



**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 COMMUNICATIONS AND EDUCATION

JUNE 6, 2017



STRATEGIC EMPHASIS ON CULTURE CHANGE

- **Shift public perception:**
traffic fatalities are preventable and unacceptable
- **Beyond behavior change:**
creating traffic safety advocates
- **Change in cultural understanding:**
Traffic safety is connected to livability and seen as a priority

UPDATED BRANDING



CHANGING THE CONVERSATION

San Francisco Chronicle



Above: Municipal Transportation Agency workers paint directions for drivers on Sixth Street as part of the Vision Zero traffic plan. Below: Areas along the curb was "daylighted" at Sixth and Howard as part of the Vision Zero traffic plan.

S.F. on pace to make deadly streets safer

Traffic projects to eliminate fatalities meeting bold goal
By Michael Cabanatuan



"I'm confident we'll get 24 (improvements) and even more done in 24 months. This really has been our top commitment. It's important to prove to ourselves and to San Francisco that we can get things done quickly."

Tan Nguyen, Director of MTA's Vision Zero office

Diploma mill scam used S.F. mail drop

Fake online colleges tied to Pakistani firm

By Nansette Ashmore

A Pakistani company accused of stealing tens of millions of dollars from students through a global network of diploma mills has been indicted in San Francisco.
For years, one of its phony universities used a Market Street mail drop as its address. "West University" lived on the Internet until this month and proclaimed itself "the World's Largest University" with "campuses in almost 60 countries of the world" and law programs. Its site boasted not of graduates, but of applicants. "Almost anyone" have applied to West University for a variety of online degree, diploma and certificate programs, it claimed.
A bachelor's degree cost \$14,000. A master's could be had for \$10,000, and a doctorate for \$18,000.
Customers paid thousands of dollars for a "worthless piece of paper to hang on the wall," says another source on the site.

Family made loan provider into real jewel

By Tracy Brown

Every box of inventory is a treasure hunt for father and son Joseph and Marvin Chalk. In their San Francisco shop on an historic 66 Mission Hill, they comb through boxes of plain paper packing materials, and one habitually lay the pieces on tables for inspection. A variety of colored stones set in bracelets and earrings. It's the latest addition to their row of dancing vendors.
Spectacular as the vision is, it's just another day at the office for the Chalks, the ruling dynasty of San Francisco antique jewelry. For 60 years, three generations of the family have belted the San Francisco President jewelry association, which during the 1970s branched out from making simple cultured pearls to buying and selling previously owned jewelry.
The Chalks' retirement announcement on 6/24/16

Traffic safety and Vision Zero in the news: Preliminary findings, implications and next steps

Presentation to Vision Zero communications stakeholders
June 30, 2016

berkeley **media** studies group

Pamela Mejia, MS MPH

PUBLIC ENGAGEMENT ACCOMPLISHMENTS

- Over 6,700 people engaged one-on-one
- Focus on high-injury corridors and highly impacted neighborhoods
- Ongoing, multi-lingual outreach



**What does a
safe street
feel like to you?**

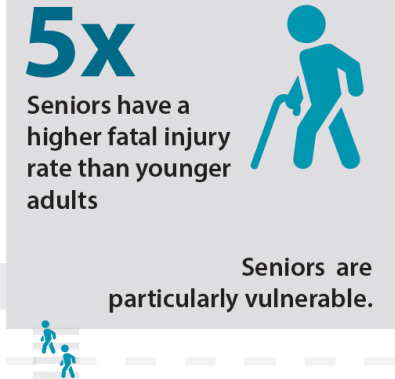
SAFE ROUTES TO SCHOOL

- **Goal:** to increase **SAFE** and active walking, biking, transit and carpooling to/from school
- SFDPH leading multi-disciplinary team comprised of SFUSD, City agencies, and CBOs
- Working in 35 elementary, 3 middle and 2 high schools throughout the SFUSD
- Key products include:
 - School specific, multi-lingual outreach to create parent/caregiver champions
 - Walk and Roll to School Day and Bike and Roll to School Week
 - Assemblies on pedestrian and bicycle safety
 - Walking school buses and bike trains
 - Traffic enforcement around schools located on high injury corridors
- Funded by various grants through August 2019



SAFE STREETS FOR SENIORS

- **Goal:** to educate seniors and service providers about Vision Zero as well as gather input to bring back to City agencies
- Launched in April 2016 with funding from Mayor's Office
- Conduct multi-lingual presentations to seniors and service providers on Vision Zero, how to get involved and how to stay safe
- Reached over 730 seniors and staff at 25 locations
- Funded 7 community based organizations to conduct in-depth education and outreach in their neighborhoods:
 1. Chinatown Community Development Center
 2. Portola Family Connections
 3. Richmond Senior Center
 4. Senior and Disability Action
 5. South of Market Community Action Network
 6. Tenderloin Safe Passage
 7. Walk San Francisco



NEW AND EXPANDED MEDIA CAMPAIGNS

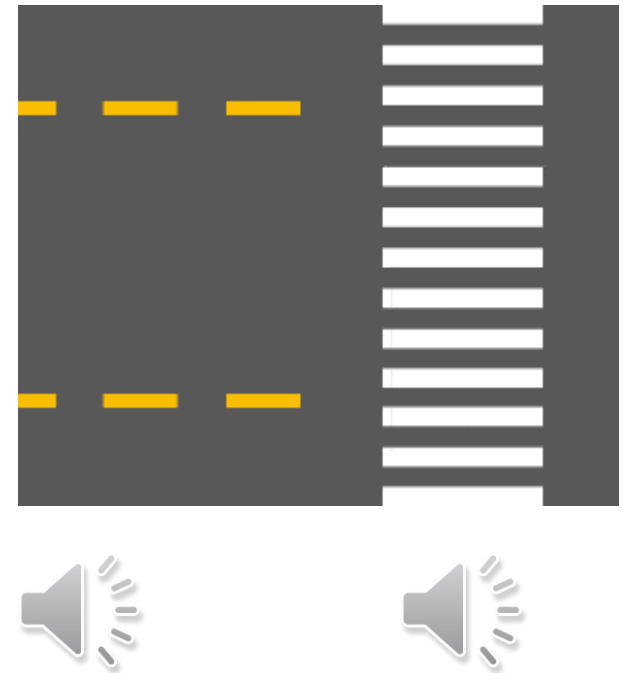


SAFE SPEEDS CAMPAIGN

High Visibility Enforcement and Education

- Radio started in September
- Enforcement in October
 - 132 hours of speed enforcement every week for a year
- Major media pushes
- Community Outreach
- Continues through September

Digital Ads:



NEXT STEPS: UPDATE STRATEGY



THANK YOU!

Learn more: www.visionzerosf.org

John.KnoxWhite@sfmta.com

Ana.Validzic@sfdph.org



SFMTA
Municipal
Transportation
Agency



**SAN FRANCISCO
PLANNING
DEPARTMENT**



San Francisco
International
Airport



San Francisco
**Water
Power
Sewer**



Services of the San Francisco
Public Utilities Commission