



AGENDA

VISION ZERO COMMITTEE Meeting Notice

Date: Tuesday, June 6, 2017; 10:30 a.m.-12:00 p.m.
Location: Committee Room 263, City Hall
Commissioners: Yee (Chair), Safai (Vice Chair) and Peskin

Clerk: Steve Stamos

		Page
1.	Roll Call	
2.	Approve the Minutes of the April 5, 2017 Meeting – ACTION*	3
3.	Overall Vision Zero Progress Report – INFORMATION*	9
	Megan Wier, Director of the Program on Health, Equity, and Sustainability at the Department of Public Health, Tom Maguire, Director of Sustainable Streets at the San Francisco Municipal Transportation Agency (SFMTA), and Luis Montoya, Director of Livable Streets at the SFMTA will provide a summary of progress since the April 2017 Vision Zero Committee meeting. The update will include the status of the Vision Zero priority projects and select items from Mayor Lee’s Vision Zero Executive Directive 16-03 including the implementation of the vehicle tracking technology, Telematics. Kate Breen, Director of Government Affairs at the SFMTA, will provide an update on Assembly Bill 342, legislation for automated speed enforcement.	
4.	Vision Zero Communications and Education Update – INFORMATION*	23
	John Knox White, Program Manager at the San Francisco Municipal Transportation Agency, will provide an update on the status of the Vision Zero Communications Outreach Program, which is designed to increase understanding of and commitment to Vision Zero among individual members of the public. The update will include information on outreach to non-English speaking communities. Ana Validzic, Health Educator at the Department of Public Health, will also provide an update on the Safe Routes to School and Safe Streets for Seniors programs.	
5.	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.	
6.	Public Comment	
7.	Adjournment	

* Additional materials

Vision Zero Committee Meeting Agenda

If a quorum of the Transportation Authority Board is present, it constitutes a Special Meeting of the Transportation Authority Board. The Clerk of the Authority shall make a note of it in the minutes, and discussion shall be limited to items noticed on this agenda.

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DRAFT MINUTES

VISION ZERO COMMITTEE

Wednesday, April 5, 2017

1. Roll Call

Chair Yee called the meeting to order at 1:33 p.m.

Present at Roll Call: Commissioners Peskin, Safai and Yee (3)

2. Approve the Minutes of the December 15, 2016 Meeting – ACTION

There was no public comment.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Peskin, Safai and Yee (3)

Chair Yee called Item 4 before Item 3.

3. Vision Zero Amendments to San Francisco General Plan – INFORMATION

Lily Langlois, Planner at the Planning Department, presented the item.

Commissioner Safai asked what criteria were used to generate the map of key walking streets and why Holloway Avenue between District 7 and District 11 was not included on the map. Ms. Langlois replied that the key walking streets included streets where people would walk if conditions were improved. She explained that the proposed map was developed based on a number of factors including a high density of certain types of land use such as schools and institutions, commercial corridors, or major transit corridors. Commissioner Safai emphasized that Holloway Avenue was a main corridor for people to walk to San Francisco State University. He requested that Holloway Avenue be added to the proposed map of key walking streets. Ms. Langlois agreed to follow up on this request.

Chair Yee commented that there were many dangerous streets that were not identified as High-Injury Corridors where collisions had occurred, such as Monterey and Valdez Streets. Ms. Langlois said that efforts were focused on the High-Injury Corridors but that streets with high pedestrians volumes would also be prioritized. Mari Hunter, Senior Planner at the San Francisco Municipal Transportation Agency (SFMTA), said that predictive modeling was called out in the Two-Year Action Strategy update and would provide an opportunity to incorporate density and other factors into the prioritization process.

Chair Yee asked if it would be possible to modify the definition of High-Injury Corridors because current Vision Zero strategies only considered frequency of incident without taking density into consideration. Ms. Hunter replied that the High-Injury Corridors map was one of the tools used to prioritize projects and programs. She continued that the updated Two-Year Action Strategy acknowledged that High-Injury Corridors captured locations of 70% of severe and fatal collisions, but to reach zero fatalities the city would need to cover the remaining 30% of the city's streets. She added that the High-Injury Corridors map would be updated every

couple of years to reflect changes in the number of severe and fatal collisions around the city. Chair Yee requested that the policy language be modified to include streets with low numbers of collisions but a high collision rate.

Commissioner Safai asked if there was any language about safety around schools in the proposed General Plan amendments. Ms. Langlois replied that the map of key walking streets included many streets with schools.

During public comment, a member of the public said that vehicles were failing to yield to pedestrians and that adopted Vision Zero policies and improvements were not working. She said police enforcement needed to increase and be visible to the public.

Aaron Goodman, a member of the Balboa Park Station Community Advisory Committee, commented that the map of key walking streets missed a lot of major streets in the southwest and southeast parts of the city, such as Silver, Ocean and Holloway Avenues. He said people would be walking more if the streets were safer, well-lit and in proximity to public transit.

Cathy DeLuca, Policy Director with Walk San Francisco, commented that she was pleased to see Vision Zero being incorporated into the San Francisco General Plan, and that she was looking forward to seeing how predictive modeling would help refine methods for targeting locations for capital improvements.

4. San Francisco City Administrator's Office Telematics on City Fleet Performance – INFORMATION

Bill Zeller, Clean Fleet and Fuel Coordinator at the City Administrator's Office, presented the item.

Chair Yee asked if the City Administrator's Office had seen any trends in the data from monitoring telematics, such as whether fuel consumption was going down or if there was a reduction in the number of collisions. Mr. Zeller responded that the City Administrator's Office had baseline data at this point. Mr. Zeller noted that the Fleet Management Division's function was to get the telematics system functioning and to provide data to departments who would make decisions about how to utilize the data. Chair Yee stated that wanted an analysis of the telematics data regarding fuel consumption and collision rates, given that reports had indicated that telematics technology in other cities helped reduce collisions and fuel consumption. Mr. Zeller agreed to follow up with this analysis as well as other analyses.

Commissioner Safai asked if telematics would impact car insurance premiums, to which Mr. Zeller replied he thought installations would not impact car insurance premiums because the City was self-insured. Commissioner Safai asked if telematics would reduce overall maintenance cost of the fleets. Mr. Zeller replied that hard acceleration and braking and speeding data from telematics, together with vehicle maintenance cost data, could be used to test that outcome.

Commissioner Peskin asked if geofencing or telematics could help in curbing use of city vehicles for personal use. Mr. Zeller replied that telematics could help identify which vehicles traveled where. He said he would like to further discuss with the Board how to use available data to answer the questions of interest.

During public comment, Julia Raskin, Community Organizer with the San Francisco Bicycle Coalition, expressed support for the telematics legislation and thanked Chair Yee for his commitment to expanding telematics use to the entire city fleet. She said this technology was in the toolkit to keep streets safe and help the city meet its Vision Zero goal. She commented on

how much work had already taken place to approve and test this technology for city-owned vehicles, and she hoped to see this technology expanded to more vehicles.

Cathy DeLuca, Policy Director with Walk San Francisco, thanked Chair Yee for championing the use of the telematics technology. She said that vehicle telematics was a tool which could help reduce speed, change driver behavior, and make streets safer. She expressed support for expanding telematics use to all city vehicles, including police vehicles like other cities had done.

Aaron Goodman, member of Balboa Park Station Community Advisory Committee, commented on the potential use of telematics in addressing the idling of commuter shuttle buses and construction trucks.

Chair Yee said that the goal of using telematics was to make the streets safer, reduce collisions, and cost savings for the city fleet.

Commissioner Safai asked about the reasoning behind the telematics exemption for law enforcement vehicles. Chair Yee replied that the original legislation included an exemption for Police and Fire Department vehicles because of concerns from law enforcement agencies that had yet to be resolved. He said his office was in the process of conferring with those agencies to work out the details.

This item was continued to the Call of the Chair.

5. Recommend Supporting a Resolution Urging the California State Legislature to Amend the California Vehicle and Public Utilities Codes to Enable Local Jurisdictions to Permit, Conduct Enforcement and Access Trip Data for Transportation Network Companies – ACTION

Kate Toran, Director of Taxis and Accessible Services at the SFMTA, and Tilly Chang, Executive Director, presented the item.

Commissioner Peskin commented that it was the California Public Utilities Commission's (CPUC's) responsibility to share Transportation Network Company (TNC) trip information with the public. He asked how a public agency such as CPUC could withhold information from the public that was in the public's interest. Ms. Toran responded that this was certainly an area of concern since access to data would be very helpful to the SFMTA and to the City in quantifying the impacts of TNCs. She noted that data could include driver violations or license suspensions, hours logged on the road, vehicle miles traveled, and number of passenger trips. Mr. Toran said that the SFMTA had heard many concerns and complaints about congestion and TNC driving behavior.

Commissioner Safai asked if the City Attorney's Office had requested information from the CPUC, to which Director Chang said that the CPUC had denied local requests because of an agreement between the CPUC and TNCs many years ago which allowed TNCs to file reports confidentially. She added that the CPUC also cited the California Evidence Code that authorized the CPUC to refuse to disclose information if disclosure went against public interest. Commissioner Safai suggested that the city should consider challenging the CPUC's interpretation of this in court.

Commissioner Peskin commented that it was worth looking at litigation to gain access to this information. He said that another option was to do what's in this resolution which is to urge the state legislature to require the CPUC to release the data.

During public comment, Charles Deffarges, Community Organizer with the San Francisco Bicycle Coalition, expressed support for the resolution. He said issues with Uber and Lyft had risen to the top complaints among Bicycle Coalition members, and that data collection was essential. He added that to reach its Vision Zero goal, the city needed to prioritize transit, biking and walking for getting around the city. He said the Bicycle Coalition looked forward to working with the Committees to get the state legislatures attention on this issue.

Cathy DeLuca, Policy Director with Walk San Francisco, expressed support for the resolution and thanked Commissioner Peskin for his efforts to advance it. She said the more vehicles on the streets the more dangerous it was for pedestrians and that TNC's trip information would help to make streets safer.

This item was approved without objection.

6. Overall Vision Zero Progress Report – INFORMATION

Devan Morris, Analyst at the San Francisco Department of Public Health (DPH), Luis Montoya, Director of Livable Streets at the SFMTA, and Kate Breen, Director of Government Affairs at the SFMTA, presented the item.

Chair Yee commented that City leadership, including the Mayor, the Board of Supervisors, and Transportation Authority Board, had strongly supported Assembly Bill 342. He thanked Bay Area Families for Safe Streets for giving testimonies in Sacramento earlier this month.

Commissioner Peskin asked why 77% of traffic fatalities were men, to which Mr. Morris replied that men may be more likely to engage in risky behaviors such as riding motorcycles.

Commissioner Peskin asked why, now that we were in the third year of Vision Zero efforts, the city had not yet seen a reduction in the number of fatalities. Mr. Montoya replied that while the city had added been implementing safety projects, the number of cars on the road had increased. He added that the SFMTA had not finished tracking the numbers for 2016, and would provide that information when it was available.

During public comment, a member of the public said there should be more promotions, advertisements and billboards about traffic fines and enforcement regarding yielding to pedestrians, including advertisements to let drivers know that they would be fined if they stopped in the crosswalks.

Richard Rothman, a member of Park Recreation and Open Space Advisory Committee, commented that speed bumps and proposed 15 miles per hour speed limits in Golden Gate Park would result in faster speeds on Fulton Street, and that more crosswalks, education and enforcement on Fulton Street were needed.

Aaron Goodman, a member of Balboa Park Station Community Advisory Committee, commented that WalkFirst safety improvements were critical components of improving conditions on Ocean Avenue.

Cathy DeLuca, Policy Director with Walk San Francisco, expressed her appreciation for the work the city was doing to reach Vision Zero, but said that Vision Zero Two-Year Action Strategy was the main policy document that guides the Vision Zero work and thus should be elevated on the agenda. She referenced five areas of concern for the Vision Zero Coalition including building safe streets, focusing on strategies which were the most effective at reducing collisions, using

measurable metrics, focusing on the top collision factors, and putting the action strategy in a context of 10-year strategic plan.

Savannah Blide with the San Francisco Bicycle Coalition thanked the Committee for their continuing attention on Vision Zero and Mayor Lee for his executive directive on bike and pedestrian safety. She expressed support for making the new action strategy be more focused and robust than the previous Two-Year Action Strategy considering the slow progress toward reaching the goal. She said the action strategy should primarily focus on creating safe streets through proven engineering solutions. She added that the new strategy should review the previous Two-Year Action Strategy and include a 10-year plan for achieving Vision Zero.

Katy Liddell, President of the South Beach Rincon Hill Mission Bay Neighborhood Association, expressed support for requesting to meet with city leaders to look at the Two-Year Action Strategy. She explained that the current action strategy lacked specificity and suggested setting specific goals and focusing on five or fewer collision factors.

Marty Martinez, Bay Area Regional Policy Manager with Safe Routes to School National Partnership, said a review of Vision Zero policies around the country showed San Francisco was a pioneer but was significantly far behind in terms of specificity. He said that an update to the action strategy would be a great opportunity to add specificity and continue San Francisco's role as a model.

Alice Rogers, Vice President with South Beach Rincon Hill Mission Bay Neighborhood Association, reinforced the Vision Zero Coalition list of requests that Ms. Deluca mentioned.

Chair Yee recommended an item at the full Board or at a special meeting of the Vision Zero Committee to specifically discuss the Two-Year Action Strategy. He also asked for a more robust update on the education programs at the next Vision Zero Committee meeting.

7. Update on Safety Improvements to High-Injury Corridors – INFORMATION

Luis Montoya, Director of Livable Streets at the SFMTA, presented the item.

Commissioner Safai commented that pedestrian safety around schools was a high priority for District 11, particularly since the recent rash of collisions. He asked if the 57 Vision Zero priority projects had been identified. Mr. Montoya responded that 57 priority projects had been identified in a two-year work plan, but that the SFMTA continued to identify new projects and would work with Commissioner Safai's office to identify needs in his district.

Commissioner Safai asked how success was measured for engineering improvements. Mr. Montoya responded that there was an evaluation plan in the Two-Year Action Strategy, and that the SFMTA was looking at many key safety projects and their effectiveness in reducing collisions.

Commissioner Safai commented that there was a high population of non-English speaking, elderly, and car-dependent populations across the city. He requested a future update from SFPW, DPH, the SFMTA, and the Transportation Authority on how the agencies balanced engineering work and education programs and how the projects were coordinated.

During public comment, Richard Rothman, a member of the Park Recreation and Open Space Advisory Committee, commented that San Francisco Public Works (SFPW) should be involved in the Vision Zero Committee meetings and asked for more coordination between the SFMTA and SFPW to fix the intersection of Balboa Street and 38th Avenue.

Charles Deffarges, Community Organizer with the San Francisco Bicycle Coalition, thanked Commissioner Safai for calling the hearing. He said that a proposed paint-only bike lane along Turk Street offered no physical protections to bicyclists and would not only be a danger to San Franciscans but would go against the city's commitments to smart design and safe streets. He added that the Bicycle Coalition looked forward to working with the Committee to ensure safety was a priority.

Natasha Opfell, Community Organizer with Walk San Francisco, commented that there was an urgent need for pedestrian safety improvements along Mission Street in the Excelsior neighborhood. She cited a case of a woman struck by car when she tried to cross Mission Street in the crosswalk in March 2017. She explained that this intersection had two lanes in each direction with no traffic light or stop signs, and that the crosswalk was the only protection for pedestrians. She cited another case of a middle school student severely injured while walking to school in March. She said that Mission street was a high-injury corridor where crashes clustered, and that Walk San Francisco was pleased to see the city provide funding to comprehensively improve pedestrian safety along Mission Street. She stated that Walk San Francisco would work with the SFMTA and Excelsior Action Group to expedite safety improvements.

Stephanie Cajina, Executive Director with Excelsior Action Group, said that 22 of the 27 intersections along Mission Street were T intersections, and that 77% of these were unmarked or poorly marked and needed improvements. She said that the Excelsior Action Group and Walk San Francisco had been working closely with the SFMTA, but that there were delays to the project as well as limitations on the number of traffic signals to be installed. She urged the Committee to consider how to streamline the effort to improve the corridor.

Holli Bert with the Green Cross expressed great concern about pedestrian crossings on Mission Street, especially at the intersection of Mission and Ney Streets where a woman was killed in a car accident in March. She said this area was a concern because vehicles regularly exceeded the 25 mile per hour speed limit and it was extremely challenging and dangerous for patrons and neighbors to cross the street. She also said that there was very little visibility at night in this area. She urged the SFMTA to take immediate action to rectify this problem and make streets safer for the community.

Aaron Goodman, a member of Balboa Park Station Community Advisory Committee, urged the SFMTA to review and change concrete curb cuts at the intersections of Alemany Boulevard and Ocean Avenue and Alemany Boulevard and Onondaga Avenue. He said within large scale projects the SFMTA could partner more with other agencies to make positive changes for communities such as walkable and bikeable friendly connections to BART stations.

8. Introduction of New Items – INFORMATION

There were no new items introduced.

9. Public Comment

There was no public comment.

10. Adjournment

The meeting was adjourned at 4:00 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: QUARTERLY PROGRESS UPDATE

JUNE 6, 2017

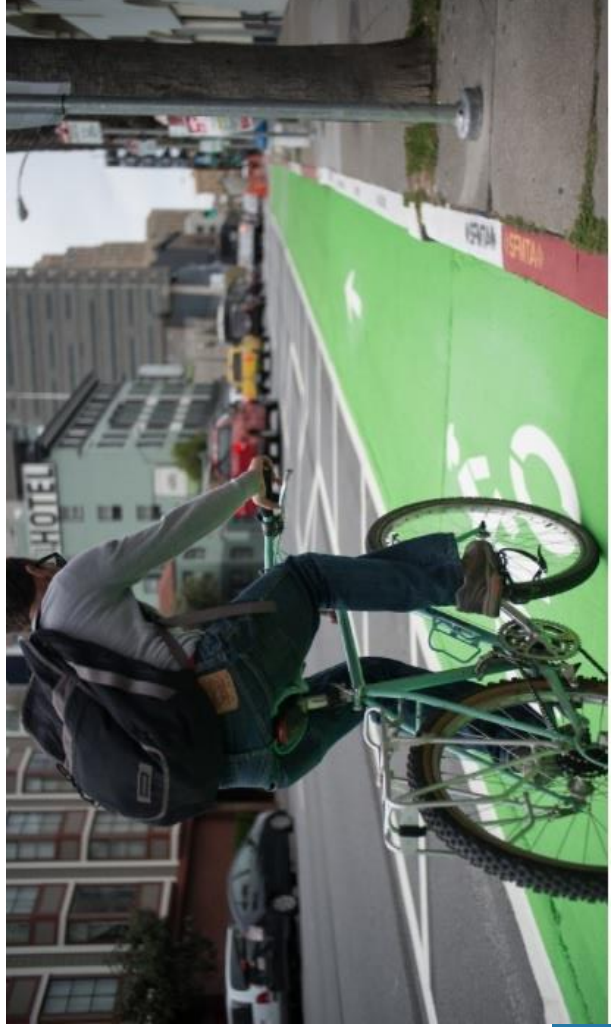
OVERVIEW

- ❖ Executive Directive 16-03 Update
- ❖ Vision Zero Priority Project Updates
- ❖ AB 342: Automated Speed Enforcement
- ❖ Vision Zero Cities Recap

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



PROTECTED BIKEWAYS



GOLDEN GATE PARK TRAFFIC CALMING

- 1st Public Meeting
December, 2016
- Upcoming Outreach:
**Sunday Streets June
11th, 2017**



PROGRESS REPORTING: PRIORITY PROJECTS

Vision Zero Priority Projects

ZERO TRAFFIC DEATHS IN SAN FRANCISCO BY 2024



50+ projects with key milestones in 2016 and 2017

MILESTONES ACHIEVED IN SPRING 2017

Construction Complete:

- 13th Street Protected Bikeways
- James Denman SRTS

Design Complete

- WalkFirst Pedestrian Countdown Signals
- Palou Streetscape Project
- Market/Octavia Safety Improvement



MILESTONES ACHIEVED IN SPRING 2017

Data Systems:

- *High Injury Network* updated to include linked SFPD and ZSFG Hospital Data
- *Severe Injury Protocol* developed by SFDPH, SFPD, and SFMTA for consistent monitoring of severe injuries in support of Vision Zero

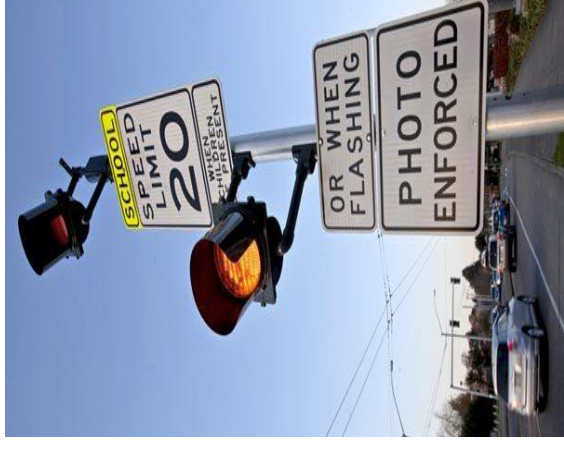


UPCOMING MILESTONES

- Mission/Trumbull Safety Improvements, complete construction
- Sutter St bulbouts at Mason, Taylor and Leavenworth, complete construction
- Ellis St./Eddy St (Leavenworth to Mason), complete construction
- Web-based dashboard being launched to summarize injury data



AB 342: AUTOMATED SPEED ENFORCEMENT



VISION ZERO CITIES CONFERENCE RECAP



VISIONZEROSF.ORG

Thank you!



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**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

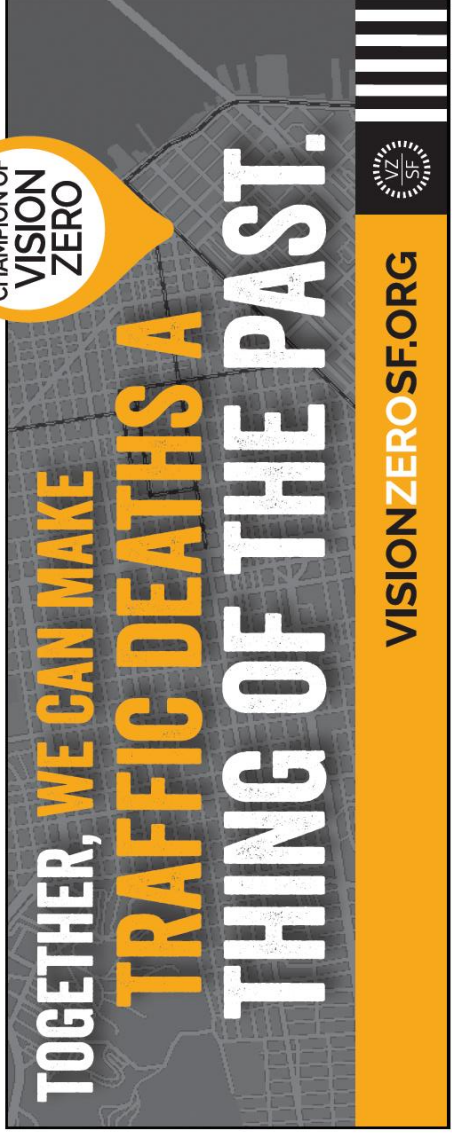
JUNE 6, 2017



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: Metropolitan Transportation Agency workers paint dividers for drivers on South Street. Below: Lane along the curb was 'highlighter' at sixth and Howard as part of the Vision Zero walk.

S.F. on pace to make deadly streets safer

Traffic projects to eliminate fatalities meeting bold goal

By Michael Chabon

San Francisco's transportation agency is on pace to meet its goal of eliminating traffic fatalities and serious injuries by 2025, according to a report released last week. The Metropolitan Transportation Agency's Board of Directors said the agency is on track to meet its goal, which is a significant improvement over the 2010 goal of reducing traffic fatalities and serious injuries by 50 percent. The agency is currently on track to meet its goal by 2025, which is a significant improvement over the 2010 goal of reducing traffic fatalities and serious injuries by 50 percent. The agency is currently on track to meet its goal by 2025, which is a significant improvement over the 2010 goal of reducing traffic fatalities and serious injuries by 50 percent.



Below: Lane along the curb was 'highlighter' at sixth and Howard as part of the Vision Zero walk.

Diploma mill scam used S.F. mail drop

Fake online colleges tied to Pakistani firm

By Sonnie Adams

A Pakistani company accused of creating a network of diploma mills across the United States is being investigated by San Francisco police. The company, which is based in Pakistan, is accused of creating a network of diploma mills across the United States. The company is accused of creating a network of diploma mills across the United States. The company is accused of creating a network of diploma mills across the United States.

Family made loan provider into real jewel

By Tony Blum

A family-owned business in the heart of San Francisco has become a real jewel. The family-owned business has become a real jewel. The family-owned business has become a real jewel. The family-owned business has become a real jewel.

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** studiesgroup

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
- SFPD 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:

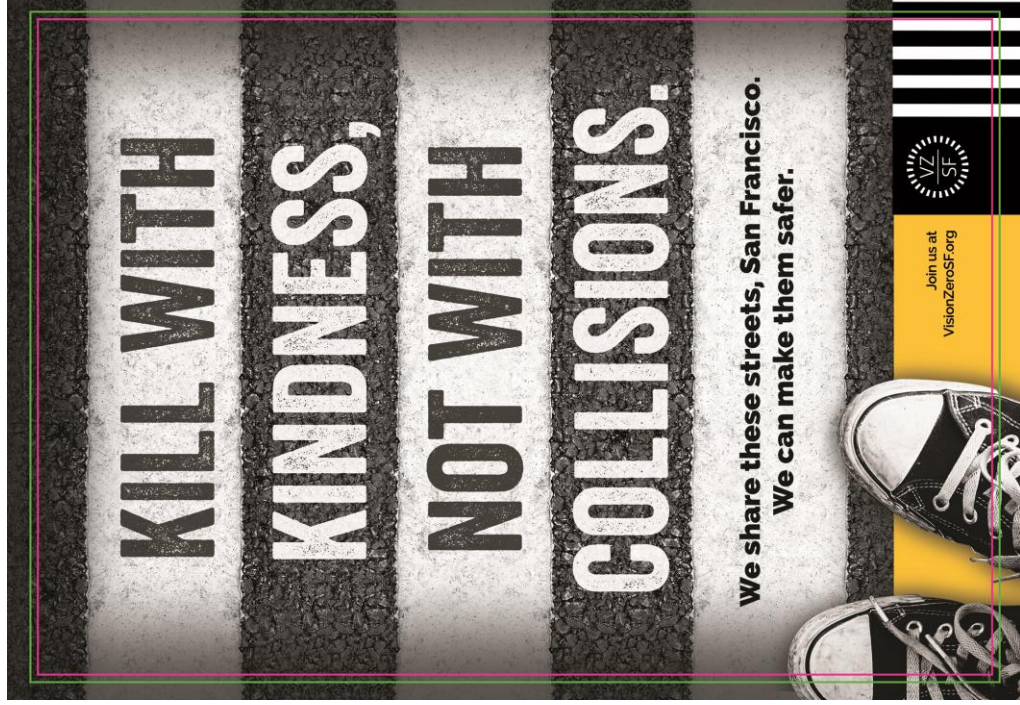
1. Chinatown Community Development Center
2. Portola Family Connections
3. Richmond Senior Center
4. Senior and Disability Action
5. South of Market Community Action Network
6. Tenderloin Safe Passage
7. Walk San Francisco

5x
Seniors have a higher fatal injury rate than younger adults

Seniors are particularly vulnerable.



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

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SFMTA
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Transportation
Agency



POPULATION HEALTH DIVISION
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Sewer**

Services of the San Francisco
Public Utilities Commission

