



**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

A background image of a city street scene, likely in San Francisco, showing a blue bus, a yellow taxi, and several cyclists. The image is overlaid with a dark blue semi-transparent banner containing the main title. There are also faint, large-scale versions of the Vision Zero SF logo and the year 2024 in the background.

VISION ZERO UPDATE

JUNE 2, 2016

TRAFFIC FATALITIES - 2015

31 people were killed in traffic collisions:

- 20 people walking
- 6 people riding a motorcycle
- 4 people biking
- 1 person driving

The top 3 causes were driver behavior:

1. Failure to yield to pedestrian (29%)
2. Speeding (26%)
3. Red light running (13%)



31

Number of
People
Killed in 2014



31

Number of
People
Killed in 2015



Number of Severe
Injury Collisions in 2015



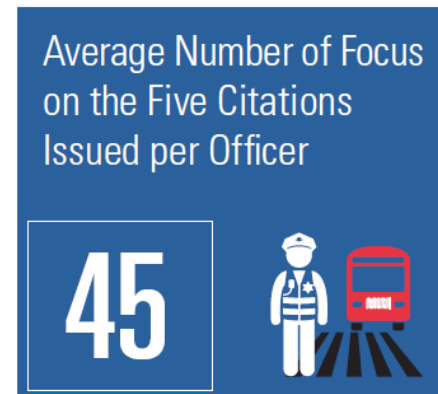
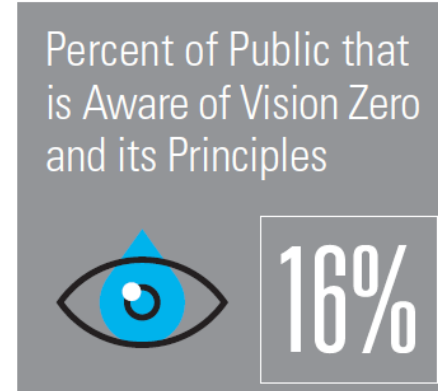
229



VISION ZERO CORE PRINCIPLES

1. Traffic deaths are preventable and unacceptable
2. Safety is our highest priority
3. Human error is inevitable and unpredictable
4. Safe behavior, education and enforcement, and vehicle technologies are essential contributors to a safe system
5. People are inherently vulnerable and speed is a fundamental predictor of crash survival

BY THE NUMBERS - 2015





WHY VISION ZERO

MORAL OBLIGATION

- As a county, SF has the highest rate of traffic deaths in the state
- 30 people die and 200 more are injured in crashes each year in SF
- *Are we willing to say this is acceptable?*
- *Is this the price we have to pay for mobility?*
- *What if it was your family?*



“We never planned on losing our son. Just Imagine this was someone you loved – your mother, your children. Dylan would be 24 years old if he was still alive today. Vision Zero is the one thing I can support to help make change in memory of Dylan.”

– **Julie Mitchell**, mother of Dylan Mitchell, who was killed while riding a bicycle in San Francisco on May 23, 2013.

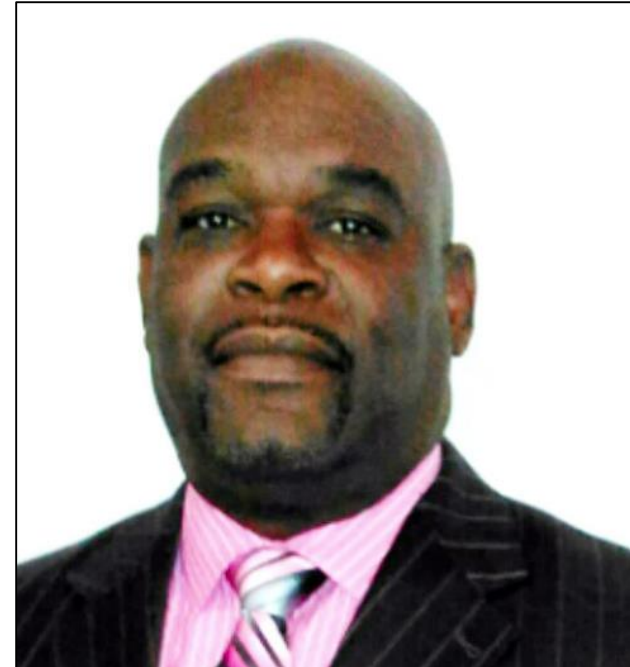


THE FINANCIAL COST

- Medical costs alone for pedestrian injuries at SF General Hospital are estimated at **\$15 million annually.**
- **\$564 million in economic costs in SF**
- *Think about the legal costs the city could incur*



“I live with a heavy heart daily. Arman was my only child; he was my legacy. Now, I won’t see him graduate from college. I won’t see him get married. I won’t see him have a family. We can’t afford to look away just because this hasn’t happened to us ... because it can.”



– **Alvin Lester**, Father of Arman Lester, who was killed riding a skateboard in San Francisco on November 1, 2014 .

COMPETITIVE & COMPREHENSIVE PROJECTS



- Safety improvements aren't just right. They're smart and make our projects more competitive for funding
- They also create more project benefits for our communities
 - L-Taraval
 - 19th Avenue
 - Van Ness BRT
- Vision Zero projects are opportunities to make Muni more reliable
 - Safer Market Street
 - Masonic Avenue Streetscape



“Zero traffic deaths is an ambitious goal, but it’s a new standard San Francisco needs ... Vision Zero is about saving lives and protecting the most vulnerable people in our communities, such as the elderly and people with disabilities.”

– **Yvette Fang**, San Francisco resident and disability community advocate

OUR RESIDENTS WANT SAFETY



80%

of respondents wanted SFMTA to first fix the intersections and corridors where the most collisions occurred

85%

of respondents think pedestrian safety is getting worse in the City

75%

of respondents would support a ballot measure if it included increased funding for pedestrian safety

TRANSPORTATION 2030
ROADS + TRANSIT + SAFETY

In 2014, voters overwhelmingly passed Prop A., a transportation bond with:

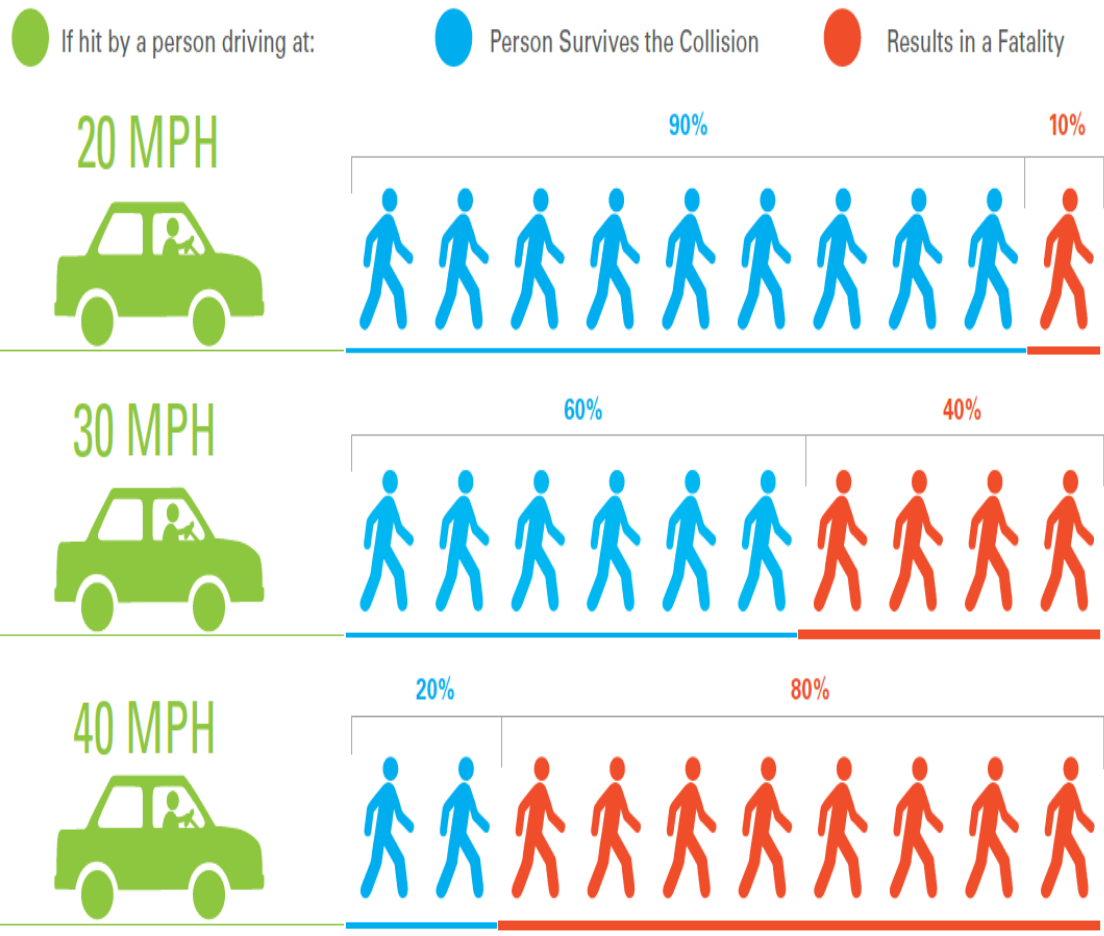
- \$358 million allocated to **improved transit**
- \$142 million for **safer streets**



“I wish recovery was over at this point, but it's not. I'm still trying to be independent, and I struggle everyday with memory, attention and other cognitive problems I have as a result of the collision.”

– **Monique Porsandeh**, Hit by a car going 40 MPH on February 24, 2013. Left in a coma with several broken bones and is still recovering.

SPEED – OUR FOCUS MOVING FORWARD



ENGINEERING

- Major streetscape projects
- Hundreds of near-term improvements to slow down cars

EDUCATION

- Anti-Speeding Campaign focusing on slowing speeds through education and enforcement at strategic locations citywide

POLICY

- Secure sponsor for ASE in the next state legislative cycle

ENFORCEMENT

- Office of Traffic Safety Grant – Year-long special enforcement and public awareness efforts
- Targeted Enforcement – Saturation enforcement to reduce pedestrian collisions, DUI enforcement



QUESTIONS?

THANK YOU!

Tom Maguire

SFMTA Sustainable Streets Director
San Francisco Municipal Transportation Agency

Tom.Maguire@sfmta.com



APPENDIX

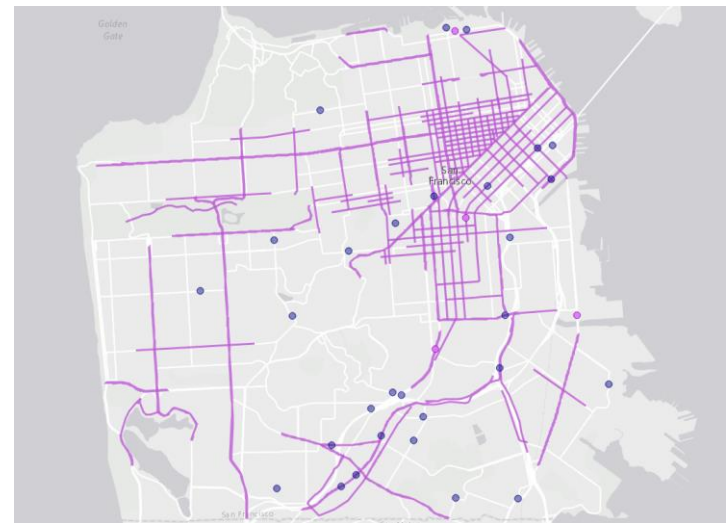
2015 ENGINEERING HIGHLIGHTS

- **30** high-priority VZ projects completed in 24 months
- **20.2** miles of safety improvements along the high-injury network;
14 off the high-injury network
- **1,599** safety treatments installed



ENGINEERING - NEXT STEPS

- **Major construction efforts** on high-injury corridors like Van Ness, Masonic, 2nd and Polk
- Additional **13 miles** of safety improvements
- More quick and effective safety improvements at the highest-need intersections



2015 ENFORCEMENT HIGHLIGHTS

- **41,829** citations issued for Focus on the Five violations
 - An average of **115 Focus on the Five citations/day**
- **34%** of total citations issues for Focus on the Five Violations in 2015 (compared to 24% in 2014)
- 45 Focus on the Five citations issued per officer in 2015
- **93% charge rate** for prosecution of vehicle manslaughter

ENFORCEMENT - NEXT STEPS

- **Ongoing Focus on the Five** enforcement
- **Office of Traffic Safety Grant** – Year-long program of special enforcement and public awareness efforts
- **Citation & Collision Analysis Project** – Controller’s Office project to optimize time and placement of traffic enforcement
- **E-Citations** – Improve data reporting and targeted enforcement
- **Targeted Enforcement** – Speed enforcement with CHP; Saturation enforcement to reduce pedestrian collisions, DUI enforcement

2015 EDUCATION HIGHLIGHTS

- **Numerous safe streets campaigns** including:
 - It Stops Here
 - Bicycle Safety
 - Muni Driver Education
 - Safe Routes to Schools
 - Large Vehicle Urban Driving Safety Video
 - Taxi Driver Safety Video
 - Passenger Vehicle Safety Video
- **10-Year Citywide Strategy** for Education and Outreach finalized
- SFMTA Online **Defensive Driving Course**



EDUCATION – NEXT STEPS

- **Anti-Speeding Campaign** focusing on slowing speeds through education and enforcement at strategic locations citywide
- **Safe Streets for Seniors**
- **Vision Zero Community Outreach**
- **Safety Town** to teach children to navigate city safely

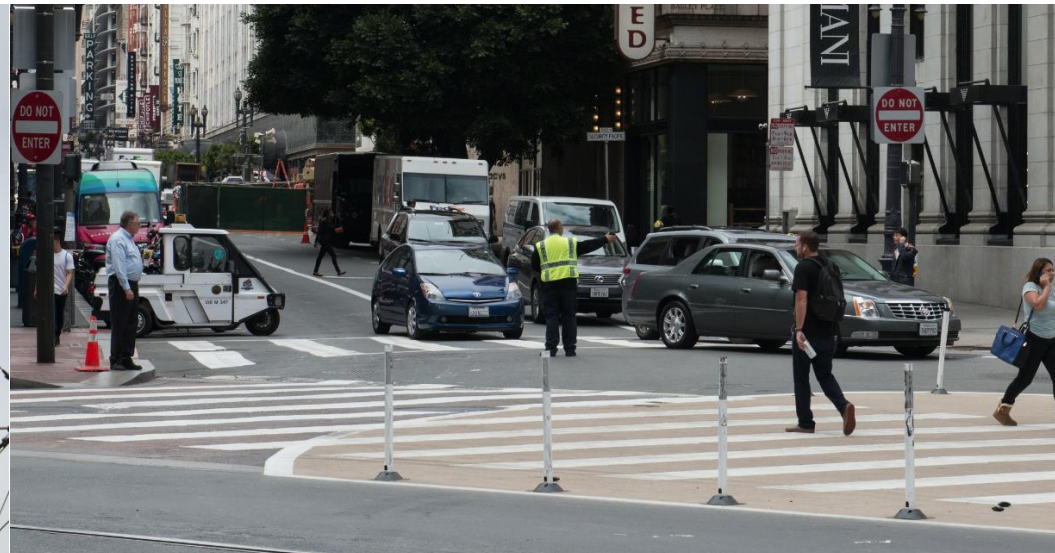
2015 EVALUATION HIGHLIGHTS

- **Standardized traffic fatality reporting** across city agencies
- **Safe Streets SF campaign** evaluated and found to have increased driver yielding at intervention sites from 3 – 10%



EVALUATION – NEXT STEPS

- Evaluation of Safer Market Street project
- SFDPH developing comprehensive **traffic injury surveillance system**



POLICY

2015 HIGHLIGHTS

- Automated Speed Enforcement approved as a **top 2016 legislative priority**
- **Controller's Office Report** on ASE released

NEXT STEPS

- **Secure a sponsor** for ASE in the next state legislative cycle
- SFO, Port Authority, PUC and Rec & Park to pass **Vision Zero resolutions**