



**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:

EXECUTIVE DIRECTIVE 16-3

ACHIEVING VISION ZERO

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

- **7th Street and 8th 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**



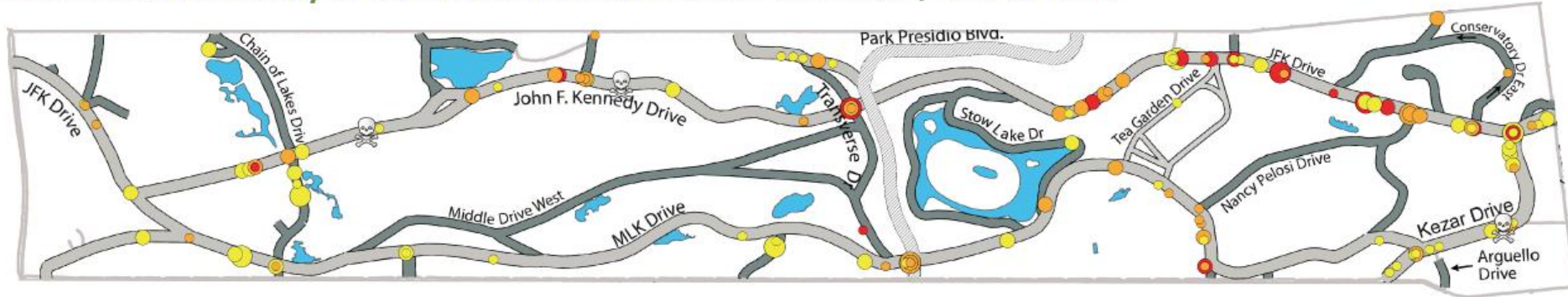
JFK DRIVE SPEED HUMPS

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



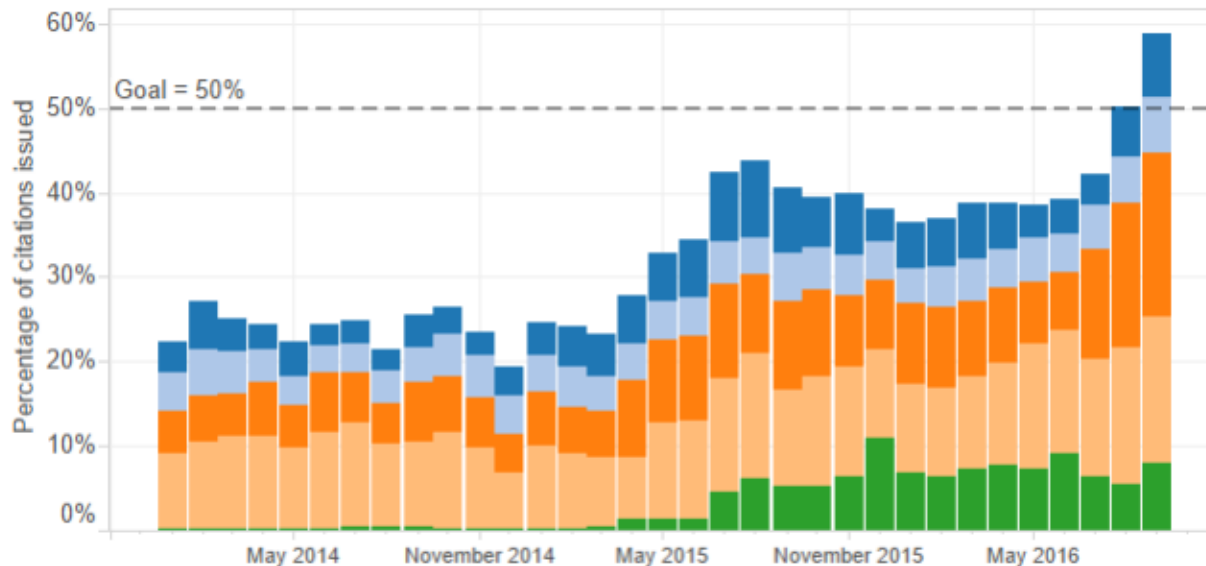
GOLDEN GATE PARK TRAFFIC CALMING STUDY

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

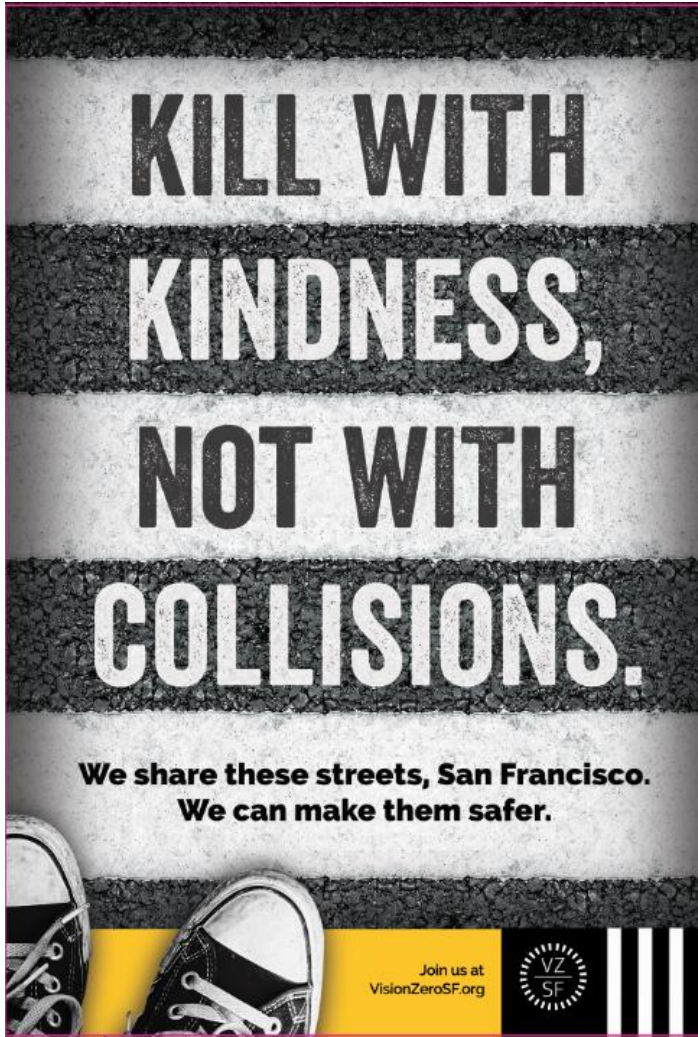


ENFORCEMENT

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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