

THIS PRINT COVERS CALENDAR ITEM NO. : 10

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Sustainable Streets

BRIEF DESCRIPTION:

Recommend that the SFMTA Board of Directors adopt a vision to reduce traffic fatalities in San Francisco to zero by the year 2024; support a “crisis intervention” team, a collaboration of city agencies, which is tasked with analyzing data to determine the highest rate, number and/or severity of traffic collisions; support the implementation of at least 24 pedestrian and/or cyclist safety near-term projects over the next two years at locations established by the WalkFirst project and through analysis of the highest rate of traffic collisions involving bicyclists, and supporting the work of the “Large Vehicles and Safer Streets Working Group” to create a mandatory driver safety curriculum to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015.

SUMMARY:

- Vision Zero is a framework for eliminating traffic fatalities.
- The City continues to experience a high loss of life each year, with a twelve-year high of 21 pedestrian fatalities and four bicyclist fatalities in 2013. Over the 10 years from 2002 to 2011, the city lost a total of 310 lives to traffic fatalities.
- Vision Zero builds on and expands existing city goals to reduce crashes and improve the safety of our roadway network.
- Adopting a vision to reduce traffic fatalities in San Francisco to zero by the year 2024 would help guide the decisions and resources of the SFMTA to place the highest priority on improving roadway safety.

ENCLOSURES:

1. SFMTAB Resolution

APPROVALS:

DATE

DIRECTOR _____ 1/29/14

SECRETARY _____ 1/29/14

ASSIGNED SFMTAB CALENDAR DATE: February 4, 2014

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PURPOSE

Recommend that the SFMTA Board of Directors adopt a vision to reduce traffic fatalities in San Francisco to zero by the year 2024; support the creation of a “crisis intervention” team, a collaboration of city agencies, which would be tasked with analyzing data to determine the highest rate, number and/or severity of traffic collisions; support the implementation of at least 24 pedestrian and/or cyclist safety near-term projects over the next two years at locations established by the WalkFirst project and through analysis of the highest rate of traffic collisions involving bicyclists, and supporting the work of the “Large Vehicles and Safer Streets Working Group” to create a mandatory driver safety curriculum to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015.

GOAL

This action is consistent with the SFMTA 2013-2018 Strategic Plan’s goals.

Goal 1: Create a safer transportation experience for everyone.

Goal 2: Make transit, walking, bicycling, taxi, ridesharing and carsharing the preferred means of travel

Goal 3: Improve the environment and quality of life in San Francisco

DESCRIPTION

The prevalence of traffic fatalities in the City of San Francisco constitutes a public health crisis. The City continues to experience a regrettably high loss of life each year, with a twelve-year high of 21 pedestrian fatalities and four bicyclist fatalities in 2013. Over the 10 years from 2002 to 2011, the City lost a total of 310 lives to traffic fatalities.

Vision Zero is a framework for reducing traffic fatalities to zero. Vision Zero was first developed in Sweden in 1994, and is guided by the principle that convenience to the users of a city or nation’s roadways should never take precedence over human life. The Vision Zero framework includes strategies to reduce traffic deaths through the design of the transportation system and education of its users. Vision Zero has evolved into a movement that has spread to Norway and the United Kingdom with positive results.

In San Francisco, Vision Zero is a commitment to eliminate traffic fatalities in the City by 2024. This commitment is similar to those recently established in Chicago and New York to reduce traffic fatalities to zero over ten years. Vision Zero also builds on and expands existing city goals to reduce crashes and improve the safety of our roadway network. San Francisco’s “Vision Zero” would be consistent with the framework of “Vision Zero” initiatives set forth in New York, Chicago, Sweden, Norway and the United Kingdom

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On January 14, 2014, Supervisors Jane Kim, John Avalos and Norman Yee introduced a resolution urging the SFMTA and other City Agencies to take various actions to reduce traffic fatalities to zero by 2024.

Specifically the Resolution urged the SFMTA to create a “crisis intervention” team in collaboration with other city agencies, which would be tasked with engineering and implementing at least 20-24 pedestrian and cyclist safety pilot projects over the next two years in the neighborhoods where data shows the highest number and severity of traffic collisions, whether that includes temporary bulb outs, traffic signal additions or retiming, speed reduction measures, separated bike lanes, lane removal or left turn restrictions, and that the immediate two year pilot period be used to analyze progress towards an overall goal of zero traffic fatalities by 2024.

Last November, the SFMTA, in conjunction with the Department of Public Health, convened a working group comprised of city agencies which is focused on bicycle crash analysis and interventions. This group aims to establish the locations where data demonstrates the highest rate, number and/or severity of traffic collisions involving bicyclists, and make recommendations for engineering, education and enforcement actions. This effort replicates the work that has already been done for pedestrian crashes through the Pedestrian Safety Task Force.

In addition to this effort, the SFMTA is actively engaged in reducing deaths and injuries through the following programs, efforts and strategies:

- **Walk First**, a data driven process facilitated by a collaboration of City agencies, that will prioritize the capital improvements needed over the next five years to make San Francisco a safer place to walk. Walk First will focus on improving the 70 miles of streets and intersections where a majority of severe and fatal pedestrian injuries occur, with the goal of reducing the number of these crashes by 50% by 2021;
- **The SFMTA 2013-2018 Bicycle Strategy**, which sets new directions and policy targets to make bicycling a part of everyday life in San Francisco;
- **Traffic Calming Program**, which seeks to make San Francisco safer and more comfortable for pedestrians, children, bicyclists, and motorists by designing San Francisco streets to encourage slower speeds;
- **Sustainable Streets Traffic Engineering**, the SFMTA division charged with ensuring the safety of our streets and intersections through the design and operation of traffic signals, intersection and street configurations, roadway regulations, and traffic signs and markings; and
- **Pedestrian Safety and Encouragement education program**, a \$850,000 public education campaign launching in the spring and created in collaboration with Department of Public Health, SFPD, advocates and SFMTA to target driver violations of pedestrian rights-of-way, the number one cause of vehicle-pedestrian collisions.

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In addition to these citywide initiatives, the SFMTA is in the process of implementing many safety improvements in the Tenderloin and South of Market neighborhoods. These areas currently have the highest concentration of pedestrian collisions in the City, and have many locations identified as having a large number or rate of crashes involving people bicycling. The SFMTA has identified a single management lead to coordinate and expedite high-priority capital improvements in these neighborhoods aimed at improving conditions for people who walk and bicycle. These improvements include:

- **Tenderloin Safe Routes to Schools** –Bulb outs and crosswalk improvements on Turk Street at Hyde and Larkin will begin construction within the next year to improve safety near the Tenderloin Community School.
- **Folsom and Howard Streets** – In addition to the recent road diet and buffered bike lanes on Folsom Street between 4th and 11th, the SFMTA is planning to pilot bicycle safety improvements on Folsom Street near the Essex Street onramp to I-80. We are aiming to have this project on the ground in 2014. Staff is also working on a potential complete street pilot project for Howard Street, prioritizing resources to be able to get it in the ground next year. We will also re-engage the community on the permanent redesigns of both Folsom and Howard streets in 2014 so that we can move the full projects forward as quickly as possible.
- **7th and 8th streets** – The SFMTA made safety improvements to 8th Street in 2012 by reducing the number of automobile travel lanes and buffering the bike lane. We have been working on the design for the full redesign of 7th and 8th streets, and are currently seeking funding for the environmental review and to complete the community process. Additional pilot safety projects for these streets may emerge from this process.

Safety improvements for people bicycling and walking are also in the planning or environmental review stage for **many other locations in SOMA including 2nd Street, 3rd Street, 4th Street, 5th Street and 6th Street**. Together, these projects will transform the South of Market neighborhood and drastically reduce the pattern of injuries and deaths.

Some examples of recent achievements that will bring us closer to the goal of zero deaths include:

- Installing 55 spot improvements in the past 18 months
- 12 miles of street improvements (more than the 10 miles benchmarked in the Mayor's Pedestrian Strategy)
- Increasing pedestrian crossing time at 390 intersections
- Installing over 200 traffic calming devices, such as speed humps, citywide
- Installing and enforcing 15-mile-per-hour speed limits at all of the 181 eligible schools in San Francisco to protect children and make neighborhood streets safer and more comfortable for everyone. (San Francisco is the first California city to implement 15 mile zones at all eligible schools.)

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- Increasing the number of School Crossing Guards – total of 195 - to make it easier for children traveling to and from schools

Adopting a vision to reduce traffic fatalities in San Francisco to zero by the year 2024 would help guide the decisions and resources of the SFMTA to place the highest priority on improving roadway safety. This commitment will support the ongoing work of the Sustainable Streets Division and in particular, the strategies outlined above. The SFMTA recognizes that a Vision Zero goal requires increased resources and commitment from all city agencies to improve safety for all users. The SFMTA is a committed partner in this citywide effort.

In addition to the goal of zero traffic fatalities by 2024, the Board of Supervisors also urged the City to convene a working group comprised of the City Administrator's office, the SFMTA, San Francisco County Transportation Authority, the Department of Public Health, the Police Department, the Department of Public Works, the Transbay Joint Powers Authority, Walk San Francisco, the San Francisco Bicycle Coalition and stakeholders representing trucking companies and drivers, including the teamsters and the California Trucking Association, to create a standardized baseline for driver education and mandatory driver safety curriculum for all CCSF employed drivers and drivers that contract with the City and identify and implement programs that increase the safety of efficient goods and commuter movement by all large vehicles utilizing city streets with the goal of implementing training and safety programs by 2015.

The SFMTA convened the first working group meeting to create a driver education and safety curriculum on January 28, 2014. The SFMTA will continue to lead this group to create programs and identify responsible agencies and departments to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015.

ALTERNATIVES CONSIDERED

None. This resolution was requested by the SFMTA Board of Directors at their January 21, 2014 meeting. In addition, the San Francisco Board of Supervisors has urged the SFMTA and other City departments to adopt a goal of zero traffic fatalities by 2024.

FUNDING IMPACT

Adopting Vision Zero will not have a direct funding impact. Projects and spot improvements to reduce traffic fatalities and improve safety will be implemented as funding allows and will progress through the normal capital planning process.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

No other approvals are required.

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The City Attorney's Office has reviewed this calendar item.

RECOMMENDATION

SFMTA staff recommends that the SFMTA Board of Directors adopt a vision to reduce traffic fatalities in San Francisco to zero by the year 2024; support a "crisis intervention" team, a collaboration of city agencies, which is tasked with analyzing data to determine the highest rate, number and/or severity of traffic collisions; support the implementation of at least 24 pedestrian and/or cyclist safety near-term projects over the next two years at locations established by the WalkFirst project and through analysis of the highest rate of traffic collisions involving bicyclists, and supporting the work of the "Large Vehicles and Safer Streets Working Group" to create a mandatory driver safety curriculum to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015.

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, An average of approximately 3,150 people are injured and 31 die in traffic collisions each year in San Francisco; and,

WHEREAS, A high percentage of traffic injuries and fatalities involve people walking, riding a bicycle and other vulnerable users; and,

WHEREAS, The City of San Francisco adopted a Pedestrian Strategy in 2013 to reduce serious or fatal pedestrian injuries by 25 percent by 2016 and by 50 percent by 2021; and,

WHEREAS, The SFMTA 2013-2018 Strategic Plan aims to support San Francisco with excellent transportation choices, and create a safer transportation experience for everyone by making transit, walking, bicycling, taxi, rideshare, and carshare the preferred means of travel; and,

WHEREAS, Vision Zero provides a framework for reducing traffic deaths to zero through a combination of engineering measures, education, and enforcement practices; and,

WHEREAS, The SFMTA has convened a meeting of the “Large Vehicles and Safer Streets Working Group” to create a driver education and safety curriculum and will continue to lead this group to create programs to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015; and,

WHEREAS, The SFMTA began working with other city agencies in the Fall of 2013 to more comprehensively analyze data sets to determine the locations and behaviors involving serious and fatal collisions with people who bike, and recommend appropriate interventions; and,

WHEREAS, Initiatives such as Walk First, the Traffic Calming Program, the Bicycle Strategy and the ongoing work of the Sustainable Streets Division of the SFMTA will continue to identify and implement projects and programs to improve traffic safety in San Francisco; now, therefore, be it

RESOLVED, That the San Francisco Municipal Transportation Agency Board of Directors adopts a vision of reducing traffic deaths to zero by the year 2024 through engineering measures, education, and enforcement practices and, be it

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FURTHER RESOLVED, That the SFMTA Board of Directors supports a “crisis intervention” team, a collaboration of city agencies, which is tasked with analyzing data to determine the highest rate, number and/or severity of traffic collisions with people who bicycle and, be it

FURTHER RESOLVED, That the Board supports the implementation of at least 24 pedestrian and/or cyclist safety near-term projects over the next two years at locations established by the WalkFirst project and through analysis of the highest rate of traffic collisions involving bicyclists, and that these projects be analyzed to measure progress toward our goal of zero traffic fatalities by 2024.

FURTHER RESOLVED, That the SFMTA Board of Directors supports the work of the “Large Vehicles and Safer Streets Working Group”, to create a mandatory driver safety curriculum for all San Francisco City and County employed drivers and drivers that contract with the City and County of San Francisco and identify actions, and departmental owners for implementing them, to increase the safety of efficient goods and commuter movement by all large vehicles with the goal of implementing this training program by 2015.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of February 4, 2014.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency