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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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July 20, 2021

MTA Board Presentation

Ryan Reeves, SFMTA Vision Zero Program Manager

Jamie Parks, SFMTA Livable Streets Director

# AGENDA & OBJECTIVES

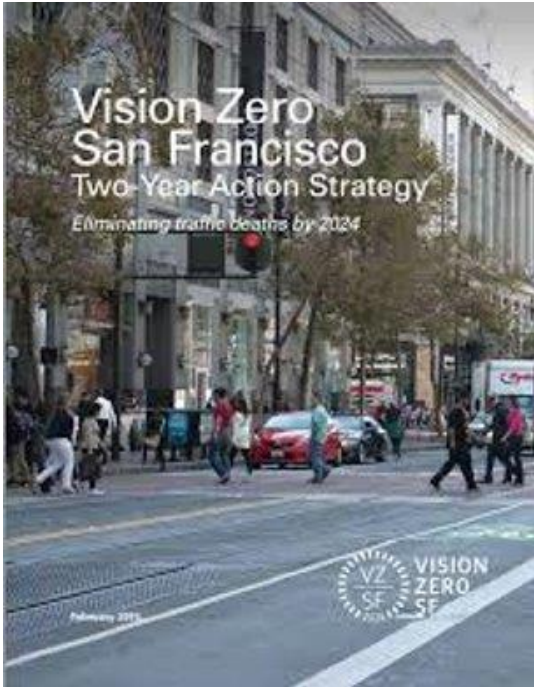
- 1. Recap outreach themes & process for strategy development**
- 2. Outline crash trends & tools to address key issues**
- 3. Share Draft Action Strategy and next steps**
- 4. Discussion:**
  - Do these draft actions reflect your priorities?
  - Are there any major gaps or specific missing actions?



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

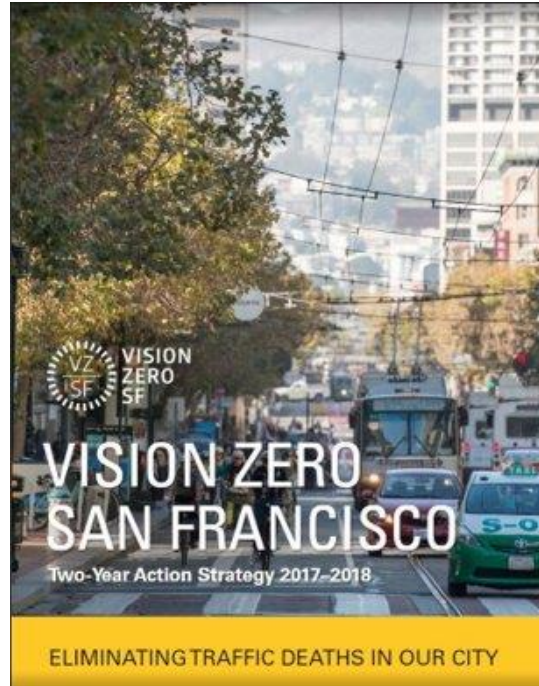
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# VISION ZERO STRATEGY UPDATE



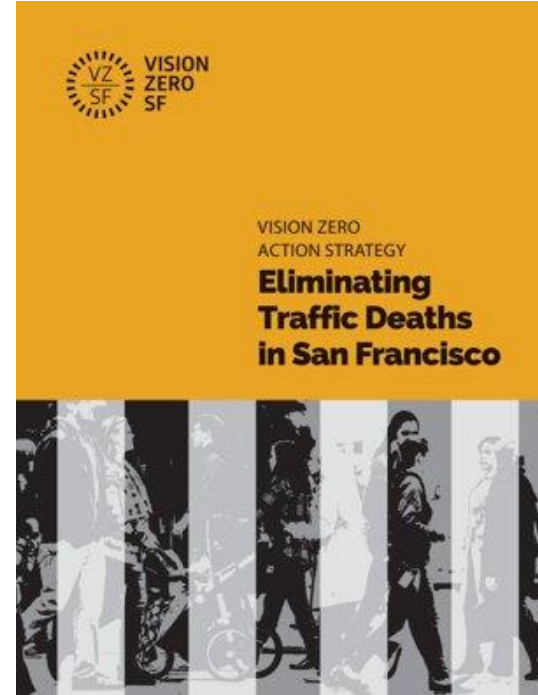
**2015**

What is Vision Zero?



**2017**

Defining a Safe Systems Approach



**2019**

Advancing Transformative Policies



**2021**

Vision Zero Action Strategy Update

# OUTREACH SUMMARY

- Where should we **focus 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**?



## 三藩市零願景策略 最新報告

強調我們的承諾 · 在三藩市消除死亡車禍

Vision Zero SF | 2021年2月16日

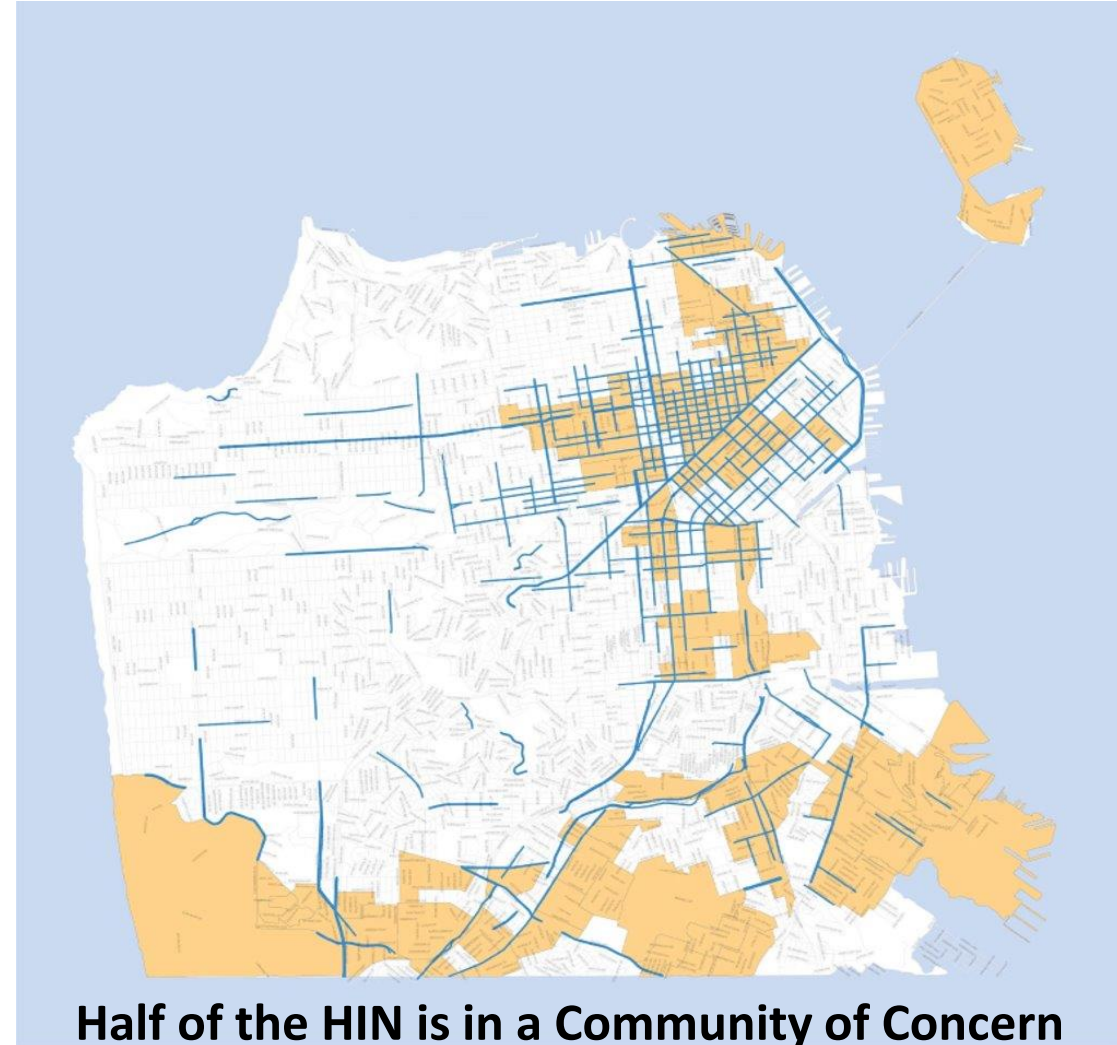




# COMMITMENT TO EQUITY

## Advance actions to prioritize most vulnerable and reflect 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
- **Reduce 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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# NATIONAL CONTEXT: TRAFFIC FATALITIES ARE INCREASING

## 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

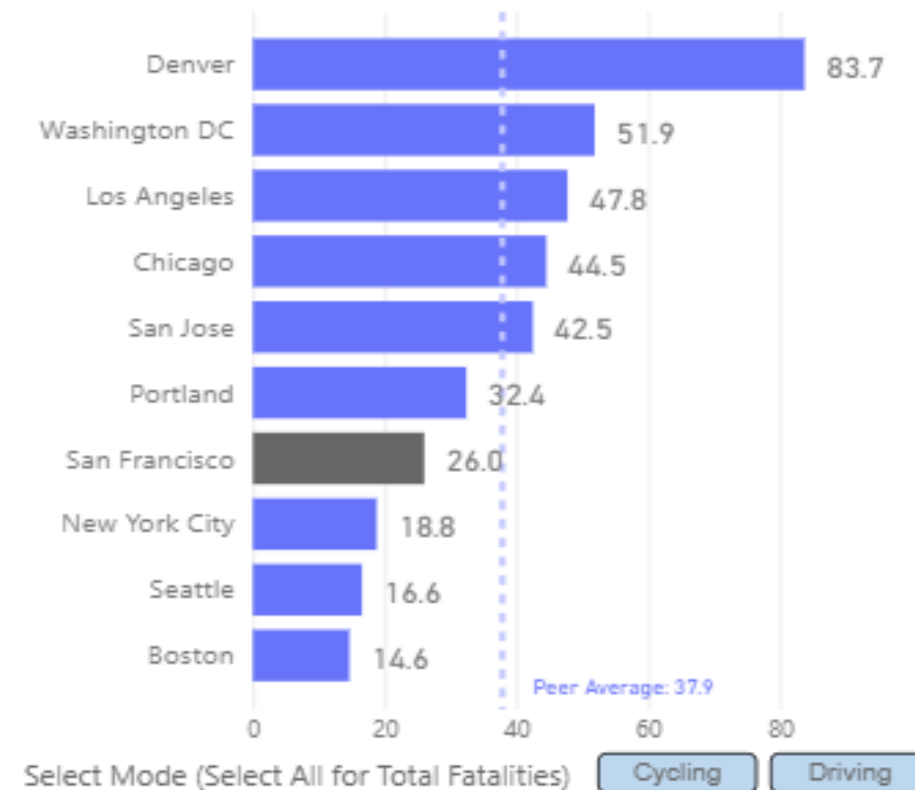
The number of deaths is up by 100% compared to the same time last year

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

Traffic Fatalities per One Million Residents



2014-2018 data

# 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

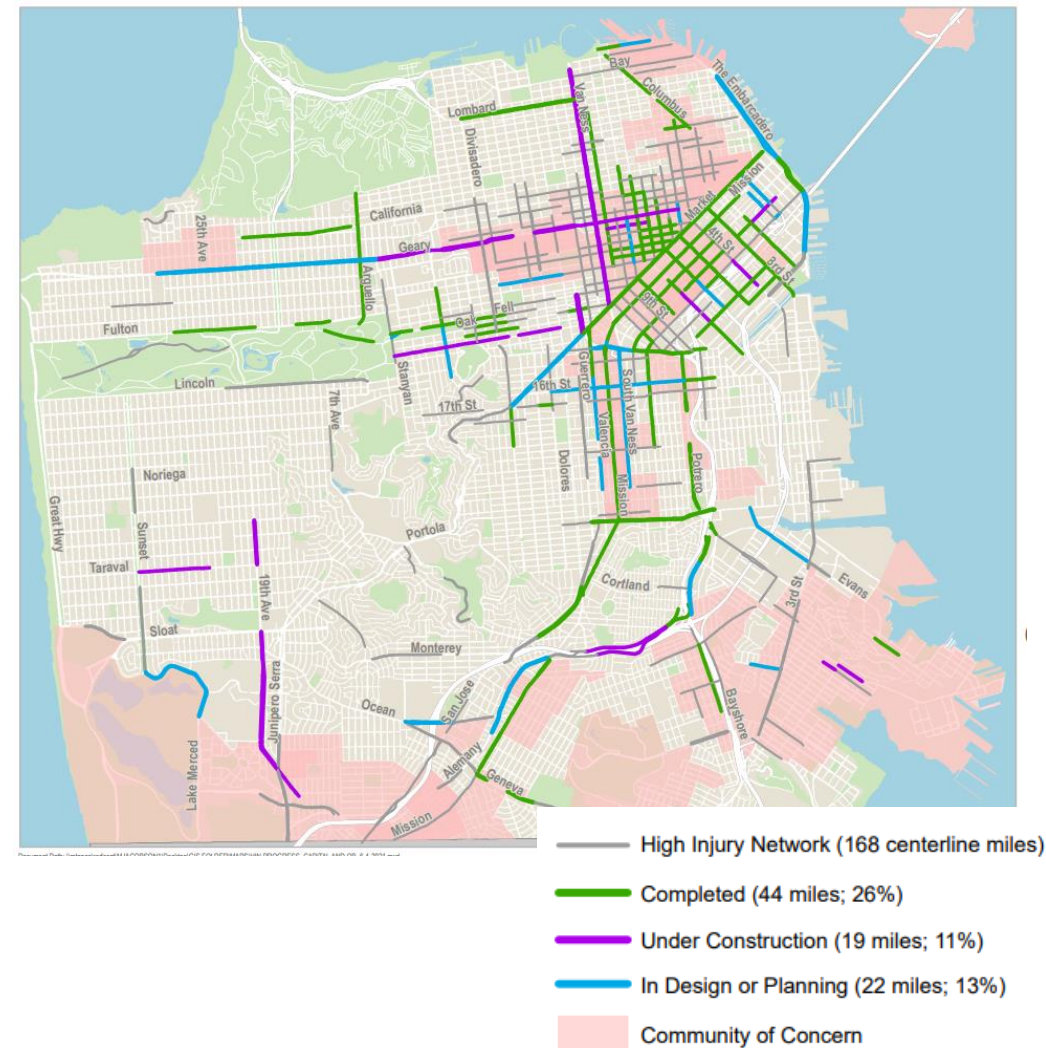
Precise statistics on accidents have been kept since 1960, and during this time there have been no years in which there were zero pedestrian lives lost in traffic.





## 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**



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

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

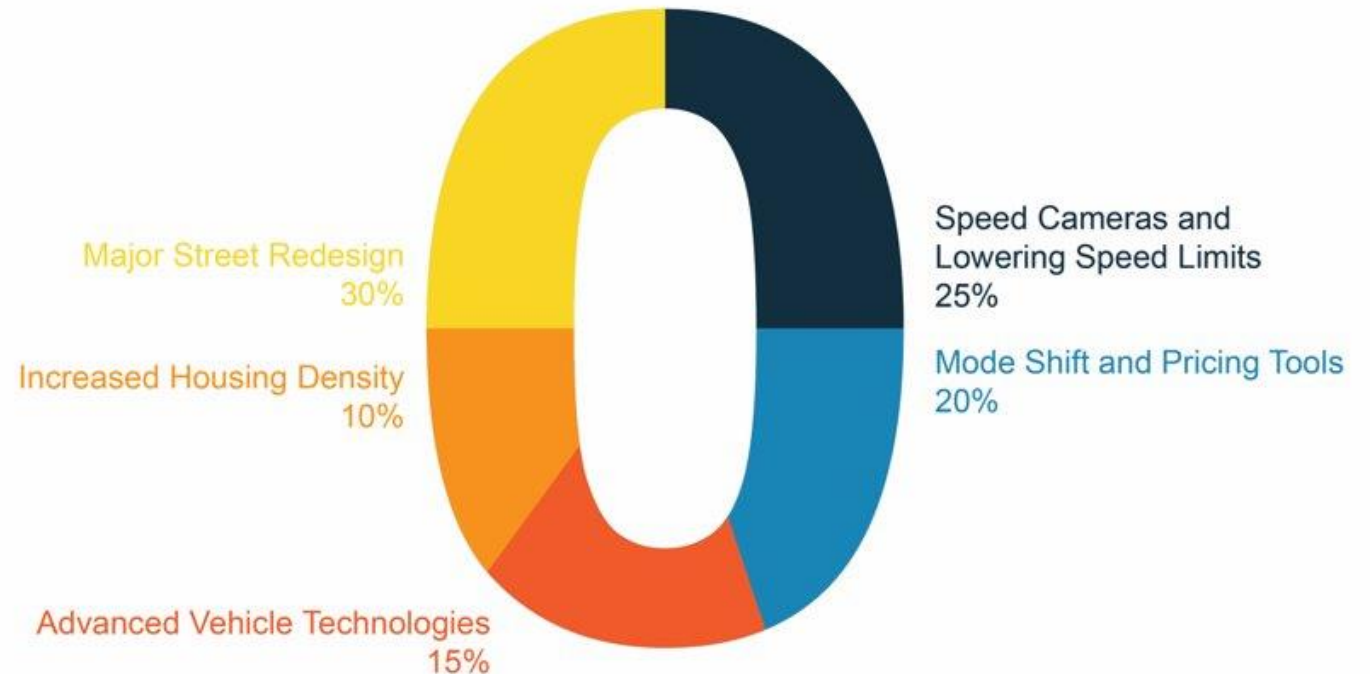
**Speed Cameras & Lowering Speed Limits**

**Mode Shift & Pricing:** Move to active transportation, support reliable transit service, and reduce Vehicle Miles Travelled 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 and adapted for SF Trends

# **DATA-DRIVEN FOCUS**

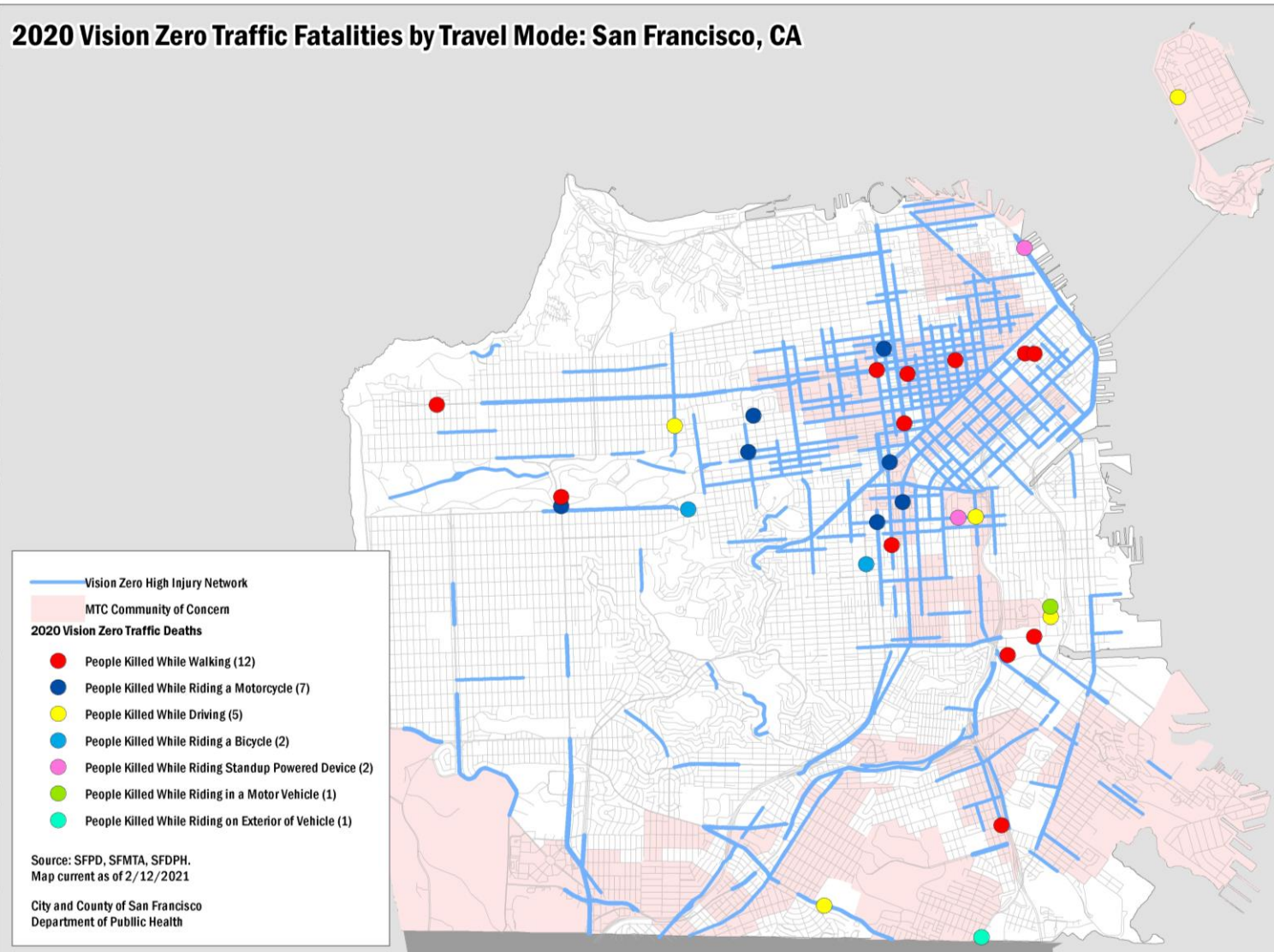
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# FATALITIES CONCENTRATED ON THE HIGH INJURY NETWORK & COMMUNITIES OF CONCERN

2020 Vision Zero Traffic Fatalities by Travel Mode: San Francisco, CA

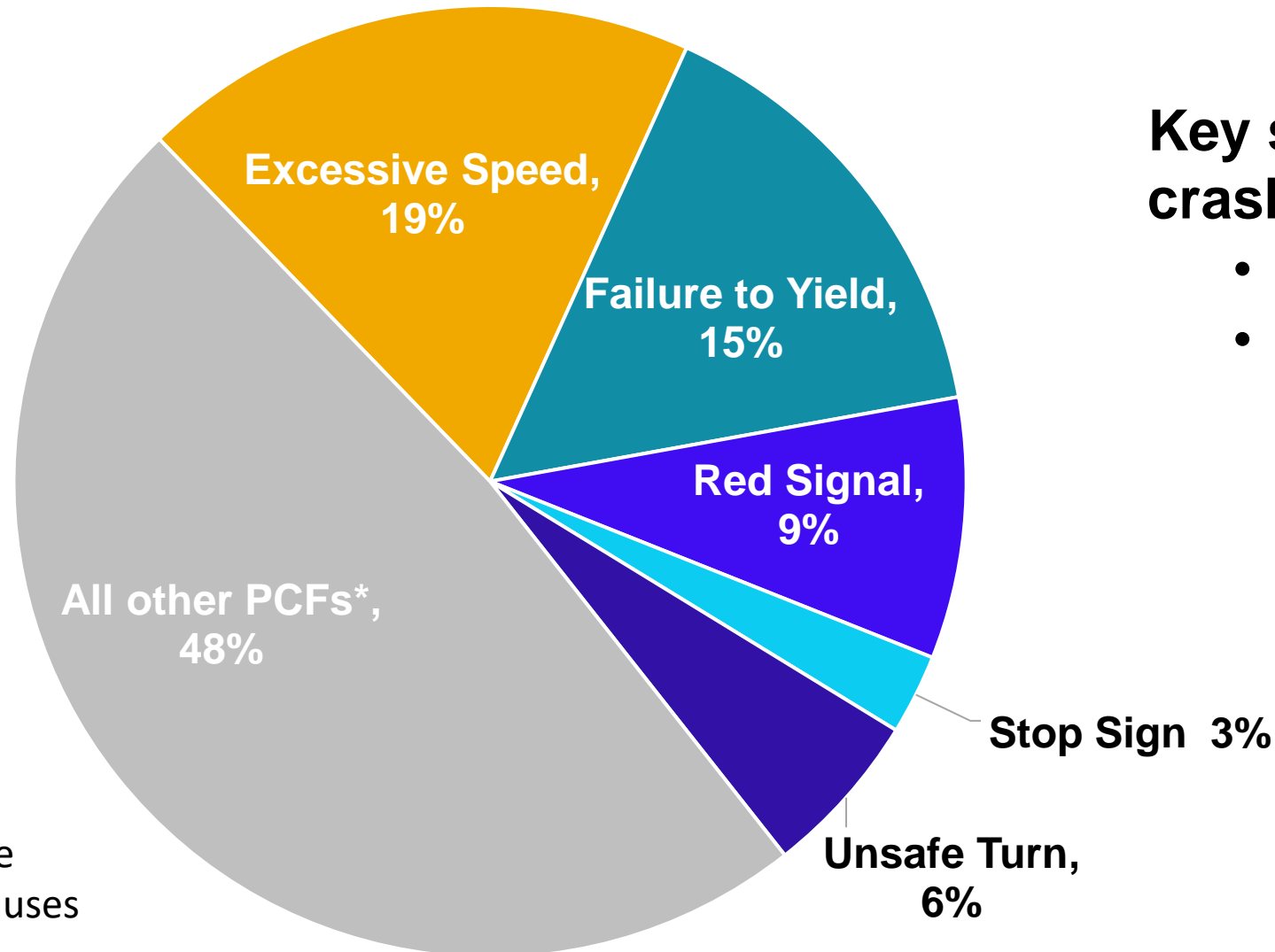


63% of Fatalities on the  
High Injury Network

47% of Fatalities in a  
Community of Concern

# CRASH TRENDS: PRIMARY CAUSES

Severe and Fatal Injury Crashes by Primary Collision Factor, 2014-2020



\*98 Unique  
Primary Causes

## Key strategies to address crash factors:

- Slowing Vehicle Speeds
- Creating Safer Crossings

# CRASH TRENDS: VULNERABLE POPULATIONS DISPROPORTIONATELY IMPACTED



- **People experiencing homelessness** represented 20% of people killed in 2020, but <1% of the City population
- **Seniors** represent 50% of pedestrian deaths, but 15% of city population
- **People of Color** represent the majority of traffic deaths; Black and Native American individuals disproportionately impacted
- **People with Disabilities** represent 6% of severe injuries

# **TOOLS TO ADDRESS CRASH FACTORS**

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# PROVEN TOOLS FOR SLOWING VEHICLE SPEEDS



QUICK BUILD PROGRAM



TRAFFIC CALMING PROGRAM



SPEED LIMIT REDUCTIONS



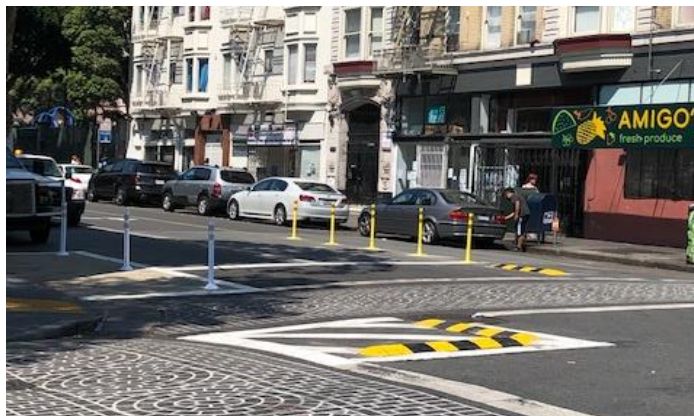
HIGH VISIBILITY ENFORCEMENT



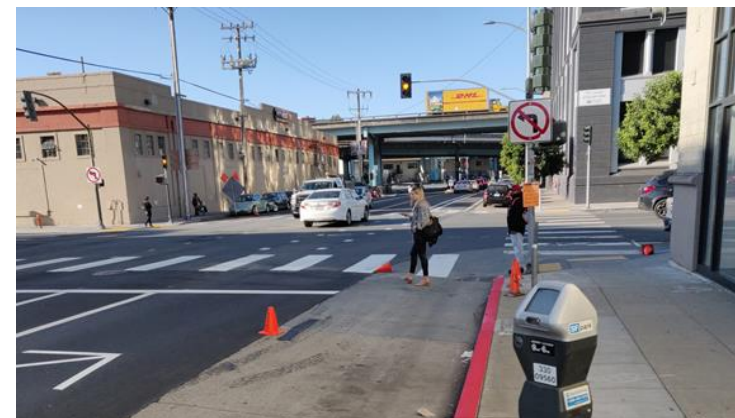
# PROVEN TOOLS FOR SAFER CROSSINGS



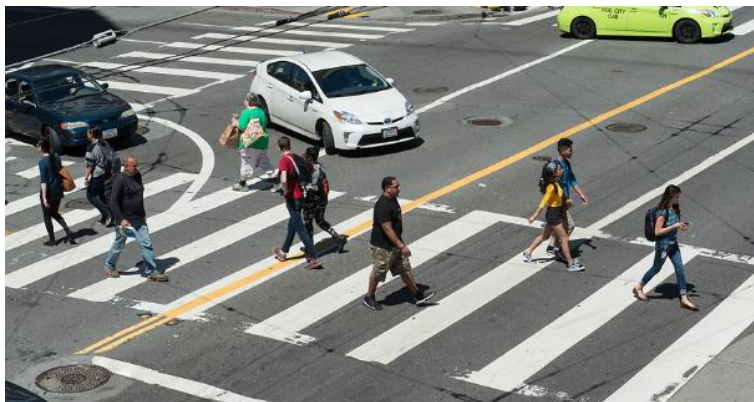
Slower Walking Speeds



Left Turn Traffic Calming



Daylighting



Continental Crosswalks



Leading Pedestrian Intervals



Painted Safety Zones



# TRAFFIC SAFETY CULTURE & COMPLIANCE

## ADDRESSING SPEEDING AND SAFER CROSSINGS

### SAFE SPOT



#### PEDESTRIAN SCRAMBLES:

Allow pedestrians to cross in any direction by keeping cars out of the intersection.

COMPLEJO DE CRUCES PEATONALES EN INTERSECCIONES: Permiten a los peatones cruzar en cualquier dirección al mantener los automóviles fuera de la intersección.

行人優先過街區：限制車輛進入交叉路口，讓行人從四面八方穿越馬路。

PEDESTRIAN SCRAMBLES O NAGHIHINTO SA LAHAT NG SASAKYAN: Pinahintulutan sa mga naglalakad na tumawid sa anumang direksiyon habang nakahinto ang mga kotse sa interseksiyon.

This street improvement brought to you by Vision Zero SF. #VisionZeroAtWork

VISIONZEROSF.ORG



41% of pedestrian collisions occur in a crosswalk.

PEDESTRIANS HAVE RIGHT OF WAY.

VISIONZEROSF.ORG



### SAFE SPOT



#### CROSSWALK HEAD STARTS:

Let people start to cross and be seen before cars enter the intersection.

SEÑAL DE CRUCE PEATONAL ADELANTADA: Permite a la gente cruzar y ser vista antes de que entren los autos a la intersección.

人行橫道線預警：在汽車進入十字路口之前，讓過街的行人進入駕駛人的視野。

PAGPAPAUNA SA MGA TAO SA TAWIRAN (CROSSWALK HEAD STARTS): Pinapauuna sa pagtawid ang mga tao at hinahayaan munang makita sila bago pa makapasok sa interseksiyon ang mga kotse.

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**DRAFT ACTIONS – *USING PROVEN  
TOOLS TO RESPOND TO CRASH  
TRENDS***

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# SAFE STREETS: DRAFT ACTIONS

## Slowing Vehicle Speeds

1. **NEW: Complete All Eligible Quick Builds on the HIN by 2024\***
2. **NEW: Develop comprehensive speed management plan by 2022, including reducing posted speed limits & plan for automated tools**
3. **NEW: Complete 100 traffic calming devices annually, including in areas with seniors, people with disabilities, and schools**



\*Unfunded need: \$5M annually

# SAFE STREETS: DRAFT ACTIONS

## Safer Crossings

### 1. Upgrade all HIN intersections by 2024 with:

- Continental crosswalks and daylighting
- Slower Walking speeds and Leading Pedestrian Intervals

### 2. Expand Turn Related Treatments including:

- **NEW:** Complete all eligible left turn traffic calming locations by 2024 (approximately 12 per year)
- **NEW:** Evaluate Turn on Red Restrictions in the Tenderloin in 2022 and expand based on findings
- **Expand Red Light Camera program** with 8 new locations by 2022

### 3. Upgrade signals on the HIN with:

- 40% of all eligible Accessible Pedestrian Signals (APS)
- 95% of all eligible Pedestrian Countdown Signals (PCS)





# SAFE PEOPLE: DRAFT ACTIONS

## Ensure Compliance with Traffic Laws

### 1. Continue focus on dangerous driving behaviors:

- 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

### 2. **NEW:** Pursue next steps from BLA report that analyzes racial disparities in traffic stops



# SAFE PEOPLE: DRAFT ACTIONS

## Advancing Traffic Safety Culture Change

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



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

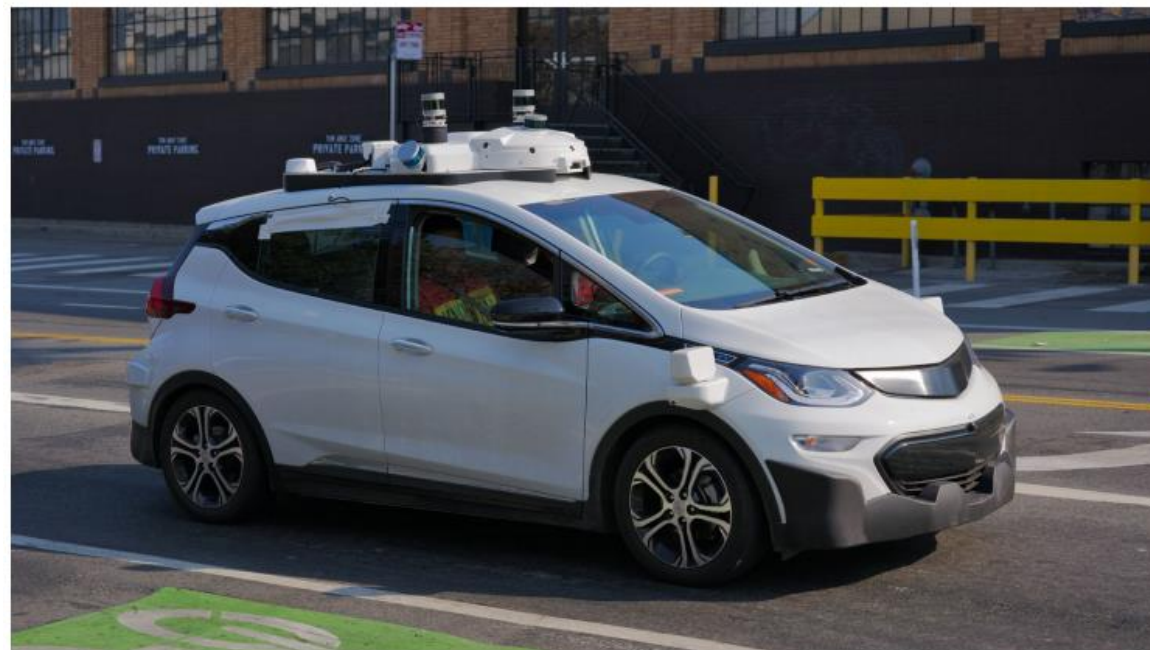
\*\* Actions depend on grant awards



# SAFE VEHICLES: *DRAFT ACTIONS*

## Autonomous Vehicles & City Fleet

1. Ensure federal, state, and local AV policy increases safety for all road users
2. Release annual telematics report that includes driving trends and corrective actions
3. Explore additional collision avoidance technologies for SFMTA vehicles



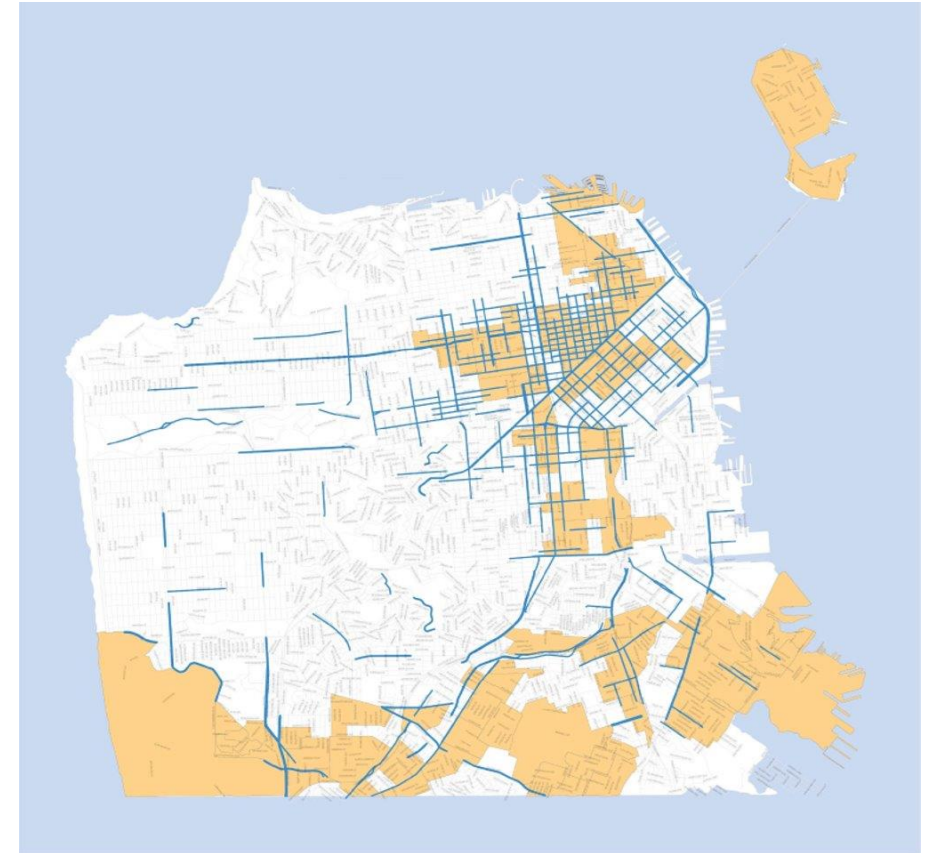
# DATA SYSTEMS: *DRAFT ACTIONS*

## 1. Data Reporting

- Regularly update public-facing TransBASE dashboard
- Integrate SFPD traffic collision data into Crime Date Warehouse
- Release annual severe injury trend report

## 2. Trends & Analysis

- Update HIN Map using linked police, hospital, and EMS data with most recent data
- Issue annual research brief to address 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

# TIMELINE FOR UPDATING THE STRATEGY





**ACTION STRATEGY:**  
***DISCUSSION & QUESTIONS***

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## ACTION STRATEGY - DISCUSSION QUESTIONS

1. Do these draft actions reflect your priorities and the feedback you've already shared?
2. Feedback on the metrics?
3. Are there any major gaps or specific missing actions?





**Thank you!**

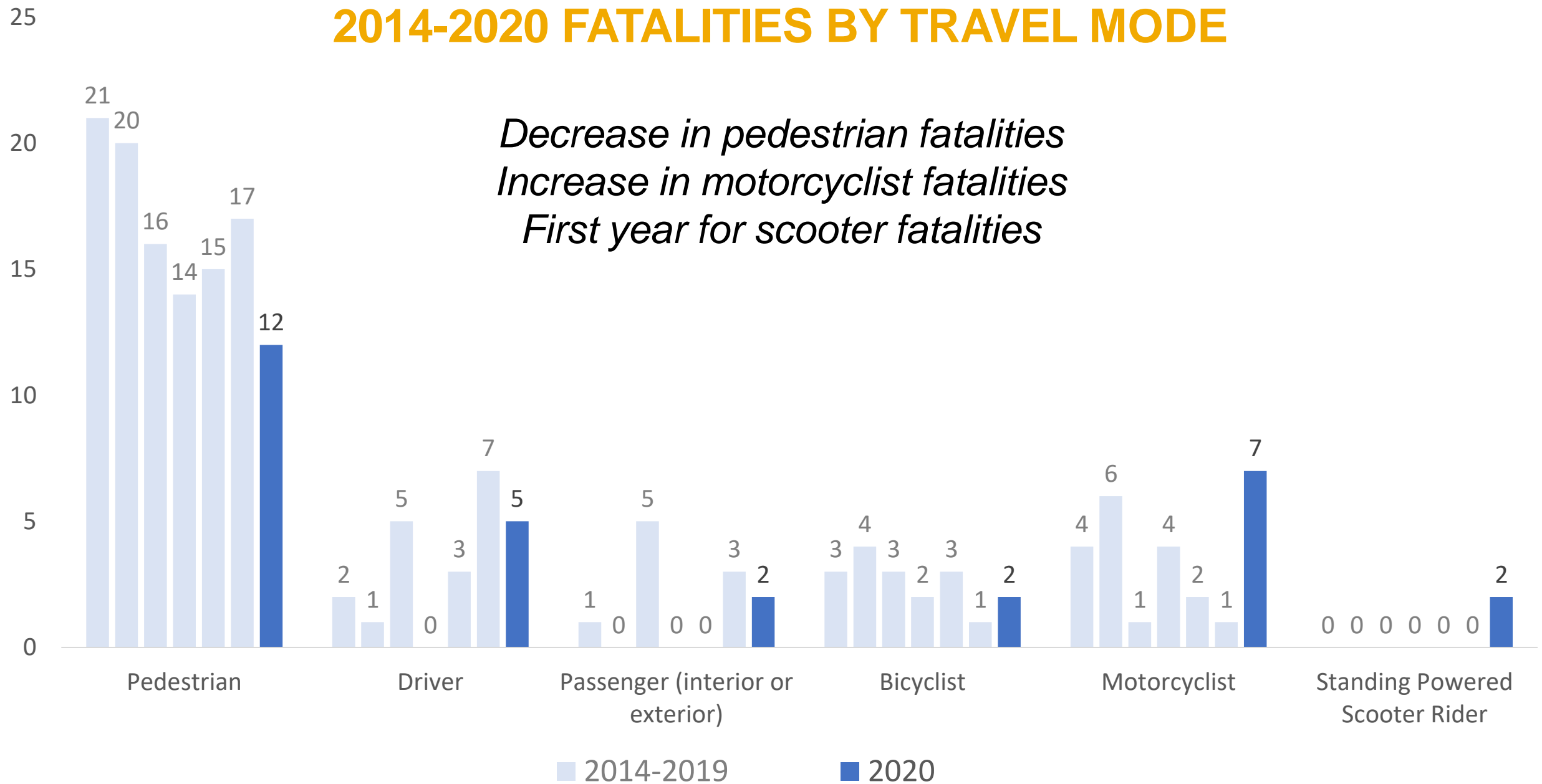
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**[VISIONZEROSF@SFMTA.COM](mailto:VISIONZEROSF@SFMTA.COM)**

**APPENDIX:**

***SUPPORTING INFORMATION***

## 2014-2020 FATALITIES BY TRAVEL MODE



*Note: Traffic fatality totals are susceptible to random variation. Year-to-year changes may thus be due to chance.*

# TARGET PROGRAMMATIC TOOLS TO CRASHES

## Slowing speeds and creating safer crossings

Feature	Cost	Effectiveness
Daylighting	\$	++
Continental Crosswalks	\$	++
Speed Humps	\$\$	++
Painted Safety Zones	\$\$	+++
Walk Speed 3.0	\$\$	+++
Leading Pedestrian Intervals	\$\$	+++
Speed Radar Signs	\$\$\$	+
Rapid Flashing Beacons	\$\$\$	++
Bicycle Traffic Signals	\$\$\$	++
New Signal Mast Arms + Signal Heads	\$\$\$	+++
Red Light Cameras	\$\$\$\$	++
New Traffic Signals	\$\$\$\$	+++

**Cost:** \$: Less than \$10K    \$\$: \$10K-\$50K    \$\$\$: \$50K-\$250K    \$\$\$\$: \$250K+

**Effectiveness** (Crash Reduction): + Minimal    ++Moderate    +++Significant



# SAFER CROSSINGS: APPLY TOOLS NETWORKWIDE

69%



Pedestrian  
Countdown Signal

78%



Walk Speed 3.0  
on the High Injury Network

50%



Leading  
Pedestrian  
Intervals on the  
High Injury Network

87%



Accessible  
Pedestrian Signal

635



Daylighting  
Installed  
(Year to Date)

95%



Intersections  
with  
Continental  
Crosswalks on  
the High Injury Network

7



Left Turn  
Traffic Calming  
Devices Installed

54



No Turn  
on Red  
Intersections  
in the Tenderloin