



**VISION  
ZERO  
SF**

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Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

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# **AUTOMATED SPEED ENFORCEMENT:**

**REDUCING SPEED TO SAVE LIVES**

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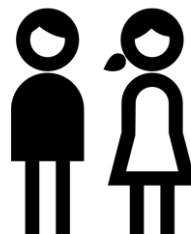


# INJURIES CAUSED BY MOTOR VEHICLE COLLISIONS IS A LEADING CAUSE OF DEATH FOR AMERICANS



Created by Saeed Farrahi  
from Noun Project

#2  
Cause of  
Injury Death



Created by Piotrek Chuchla  
from Noun Project

#1  
Cause of  
Injury Death

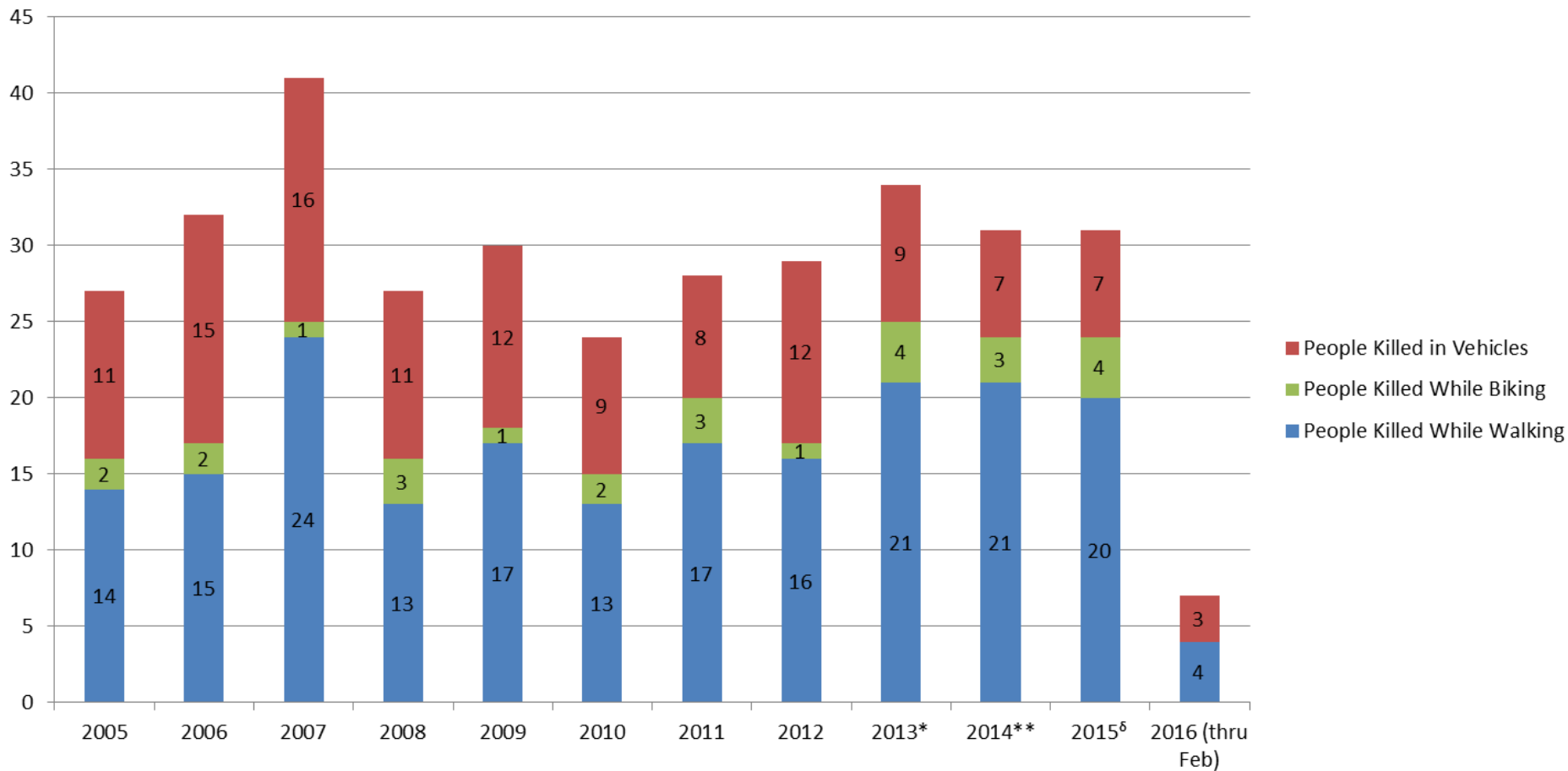


Created by Marie Van den Broeck  
from Noun Project

#2  
Cause of  
Injury Death

## TRAFFIC FATALITIES & INJURIES ARE A PUBLIC HEALTH ISSUE

### San Francisco Traffic Deaths, 2005-2015



# SEVERE INJURIES AT SFGH TRAUMA CENTER

**515**

Patients  
with Severe  
Traffic  
Injuries

**1/5 seniors**



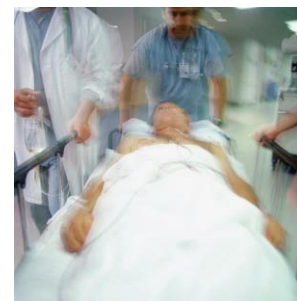
**28 children**



**45%**

Of all trauma registry patients  
sustained a transportation-  
related injury

**6 days**




# WHAT IS VISION ZERO SF?


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**Vision Zero SF** the City's commitment to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives.

**The Goal:**  
**Zero traffic deaths in  
San Francisco**

# SPEEDING IS LEADING CAUSE OF FATAL TRAFFIC COLLISIONS

 If hit by a person driving at:

 Person Survives the Collision

 Results in a Fatality

20 MPH



90%

10%



30 MPH



60%

40%



40 MPH



20%

80%



# 140 COMMUNITIES IN 14 STATES



Portland

**30%**

Decrease in speeding vehicles

Denver

**28%**

Decrease in average speed

Chicago

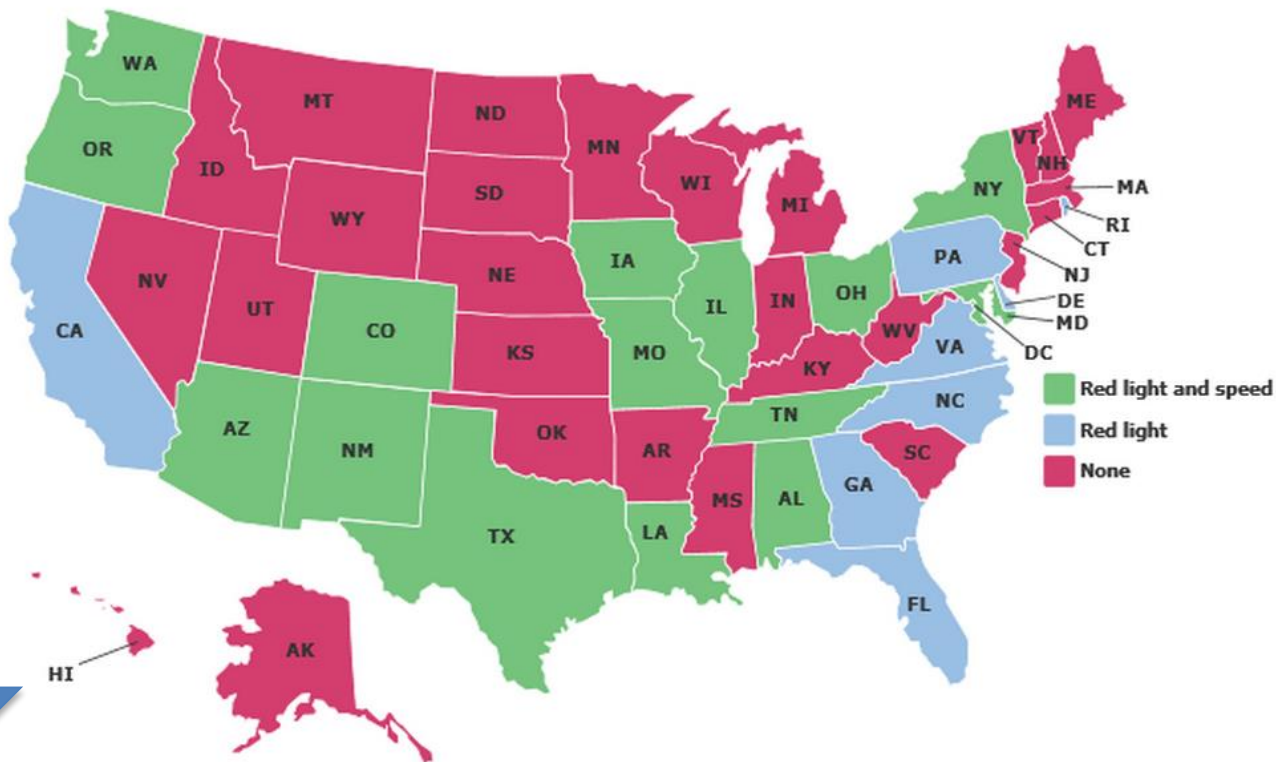
**31%**

Decrease in the # of violators per passing vehicle

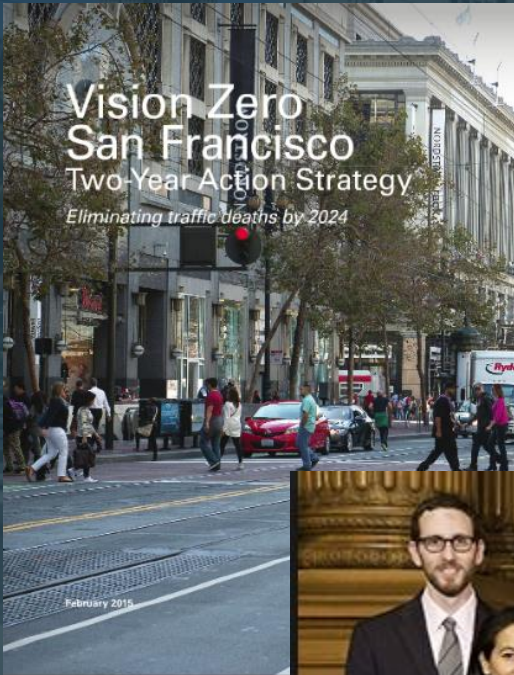
New York City

**13%**

Decrease in collisions with injuries near camera sites



# VISION ZERO AND AUTHORITY TO PURSUE ASE



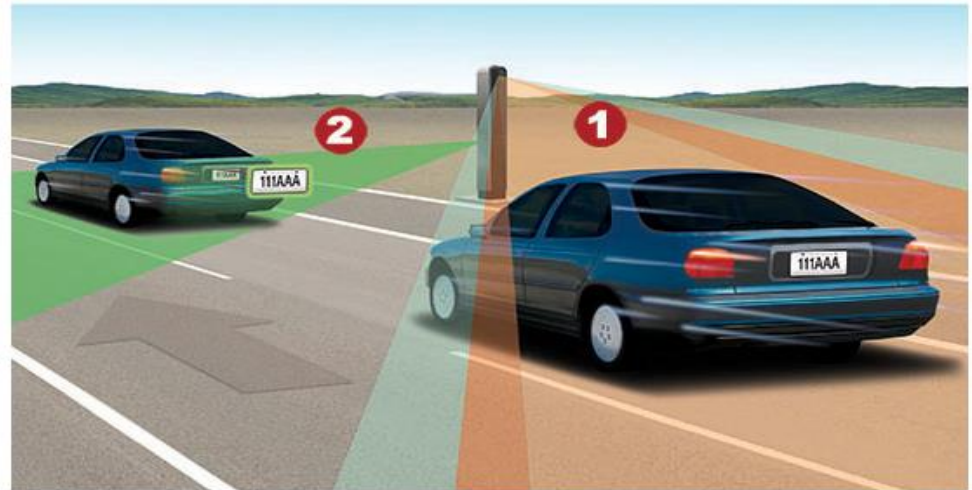
SFMTA  
Municipal  
Transportation  
Agency





# HOW DOES IT WORK?

- Cameras only activated when speeding detected
- Cameras can take photos of license plates only, eliminating opportunity for bias
- Radio waves operate at speed of light, and can detect speeding across multiple lanes of traffic



# MAIN CONCERNS



## PRIVACY

*"I don't want photos taken of me."*

## REVENUE USE

*"This is another cash cow for the City."*

## NOTICE

*"I was not properly notified."*

## FAIRNESS

*"Everyone speeds, why are you targeting me?"*

## TECHNOLOGY

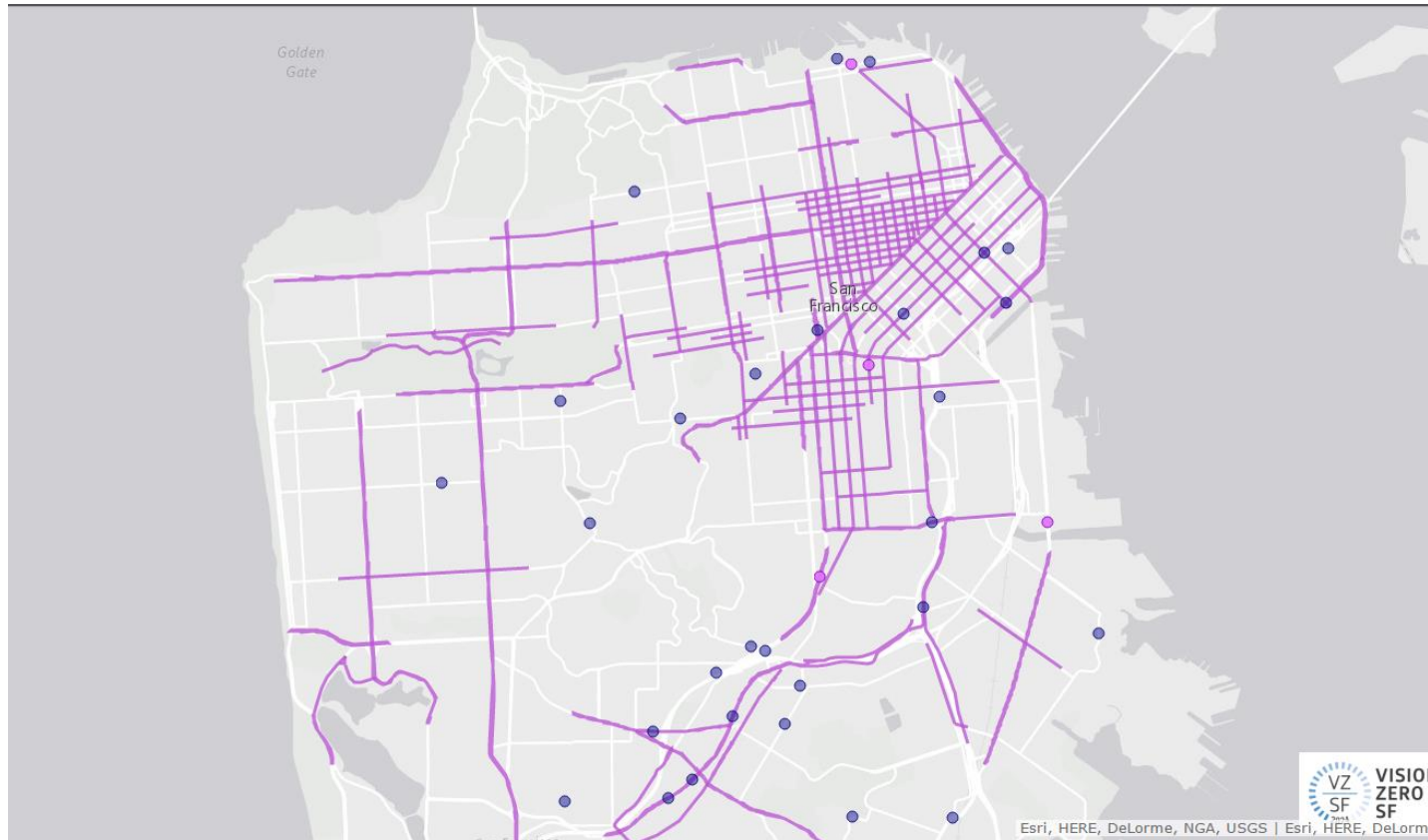
*"How can you ensure the cameras are accurate?"*



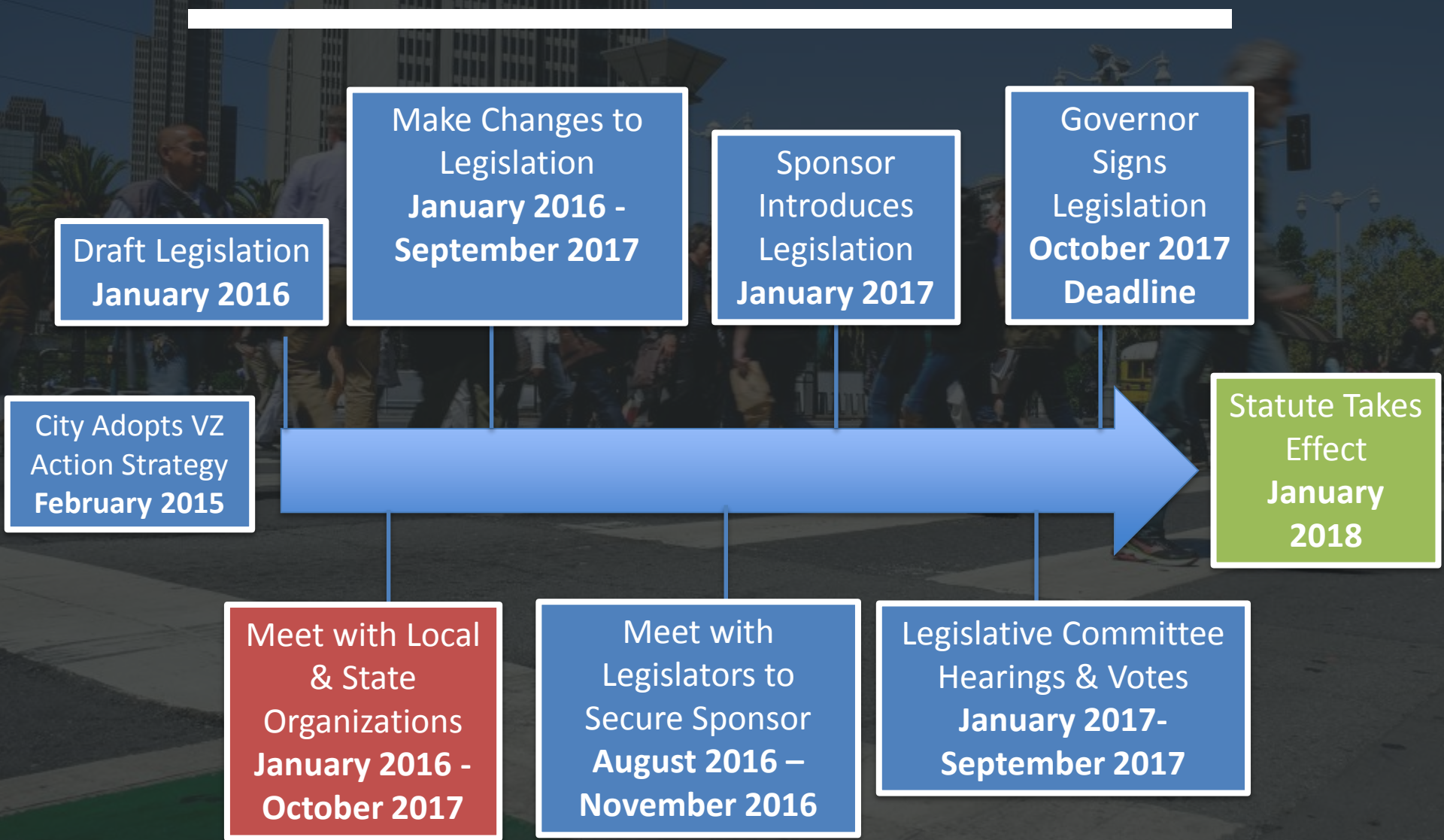
## WHAT THE CITY IS PROPOSING...

- **Location:** on streets where speed kills and there are vulnerable users
- **Signage:** signs to warn drivers of photo enforcement
- **Citation type:** decriminalized, less expensive, no points
- **Speed:** target excessive speeds, 10 mph over speed limit
- **Warning phase:** send out warnings before fines begin
- **Adjudication:** Images of license plate, owners may contest
- **Revenue:** re-invested into building safe streets
- **Evaluation:** report every 2 years to assess safety impact
- **Program Length:** 6 year pilot

# HIGH INJURY NETWORK



# THE LEGISLATIVE PROCESS



Draft Legislation  
January 2016

Make Changes to  
Legislation  
January 2016 -  
September 2017

Sponsor  
Introduces  
Legislation  
January 2017

Governor  
Signs  
Legislation  
October 2017  
Deadline

City Adopts VZ  
Action Strategy  
February 2015

Meet with Local  
& State  
Organizations  
January 2016 -  
October 2017

Meet with  
Legislators to  
Secure Sponsor  
August 2016 -  
November 2016

Legislative Committee  
Hearings & Votes  
January 2017-  
September 2017

Statute Takes  
Effect  
January  
2018

## GROWING SUPPORT FOR ASE

- Mayor Ed Lee
- San Francisco Board of Supervisors
- SFMTA Board of Directors
- SFCTA
- SF Department of Public Health
- SF Public Health Commission
- San Francisco Democratic County Central Committee
- Walk San Francisco
- San Francisco Bicycle Coalition
- CCSF Bicycle Advisory Committee
- San Francisco General Hospital Trauma Center
- California Walks
- Traffic Safety Coalition
- San Francisco Medical Society
- North of Panhandle Neighborhood Association
- South Beach / Rincon / Mission Bay Neighborhood Association
- Tenants and Owners Development Corporation
- Livable City
- FDR Democratic Club of San Francisco
- Central City SRO Collaborative
- The Friends of Monterey Boulevard
- CC Puede
- National Federation of Filipino American Associations
- Chinatown Transportation Research and Improvement Project
- New Avenues Democratic Club
- Richmond Democratic Club