



# AGENDA

## VISION ZERO COMMITTEE Transportation Authority Board Special Meeting

**Date:** Thursday, September 15, 2016; 1:30-3:00 p.m.  
**Location:** Committee Room 263, City Hall  
**Commissioners:** Yee (Chair), Kim (Vice Chair), Campos and Wiener (Ex Officio)

**Clerk: Steve Stamos**

**Page**

1. **Roll Call**
2. **Approve the Minutes of the June 30, 2016 Meeting – ACTION\*** 3
3. **Recommend Approval of a Resolution Urging the League of California Cities to Adopt and Implement Vision Zero Strategies and Initiatives for Eliminating Traffic Deaths and Severe Injuries and to Prioritize Traffic Safety Throughout California – ACTION\*** 9

At the 2016 League of California Cities Annual Conference next month, the General Assembly will consider a resolution to adopt Vision Zero. The San Francisco Municipal Transportation Agency (SFMTA) has requested that the Vision Zero Committee recommend and the Transportation Authority Board adopt a resolution urging the League to commit to supporting Vision Zero programs and initiatives to make safety a top priority for transportation projects and policy formulation, while encouraging the State of California and its cities to pursue similar initiatives.

4. **Vision Zero Communications Outreach Updates – INFORMATION**

John Knox White, Transportation Planner at the SFMTA, will provide an update on the status of the Vision Zero Communications Outreach Program, which is designed to increase understanding of and commitment to Vision Zero among individual members of the public. The update will include information on outreach to non-English speaking communities.

5. **Vision Zero Projects and Initiatives – INFORMATION**

Tom Maguire, Director of Sustainable Streets at the SFMTA, will present a status update on the 57 Vision Zero projects, and the schedule for updating the two-year Vision Zero Action Strategy which includes updating the network of citywide Vision Zero high injury corridors. Kate Breen, Director of Government Affairs at the SFMTA, will provide an update on advocacy at the state level for Vision Zero supportive legislation, including automated safety enforcement.

6. **Mayor's Executive Directive on Achieving Vision Zero – INFORMATION\*** 11

Mr. Maguire will discuss efforts by SFMTA and other City agencies to respond to the August 3rd Mayor's Executive Directive ordering city departments to accelerate street safety projects, as well as Commissioner Kim's request that the SFMTA evaluate how to advance the planned and potential protected bicycle lanes throughout the city.

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

During this segment of the meeting, Committee members may make comments on items not specifically listed

## Vision Zero Committee Meeting Agenda

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

Thursday, June 30, 2016

### 1. Roll Call

Vice Chair Kim called the meeting to order at 2:11 p.m. The following members were:

**Present at Roll Call:** Commissioners Kim and Weiner (2)

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

### 2. Approve the Minutes of the March 31, 2016 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Kim and Weiner (2)

Absent: Commissioners Avalos and Yee (2)

**Vice Chair Kim called Item 5 prior to Item 3. Vice Chair Kim stated that Commissioner Avalos had been temporarily appointed to the Vision Zero Committee in place of Commissioner Campos.**

### 3. [Item 5] Update on Vision Zero Projects and Initiatives – INFORMATION

Commissioner Kim and Commissioner Weiner made opening remarks regarding the recent deaths of two bicyclists, Kate Slattery and Heather Miller, in hit-and-run collisions.

Commissioner Kim said that many City departments, including the San Francisco Municipal Transportation Agency (SFMTA), San Francisco Public Works, San Francisco Department of Public Health, and the Transportation Authority were committed to working towards Vision Zero, but that as tragedies continued to happen the work became all the more urgent. She said that she called a hearing earlier in the week to review the city's bike lane safety and enforcement, and was also working to introduce a resolution that would direct the SFMTA to expedite the design and construction of protected bike lanes.

Commissioner Weiner said that he would continue to insist on the importance and urgency of street safety and demand that City departments move in a quicker and more coordinated manner to implement projects. He said there had been some improvement in departmental coordination but that more was needed, and noted that he had championed more funding for street improvements and authored legislation to change the fire code to accommodate safer street design, whereby new trucks had to be more agile for narrower city streets.

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

**The Vision Zero Committee meeting went into recess at 2:23 p.m. The meeting was resumed at 2:28 p.m.**

Commissioner Kim asked if the full list of Vision Zero projects was posted on the Vision Zero website, to which Mr. Maguire responded that it was posted under the resources section. Commissioner Kim stated that the list should be posted in an obvious location for the public to find.

Commissioner Kim asked how many hours were dedicated to enforcement of moving violations in order to assess the magnitude of the additional enforcement planned through the upcoming Safe Speeds campaign. Commander O'Sullivan with the San Francisco Police Department responded that the hours of enforcement varied by week and by district, but that he would follow up with an estimate of hours.

Commissioner Kim asked for a commitment to increase the use of parking control officers (PCOs) for safety-related enforcement, including double-parking in bicycle lanes. Mr. Maguire replied that PCOs already supported safety-related enforcement, such as when PCOs recently worked with police officers to support removal of double-parked vehicles and issued 74 moving violation citations on Golden Gate Avenue.

Commissioner Kim asked about progress towards obtaining state legislation to authorize automated speed enforcement, and suggested issuing automated notices to speeding drivers rather than citations. Mr. Maguire responded that he would look into this option, but noted that it could be hampered by the same privacy concerns as traditional automated speed enforcement without delivering commensurate benefits.

Commissioner Kim asked how SFMTA could ensure that projects would be completed before fatal or severe traffic injuries occurred. Mr. Maguire said that the speed of project implementation depended in part on the availability of resources, but also on the amount of time required to engage communities. He said the recent California Environmental Quality Act reform should allow projects to be implemented more quickly, which could equate to several months for capital projects.

During public comment, Cathy DeLuca, Policy Director at Walk San Francisco, said she was excited about the Vision Zero project map and requested that a full, detailed list of projects be posted online so that Walk SF could determine how substantial the improvements were and how many were located in communities of concern. She asked that the Committee members keep pushing the SFMTA to implement projects more quickly.

Alice Rogers with the Vision Zero Coalition expressed concern that safety improvements were a zero-sum game, where if one area received improvements another did not, and added that safety improvements were leading drivers to reroute to slower residential streets.

Nicole Ferrara, Executive Director at Walk San Francisco, said that the city was a quarter of the way into its ten-year goal of zero deaths but had made no progress in reducing fatalities, and noted that nineteen people had been killed so far this year. She said that crashes were preventable and that the city could reshape streets in addition to painting them. She said that automated speed enforcement should be adopted and asked the audience to sign a petition at [bit.ly/safetynotspeed](http://bit.ly/safetynotspeed).

Elizabeth Snider said that her children now knew what a "ghost bicycle" was because they passed the one for Heather Miller every day. She expressed concern that drivers in Golden Gate Park did not give bicyclists the right of way and asked for more speed enforcement in parks.

Davi Ottenheimer said that he used cameras to monitor vehicle speeds and recently had to increase the camera frame rate because vehicles were driving faster. He called for greater enforcement, especially of vehicles blocking bicycle lanes.

Devon Warner, a member of the Bicycle Advisory Committee who lived in District 1, said there was a perceived lack of enforcement for automobile moving violations such as running through red lights and speeding. He asked the Committee and the SFMTA to consider bicycle-mounted enforcement. He added that he thought San Francisco Public Works had been removing ghost bicycles, which were important to family members of people killed in fatal bicycle accidents, and asked that this be stopped.

Brad McManus questioned whether 2024 was a realistic date to reach the Vision Zero goal, and said that witnessing a crash was a life-changing experience.

Brian Cohen, a Mission District resident, said that Vision Zero was important to achieve even at the cost of slower driving and more difficulty finding parking. He said that he recognized that this would be politically difficult and asked the Committee to continue to be leaders in safety and changing the streets.

Margaret McCarthy, Interim Executive Director at the San Francisco Bicycle Coalition (SFBC), said that over 1,000 people had written emails to Mayor Lee demanding safer streets and that at a recent event, over 200 people had stopped to write postcards. She said the Mayor's recent press release had presented the Vision Zero bicycle projects as new when they were in fact existing projects, which she said was misleading. She said that she would like urgent action and noted that SFBC members were heartbroken regarding the recent bicyclist fatalities.

Marty Combs said that he wanted efforts to be concentrated on well-used bicycle routes, as well as on addressing pot holes on existing bicycle lanes. He said more speed humps were needed to slow traffic, but that they should be designed to avoid impacting emergency vehicles. He also said that repair crews often left dangerous conditions on the bicycle lanes, and that the week prior he had lost control of his bicycle due to a pothole left by a repair crew, which was located 20 feet from a bicycle medallion.

Mark Sullivan called for greater enforcement to reduce vehicle parking in bicycle lanes. He said bicyclists could not be expected to enforce traffic rules on their own and that police enforcement was needed.

Ruskin Landreth said that safety concerns, particularly among women, were causing a decline in interest in bicycling even though it was an inexpensive way to get around the city.

Lisa Lin, a youth leader in the Chinatown Community Development Center (CCDC) Campaign Academy, said that cyclist and pedestrian safety was important and asked the Committee to make streets safer.

David Yi, a youth leader with the CCDC Campaign Academy, said he had been working on pedestrian safety on Kearny Street and expressed hope that the city would achieve Vision Zero.

Andrew Yip said he thought accidents were caused by speeding, poor vision and people driving out of control.

Randall, who worked as a bike messenger, said that on Howard Street from the Embarcadero to the intersection of Division Street, 13<sup>th</sup> Street, and Duboce Avenue, there were only four 25 miles-per-hour speed limit signs and that three of them were obstructed by trees and not visible to

drivers. He said that he thought people were not aware of the speed limit in the South of Market area, and added that funding should be available for visible educational and outreach activities on the streets.

Madeleine Savit of Folks for Polk said that traffic collisions cost the city at least \$23 million annually in emergency response costs. She said she had been assisting in a citizen-led effort to put up orange cones on Golden Gate Avenue to protect the new bicycle lane, and noted that one of the people involved was assaulted in the process.

Commissioner Avalos said that the city had put additional funding into safety education in the previous year's budget, and that he would have expected to see more evidence of the education campaign by now. He said he was concerned that there was not enough enforcement on the highest injury corridors, and wanted to see more enforcement to protect bicyclists, particularly to reduce the number of cars parked in bicycle lanes. He expressed frustration regarding the lack of real progress towards Vision Zero and called for City departments to improve coordination and increase their level of effort.

Chair Yee thanked the public for their comments and encouraged those in attendance to submit their ideas for legislation that Committee members could sponsor to improve progress towards Vision Zero. He requested more information on progress towards implementing safety education campaigns at the next Vision Zero Committee meeting, including timelines, evaluation approach, and outreach to non-English speakers.

Commissioner Kim requested that before the next Committee meeting, City departments provide steps for implementing additional protected bicycle lanes throughout the city. She said more people would bicycle if they felt safe, and that the city could not ask its residents to bicycle more without providing adequate protection, including protected bicycle lanes and increased traffic enforcement. She expressed concern that the 57 Vision Zero projects were presented as new in the Mayor's recent press release, when most had already been in development. She encouraged those in attendance to continue posting on social media regarding traffic safety issues affecting bicyclists.

#### 4. **[Item 3] Update on the Vision Zero Two-Year Action Strategy – INFORMATION**

Megan Wier, Program Director at the San Francisco Department of Public Health and Mari Hunter, Senior Transportation Planner at the SFMTA, presented the item.

During public comment, Mark Sullivan, referring to a slide during the presentation, asked why making progress towards a goal counted as completion. Ms. Hunter replied that the goal was for the San Francisco Police Department to commit to focusing enforcement on the top five collision areas, and noted that they had made that commitment.

Cathy DeLuca, Policy Director at Walk San Francisco, said she was surprised that the Two-Year Action Strategy report was not released to the Vision Zero community directly. She also said she was disappointed by the lack of urgent tone in the report and requested that this be corrected in future reports.

Commissioner Kim asked if there were updates about which types of safety messages were most effective in changing driver behavior, and also asked for an update on the large vehicle training program.

John Knox White, Transportation Planner at the SFMTA, replied the SFMTA had conducted a statistically significant survey about how people thought about speeding in San Francisco and that

the report would be completed in about six weeks. He said he expected that the Safe Speeds Campaign would highlight safety as a problem that required everyone's participation to fix, and would include personal stories of communities impacted by traffic injuries and radio promotions aimed at persuading drivers that Vision Zero was attainable. Mr. Knox White said that the SFMTA was working with Interethnica, a multicultural and multilingual marketing and outreach firm, to convey street safety messages in different languages in the Crocker Amazon and South of Market neighborhoods and to conduct a speakers' bureau training in July to bring about 110 community leaders into the Vision Zero conversation.

Mr. Knox White said a grant from the Office of Traffic Safety would help launch the City's first motorcycle safety campaign in October. He said that motorcyclist deaths occurred more frequently than bicyclist or motorist fatalities and therefore must be addressed as part of the Vision Zero campaign. He said that the SFMTA would be committing \$1 million per year over the next two years to support expanded Vision Zero safety education and communication, including community outreach. He said that Vision Zero radio advertising would begin in August and that the Safe Speeding campaign messages would begin in September and would continue throughout the fall, but that the SFMTA would avoid messaging during the height of the election season.

Mr. Knox White said that the SFMTA was finalizing the Training-for-Trainers program of the large vehicle safety education campaign. Commissioner Kim asked if the SFMTA tracked how many people viewed the video, to which Mr. Knox White replied that it would be challenging to get an accurate count because one view of a video did not necessarily capture the number of people that could be watching together. Chair Yee stated that he thought showing a video was not an effective approach to training and that an interactive approach could be better. Mr. Knox White replied that the SFMTA had worked with stakeholders to improve the curriculum and that there would be some interactive lessons in addition to video.

**5. [Item 4] Update on Leading Pedestrian Intervals – INFORMATION**

James Shahamiri, Associate Engineer at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

Chair Yee asked if there was technology available for people to push a button to request additional time to cross the street, which would help elderly people using walkers. Mr. Shahamiri replied that the SFMTA preferred to add more crossing time to the default signal timing setting at the intersection. Chair Yee asked if crossing time could be increased at the intersection of Portola and Vicente Streets, due to a complaint he had received from an elderly person regarding inadequate crossing time. Mr. Shahamiri responded that he would look into the signal timing at that intersection.

During public comment, Cathy DeLuca, Policy Director of Walk San Francisco, said that leading pedestrian intervals (LPIs) reduced crashes and that she supported them. She said she wanted the final guidance on LPIs to include that LPIs would be standard on street sections with a forced right turn pocket.

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

There was no public comment.

**7. Public Comment**

During public comment, Andrew Yip spoke about prosperity.

**8. Adjournment**

The meeting was adjourned at 4:08 p.m.





RESOLUTION URGING THE LEAGUE OF CALIFORNIA CITIES TO ADOPT AND IMPLEMENT VISION ZERO STRATEGIES AND INITIATIVES FOR ELIMINATING TRAFFIC DEATHS AND SEVERE INJURIES AND TO PRIORITIZE TRAFFIC SAFETY THROUGHOUT CALIFORNIA

WHEREAS, Vision Zero is San Francisco's policy and commitment to build better and safer streets, educate the public on traffic safety, enforce traffic laws and adopt policy changes that save lives, with the goal of zero traffic deaths in the city by 2024; and

WHEREAS, Vision Zero strategies have been adopted in numerous cities throughout California, including San Francisco, Los Angeles, San Diego, San Jose, Santa Monica, and Santa Barbara; and

WHEREAS, At the 2016 League of California Cities (League) Annual Conference in October, the General Assembly will consider a resolution committing the League to supporting Vision Zero and other programs, policies, or initiatives that prioritize transportation safety; encourage cities throughout California to join in these traffic safety initiatives to pursue the elimination of death and severe injury crashes on our roadways; and encourage the State of California to consider adopting safety as a top priority for both transportation projects and policy formulation; and

WHEREAS, At its September 15, 2016 meeting, the Transportation Authority's Vision Zero Committee recommended that the Transportation Authority Board approve the subject resolution; now, therefore, be it

RESOLVED, That the Transportation Authority hereby urges the League of California Cities to adopt and implement Vision Zero Strategies and initiatives for eliminating traffic deaths and severe injuries and to prioritize traffic safety throughout California; and be it further

RESOLVED, That the Executive Director is directed to communicate this position to all



relevant parties.

OFFICE OF THE MAYOR  
SAN FRANCISCO



EDWIN M. LEE  
MAYOR

**Executive Directive 16-03**  
**Achieving Vision Zero: Bicycle & Pedestrian Safety**  
*August 4, 2016*

The City and County of San Francisco is committed to Vision Zero, a goal to end all traffic deaths and serious injuries on our streets by 2024 through investment of resources in building a safer transportation system.

Traffic injuries disproportionately impact low-income communities, communities of color, seniors, and people with disabilities, so Vision Zero can only be achieved through a commitment to social equity in the management of our streets.

The City is also committed to prioritizing the growth of bicycling and walking as sustainable modes of transportation, and implementing and delivering bicycle and street safety projects as outlined in the Bicycle and Pedestrian Strategies in support of the city's long-standing commitment to our voter-mandated Transit First policy.

In order to achieve these goals, this Executive Directive commits the City to ensuring we accelerate the implementation and visibility of our Vision Zero goal immediately, using data-driven strategies to prevent San Franciscans from suffering the loss of loved ones to traffic collisions.

Through this Executive Directive, I hereby:

1. Require that all infrastructure implemented on the City-designated high-injury network be the highest achievable quality, including Class IV protected bicycle lanes, and comprehensive WalkFirst treatments.
2. Direct the SF Municipal Transportation Agency to accelerate their Vision Zero engineering project delivery schedule to achieve a minimum of 13 miles of Vision Zero projects per year, with of the goal of increasing to 18 miles of projects per year.
3. Direct the SF Municipal Transportation Agency to accelerate key projects in the capital plan to meet the goals outlined in the 2013-2018 Bicycle Strategy by completing three protected bike lane projects within the next nine months, including safety improvements on 7<sup>th</sup> Street and 8<sup>th</sup> Street.
4. Direct the SF Recreation and Parks Department and the SF Municipal Transportation Agency to deliver near-term safety improvements to reduce speeds and vehicular through traffic on JFK Drive in the next 6 months.

5. Direct the SF Recreation and Parks Department and the SF Municipal Transportation Agency to initiate, within the next three months, a study of expanded traffic calming and traffic restrictions in Golden Gate Park.
6. Direct the Department of Public Health to analyze collision and related data to identify areas where targeted safety investments can improve safety for youth, seniors, and people with disabilities, and in collaboration with SFMTA and community stakeholders, work to develop recommendations for prioritized projects to be implemented for those vulnerable populations.
7. Commit to continue advocacy to win Automated Speed Enforcement legislation at the state level.
8. Direct the Police Department to expand its efforts to meet its “Focus on the Five” goals and continue quarterly public reports and presentations at the Police Commission.
9. Direct the SF Municipal Transportation Agency, in coordination with other relevant City departments, to begin implementing a comprehensive Vision Zero awareness campaign within the next 30 days to ensure the widespread public knowledge and significant increased awareness of Vision Zero.
10. Direct the installation of telematic vehicle tracking systems in all motor vehicles owned or leased by the City, as appropriate, no later than January 1, 2017.
11. Require all employees who drive City-owned or leased vehicles to complete the online, interactive safety training administered by the City Administrator’s Office as soon as practicable.
12. Direct the SF Municipal Transportation Agency to explore, over the next 12 months, possible pilots of other proven crash prevention solutions on SFMTA and City-owned or leased vehicles.
13. Direct the departments responsible to track and report progress on the above actions, with reports to be submitted quarterly to the Mayor’s office through the SFMTA, to be shared publicly, and at regular meetings of the Vision Zero Task Force, SFMTA Board of Directors, and SF County Transportation Authority’s Vision Zero Committee meetings.

Implementing many items listed above requires new revenue. In anticipation that new revenue sources may be approved on the November 2016 ballot and recognizing the need to plan for their efficient expenditure, this Executive Directive will take effect immediately.

Edwin M. Lee  
Mayor, City & County of San Francisco