



# AGENDA

## VISION ZERO COMMITTEE Transportation Authority Board Special Meeting

**Date:** Thursday, December 15, 2016; 2:00-3:30 p.m.  
**Location:** Legislative Chamber, Room 250, City Hall  
**Commissioners:** Yee (Chair), Kim (Vice Chair), Campos and Mar (Ex Officio)

**Clerk: Steve Stamos**

- |    |   | <b>Page</b> |
|----|---|-------------|
| 1. | <b>Roll Call</b>  |             |
| 2. | <b>Approve the Minutes of the September 15, 2016 Meeting – ACTION*</b>  | <b>3</b>    |
| 3. | <b>Vision Zero Two-Year Action Strategy Updates – INFORMATION*</b>  | <b>7</b>    |
|    | <p>Mari Hunter, Project Manager at the San Francisco Municipal Transportation Agency (SFMTA), and Megan Wier, Director of the Program on Health, Equity, and Sustainability at the Department of Public Health, will provide an overview of progress from the 2015-16 Vision Zero Two-Year Action Strategy and an update on the development of the 2017-18 Action Strategy. Highlights of the draft Strategy include organizing projects and programs through an outcomes-based framework of safe streets, safe people, and safe vehicles instead of through education, enforcement, engineering, and policy. The draft Strategy also affirms the City's commitment to achieving Vision Zero in an equitable way by targeting strategies that benefit San Francisco's most vulnerable populations – seniors and persons with disabilities, low-income communities and communities of color, and people walking – who disproportionately bear the burden of severe and fatal collisions.</p> |             |
| 4. | <b>Vision Zero Projects and Initiatives – INFORMATION*</b>  | <b>21</b>   |
|    | <p>Tom Maguire, Director of Sustainable Streets at the SFMTA, will present a status update on the 57 Vision Zero projects. 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 speed enforcement.</p>  |             |
| 5. | <b>Mayor's Executive Directive on Achieving Vision Zero – INFORMATION*</b>  | <b>33</b>   |
|    | <p>Luis Montoya, Director of Livable Streets at the SFMTA, will discuss efforts by the SFMTA and other City agencies to respond to the Mayor's Executive Directive from August 3<sup>rd</sup> 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.</p>   |             |
| 6. | <b>Open Letter to Transportation Network Companies and Other Shared-Ride Services to Support Vision Zero – INFORMATION</b>  |             |
|    | <p>Commissioner Peskin has requested that the SFMTA, Transportation Authority, and other stakeholders work together to draft an open letter to transportation network companies (TNCs, such as Uber and</p>   |             |

## Vision Zero Committee Meeting Agenda

Lyft), tour buses companies, commuter shuttle agencies, etc., urging their support and assistance in achieving Vision Zero. John Knox White, Transportation Planner at the SFMTA, will provide a brief overview of how the SFMTA currently engages with these different entities and what some of the challenges are currently. We are seeking the Committee's input on the contents of this letter.

### 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

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.



**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

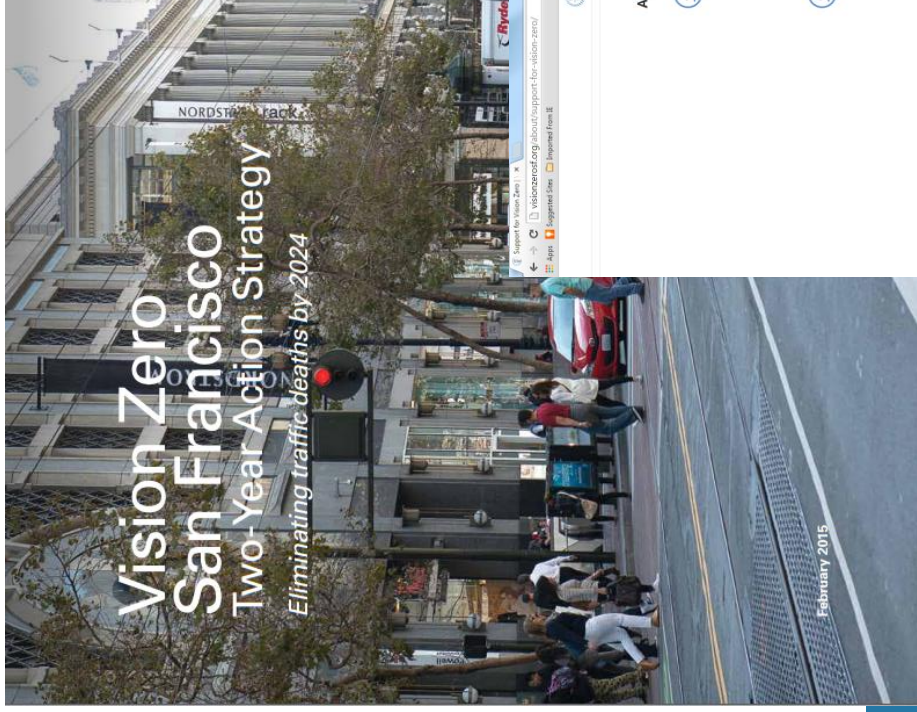
# **VISION ZERO SF: ELIMINATING TRAFFIC DEATHS BY 2024**

**DECEMBER 15, 2016**

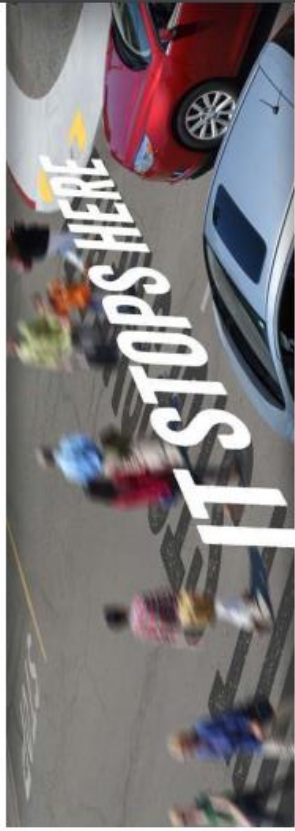


# ADOPTION TO TODAY

February 2014: San Francisco adopts VZ policy, committing to eliminate traffic fatalities by 2024



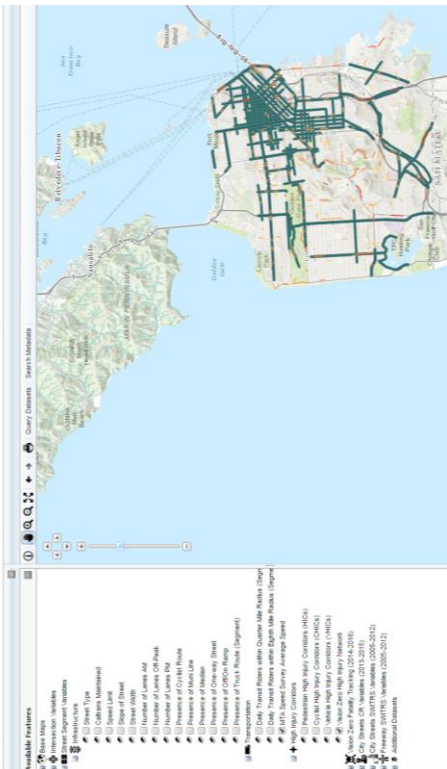




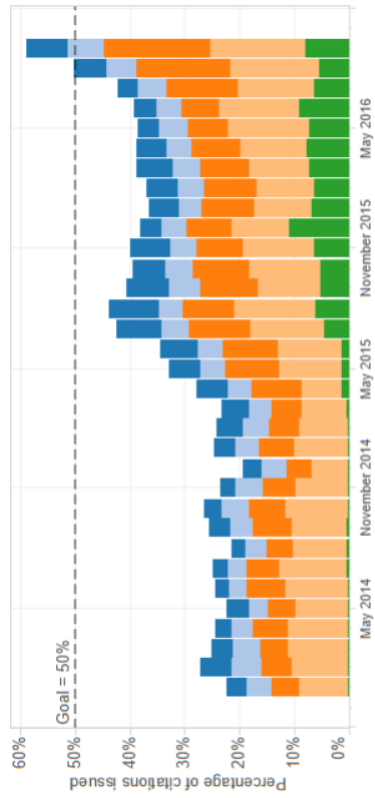
**City ahead of schedule for 24 projects in 24 months**

Today Mayor Edwin M. Lee joined by Supervisor Jane Kim, the San Francisco Municipal Transportation Agency (SFMTA), Vision Zero Coalition and other city agencies, announced the completion of the 24th Vision Zero project. As part of the City's commitment to "Vision Zero," a policy to eliminate all serious traffic injuries and fatalities in San Francisco, the SFMTA launched a list of 24 additional Vision

**TransBASE: Linking Transportation Systems to Our Health**



**TARGETED ENFORCEMENT: FOCUS ON THE 5**



# A FOCUS ON SPEED

● If hit by a person driving at:

● Person Survives the Collision

● Results in a Fatality

20 MPH



90%



30 MPH



60%



40 MPH



20%



## VISION ZERO ACTION STRATEGY TIMELINE

- City agency VZ staff feedback:
- Oct. 3<sup>rd</sup> meeting with email feedback due Oct. 10<sup>th</sup> for action item development
- Draft Strategy review comments due Nov. 14<sup>th</sup>
- Public stakeholder feedback:
  - Oct. 11<sup>th</sup> mtg
  - Online survey ending Oct. 21<sup>st</sup>
  - VZ Coalition meeting on Oct. 26<sup>th</sup>
- Supervisor outreach: Nov./Dec.
- Directors' Working Group meeting on Nov. 16<sup>th</sup>
- Public Stakeholder Update: VZ Task Force mtg Dec. 13<sup>th</sup> and VZ Committee mtg Dec. 15<sup>th</sup>
- Finalize Action Strategy with Communications team: Dec./Jan.
- Release Action Strategy: Jan. 2017

## ACTIVE AGENCIES

SFMTA	SFFD
SFDPW	Port
SFDPH	Controller's Office
Planning	SFCTA
Rec & Parks	SFUSD
Mayor's Office	SFE
Mayor's Office on Disability	SFO
SFPD	District Attorney's Office
SFPUC	

## FROM E'S TO OUTCOMES

Safe Streets    Safe People    Safe Vehicles

Actions, in general, will still be able to be classified as an *engineering solution (i.e. redesigning the street), enforcement solution or education solution* but reorganizing actions based on the outcome of being able to create safe streets, safe people and safe vehicles

## CORE PRINCIPLES

- 1. Prevention:** Traffic deaths are preventable and unacceptable.
- 2. Saving Lives:** Safety and the preservation of human life is our highest priority.
- 3. Equity:** San Francisco's transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all ages and abilities. Vision Zero should:
  - a. Prioritize safety and human life in all communities – ensure we are protecting the most vulnerable road users
  - b. Aim to eliminate historic disparities in severe and fatal injuries
  - c. Ensure actions are sensitive to the community context and do not exacerbate existing inequities or concerns
- 4. Safe Streets:** Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.
- 5. Safe People:** Safe human behaviors, education about and enforcement of safety rules.
- 6. Safe Vehicles:** Vehicle technologies are essential contributors to a safe system.
- 7. Speed:** People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.



### Creating Better Health for All



- Ensure all communities benefit from VZ
- Ensure VZ addresses historic disparities in severe/fatal collisions
- Ensure VZ does not exacerbate the existing inequities

## WHAT WE'VE HEARD

### Outreach:

- Tailored logistics for audience
- Transparency about technical feasibility, cost, and political will
- Comparative information with other cities
- Humanize/personalize VZ

### Equity:

- Diverse voices heard by decision makers, community-specific actions
- Safe Routes programs
- Non-text based communications
- Share more detail on fatality stats
- Diversion programs

### Stakeholders to Engage:

- Community benefit organizations
- Faith-based organizations
- Affordable housing/property mgmt
- Tech industry
- Insurance companies
- PTAs/schools

### Opportunities:

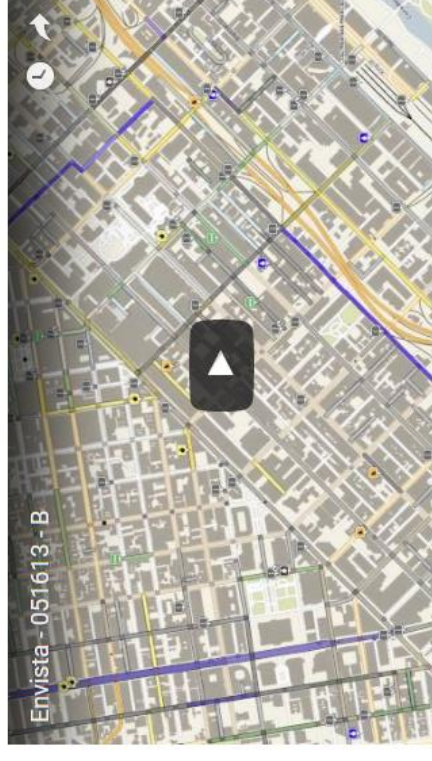
- Make city a model of VZ
- Automated enforcement
- More mode shift out of vehicles (design for people, not cars)
- Identify 'Champions'
- Ensure justice

## ACTION CONSIDERATIONS

- ❖ Does it promote the core principles of Vision Zero?
- ❖ Does it push the city to go beyond business-as-usual but is it also feasible-
  - Does it efficiently target resources to crash factors and locations associated with the most severe injuries and deaths?
  - Is it evidence based?
  - Can an agency ‘own it’, advance it?
  - Can it be started or completed within the two year period?

## SAMPLE OF ACTIONS

- Launch comprehensive analysis for bicycle collisions and evidence-based solutions
- Launch comprehensive analysis for transit collisions and evidence-based solutions per integration of data into TRANSBASE
- Initiate two new High Visibility Education & Enforcement campaigns to reduce significant dangerous behaviors (SFMTA, SFPD):
  - Inhibited Driving (DUI / Driving while high)
  - Distracted Driving (Calls/Text/Apps)
- Improve project development and delivery by using coordination meetings and tools to identify challenges and report progress on addressing those issues
- Implement electronic citations (e-citations) and e-stops and analyze data to identify solutions



## NEXT STEPS

- Public Stakeholder Update: VZ Task Force mtg Dec. 13<sup>th</sup> and VZ Committee mtg Dec. 15<sup>th</sup>
- Finalize Action Strategy with Communications team: Dec./Jan.
- Release Action Strategy: Jan. 2017

Megan Wier

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Working together to prioritize street safety and eliminate all traffic deaths in San Francisco by 2024

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

December 2016

## Vision Zero Subcommittee Updates

### Engineering (Lead: Luis Montoya, SFMTA)

- 16 out of 43 Vision Zero Priority Engineering Project milestones have been achieved.
- Recent accomplishments include breaking ground on Complete Streets projects on Van Ness, Broadway, Potrero and Polk, implementing pedestrian safety upgrades in the vicinity of Tenderloin Elementary School, as well as the completion of comprehensive safety upgrades on Arguello Blvd.
- In response to the Mayor's Executive Directive on Bicycle and Pedestrian Safety the SFMTA Board of Directors recently approved a plan to install parking protected bikeways on 7th and 8th Streets, MTA and DPW crews implemented 10 speed humps on JFK Drive in Golden Gate Park, and MTA and Recreation and Park staff held a public meeting to envision more comprehensive traffic safety upgrades Golden Gate Park.

### Education, Communications, and Outreach (Lead: John Knox White, SFMTA)

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

- Paratransit Urban Driver Safety Video completed.
- Large vehicle collision avoidance technology report finalized with Volpe.
- City Administrator is moving forward to require all city contractors commit to showing all of their drivers the Large Vehicle Urban Driving Safety video.
- Completed the Office of Traffic Safety speed safety program, including community outreach to seniors and families of school aged children as well as SFMTA parking garage advertising.
- Vision Zero media analysis and framing work completed, next steps for vision zero communications and education research being developed.
- Work on a new Vision Zero communications contract is underway. This work will be funded out of the SFMTA budget.
- Safer Speeds program is finalizing community organization grants for providing outreach in 2017. Selection should occur in mid-December.
- Motorcycle safety program is in development with the Office of Traffic Safety (OTS). SFPD will provide evaluation and collaborate on program development. SFPD will provide outreach support.
- Safe Streets for Seniors program continues to provide presentations to seniors. The program also awarded 7 community organization grants for providing education and outreach to seniors and people with disabilities in 2017.
- Safe Routes to School hosted Walk and Roll to School Day on October 5th at 95 schools, including the debut of the Vision Zero Hero at Dianne Feinstein Elementary.
- *Executive Directive Milestones:*



- **ACHIEVED:** the Mayor's Executive Directive to begin implementing a comprehensive Vision Zero awareness campaign within the next 30 days (of August 4th) to ensure the widespread public knowledge and significant increased awareness of Vision Zero. – three separate radio campaigns have run, as have digital outreach and bus shelter advertising.
- **UNDER WAY:** work to develop recommendations for prioritized projects to be implemented for improve safety for youth, seniors and people with disabilities.

### Enforcement (Lead: Robert O'Sullivan, SFPD)

- In 2016 Q3 (July-September), citations for Focus on the Five violations (speed, red light, stop sign, failure to yield to pedestrians, and failure to yield while turning) comprised 51% of all traffic citations: 13,499 of 26,437.
- Note: September 2016, we started to track our non-traffic related violations by stations. 888 violations were issued in September 2016.

Violation Type	Q3 - 2016	%
Focus on the Five	13,499	51.06%
Cell Phone	931	3.52%
Unlicensed Driver	397	1.50%
Suspended License	470	1.78%
Ped Offenses	455	1.72%
Bike Offenses	206	0.78%
All Others	10,479	39.64%
<b>Total Traffic Violations – Citywide</b>	<b>26,437</b>	<b>100.00%</b>
<b>Total Non-Traffic Violations – Citywide</b>	<b>888</b>	<b>N/A</b>

- The Citywide Focus on the Five violations remained unchanged comparing Q3 2015 with Q3 2016, but increased by 30% if comparing to Q2 2016. Please refer to tables below.

Violation Type	Q3 - 2015	Q3 - 2016	% Change
Red light	1,550	1,551	0%
Stop Sign	4,256	4,216	-1%
Ped. Right of Way	2,681	1,550	-42%
Speeding	3,272	4,432	35%
Fail to Yield w/Turn	1,688	1,750	4%
<b>Total Focus on 5 - Citywide</b>	<b>13,447</b>	<b>13,499</b>	<b>0%</b>

Violation Type	Q2 - 2016	Q3 - 2016	% Change
Red light	1,292	1,551	20%
Stop Sign	3,674	4,216	15%
Ped. Right of Way	1,203	1,550	29%
Speeding	2,058	4,432	115%
Fail to Yield w/Turn	2,151	1,750	-19%
<b>Total Focus on 5 - Citywide</b>	<b>10,378</b>	<b>13,499</b>	<b>30%</b>



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- Traffic Company Specialized Enforcement Operations from July – September 2016:
  - 64 Speed/LIDAR/RADAR enforcement operations
  - 53 pedestrian and bicycle safety operations
  - 10 school enforcement operations on back to school week
  - 4 pedestrian and bicycle safety education presentations
  - 3 Joint CHP enforcement operations
  - 2 commercial vehicle enforcement operations
  - 2 DUI checkpoints and 3 DUI saturation operations

### Evaluation and Data (Lead: Megan Wier, SFDPH)

- The SFDPH data team de-duplicated and cleaned victim level SFPD data from Crossroads for years 2013-2015. This data will be used to update, along with hospital data from the surveillance system, the Vision Zero High Injury Network in support of the next Vision Zero 2-year Action Strategy. Both the network and the victim level data will be released on TransBASESF.org in early 2017.
- SFDPH surveyed organizations working with youth, seniors, and people with disabilities to better understand opportunities to address traffic safety concerns, and received almost 300 online responses from both staff and community members representing these populations. SFDPH is now analyzing the data and will use it in combination with focused injury analyses to inform recommendations for targeted safety improvements that will advance in coordination with SFMTA and community stakeholders in 2017.
- SFDPH has completed data linkage between police and hospital data sources for 2013 and 2014 for the transportation-related injury surveillance system. 2015 data linkage is underway, and staff are working with SFDPH's Office of Compliance and Privacy Affairs and the City Attorney regarding data sharing.
- In collaboration with our partners at Zuckerberg San Francisco General Hospital, a Vision Zero Severe Traffic Injury Protocol has been developed and is being refined with feedback from SFMTA and SFPD for severe injury trend reporting moving forward.
- The SFDPH team continues data collection for the evaluation for The Safe Streets SF – Anti-Speeding campaign. Data collectors are using LiDAR to record vehicle speeds along selected intervention and control corridors and conducting intercept surveys to better understand perceptions of speeding, education, and enforcement in San Francisco until November 2017.

### Policy (Lead: Kate Breen, SFMTA)

- In partnership with the City of San Jose and the City of Los Angeles, San Francisco submitted a resolution and supporting documents to the League of California Cities (LCC) in support of Vision Zero. The resolution was considered at the LCC's annual meeting in October in Long Beach and was ultimately approved unanimously. This action by a statewide group will support on-going efforts to advance other legislation and policy recommendations that are supportive of Vision Zero in the upcoming 2017 State Legislative Session. At SFMTA's request, support for Vision Zero legislative efforts has also been incorporated into the legislative program for the regional Metropolitan Transportation Commission.
- In August 2016, the Mayor issued an Executive Directive on Bicycle and Pedestrian Safety reaffirming the City's commitment to advancing automated speed enforcement at the state level. Consistent with this directive, we





Working together to prioritize street safety and eliminate all traffic deaths in San Francisco by 2024

have continued efforts to build local and state support for legislation to authorize an automated speed enforcement pilot program for San Francisco and San Jose to be introduced the 2017 legislative session. In the last quarter, we conducted numerous meetings with key organizations such as the Electronic Frontier Foundation, the American Civil Liberties Union, AAA and the California Highway Patrol to discuss the draft ASE legislative proposal and incorporate changes based on feedback. Working with SFPD, a resolution of support for ASE was considered and approved by the San Francisco Police Commission. We continued to meet with local neighborhood and merchant organizations to educate the public and garner support. We continue to work closely with WalkSF, SFBC, SFCTA, SFDPH and the City of San Jose to build statewide support and engage potential authors. Of note during this quarter was the launch of the “San Francisco Families for Safe Streets” group which has declared advancing authorization of ASE as its top priority in working to end preventable traffic crashes. Finally, support for advancing ASE has been incorporated in the SFMTA’s proposed 2017 State Legislative Program and a briefing was provided the SFMTA Citizens Advisory Committee.





**VISION  
ZERO  
SF**

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

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# **VISION ZERO SF: ELIMINATING TRAFFIC DEATHS BY 2024**

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**DECEMBER 15, 2016**



# VISION ZERO PRIORITY PROJECTS

Accountability and Transparency:  
 50+ projects from all focus areas  
 with key milestones in the next 2  
 years to advance Vision Zero

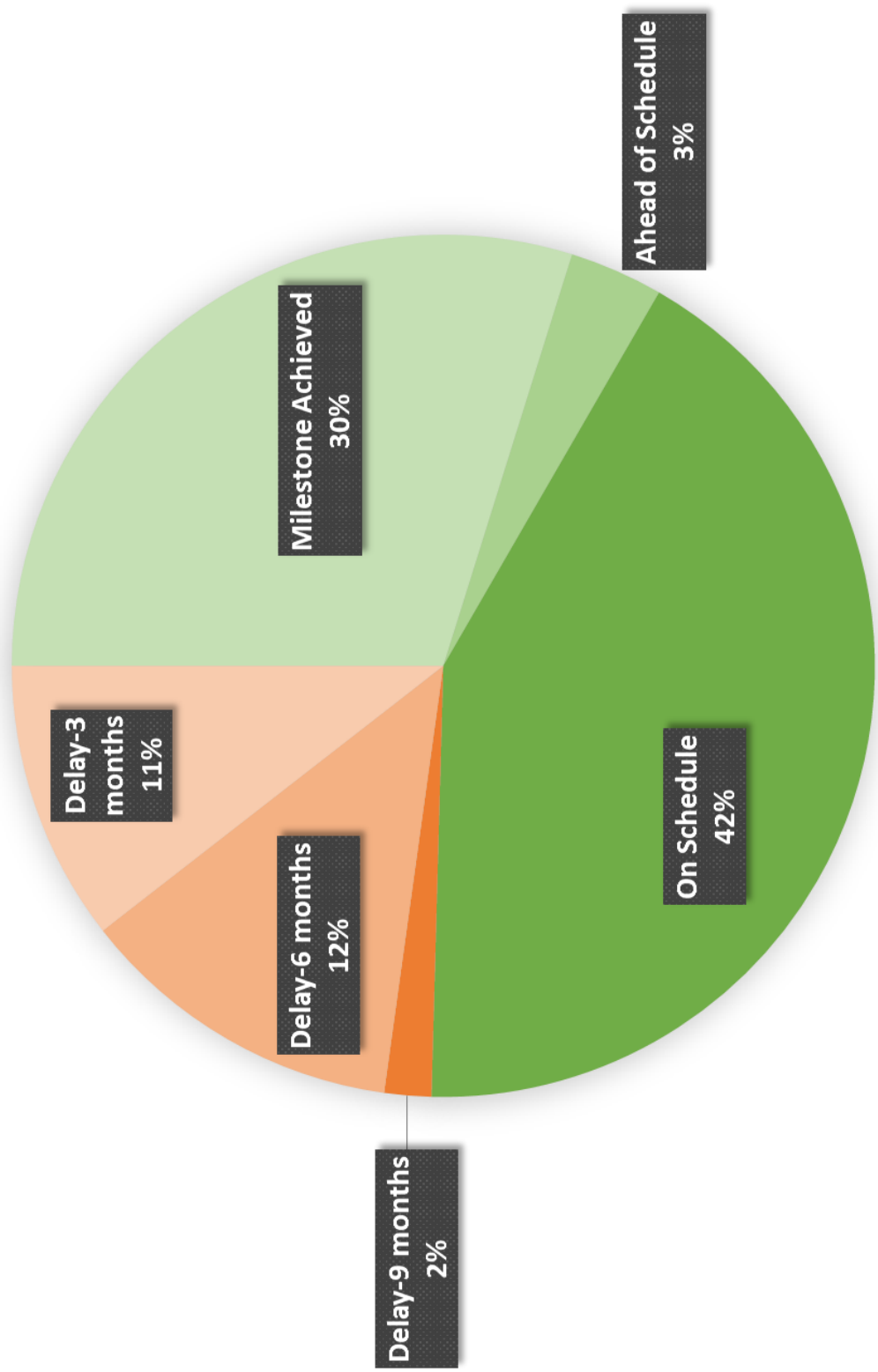
Find address or place

Share | Print | Measure





### Vision Zero Priority Projects



## MILESTONES ACHIEVED IN FALL 2016

- Polk Streetscape Project, began construction
- Van Ness Improvement Project, began construction
- Motorcycle Education Campaign, began program
- Tenderloin Safe Routes to School Project, completed construction



Photo: Bryan Goebel/KQED

## SCHEDULE UPDATES FOR FALL 2016 MILESTONES

- San Jose Ave Road Diet and Cycletrack, complete construction
  - Original schedule: Fall 2016 >> Current: Winter 2017
- Mission/Trumbull Safety Improvements, complete construction
  - Original schedule: Fall 2016 >> Current: Spring 2017
- Sutter St at Mission, Taylor and Leavenworth, complete construction
  - Original schedule: Fall 2016 >> Current: Spring 2017
- Webster (Fulton to Sutter), complete construction
  - Original schedule: Fall 2016 >> Current: Winter 2017
- SF Street Smarts, begin program
  - Original schedule: Fall 2016 >> Current: Summer 2017
- SFPD E-citations, begin program
  - Original schedule: Fall 2016 >> Current: Winter 2017
- Update High-Injury Network, complete program
  - Original schedule: Fall 2016 >> Current: Winter 2017

## UPCOMING MILESTONES

- School Crossing Guard & Vision Zero Awareness, complete program
- Severe Injury Tracking, complete program
- Mansell Streetscape Improvement Project, complete construction
- Surveillance System Update: Merging police and hospital data, complete program
- Automated Speed Enforcement, secure sponsor

Everyday  
I keep  
kids safe  
as they  
get to  
school.

我每天在學童們上學時，  
保護他們的安全。

Todos los días mantengo  
la seguridad de los niños  
en su camino a la escuela.

Araw-araw pinapanatili  
kong ligtas ang mga bata  
sa kanilang pagpasok sa  
paaralan.

195 SFMTA Crossing  
Guards

at

108 SF Schools



# Secure sponsor for Automated Speed Enforcement legislation

## POLICY

● If hit by a person driving at:

20 MPH



● Person Survives the Collision

● Results in a Fatality

90%

10%



30 MPH



60%

40%

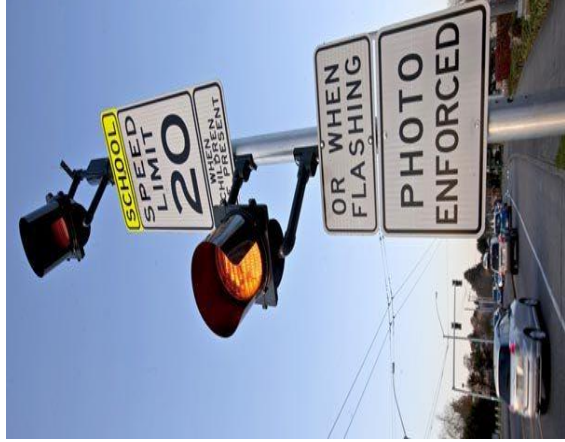


40 MPH



20%

80%





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**VISIONZEROSF.ORG**

**Tom Maguire**

Director of Sustainable Streets  
San Francisco Municipal Transportation Agency

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**VISION  
ZERO  
SF**

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

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# **VISION ZERO SF: EXECUTIVE DIRECTIVE 16-3 ACHIEVING VISION ZERO**

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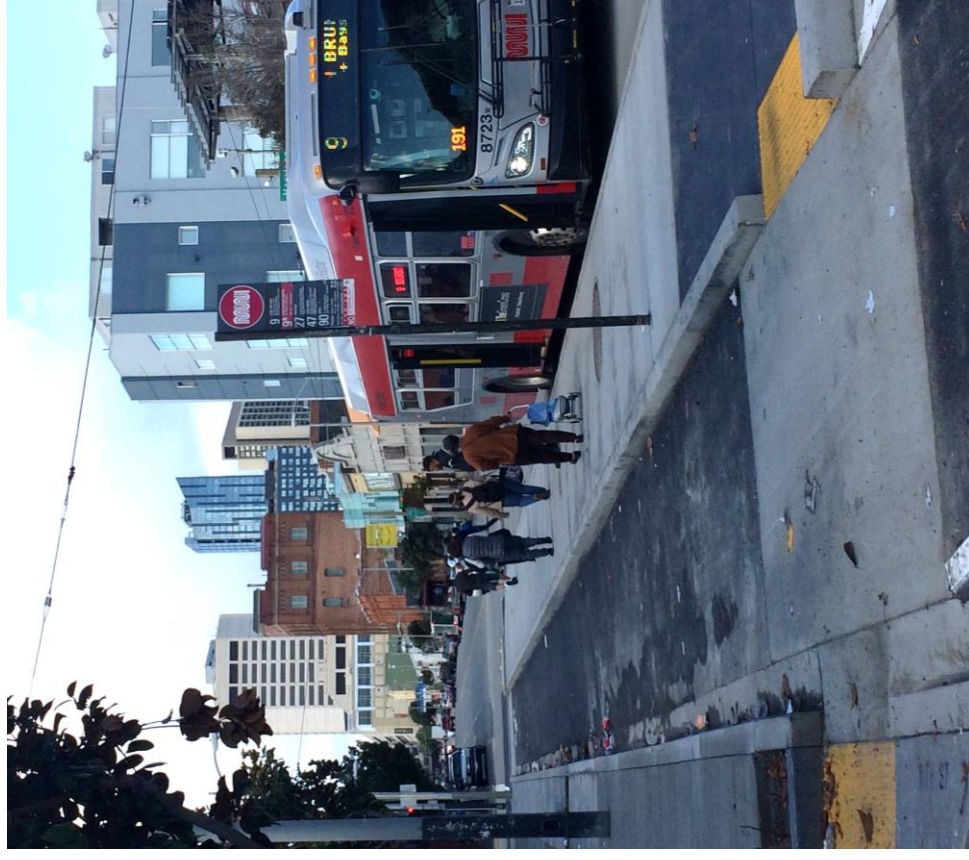
**DECEMBER 15, 2016**

## EXECUTIVE DIRECTIVE 16-3

1. Higher Quality
2. More Mileage
3. Protected Bikeways
4. JFK Drive Speed Humps
5. Golden Gate Park Traffic Calming Study
6. Safety Analysis for Youth, Seniors and People with Disabilities
7. Automated Safety Enforcement
8. Enforcement
9. Vision Zero Awareness
10. Telematics
11. Driver Training
12. City Fleet Improvements
13. Progress Reporting

## PROTECTED BIKEWAYS

- **7<sup>th</sup> Street and 8<sup>th</sup> Street:**
  - MTA Board Approved
  - Implementation early 2017
- **Turk Street:**
  - MTA Board Spring 2016
  - Implementation Summer 2017
- **Howard & Folsom:**
  - Outreach underway
  - Near-term Implementation 2017
- **Upgrading Existing Protected Bikeways**





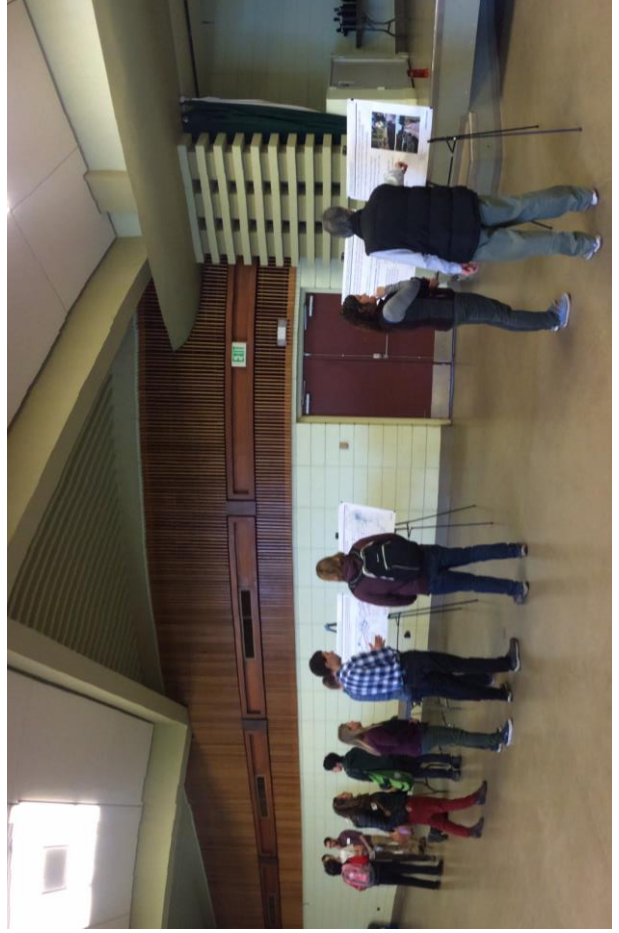
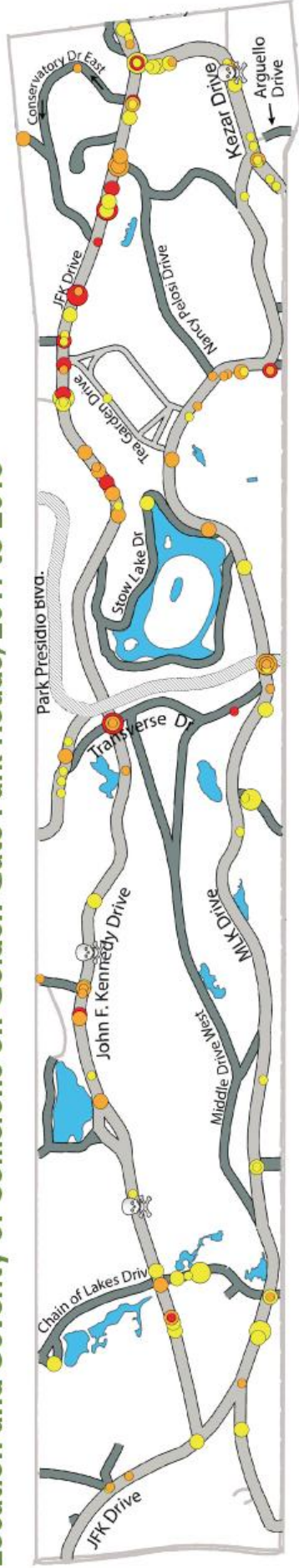
## JFK DRIVE SPEED HUMPS

- **Completed**
  - 9 Speed Humps
  - 1 raised crosswalk



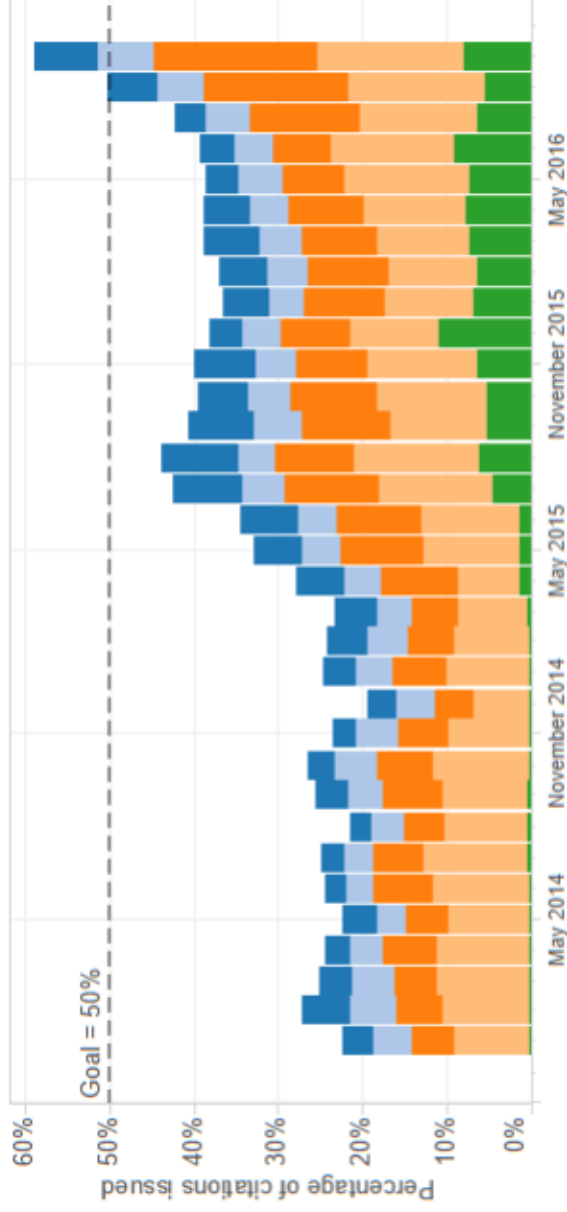
# GOLDEN GATE PARK TRAFFIC CALMING STUDY

Location and Severity of Collisions on Golden Gate Park Roads, 2011 to 2016



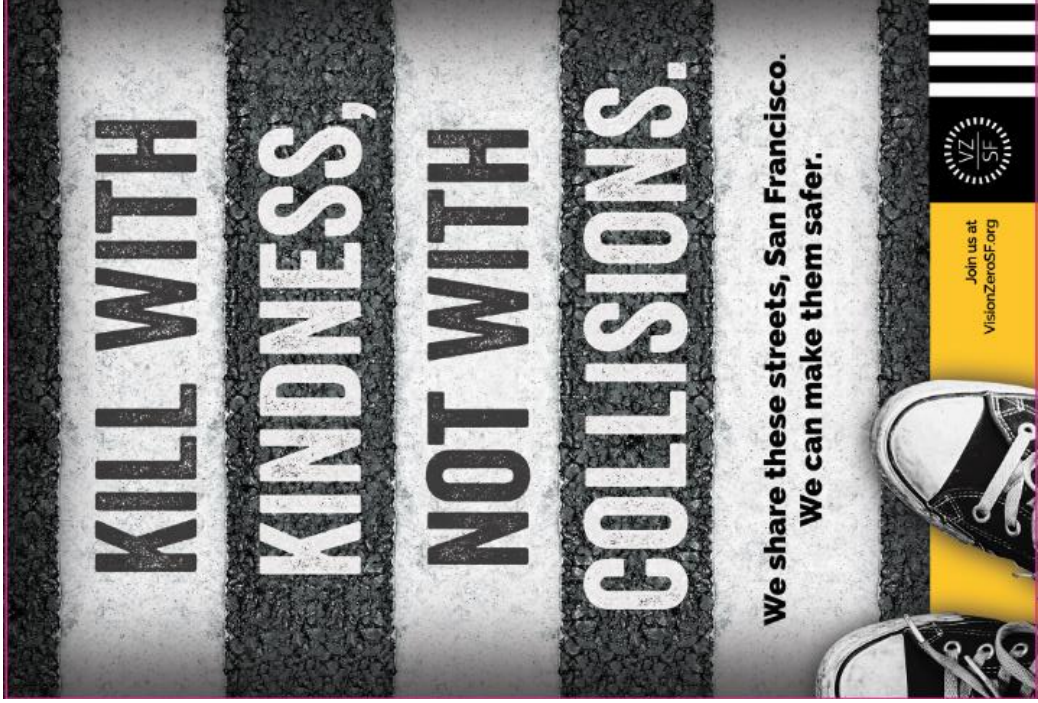
# ENFORCEMENT

## TARGETED ENFORCEMENT: FOCUS ON THE 5





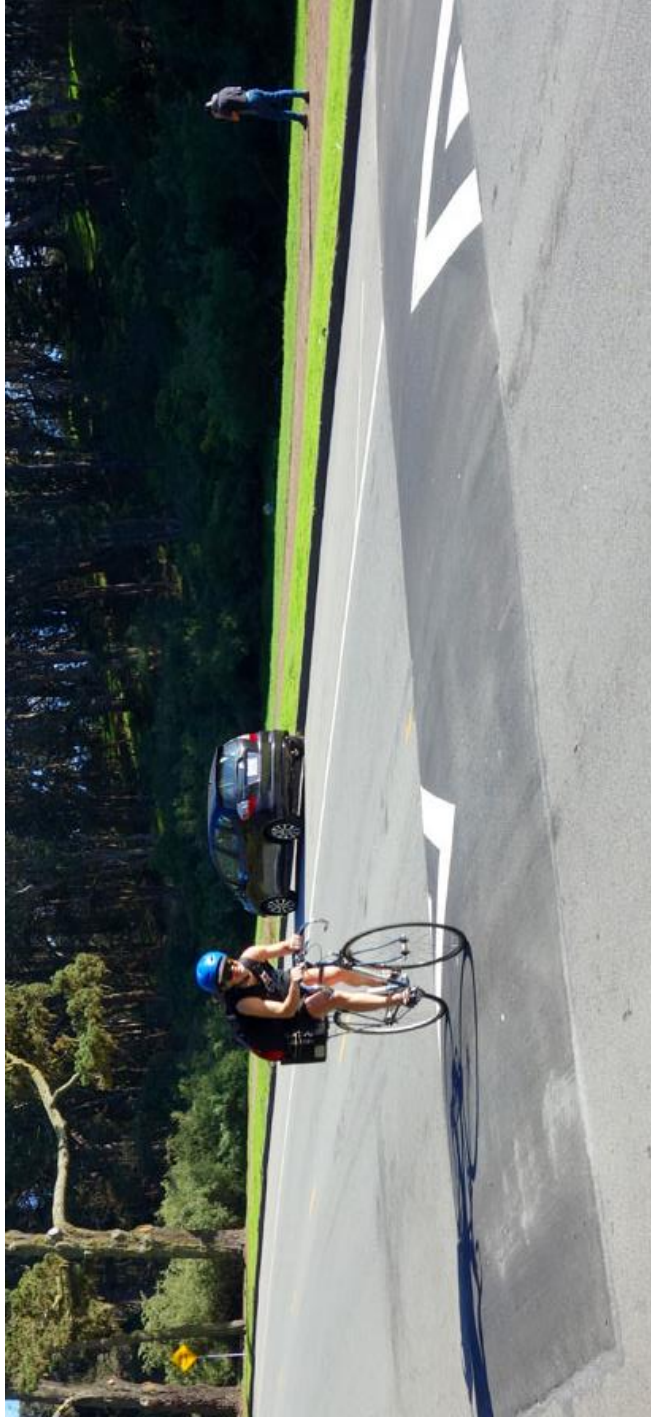
## VZ AWARENESS



- Began airing in August
- Radio Advertising through October
  - Spanish: KSOL, KBRG
  - Cantonese: KTVO
  - English: KCBS, KKSF, KISQ, KMVQ, KIOI, KOSF, KITS, KVVF, KQED, KLLC, KYLD and KMEL.
  - Plus online Spotify, COX Radio, CBS Radio, etc.
- Bus Shelter Ads in September (at left)
- Vision Zero bus ads through December
  - Bike pass on right
  - It Stops Here



# Questions?



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