

# UPPER MARKET STREET SAFETY PROJECT: Vision Zero

## What is Vision Zero?

The City and County of San Francisco adopted Vision Zero San Francisco as a policy in 2014, committing an effort to **prioritize street safety and eliminate traffic deaths in San Francisco by 2024**. The Upper Market Street Safety Project is working towards this overarching citywide initiative.

## Core Principles

Achieving zero fatalities is a shared responsibility among everyone. Below are the five core principles that will guide us as we work together:

1. Traffic deaths are preventable and unacceptable.
2. Safety is our highest priority.
3. Human error is inevitable and unpredictable. We should design the transportation system to anticipate error so the consequence is not severe injury or death.
4. Safe human behaviors, education about enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.
5. People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect life.

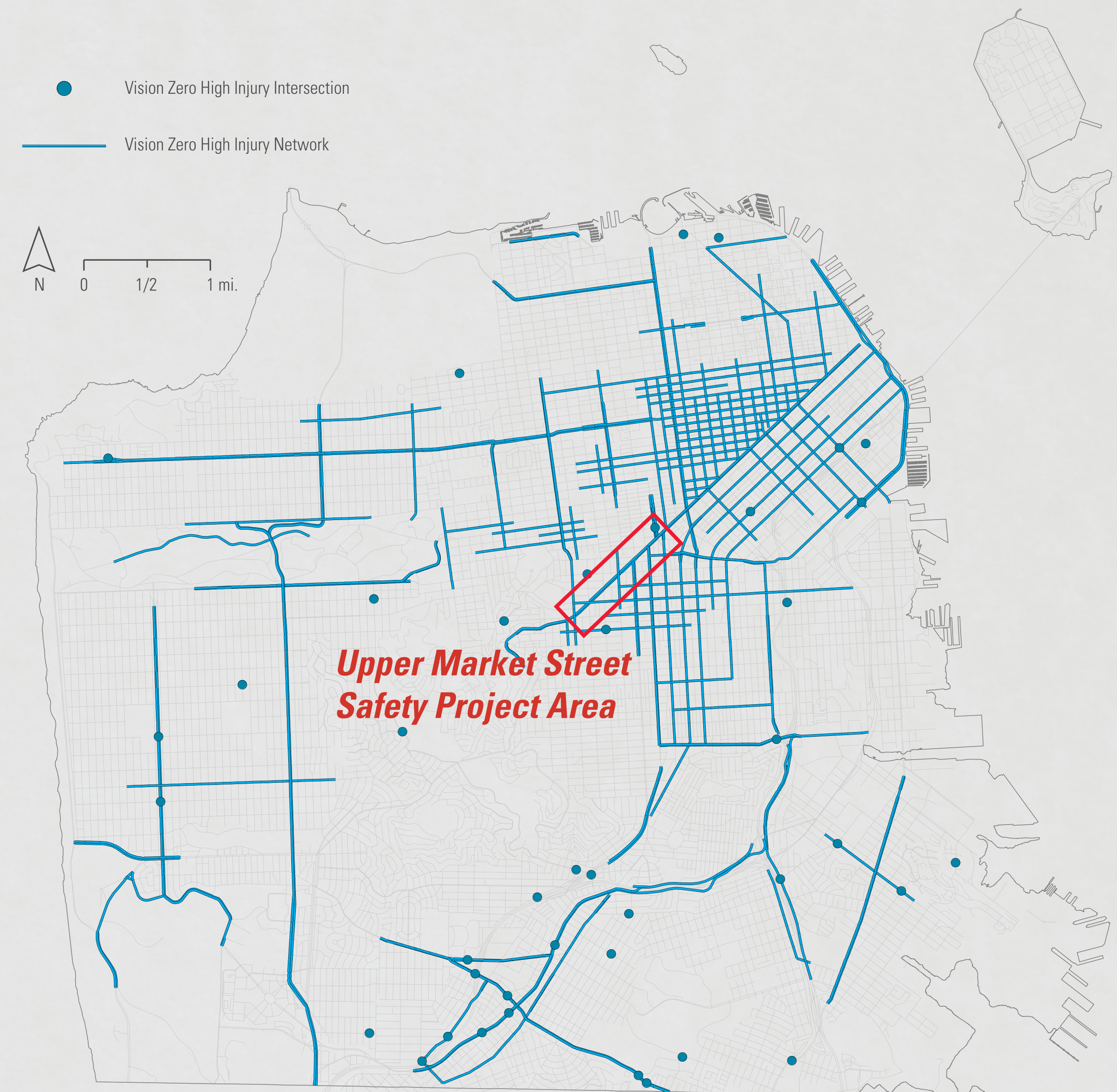
## Two-Year Action Strategy

The Vision Zero Two-Year Action Strategy outlines specific projects and policy changes the City plans to pursue in the next two years, which fall in the following categories:



## Vision Zero High Injury Network

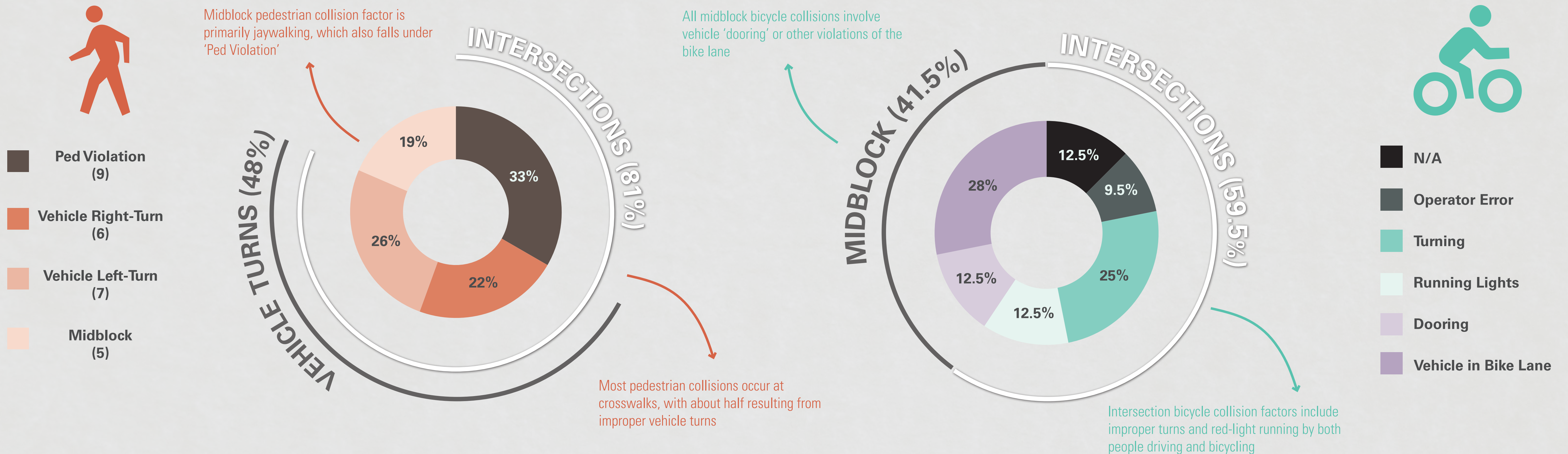
More than 70 percent of severe and fatal traffic injuries occur on just 12 percent of San Francisco streets. The Vision Zero High Injury Network is comprised of 125 miles of roadway.



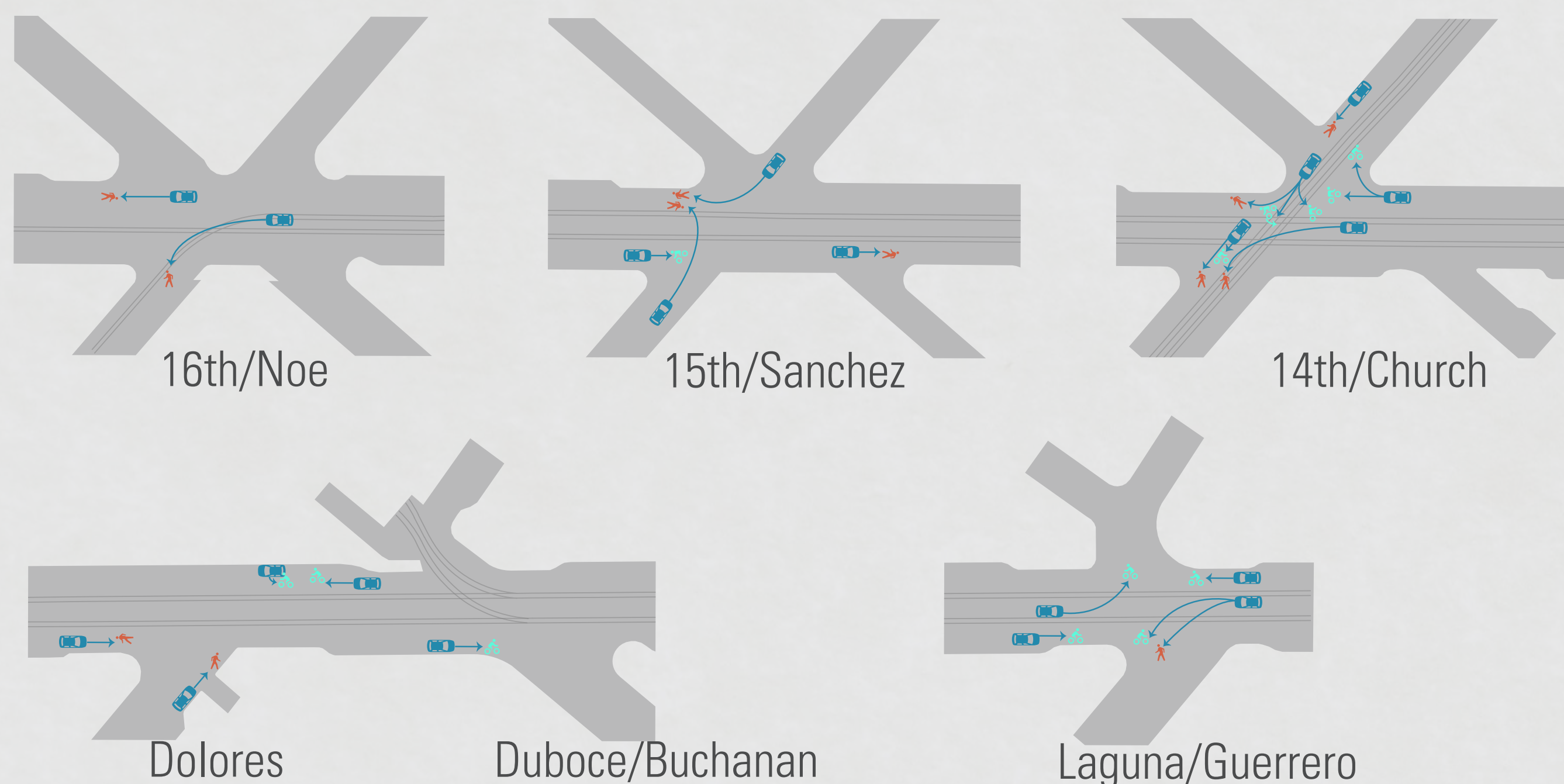
For more information, please visit: [www.visionzerosf.com](http://www.visionzerosf.com)

# UPPER MARKET STREET SAFETY PROJECT: Collision History

**Primary collision factors** are summarized below for all pedestrian and bicycle crashes with an available police report.



**Intersection collision profiles** are shown below for all pedestrian and bicycle crashes with an available police report.



## General Takeaways

Safety improvements should primarily focus on the following:

- » Increase separation, physical and visual, between pedestrians, bicyclists and drivers
- » Reduce potential conflict points, especially with attention to turning movement
- » Provide clear instruction along the corridor for travel with consistent allowed and prohibited movements

# UPPER MARKET STREET SAFETY PROJECT: Approach to Project

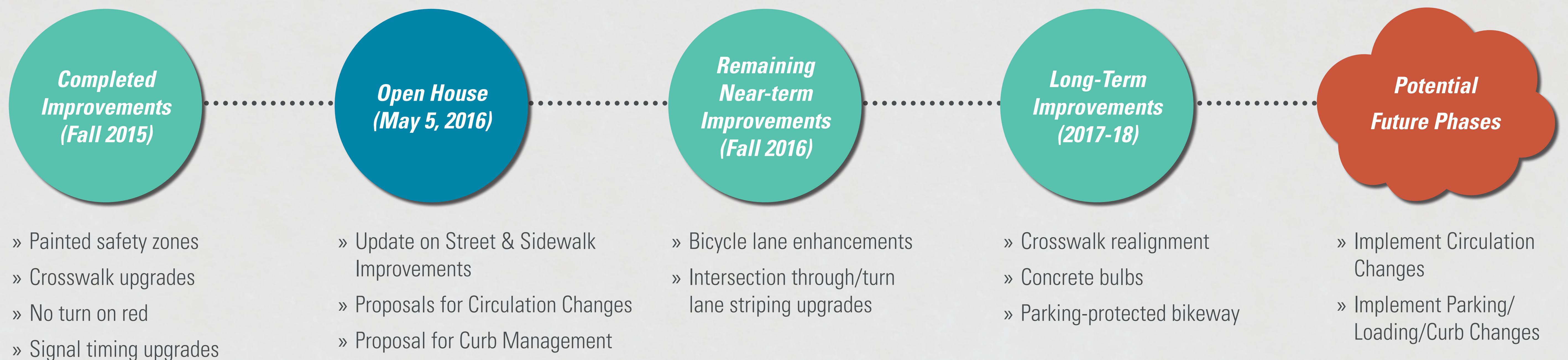
## Project Goal

The goal of the Upper Market Safety Project is to increase safety and comfort of Upper Market Street for everyone, including people on foot, on bike, in a vehicle, and on public transit. We plan to achieve this goal by:

- » Reducing the potential for conflict
- » Designing the corridor to be more intuitive and consistent
- » Addressing primary collision patterns
- » Focusing on safety
- » Implementing relatively quickly
- » Moving towards longer-term solutions

## Implementation

We're planning on a phased approach so that we can start to implement safety measures over time, from low-hanging fruit involving just paint to construction projects.



## Key Considerations

### Community Vision, Recommendations, and Development Guidelines

This project should reflect the values of the surrounding community. We've heard that the corridor feels very uncomfortable, attested by the many phone calls and emails we receive about this corridor and the desire for the SFMTA to address these issues.

### Vision Zero San Francisco

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### Data and Actual Collision Patterns

By closely examining actual collision patterns and other key information, we can form engineering and policy solutions that are applicable to the project area.

