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Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.

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# VISION ZERO SF ACTION STRATEGY UPDATE

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SFMTA Citizens' Advisory Council

July 1, 2021

Ryan Reeves, SFMTA Vision Zero Program Manager

Michael Jacobson, SFMTA Vision Zero Planner

## AGENDA & OBJECTIVES

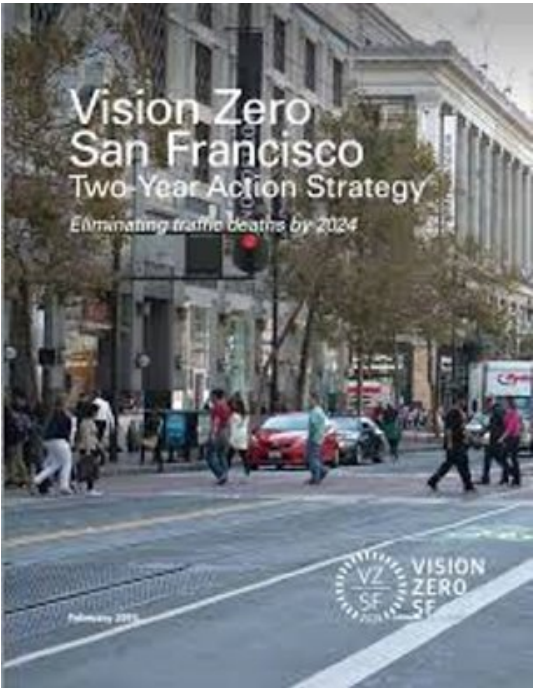
- **Recap outreach that we've heard to date & process for strategy development**
- **Share the draft Action Strategy framing & actions**
- **Share next steps on the release of Action Strategy**



**ACTION STRATEGY UPDATE:**  
***PROCESS & OUTREACH***

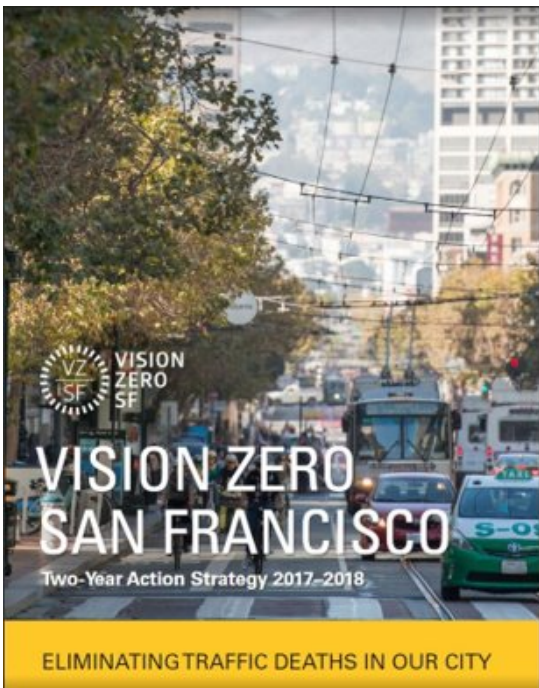
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# VISION ZERO STRATEGY UPDATE



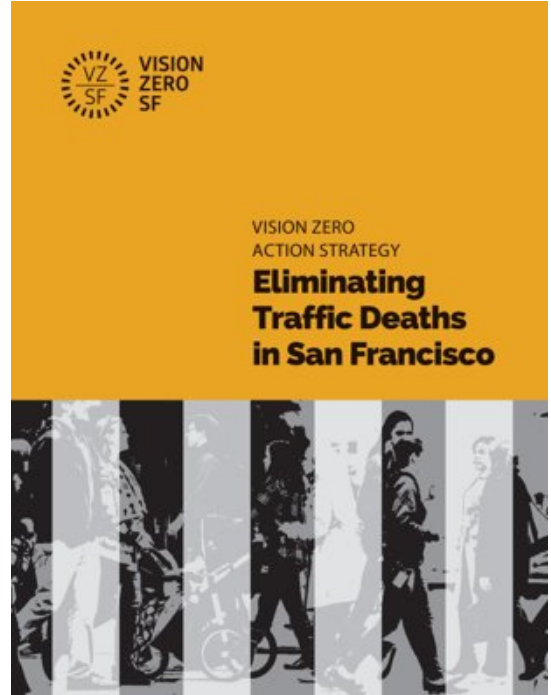
**2015**

What is Vision Zero?



**2017**

Defining a Safe Systems Approach



**2019**

Advancing Transformative Policies

→ **2021**  
Vision Zero Action Strategy Update

# OUTREACH SUMMARY

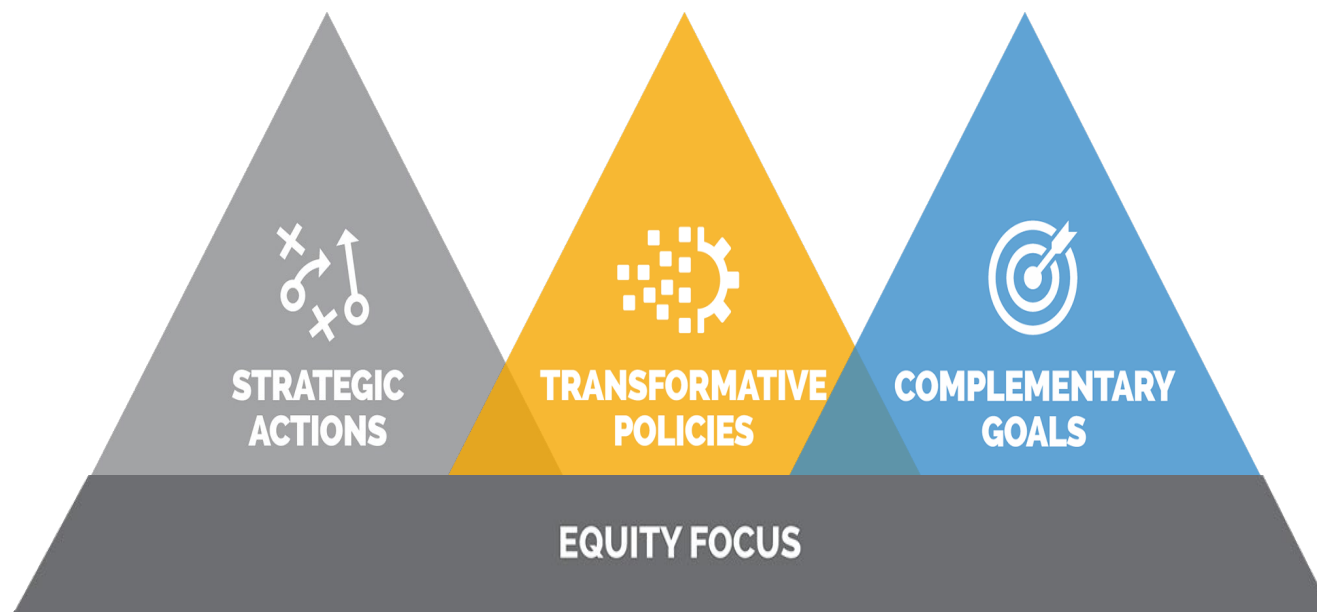
**Spring 2021:** Gathered new ideas and priorities through:

- **Online Story Map/Open House in English, Spanish, Chinese, and Filipino**
- **400+ Community Survey Responses, including in English, Spanish, Chinese, and Filipino**
- **Four Community Virtual Office Hours**
- **Six Community Virtual Presentations**
- **Letters with Support from 40+ Organizations**



# OUTREACH DISCUSSION

- Where should we continue to **focus our resources**?
- What **new strategies** should we consider to slow speeds, change traffic safety culture and ensure safer vehicles?
- How can we ensure our **commitment to equity**?



Saving Lives



Prevention



Equity



Slowing  
Speeds



Safe Streets

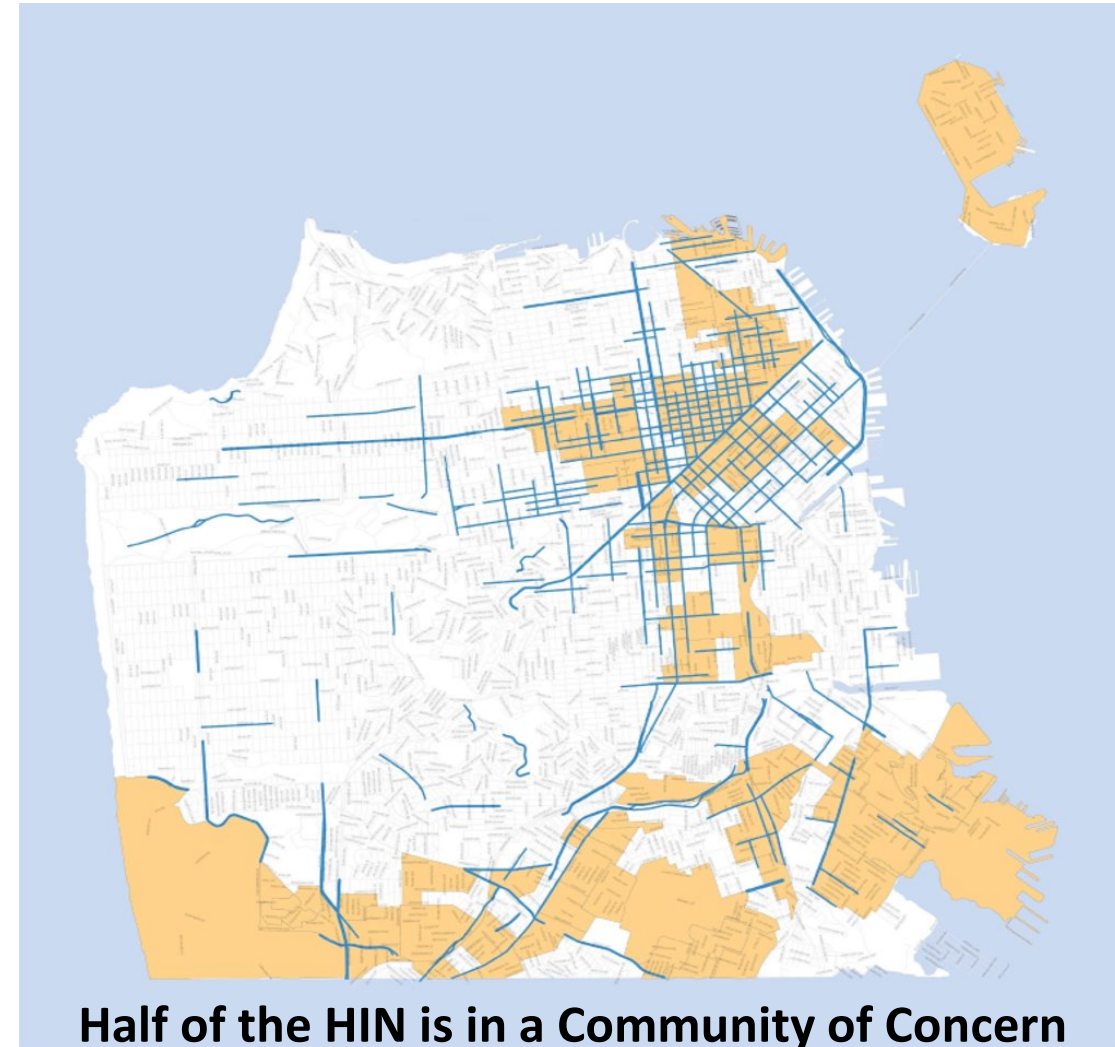


Safe People  
and  
Safe Vehicles

# COMMITMENT TO EQUITY

## Advancing actions that prioritize our most vulnerable and are sensitive to community context

- **Vulnerable populations** – Older adults, homeless or marginally housed residents, people of color, people with disabilities, non-English speaking people, immigrants and youths
- **Geographic inequities** – SF's High Injury Network is concentrated in low-income communities and communities of color
- **Vulnerable road users** – Pedestrians, cyclists and motorcyclists
- **Bias and unintended consequences** – Vision Zero should not exacerbate existing inequities or result in unintended consequences



# INPUT FROM COMMUNITY GROUPS & COALITION

The Arc San Francisco	Family Connections Centers	San Francisco Marin Medical Society
Bay Area Families for Safe Streets	Felton Institute	San Francisco Transit Riders
Bayview Hunters Point Mobilization for Adolescent Growth in our Communities (BMAGIC)	Friends of Monterey Blvd	San Francisco Housing Action Coalition
Bicycle Advisory Committee	Hayes Valley Neighborhood Association	Self-Help for the Elderly
California Alliance for Retired Americans	India Basin Neighborhood Association	Senior & Disability Action
Community Living Campaign	Inner Sunset Park Neighbors	South Beach   Rincon   Mission Bay Neighborhood Association
CC Puede	La Voz Latina	South of Market Community Action Network (SOMCAN)
Central City SRO Collaborative	Livable City	St. Francis Square Cooperative
Chinatown Community Development Center	Lower Haight Merchants and Neighbors Association (LoHaMNA)	Tenderloin Housing Clinic
Curry Senior Center	Multimodal Accessibility Advisory Committee	Tenderloin Neighborhood Development Corporation
Diversability	North of Panhandle Neighborhood Association (NOPNA)	TLCBD Safe Passage
Dogpatch Neighborhood Association - Executive Committee	Potrero Boosters Neighborhood Association Executive Committee	Yerba Buena Community Benefit District (YBCBD)
Duboce Triangle Neighborhood Association	Richmond Family Transportation Network	Walk San Francisco
East Cut Community Benefit District	San Francisco Bicycle Coalition	
	San Francisco Interfaith Council	



## KEY THEMES FROM OUTREACH

- **Slow speeds through street re-design** (quick builds and traffic calming) and decreasing speed limits on streets
- **Reducing conflicts at intersections** for vulnerable road users
- Expand **Slow Streets** program to support mode shift
- Use **speed detection systems** to support traditional enforcement
- Focus **education on the most dangerous driving** behaviors
- Focus investments in **Communities of Concern** and the **High Injury Network**

**ACTION STRATEGY UPDATE:  
*BUILDING ON LESSONS  
LEARNED SINCE 2014***

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# ACROSS THE US, CITIES CONTINUE TO FACE CHALLENGES IN GETTING TO ZERO

## Why are there so many Seattle traffic fatalities when so few people are commuting?

Jan. 27, 2021 at 12:51 pm | Updated Jan. 28, 2021 at 9:22 am

## Traffic deaths rose 8% in 2020, even as Americans drove fewer miles during pandemic

Associated Press

Published 7:36 a.m. ET Mar. 5, 2021 | Updated 2:42 p.m. ET Mar. 5, 2021

## Traffic deaths on the rise in Portland

The number of deaths is up by 100% compared to the same time last year

## Alarming spike in Philadelphia traffic fatalities, including hit-and-runs, this year

## Traffic Deaths in 2020 Soared to Highest in 13 Years

By Alissa Walker

# GLOBALLY, OTHER CITIES HAVE PROVEN VISION ZERO IS POSSIBLE

## Oslo got pedestrian and cyclist deaths down to zero. Here's how

More cities are starting to pedestrianise central zones to minimize cars and eliminate deaths on public roads



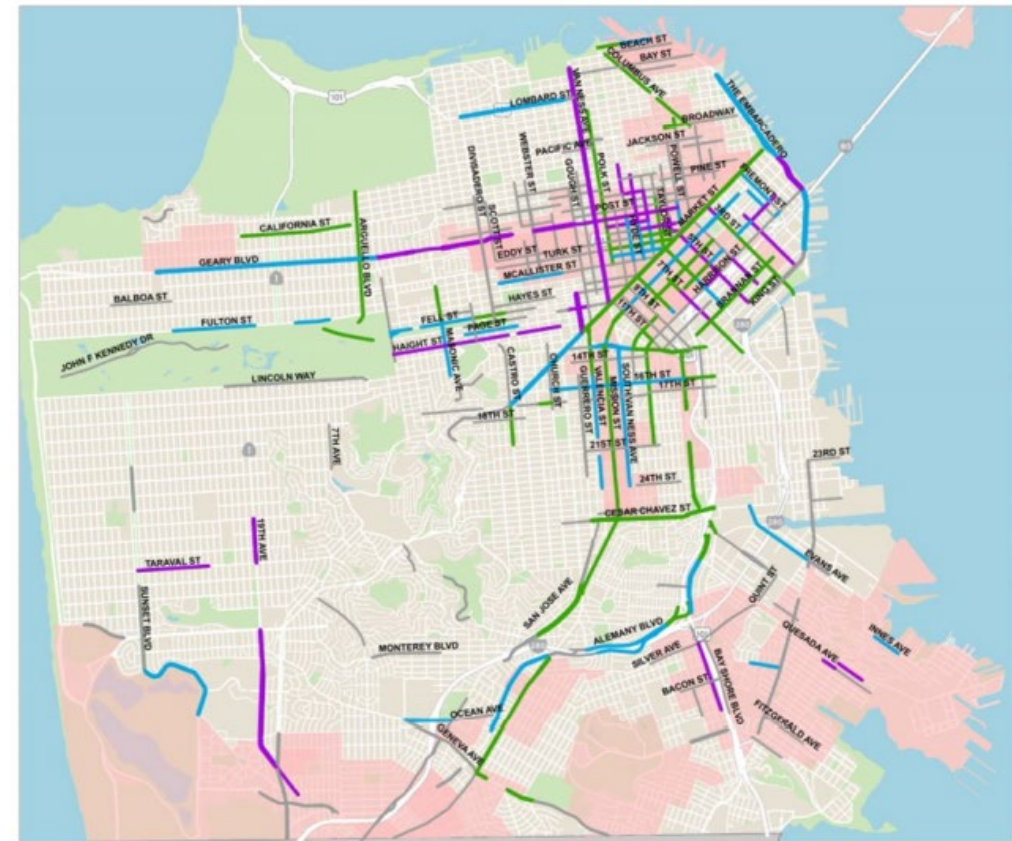
## City of Helsinki records zero pedestrian fatalities in 2019

Precise statistics on accidents have been kept since 1960, and during this time there have been no years in which there were zero pedestrian lives lost in traffic.



## OUR STRATEGY REFLECTS AN EVOLVING APPROACH

- **Quick Build Program** to deliver safety improvements more quickly at 1/10 of the cost of major capital projects
- **Network level approach** to key safety treatments
- **Focus on self-enforcing streets** and seeking alternatives to traditional enforcement, such as speed cameras
- **Targeted advertising, marketing & culturally competent outreach**
- **Testing new approaches and pushing the limits** of our authority



—	High Injury Network (168 Centerline miles)
—	Complete (31 miles; 19%)
—	Under Construction (22 miles; 13%)
—	In Design or Planning (29 miles; 17%)
—	Community of Concern

# GETTING TO ZERO WILL REQUIRE MAJOR SHIFTS IN POLICY, POLITICS & CULTURE

**Major Street Redesign:** Car free zones, quick builds, protected bike lane network, transit only lanes

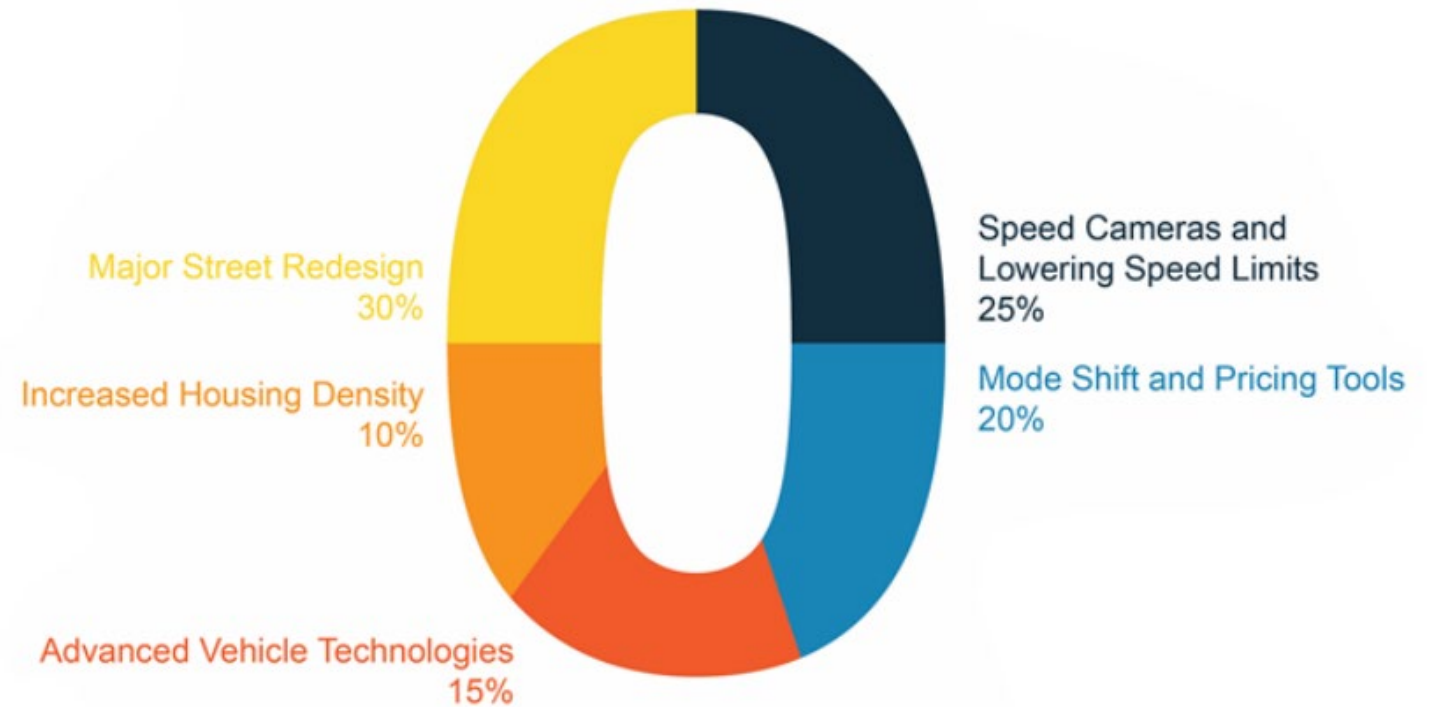
**Speed Cameras & Lowering Speed Limits**

**Mode Shift & Pricing Tools:** Moving to active transportation modes, using tools like pricing

**Advanced Vehicle Technologies:** Advanced driver-assistance systems, smaller vehicles

**Increased Housing Density:** Housing near jobs/services, especially affordable housing and services for unhoused populations

## Roadmap to Zero in SF



*Based on national data & adapted for SF trends*

# ACHIEVING VISION ZERO DEPENDS ON MEETING COMPLEMENTARY CITY GOALS

**Creating 30,000  
new housing units  
by 2020 *including a  
focus on affordable  
housing***

**Building a reliable  
transit system  
(*including focusing  
on transit  
frequency*)**



**Shifting 80% of trips to  
sustainable travel  
choices by 2030 (*using  
tools such as Slow  
Streets*)**

**Reduce GHG by 80% from  
1990 levels by 2050,  
including reducing Vehicle  
Miles Travelled (*using  
tools such as  
Transportation Demand  
Management*)**

**ACTION STRATEGY:**  
***DRAFT ACTIONS***

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# SAFE STREETS: DRAFT ACTIONS

## Slowing Vehicle Speeds

- Complete 10 Quick Builds Annually, with projects focused on the HIN\*
- *NEW*: Develop comprehensive speed management plan by 2022, including reducing posted speed limits & plan for automated tools
- *NEW*: Complete 100 traffic calming devices annually, including in areas with seniors, people with disabilities, and schools



\*Unfunded need: expanding to 20 QBs annually

# SAFE STREETS: DRAFT ACTIONS

## Improving Visibility & Reducing Conflicts for Vulnerable Road Users

- Ensure all eligible HIN intersections have continental crosswalks and daylighting by 2024
- Ensure all eligible HIN signals have slower walking speeds and Leading Pedestrian Intervals (LPIs) by 2024
- *NEW*: Complete 12 new left-turn traffic calming locations annually
- *NEW*: Evaluate Turn on Red Restrictions in the Tenderloin in 2022 and expand based on findings
- Complete upgrade of 40% of all eligible Accessible Pedestrian Signals (APS) and 95% of all eligible Pedestrian Countdown Signals (PCS) on the HIN by 2024

# SAFE SPOT



**NO TURN ON RED:**

Keep crosswalks open for people walking and rolling.

<p><b>NO VOLTEAR EN ROJO:</b> Mantenga los cruces peatonales libres para las personas que caminan y ruedan.</p>	<p><b>紅燈時禁止轉彎：</b> 保持馬路暢通，以便行人橫過馬路</p>	<p><b>BAWAL LUMIKO KAPAG PULA ANG ILAW:</b> Panatilihin bukas ang mga tawiran para sa mga naglalakad at gumagamit ng de-gulong na kagamitan.</p>
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This street improvement brought to you by Vision Zero SF.  
[#VisionZeroAtWork](#)

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# SAFE PEOPLE: DRAFT ACTIONS

## Enforcement & Compliance

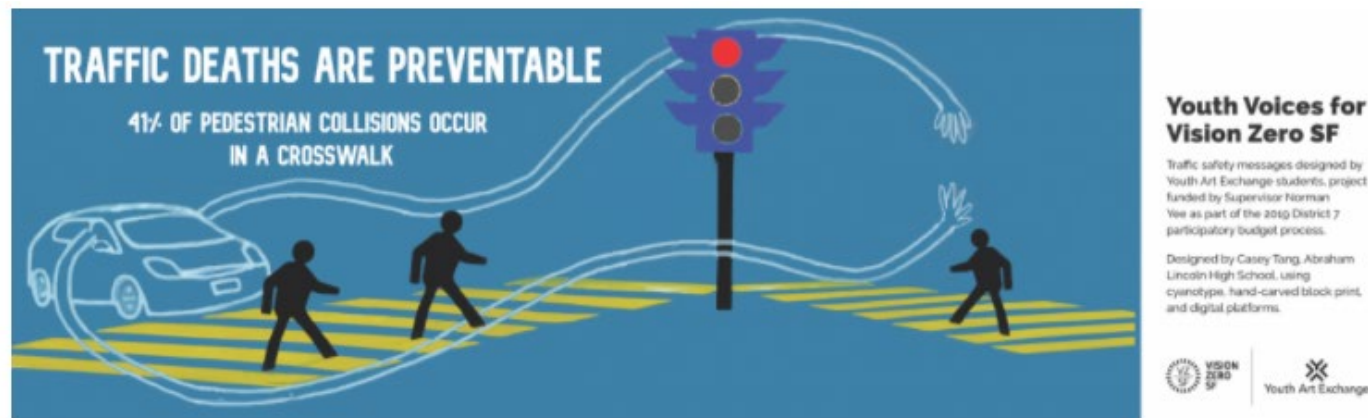
- Continue 50% Focus on the Five goal
- Conduct monthly High Visibility Traffic Safety Event actions on the HIN focused on dangerous driving behaviors
- Extend monthly safe speeds enforcement program
- *NEW:* Pursue next steps from BLA report that analyzes racial disparities in traffic stops



# SAFE PEOPLE: DRAFT ACTIONS

## Culture Change

- Develop ongoing education campaigns that highlight top crash factors and conduct citywide outreach to create traffic safety champions\*
- *NEW*: Implement education campaign on impacts of impaired driving \*\*
- Facilitate motorcycle safety training for riders\*\*
- Provide annual grants to engage seniors, service providers, and CBOs



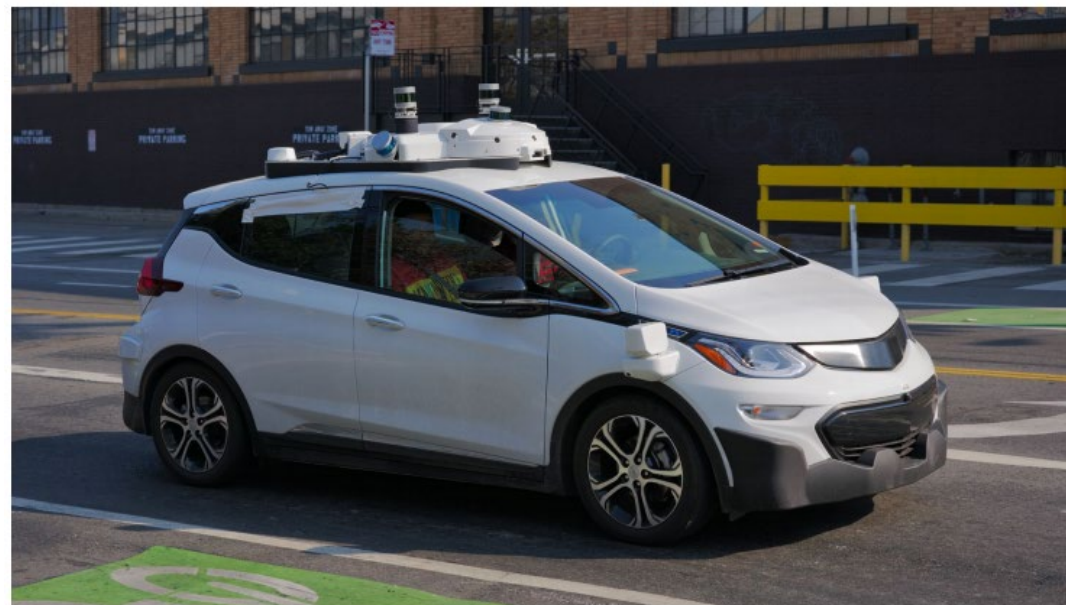
*\*This includes approximately \$2M in unfunded needs to extend the program after FY22*

*\*\*These actions are dependent on grant awards*

## SAFE VEHICLES: *DRAFT ACTIONS*

### Autonomous Vehicles & City Fleet

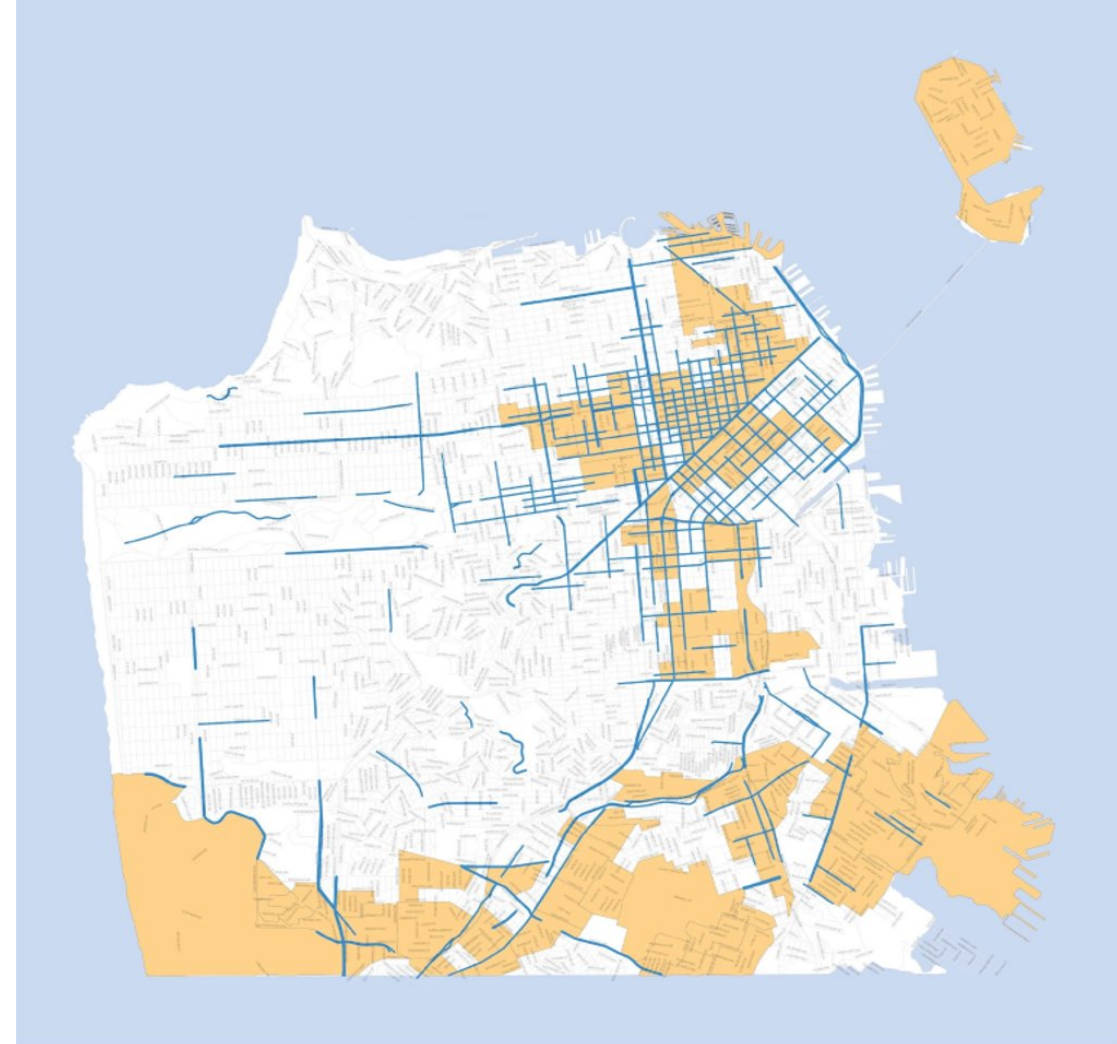
- Ensure federal, state, and local AV policy increases safety for all road users
- Release an annual telematics report that includes driving trends and corrective actions
- Explore additional collision avoidance technologies for MTA vehicles



## DATA SYSTEMS: *DRAFT ACTIONS*

- Regularly update public-facing TransBASE dashboard
- Integrate SFPD traffic collision data into Crime Date Warehouse
- Release annual severe injury trend report
- Update the HIN Map using linked police, hospital, and EMS data with data from 2016-2019
- Issue an annual research brief that addresses traffic injury and inequities such as homelessness, race/ethnicity, language, income and immigration status\*

*\*Unfunded*



## METRICS & INDICATORS

- **Achieve zero traffic fatalities by 2024**
- **Deliver 13+ miles of annual safety improvements** on HIN, including at least 50% in Community of Concern
- **Issue 50% of traffic citations** for Focus on the Five
- **Conduct outreach to 15,000 people annually** and achieve 250 million media impressions
- **Issue 8 community grants** for traffic safety outreach
- **Achieve 20% community awareness** of Vision Zero
- **Conduct 45+ community events**, with 100% translated

# **ACTION STRATEGY: *NEXT* *STEPS***

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# TIMELINE FOR UPDATING THE STRATEGY





# Thank you!

**VISIONZEROSF.ORG**

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