



**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 TASK FORCE DECEMBER UPDATE

DECEMBER 16, 2014

AGENDA

SUMMARY OF PROGRESS

Engineering

- *24 projects in 24 months*: 9 projects are complete
- Dashboard for interagency coordination Beta version of interactive dashboard for public complete and available online

Education

- Safe Streets SF kicked off enhanced, focused, enforcement activities. Over 950 people have currently taken the pledge for safe streets as a part of the program.
- Developed scope and timeline for a citywide safety education strategy and is on schedule is to have a draft for Board/Commission review by the end March 2015

Enforcement

- As of September 30, 2014, there has been a 54% increase in citations issued as compared to the same period in 2013
- SFMTA Enforcement Division kicked off a year-long enhanced effort to control intersection and pedestrian crosswalk blocking that is being coordinated with SFPD enforcement of similar violations

Evaluation

- High Injury Network complete with Pedestrian, Bicycle, Vehicle and Motorcycle Data. Initiated rail data integration

Policy

- Opportunities for State Legislation to support Vision Zero goals

2 YEAR ACTION STRATEGY: ENGINEERING

Outcomes:

- Safer and more forgiving transportation network citywide using a data-driven approach and evidence-based solutions.
- Integration of technology to advance Vision Zero through private sector partnership and city IT and innovation staff
- Transparent platform to demonstrate project delivery
- Improve efficiency of project delivery

Action Examples	Lead Agency	Participating Agency	Milestone
Implement safety treatments along at least 13 miles of the High Injury Network annually, including Phase I of WalkFirst	SFMTA, SFDPW		Q4 2015, Q4 2016
Complete Living Labs pilot and develop strategy to engage with private sector, specifically for developing and/or utilizing technology to advance goals of Vision Zero	SFMTA, SFPUC	Mayor's Office	Q2 2015
Implement universally beneficial treatments citywide (e.g. daylighting, signal timing and high visibility crosswalks)	SFMTA	SFDPW	Ongoing

2 YEAR ACTION STRATEGY: ENFORCEMENT

Outcomes:

- Increase street user awareness of their responsibility to the safety of others and themselves.
- Cite and admonish violations, using a data-driven approach and focusing on violations of the California Vehicle Code and the San Francisco Transportation Code that are identified as causative and associated factors in severe and fatal collisions.

Action Examples	Lead Agency	Participating Agency	Milestone
SFMTA Parking Control Officer (PCO) program will formalize means by which PCOs may be assigned Vision Zero-supporting duties-like Don't Block the Box	SFMTA	SFPD	Q4 2014 – Q4 2015
Provide a report regarding the progress made toward Vision Zero including, but not limited to: <ul style="list-style-type: none"> • Number of traffic citations given (by total and by mode) • Percent of collisions attributed to one of the five primary collision factors • Number of operations around school facilities and senior zones 	SFPD		Q1 2015
Fully implement Crossroads for electronic collision data reporting and real-time data sharing with SFMTA and SFDPH	SFPD	SFMTA, DPH	TBD

2 YEAR ACTION STRATEGY: EDUCATION

Outcomes:

- Increased departmental cooperation and coordination
- Increased Stakeholder engagement
- Coordinated educational program based on best-practices
- Expand the number of coordinated educational programs

Action Examples	Lead Agency	Participating Agency	Milestone
Develop a citywide education strategy	SFMTA	SFDPH, SFPD, SFUSD, DA, SFCTA, SFE, SFFD	Q1 2015
Expand education campaign underway, e.g. Safe Streets SF pledge, Large vehicle safe driving including all transit vehicles and municipal vehicles	SFMTA, SFDPH	SFPD	Q1 2016
Develop a funding strategy to institutionalize Vision Zero education activities	SFMTA, SFDPH	Funding Working Group	Q2 2016

EVALUATION ANALYSIS AND MONITORING

Outcomes:

- Comprehensive, timely transportation injury surveillance and analysis to inform targeted investments and save lives
- Monitoring and evaluation to assess impact of individual initiatives as well as overall progress towards Vision Zero goals
- Web-based datasharing and accountability systems to increase transparency and accountability

Action Examples	Lead Agency	Participating Agency	Milestone
Pilot a comprehensive Transportation-related Injury Surveillance System and integrate findings into TransBASESF.org.	SFDPH	SFMTA, SFPD	Q4 2015
Develop a web-based system to post Vision Zero Monitoring Data, including timely reporting of fatalities and annual reporting of other key metrics.	SFDPH, SFMTA, DPW	Controller's Office	Q1 2015 – Q3 2015
Institutionalize and continue to expand the capacity of TransBASESF.org as the central repository of monitoring, evaluation, and injury data in support of Vision Zero.	SFDPH	SFMTA, SF Planning, SFDPW, SFCTA, SFDPW, SFPUC	Ongoing

2 YEAR ACTION STRATEGY: POLICY

Outcomes:

- Advance awareness of Vision Zero at local, regional, state and federal level.
- Accelerate programs and projects to meet Vision Zero goals.

Action Examples	Lead Agency	Participating Agency	Milestone
Advance Automated Safety Enforcement initiative at the state level	SFMTA	Mayor's Office, BoS, SFPD, SFDPH	Q1 2015
Partner with Office of Traffic Safety, Caltrans, SafeTrec, Department of Motor Vehicles, CHP, CDPH, CalSTA, NHTSA and MTC to advance goals of Vision Zero <ul style="list-style-type: none"> • Convene on-site workshop/assessment with regional, state and national leadership on Vision Zero administrative and legal issues 	SFMTA, SFDPH, SFPD, SFCTA	Mayor's Office, BoS	Ongoing
Review development projects' impact on pedestrian and bicycle safety Encourage project sponsors to design projects such that they maximize pedestrian and bicycle safety consistent with adopted codes and policies	SF Planning	SFMTA, Mayor's Office of Economic and Workforce Development	2016

ACCOUNTABILITY, BENCHMARKS

Milestones to be reported back at Quarterly Committee, SFMTA Board and Task Force Meetings

Additional Annual Benchmarks:

Outcomes
Total severe and fatal injuries by neighborhood, mode and by age
Medical costs at SF General Hospital for transportation collisions
Interim Progress Metrics
85 th percentile of speeds on San Francisco Streets
Number of engineering projects implemented, and miles of streets/intersections receiving safety improvements
Citations issued: a) per SFPD officer, b) by violation type and by police district
Investigation and prosecution of vehicular manslaughter (No. of prosecutions)
Public awareness of Vision Zero, its principles and traffic safety laws (Public perception survey)
Policy change made at local and state levels to advance Vision Zero (No. of policies enacted)

BEYOND 2016

Achieving Vision Zero: The city is committed to identifying and incorporating best practices into long term planning effort to achieve Vision Zero. By mid 2016, the next iteration of the Two Year Action Strategy will be initiated and will incorporate these best practices.

VISION ZERO POINTS OF CONTACT

Co-Chairs, Vision Zero Task Force

Timothy Papandreou (SFMTA) & Megan Wier (SFDPH)
timothy.papandreou@sfmta.com megan.wier@sfdph.org

Vision Zero Lead for SFMTA

Tom Maguire (SFMTA)
tom.maguire@sfmta.com

Mayor's Vision Zero Liaison

Ben Matranga
ben.matranga@sfgov.org