



DRAFT MINUTES

VISION ZERO COMMITTEE SPECIAL MEETING

Wednesday, June 14, 2017

1. Roll Call

Chair Yee called the meeting to order at 10:32 a.m.

Present at Roll Call: Commissioner Peskin and Yee (2)

Absent at Roll Call: Commissioner Safai (1)

Commissioner Peskin moved to excuse Commissioner Safai, seconded by Chair Yee.

2. Approve the Minutes of the June 6, 2017 Meeting – ACTION

There was no public comment.

Chair Yee asked for an update on establishing guidelines for “ghost bikes” or other memorials in the city. Luis Montoya, Director of Livable Streets at the San Francisco Municipal Transportation Agency (SFMTA), stated that staff from San Francisco Public Works (SFPW) were working to provide guidance on how these memorials could be placed in a way that did not block public access to the sidewalks. Rachel Gordon, Director of Policy and Communications at SFPW, said SFPW planned to reach out to advocates and the Bicycle Advisory Committee. Mr. Montoya added that the SFMTA would provide an update at the next Committee meeting.

The minutes were approved without objection by the following vote:

Ayes: Commissioners Peskin and Yee (2)

Absent: Commissioner Safai (1)

3. Overview of the Two-Year Vision Zero Action Strategy – INFORMATION

Tom Maguire, Director of Sustainable Streets at the SFMTA, Luis Montoya, Director of Livable Streets at the SFMTA, and Megan Wier, Director of the Program on Health, Equity, and Sustainability at the Department of Public Health (DPH), presented an overview of the 2017-2018 Vision Zero Action Strategy.

Chair Yee acknowledged that the Vision Zero Action Strategy was presented in April as part of an overall Vision Zero update but was not given sufficient time for discussion. He requested that the Vision Zero Committee function not only as a forum for updates, but as a body that makes policy recommendations to the Transportation Authority Board and the Board of Supervisors. He emphasized the need for having a long-term strategy for reaching Vision Zero with measurable, time oriented, and specific goals.

Chair Yee asked about the education component of the two-year action plan, and noted that the SFMTA’s presentation at the previous Committee meeting seemed to focus on adults and asked what role youth education had in the action strategy. John Knox White, Program Manager at the SFMTA, agreed with the importance of education for all ages and said the SFMTA was actively working with the San Francisco Unified School District (SFUSD) to expand efforts to educate public school students in traffic safety, specifically for bicycling, and to develop a curriculum for

comprehensive safe streets behaviors. He added that the SFMTA and SFUSD had monthly coordinating meetings and that one of the programs being discussed was the student crossing guard program.

Commissioner Peskin commented in response to hearing about Vision Zero advertising efforts that he could help facilitate a meeting with city staff and billboard companies.

During public comment, Katy Liddell, President of the South Beach Rincon Mission Bay Neighborhood Association, commented that the action strategy was comprehensive but not specific enough. She said she expected the action strategy to elaborate more on how the goals could be achieved. She said she looked forward to participating in the workshop proposed by staff and contributing to a longer-term strategy.

Cathy DeLuca, Interim Executive Director at Walk San Francisco, thanked Chair Yee for championing the work of the Committee. She said that although city staff had been working towards Vision Zero, they needed a longer-term strategy that guided them to achieve the stated goals. She said she was excited to participate in the upcoming workshop and hoped that a strategic plan, with milestones over a long-term horizon, could be developed.

Richard Rothman, District 1 Representative on the Park and Open Space Committee, expressed concern over safe pedestrian access to Golden Gate Park. He said that a recent survey by the Planning Department showed that 72% of residents in the Richmond felt unsafe crossing Fulton Street. He expressed that while the SFMTA had been working to make Golden Gate Park safer, not enough was being done about pedestrian access into the park, particularly across Fulton Street and Lincoln Way.

Janice Li, Advocacy Director at the San Francisco Bicycle Coalition, thanked the Committee for its efforts towards achieving Vision Zero. She recommended the city focus on infrastructure design since making streets safer would lead to changes in driving behavior. She echoed the concerns of Ms. DeLuca and Ms. Liddell that there needed to be a long-term strategy with clear goals and milestones for reaching Vision Zero.

Alice Rogers, Vice President of the South Beach Rincon Mission Bay Neighborhood Association, said that she was looking forward to the workshop proposed by staff. She said she was also pleased to hear that advances in predictive modelling would allow new neighborhoods that would typically not show up in historic data to be incorporated in future plans. She also expressed support for using billboards to educate drivers, particularly those who lived outside San Francisco.

Pi Ra, with Senior and Disability Action, commented that it was essential to have a long-term plan for how to reach the Vision Zero goal. He said there was a need for more clarity on what the issues were, and how the city was addressing those issues. Finally, he suggested getting the community more involved because most of the members of the public were still not aware of Vision Zero.

Commissioner Peskin commented that he agreed with the importance of street improvements and infrastructure, and that he also wanted to focus attention and resources on public education, especially educating the next generation of San Francisco residents. He added that two billboard companies had expressed willingness to collaborate on the education campaign.

Chair Yee asked if the SFMTA had considered setting intermediate goals for 2020 or 2022, understanding that the underlying goal was to reach zero traffic fatalities by 2024. Mr. Maguire replied that they would rather not say that any number of deaths was acceptable and instead start with a goal of having zero traffic fatalities. He said the SFMTA expected to start seeing

positive results from their efforts, but that the experience from other cities suggested that reductions in traffic fatalities happened at a slow pace.

Chair Yee commented that while he understood the approach, he wanted to be able to tell if strategies were successful, even if the reductions in the number of traffic fatalities started at a slow pace. Mr. Maguire said that they were starting to see changes in trends after infrastructure investments, and were continuously tracking the number of collisions among other metrics. He said the upcoming workshop would be an opportunity to think critically about strategies the city was pursuing, consider strategies that it could pursue, and share lessons from other cities.

Chair Yee commented that the city should set and meet project delivery timelines, and hold project managers accountable for meeting the expected project schedules. He stressed the importance of delivering projects on time in order to achieve the Vision Zero goal. Chair Yee also noted on the importance of improving traffic safety on minor streets. He noted that while focusing on arterials was important for the action strategy, improvements to minor streets often depended on having well-organized neighborhood groups. He expressed the need to engage neighborhoods that were not as experienced to help them identify projects for their local streets. Mr. Maguire commented that the points raised by Chair Yee spoke to the importance of all aspects of Vision Zero working together. He said that one of the challenges on the project delivery side was that there were many ideas on how streets should look and function, and that there were tradeoffs that needed to be considered. Mr. Maguire also agreed on the need and desire for traffic calming on minor streets, and suggested that education efforts could help neighbors understand how streets could be made safer.

Chair Yee commented that the city was doing good work but that having goals and timelines were important, particularly for informing the Committee if the city needed additional resources or support for achieving the goals set by the action strategy.

Commissioner Peskin expressed his thanks to Chair Yee for his persistent support of the work of the Committee and to the staff and city departments for collaborating on this effort.

Tilly Chang, Executive Director, commented that she was looking forward to continuing to work with the Vision Zero Task Force, advocates, and city agencies to reach Vision Zero. Director Chang suggested reaching out to technology industry partners, and said that companies developing autonomous vehicles were learning a lot from their own testing and could offer insights to the work of the Committee.

4. Introduction of New Items – INFORMATION

There were no new items introduced.

5. Public Comment

There was no public comment.

6. Adjournment

The meeting was adjourned at 11:25 a.m.