

# New Steps for Pedestrian Safety



**Quick and Effective  
Pedestrian Safety Improvements**

**October 2015**



**SFMTA**  
Municipal  
Transportation  
Agency



**VISION  
ZERO  
SF**

**SAFETY  
IN ACTION**



# MESSAGE FROM ED REISKIN

DIRECTOR OF TRANSPORTATION,  
SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY



San Francisco is a jewel among cities because generations have worked hard to sculpt today's scenic waterfront, distinctive districts and unforgettable parks. Ours is a memorable city however you move around it.

We want to make our city an even greater place. To do that, we need to make it safer for everyone, whether you're walking, biking, driving or taking transit. As an agency, safety is our number one goal. It defines us. It drives us. We are a leader in the city's Vision Zero policy, San Francisco's commitment to end all traffic deaths by 2024.

There is work to do. Every year in San Francisco, about 30 people lose their lives and over 200 more are seriously injured while traveling on city streets. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to stopping them.

We're doing that by building safer streets, educating the public on traffic safety and enforcing the law. It's a partnership among city agencies and community

members. The goal is to create a culture that prioritizes traffic safety and to ensure that mistakes on our roadways don't end in death.

Cities with a Vision Zero policy face a common question: "How can we make the ambitious achievable?"

We are focusing on prevention by using data to drive our decisions. We mapped collision data to determine that just 6 percent of San Francisco streets account for 60 percent of pedestrian injuries and fatalities.

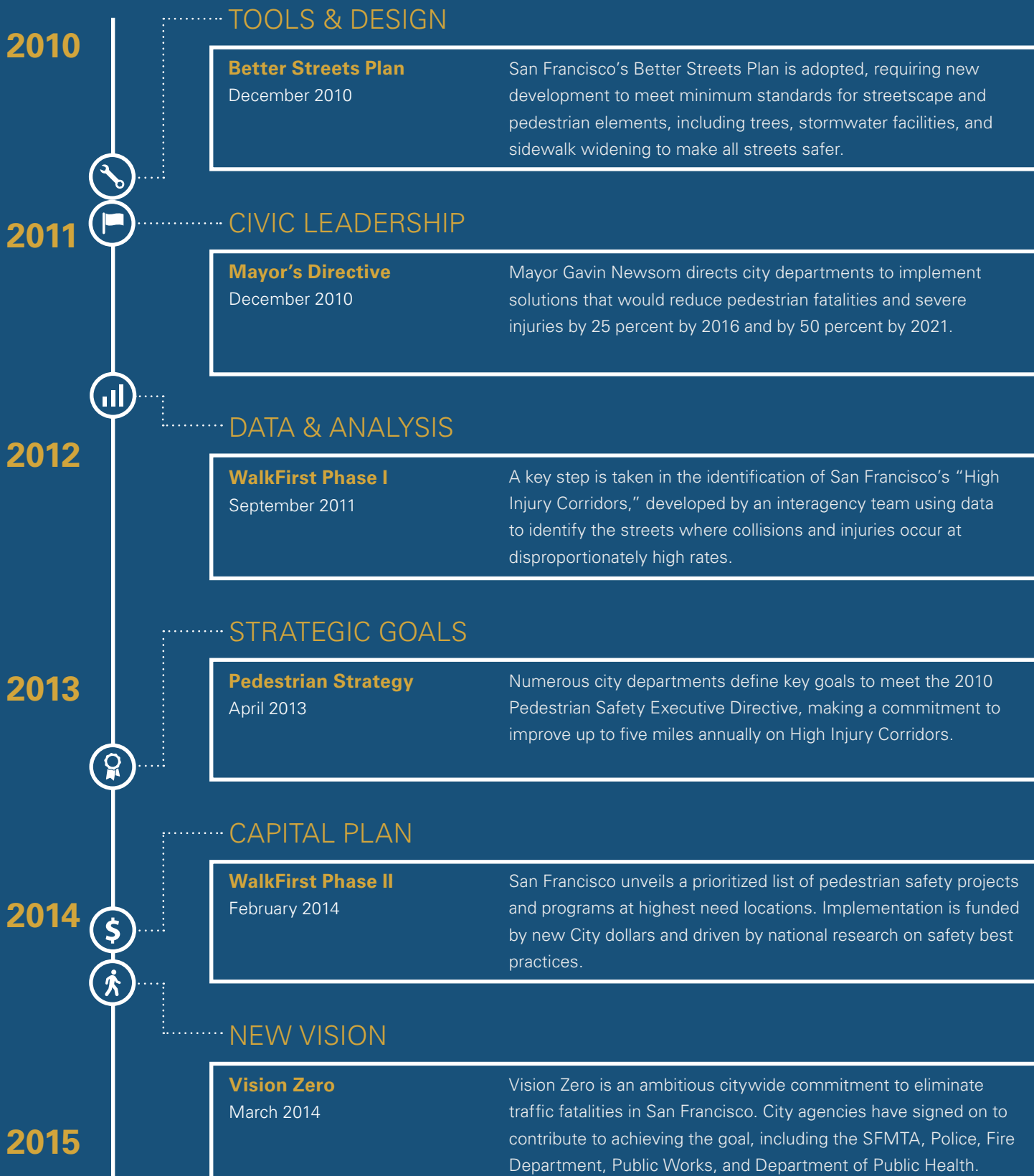
Now we're concentrating on that high-injury network with a strategic, two-tiered approach. We believe part of the answer is acting quickly while simultaneously moving forward with longer-term improvements.

We've use data to target and prioritize more complex improvements. In the interim, we also focus on quick, cost-effective measures like high-visibility crosswalks and painted safety zones, which improve safety while we complete longer-term planning or construction efforts.

Achieving Vision Zero is not going to be easy, but we are committed to making all traffic deaths a thing of the past.

# PATH TO VISION ZERO

The foundation for Vision Zero was built over time through increasingly ambitious policies, programs and directives.



# MAKING STREETS SAFER

We are being proactive. We are using the data and tools at our disposal to make quick safety improvements on pedestrian high-injury corridors while also advancing long-term improvements. Tools like signal timing changes or paint to improve crosswalks and visibility are low-cost, effective and can be implemented quickly.

## SPOTLIGHT: GEARY BOULEVARD

Quick and effective pedestrian improvements on a major transit corridor, including:

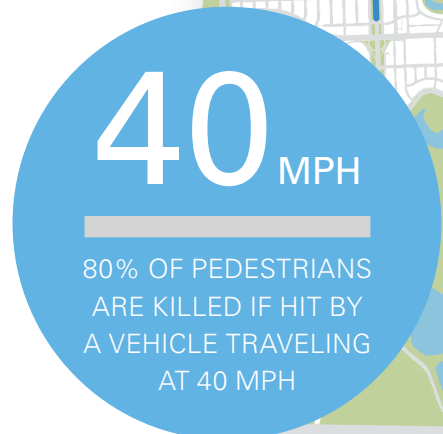
- Upgraded crosswalks
- Intersection daylighting

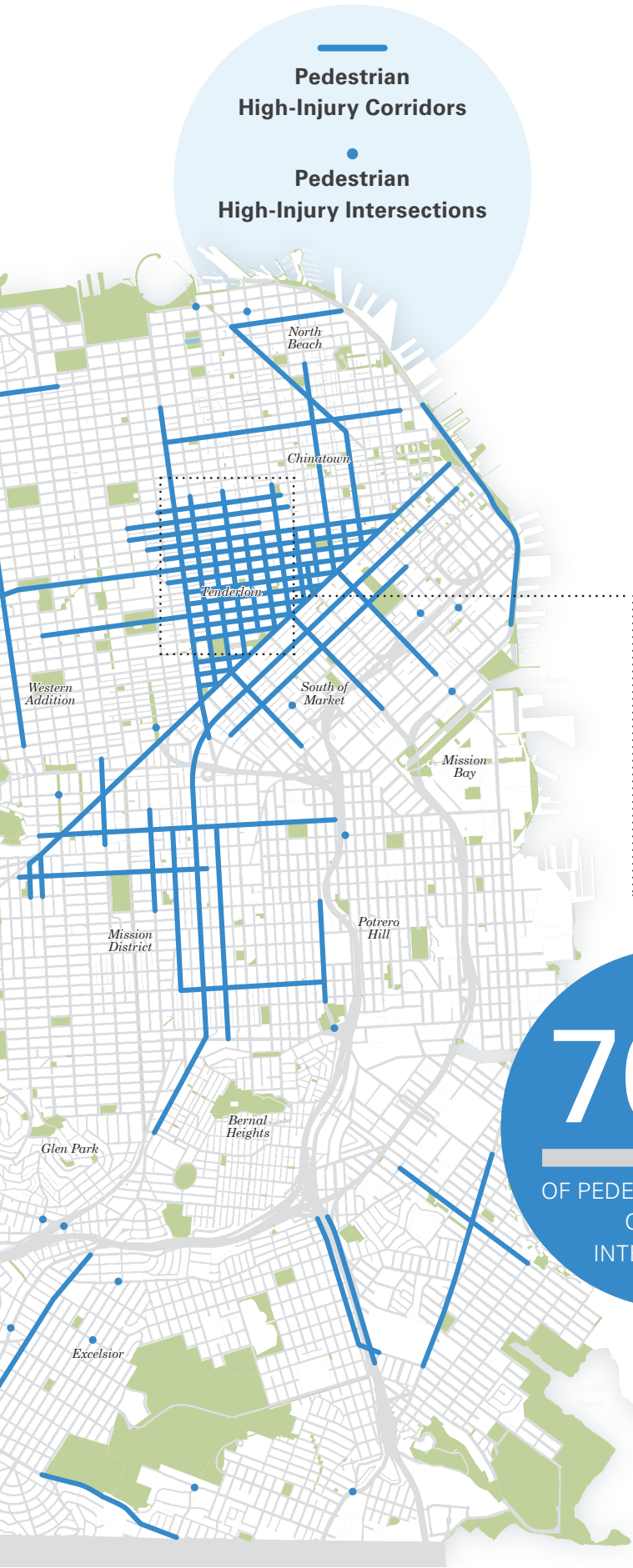


## SPOTLIGHT: 19TH AVENUE

Close coordination with our state partners to improve safety with:

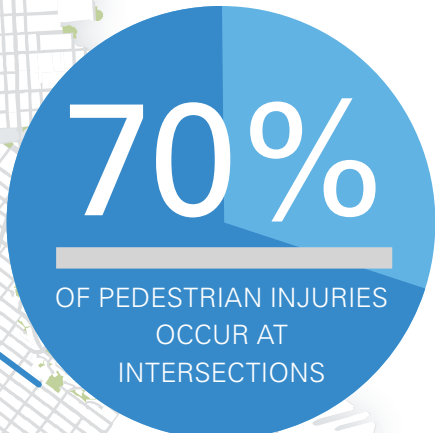
- New bulbouts at intersections to shorten crossing distances
- Enhanced infrastructure for transit riders





**Pedestrian High-Injury Corridors**

**Pedestrian High-Injury Intersections**



## QUICK AND EFFECTIVE

In just one year, the SFMTA has made hundreds of intersections safer. This work is focused where it's needed most.



RED VISIBILITY CURBS (DAYLIGHTING)



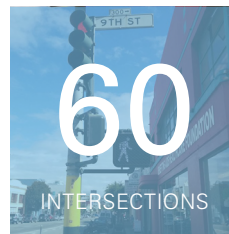
PAINTED SAFETY ZONES



SIDEWALK BULBOUTS



HIGH-VISIBILITY CONTINENTAL CROSSWALKS



LEADING PEDESTRIAN INTERVALS



ADVANCED YIELD LINES

### SPOTLIGHT: TENDERLOIN

Increasing pedestrian visibility in the Tenderloin neighborhood by:

- Daylighting over 80 intersections by repurposing parking spaces
- Upgrading crosswalks



# CASE STUDY: UPPER MARKET STREET

## CONTEXT

Upper Market Street, from Castro Street to Octavia Boulevard, is a thriving mile-long commercial corridor with some of the most complex intersections in the city.

We're implementing critical, near-term safety upgrades and designing future permanent enhancements that specifically address documented collision patterns. These improvements will help pave the way to eliminating fatalities and serious injuries on this iconic corridor.



*Community, elected, agency and advocacy leaders at 16th and Market, pitching in on a painted safety zone, one of several quick and effective improvements installed to provide immediate safety benefits.*



“ These new high-visibility crosswalks are great. When I’m walking, I’m not as worried about drivers, and when I drive, I know where I need to watch out more for pedestrians. Simple additions like these get me excited to see what’s next. ”

Richard Magary  
Castro Street Neighbor

# 161

The San Francisco Police Department reported 161 collisions on Market Street from Octavia to Castro in a 5-year period (2007-2012), including:

- 27 vehicle-pedestrian
- 32 vehicle-bicycle
- 102 vehicle-vehicle

## ENHANCEMENTS

### Near-Term

- Upgraded continental crosswalks
- Leading pedestrian intervals
- Painted safety zones
- Bicycle safety upgrades

### Future

- Sidewalk bulbouts
- Additional traffic signal upgrades
- Potential re-envisioned circulation

# WHAT'S NEXT

We have plans beyond delivering pedestrian safety through quick, cost-effective measures. More complex planning and construction efforts are underway.



## More Quick & Effective

- By December 2016, up to 200 intersections will get quick and effective upgrades to improve visibility and reduce conflicts
- Upgrade 1000 High Injury Corridor intersections with daylighting and new crosswalks



## Project Integration

- Major development projects on High Injury Corridors will include pedestrian safety upgrades
- Partnering with transit providers to ensure pedestrian safety recommendations are incorporated and constructed through near-term transit improvement projects



## Beyond Engineering

- Expand education and enforcement programs to change behavior and save lives
- Partner with community members and other city agencies to create a citywide culture of safety
- Improve emergency vehicle access and response planning on safety projects
- Pursue automated speed enforcement



## HOW WE MOVE FORWARD

- Continued support from our city's elected officials and decision-makers: the Mayor, the Board of Supervisors and the SFMTA Board of Directors
- Strong voices from our community partners and the Vision Zero Coalition
- Effective use of current and new funding on impactful projects and programs
- Continued cooperation and collaboration with our sister city agencies

# ABOUT SFMTA

Established by voter proposition in 1999, the San Francisco Municipal Transportation Agency (SFMTA) oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With four modes of transit, Muni has approximately 700,000 daily passenger boardings.

We plan, design, build, operate, regulate and maintain one of the most diverse transportation networks in the world. More than one million people traverse San Francisco each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

[sfmta.com](http://sfmta.com)

## CONTACT US

To learn more about San Francisco's pedestrian safety efforts in support of Vision Zero, please contact Chava Kronenberg at (415) 701-4451 or [Chava.Kronenberg@sfmta.com](mailto:Chava.Kronenberg@sfmta.com)



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