



DRAFT MINUTES

VISION ZERO COMMITTEE

Tuesday, June 6, 2017

1. Roll Call

Chair Yee called the meeting to order at 10:33 a.m.

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

Absent at Roll Call: Commissioner Peskin (entered during Item 3) (1)

2. Approve the Minutes of the April 5, 2017 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Safai and Yee (2)

Absent: Commissioner Peskin (1)

3. Overall Vision Zero Progress Report – INFORMATION

Luis Montoya, Director of Livable Streets at the San Francisco Municipal Transportation Agency (SFMTA), presented the item along with Kate Breen, Director of Government Affairs at the SFMTA, and Megan Wier, Director of the Program on Health, Equity, and Sustainability at the Department of Public Health (DPH).

Chair Yee acknowledged the efforts of the Automated Speed Enforcement (ASE) team including Bay Area Families for Safe Streets who were working to advance this legislation. He asked if there had been any discussion with Assemblymember David Chiu about applying ASE to specific areas in San Francisco, similar to what New York City did around schools. Ms. Breen replied that New York City was authorized to have 150 ASE cameras and only around school zones. She noted that it took New York City about 10 years to advance ASE, and that it was currently working to get authorization for more cameras. She added that San Francisco and San Jose were ready to advance ASE but that we need support from the rest of the state to get the bill through the legislature.

Chair Yee asked about pedestrian-oriented streetlight technology and whether there were efforts to implement it in San Francisco. Mr. Montoya responded that pedestrian lighting was an important safety measure and said that it was an improvement that the city needed to further explore to make the streets safer.

Chair Yee asked if the “super blocks” in New York City could be appropriate for certain areas of San Francisco. Ms. Wier explained that a super block combined several city blocks by converting the interior streets into low-speed areas and said that DPH and SFMTA would explore applicability to San Francisco.

During public comment, Cathy DeLuca, Interim Executive Director at Walk San Francisco, thanked staff and officials for attending the Vision Zero Cities Conference. She noted that two key initiatives that should emerge from the Vision Zero Two-Year Action Strategy were creating a strategic plan for speed management, and reducing project delays. She urged the city to think about a strategic plan to manage speed regardless of whether the state approved the use of ASE cameras.

Denise Dorey, President of Central City Democrats, commented that in dense neighborhoods one-way streets functioned better and more safely than two-way streets for pedestrians, vehicles and emergency services.

Otto Eddy Duffy commented that he was part of a coalition that wanted to delay the Eddy Street project and keep the pedestrian right-of-way open until the Eddy & Taylor Family Housing project could be completed. He said the coalition supported Vision Zero goals, but stated that Eddy Street was safer with the one-way alignment and should be treated the same way as Ellis Street.

Michael Nulty, Executive Director for Alliance for a Better District 6, commented that Eddy Street should be a one-way street to provide police vehicles access to and from the police station at the corner of Eddy and Jones Streets. He said there was insufficient room on Eddy Street for two-way traffic because police vehicles routinely double-parked in front of the station.

Commissioner Peskin asked staff to work with the Eddy Street residents to address their concerns about the Eddy Street project before the project was considered by the SFMTA Board this fall. Mr. Montoya responded that SFMTA staff was still conducting outreach for the project and would meet with residents and the police department.

4. Vision Zero Communications and Education Update – INFORMATION

John Knox White, Program Manager at the SFMTA, presented the item along with Ana Valizdic, Health Educator at the DPH.

Commissioner Safai asked about the project selection process for the Safe Routes for Seniors program. Ms. Validzic responded that projects were awarded annually based on proposals received from community groups in response to a request for proposals. She said the next request for proposals would be issued in late July or early August, and offered to forward it to Board members for distribution within their districts. Commissioner Safai suggested that the DPH should also consider proactive identification of areas with high concentrations of seniors based on analysis of demographic data.

Commissioner Safai asked whether the Vision Zero advertisements were broadcast on radio or television, and said that the radio would be a good medium to reach drivers as would billboards and banners. Mr. Knox White replied that the advertisements were distributed via digital media, allowing them to be targeted at likely San Francisco drivers, and noted that radio was a good medium for reaching audiences in multiple language groups. He added that radio, banner and billboard advertisements were short-lived and expensive, whereas bus banner ads offered a good audience size and longevity for the cost.

Commissioner Peskin asked if there had been an increase in the number of speeding tickets issued by the San Francisco Police Department (SFPD). Commander O'Sullivan responded that the enforcement campaign which began in October 2016 had increased the number of speeding citations issued by 30% over the number issued in 2015 and projected that the number of

citations issued in 2017 would be 50% higher than in 2015. Commissioner Peskin asked if the SFPD was conducting pedestrian decoy operations, to which Commander O’Sullivan confirmed that it was. Chair Yee requested that an enforcement update be included on the agenda for the next quarterly Committee meeting. He added that he would like to see the citation data for pedestrians and bicyclists as well as drivers, and a breakdown of citations by ethnicity.

Chair Yee asked about the SFMTA’s media strategy for Vision Zero. Mr Knox White responded that the media strategy included multiple rotating and overlapping ad campaigns to maintain public interest. Chair Yee requested a copy of SFMTA’s media strategy, to which Mr. Knox White agreed to provide.

Chair Yee asked about the genesis of the “Kill with Kindness” messaging. Mr. Knox White responded that SFMTA consultants had developed a range of potential messages for the campaign based on survey research and focus groups of drivers. He said the Kill with Kindness message had resonated with focus groups because it spoke to the severity of the issue while identifying kindness as a San Francisco value. Chair Yee asked for more detail on the focus groups. Mr. Knox White responded that there had been two groups which were comprised of 10-12 people and were conducted in English. Mr. Knox explained that the Kill with Kindness campaign was targeted at English speakers and that the SFMTA was developing culturally appropriate campaigns for other language groups.

During public comment, Cathy DeLuca, Interim Executive Director at Walk San Francisco, commended the efforts of the education and communications campaigns. She added the Safe Routes to School and Safe Streets for Seniors programs were empowering students, parents, teachers and seniors to walk and bike to school by educating them on safe ways to do so.

Chair Yee commented on the importance of “ghost bikes” for commemorating bicyclists who had been killed, and asked for an update on city policy, including the permitting process, for such memorials. Mr. Montoya responded that the SFMTA was working with San Francisco Public Works to develop the guidelines. Chair Yee asked for an update on that coordination at the special Committee meeting on June 14. Mr. Montoya responded that he would provide more information at that time.

5. Introduction of New Items – INFORMATION

There were no new items introduced.

6. Public Comment

During public comment, Andrew Yip spoke about human nature.

7. Adjournment

The meeting was adjourned at 11:45 a.m.