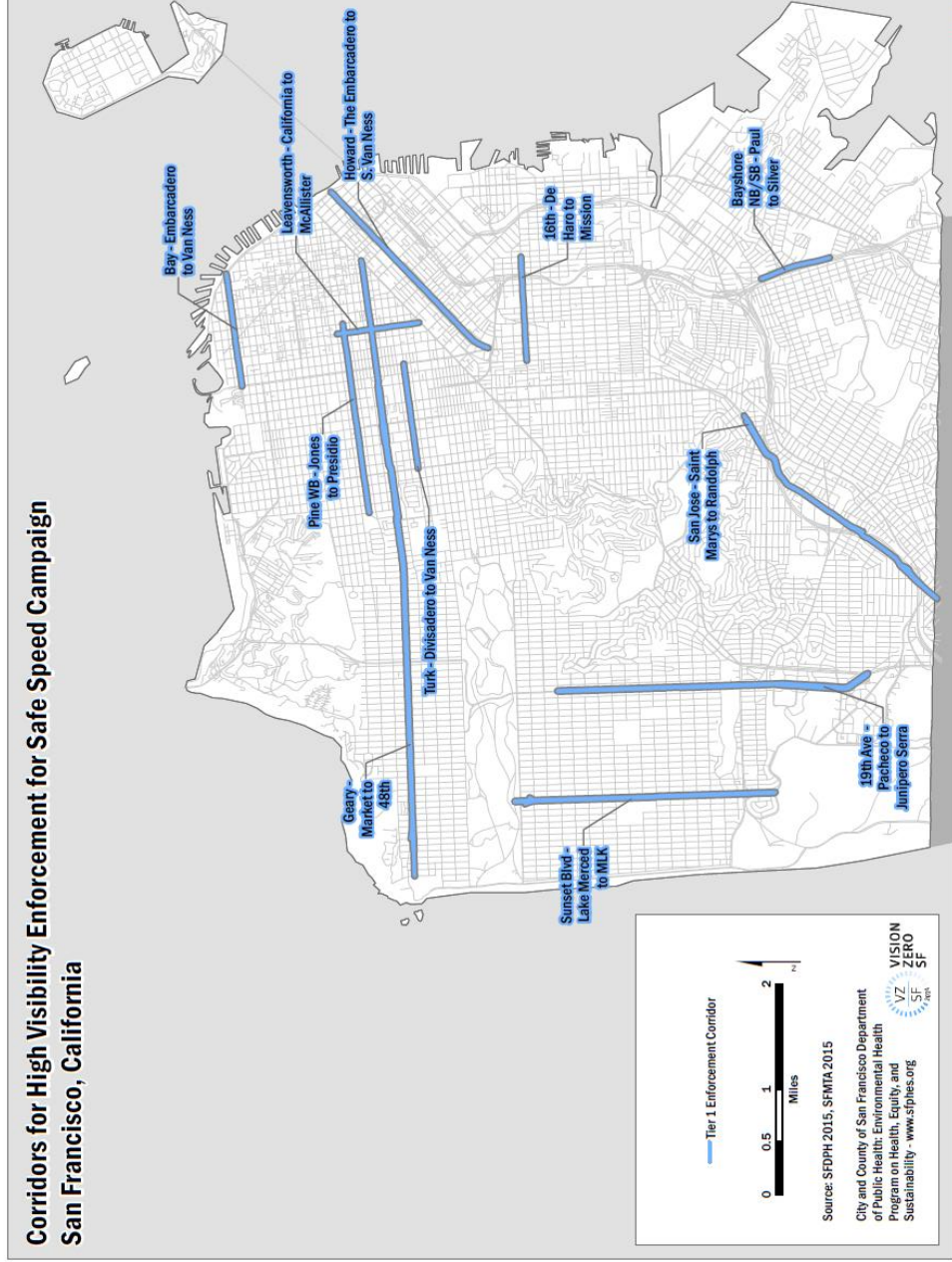
HIGH VISIBILITY ENFORCEMENT

- 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



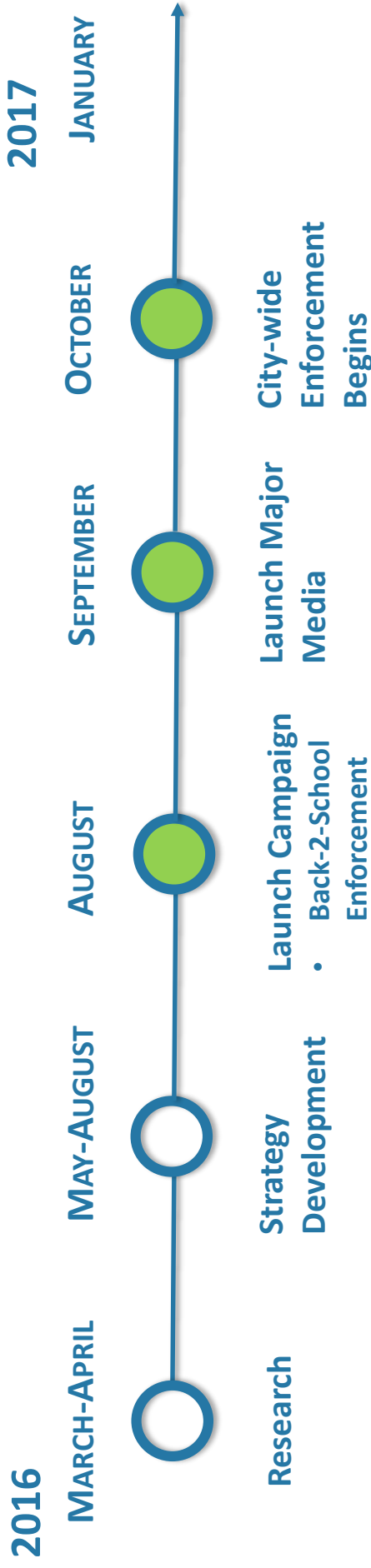
Source: SFPDH 2015, SFMTA 2015
City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability - www.sfpbes.org





EDUCATION & MEDIA

EDUCATION AND ENFORCEMENT CAMPAIGN





EVALUATION

EVALUATION METRICS

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

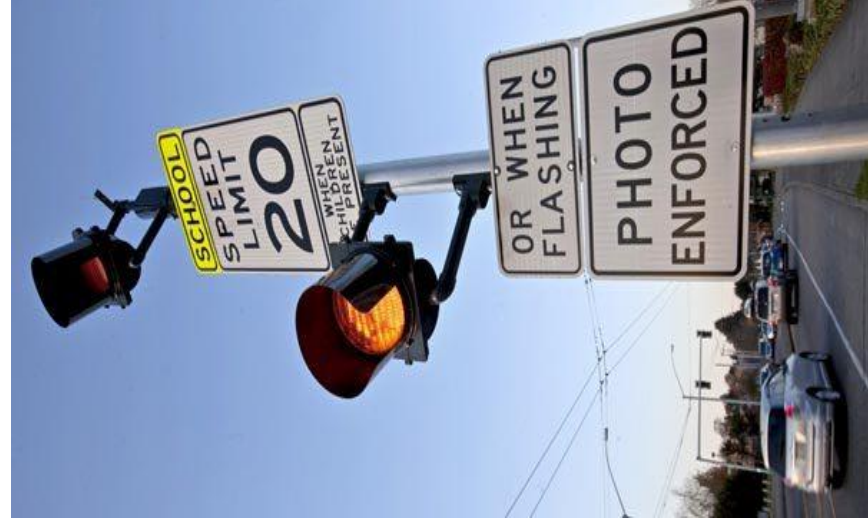


ENGINEERING AND POLICY: SYSTEMS APPROACH

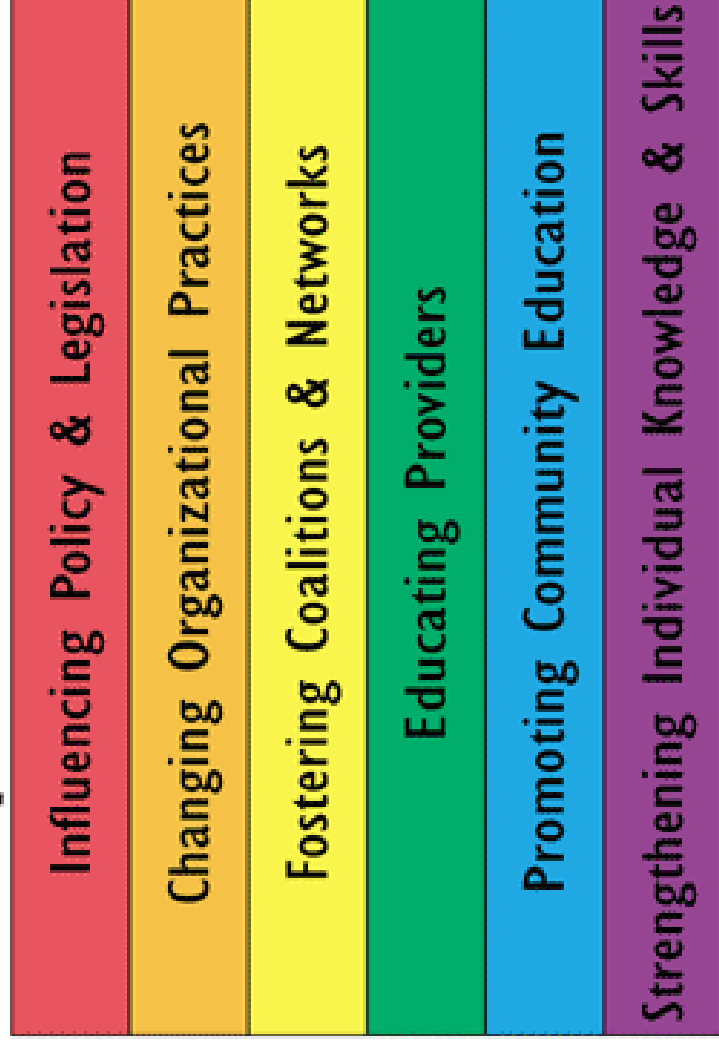
ENHANCING AND AMPLIFYING ENGINEERING



CREATING PUBLIC SUPPORT FOR SAFER STREETS



The Spectrum of Prevention



THANK YOU!

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