



DRAFT MINUTES

VISION ZERO COMMITTEE

Thursday, September 15, 2016

Commissioner Campos moved to excuse Commissioner Kim, seconded by Chair Yee.

1. Roll Call

Chair Yee called the meeting to order at 1:46 p.m. The following members were:

Present at Roll Call: Commissioners Campos and Yee (2)

Absent at Roll Call: Commissioner Kim (1)

2. Approve the Minutes of the June 30, 2016 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Campos and Yee (2)

Absent: Commissioner Kim (1)

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

Kate Breen, Government Affairs Director at the San Francisco Municipal Transportation Agency, presented the item.

Chair Yee expressed support for the item and emphasized that it was important to let other cities know about San Francisco's support.

During public comment, Cathy DeLuca, Policy Director with Walk San Francisco, urged the Committee to support the resolution. She added that their support would go a long way to demonstrate San Francisco's support for Vision Zero.

Chair Yee commented that San Francisco was a Vision Zero city and that he hoped other cities in California would share this vision to protect pedestrian safety. Commissioner Campos urged the League of California Cities to pass the resolution to adopt and implement Vision Zero.

The item was adopted by the following vote:

Ayes: Commissioners Campos and Yee (2)

Absent: Commissioner Kim (1)

4. Vision Zero Communications Outreach Updates – INFORMATION

John Knox White, Senior Transportation Planner at the San Francisco Municipal Transportation Agency (SFMTA), presented the item.

Commissioner Campos asked if the content of the radio communications was translated into Spanish and Chinese and which stations were playing the program. Mr. Knox White responded that the radio content was translated into multiple languages including Spanish and Chinese and was played during 'drive time' on network radio stations such as KQED. He stated that he would follow up with the names of other radio stations that were playing the program.

Chair Yee asked if the Vision Zero campaign signs were only in English. Mr. Knox White responded that the Vision Zero awareness signs were currently only in English but would soon be translated into Spanish and Chinese.

Commissioner Campos asked if the City was coordinating with community groups to support and share Vision Zero information. Mr. Knox White responded that the City was sharing Vision Zero related information with a number of community groups to help spread the word to their respective communities.

Chair Yee asked what SFMTA's primary purpose of engaging with the public was, and whether it was to receive feedback or to educate about Vision Zero. Mr. Knox White responded that while the primary purpose was to educate and encourage the public to think about safe streets, the campaign also gave the City an opportunity to collect feedback about Vision Zero.

Chair Yee asked if the SFMTA communicated with youth, such as high school students. Mr. Knox White responded that SFMTA was engaging the youth through the speakers training, where a number of attendees were from the Youth Commission. He noted that SFMTA was actively collaborating with the Department of Public Health (DPH) and San Francisco Unified School District to reach out to students through the Vision Zero Education Subcommittee. Mr. Knox White added that the SFMTA held coordination meetings with DPH on a monthly basis to discuss how to promote Vision Zero to parents and students.

Chair Yee asked if the Transportation Network Companies (TNCs) should be part of the outreach effort and invited to be part of the Vision Zero solution, since these companies were in a unique position to share Vision Zero information to their drivers. Mr. Knox White responded that SFMTA had reached out to TNCs about their driver training programs and reported that Lyft would be starting a program in the fall to teach drivers how to drive safely in an active walking and biking environment, by using training content developed with the San Francisco Bicycle Coalition in coordination with the SFMTA. Mr. Knox White added that Uber was also working closely with the San Francisco Bicycle Coalition and Walk San Francisco to develop a similar training program, which SFMTA would also have a chance to comment on.

Chair Yee asked if SFMTA had any discussions with car rental companies about Vision Zero. Mr. Knox White responded that rental companies were on SFMTA's list of groups for future outreach about Vision Zero.

Chair Yee asked if Vision Zero posters would be placed at gas stations. Mr. Knox White responded that efforts to update the digital networks for the Vision Zero campaign turned out to be more complicated than initially predicted. He stated that by spring 2017, SFMTA would be updating the content for digital signs which would also be located at gas stations. Chair Yee suggested that the paper-based Vision Zero posters at gas stations might be another way to reach San Francisco drivers. Mr. Knox White agreed and stated that he would explore this topic with his team. Mr. Knox White said that for the anti-speeding campaign, SFMTA worked with a third party to distribute Vision Zero materials to San Francisco drivers who used a credit card in gas stations. He added that individual driver information was not shared with or available at SFMTA.

There was no public comment.

5. Vision Zero Projects and Initiatives – INFORMATION

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

Chair Yee expressed his appreciation for implementing interactive speed radars in District 7.

Commissioner Campos asked if the SFMTA was communicating with regional policy bodies, such as the Metropolitan Transportation Commission (MTC) and the Golden Gate Bridge, Highway and Transportation District (GGBHTD), to coordinate and advance Vision Zero legislative efforts. Ms. Breen responded that the year prior, SFMTA had worked with MTC to advance automated speed enforcement legislation (it has not been introduced yet), and that SFMTA was planning to continue the collaboration in the coming year. She also added that the GGBHTD could be a strong supporter of Vision Zero projects for both bridge and highway components. Chair Yee responded that he would discuss Vision Zero with his fellow GGBHTD board members.

Chair Yee asked what types of concerns the public had about automated speed enforcement. Ms. Breen responded that the main concern had changed from protecting the driver's privacy to ensuring that the program focused on changing behavior and not generating extra revenue or using the revenue for any other purposes than safety investments. She explained that the funds generated from the program should only be used for covering the program's costs. She added that SFMTA had been able to find common values about Vision Zero with motorists' organizations through further outreach.

During public comment, Cathy DeLuca, Policy Director with Walk San Francisco, stated that Walk San Francisco was excited about the Vision Zero campaign messages reaching across the City but was disappointed that the capital projects were still delayed. She stated that Walk San Francisco was looking forward to working with SFMTA to identify effective measures through the Vision Zero Two-Year Action Strategy update process in the coming months. She added that Walk San Francisco was also looking forward to the Department of Health's evaluation of Vision Zero.

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

Luis Montoya, Livable Streets Director at the San Francisco Municipal Transportation Agency, presented the item.

Commissioner Campos asked how the City could implement more protected bicycle lanes in District 9. Mr. Montoya responded that there was an investment plan for bicycle infrastructure throughout San Francisco, especially in the Mission District which had a high incidence of bicycle collisions. Mr. Montoya explained that SFMTA's approach to implementing protected bicycle lanes was to first identify the corridors that were suitable for bicycling and then to work with neighbors to find and implement the most appropriate solutions for those streets, including protected bicycle lanes.

Chair Yee asked about the number and locations of speed humps in Golden Gate Park. Mr. Montoya responded that 10 speed humps were being implemented at the western side of John F. Kennedy Drive between Transverse Drive and the Great Highway. He stated that SFMTA would work with the community to determine appropriate safety improvements and traffic calming measures for other parts of the park.

During public comment, Janice Li, Advocacy Director with San Francisco Bicycle Coalition, stated that the City needed to accelerate the Vision Zero projects and expressed the Bicycle Coalition's support for the Executive Directive and SFMTA's effort to implement these projects. She urged the Transportation Authority and SFMTA to accelerate delivery of the Vision Zero projects.

Cathy DeLuca, Policy Director with Walk San Francisco, commented that Walk San Francisco, the Bicycle Coalition, and the San Francisco Unified School District had partnered for the Safe Routes to School program and could start engaging the school superintendents to promote Vision Zero. Ms. DeLuca emphasized that the Executive Directive prioritized projects that would protect the most vulnerable citizens, such as seniors and people with disabilities. She urged the City to consider upgrading currently proposed improvements to more high-quality solutions, such as considering boarding islands rather than the currently proposed paint-based solutions on Taraval Street.

7. Introduction of New Items – INFORMATION

There was no public comment.

8. Public Comment

There was no public comment.

9. Adjournment

The meeting was adjourned at 2:48 p.m.