



**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

AUTOMATED SPEED ENFORCEMENT:

REDUCING SPEED TO SAVE LIVES

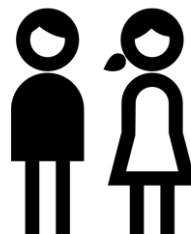


INJURIES CAUSED BY MOTOR VEHICLE COLLISIONS IS A LEADING CAUSE OF DEATH FOR AMERICANS



Created by Saeed Farrahi
from Noun Project

#2
Cause of
Injury Death



Created by Piotrek Chuchla
from Noun Project

#1
Cause of
Injury Death

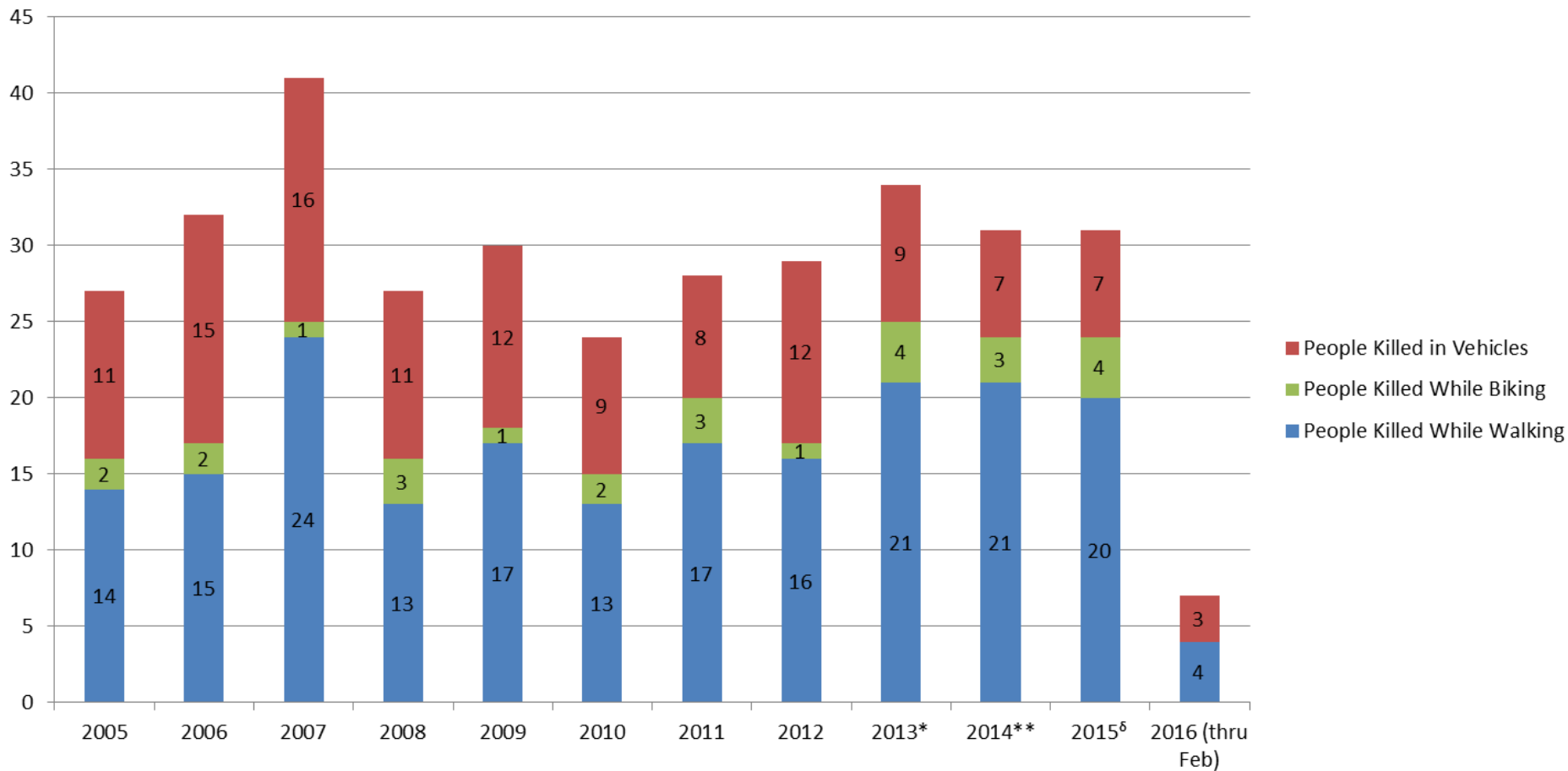


Created by Marie Van den Broeck
from Noun Project

#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?


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

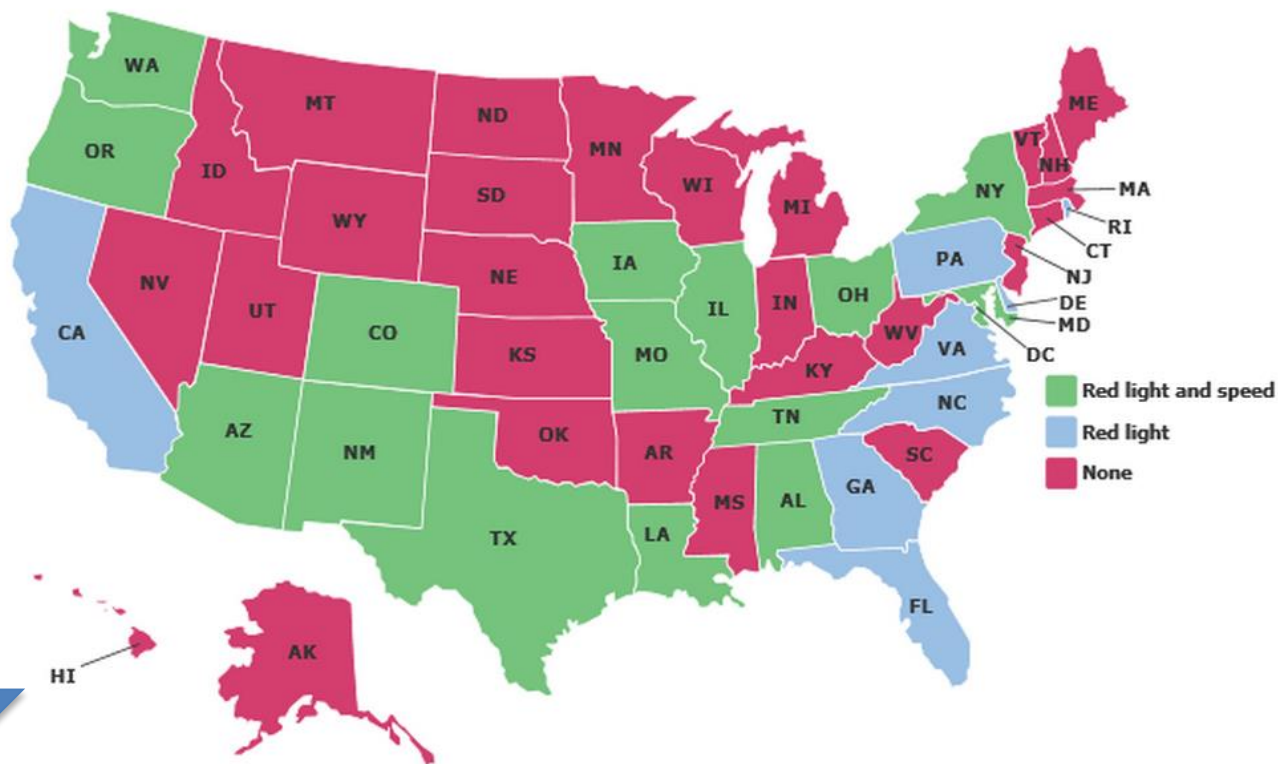
31%

Decrease in the # of violators per passing vehicle

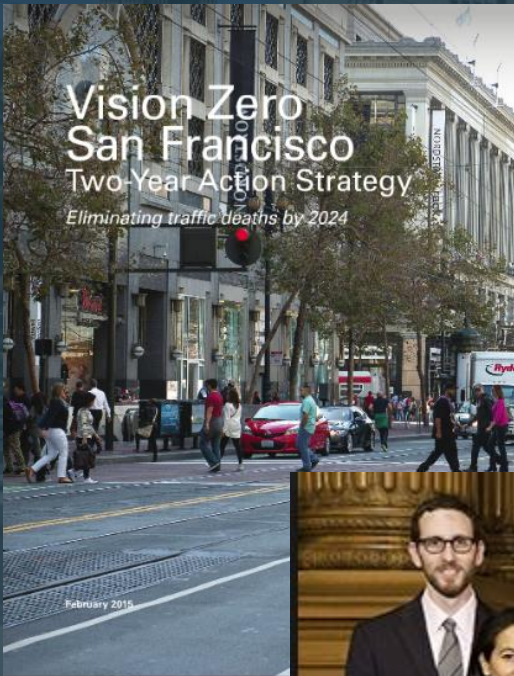
New York City

13%

Decrease in collisions with injuries near camera sites



VISION ZERO AND AUTHORITY TO PURSUE ASE

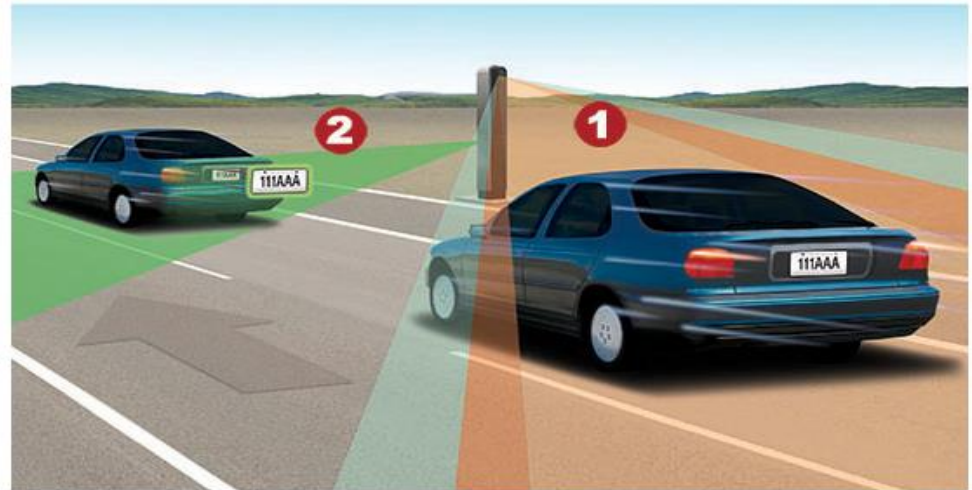


SFMTA
Municipal
Transportation
Agency



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

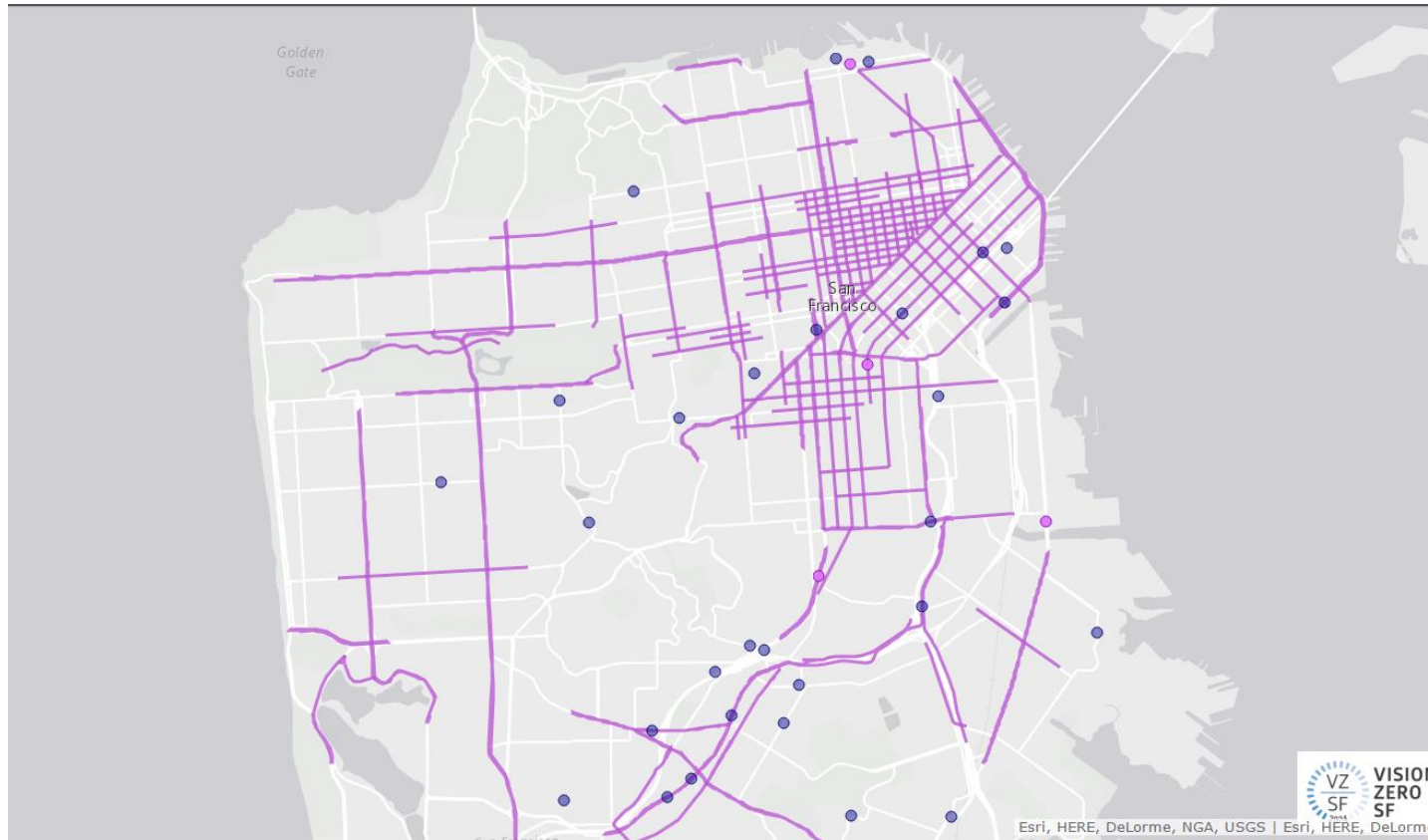
"How can you ensure the cameras are accurate?"



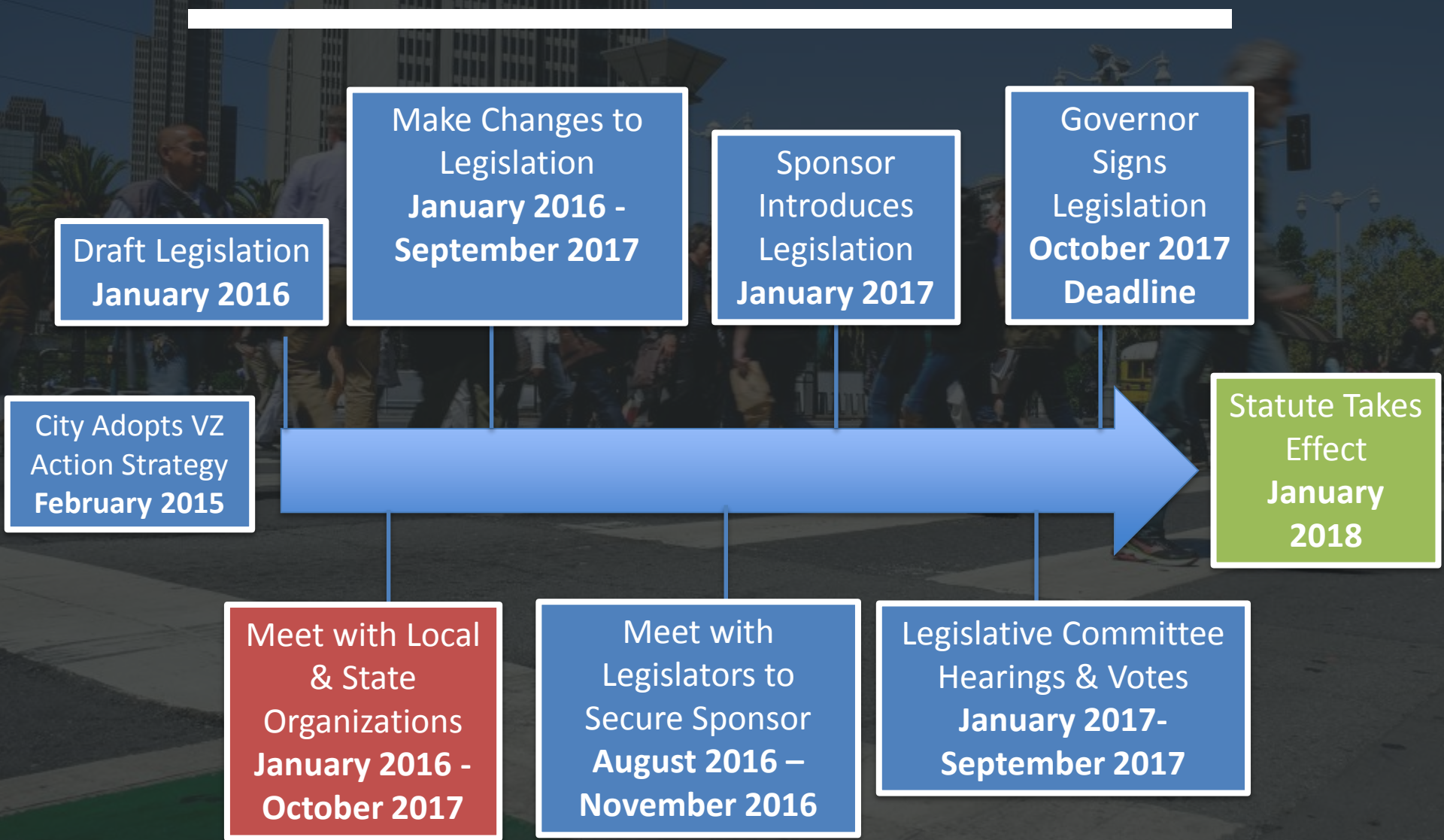
WHAT THE CITY IS PROPOSING...

- **Location:** on streets where speed kills
- **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
- **Administration:** City employees oversee program
- **Revenue:** re-invested into building safe streets
- **Evaluation:** report after 5 years to determine impact
- **Program Length:** 6 year pilot

HIGH INJURY NETWORK



THE LEGISLATIVE PROCESS



City Adopts VZ
Action Strategy
February 2015

Draft Legislation
January 2016

Meet with Local
& State
Organizations
January 2016 -
October 2017

Make Changes to
Legislation
January 2016 -
September 2017

Meet with
Legislators to
Secure Sponsor
August 2016 -
November 2016

Sponsor
Introduces
Legislation
January 2017

Legislative Committee
Hearings & Votes
January 2017-
September 2017

Governor
Signs
Legislation
October 2017
Deadline

Statute Takes
Effect
January
2018

GROWING SUPPORT FOR ASE

San Francisco Elected Officials, City Agencies & Advisory Committees

- Mayor Edwin Lee
- San Francisco Board of Supervisors
- San Francisco County Transportation Authority Board of Commissioners
- San Francisco Municipal Transportation Agency Board of Directors
- San Francisco Police Commission
- San Francisco Department of Public Health
- San Francisco Public Health Commission
- City and County of San Francisco Bicycle Advisory Committee

Public Health Organizations

- San Francisco General Hospital Trauma Center
- San Francisco Medical Society

Traffic Safety Advocates

- California Walks
- Livable City
- San Francisco Bicycle Coalition
- Traffic Safety Coalition
- Walk San Francisco

Political Organizations

- FDR Democratic Club of San Francisco
- New Avenues Democratic Club
- San Francisco Democratic County Central Committee

Statewide Organizations

- California Alliance of Retired Americans

Neighborhood Associations

- CC Puede
- Central City Single-Room Occupancy Collaborative
- Chinatown Transportation Research and Improvement Project
- North of Panhandle Neighborhood Association
- South Beach / Rincon / Mission Bay Neighborhood Association
- Tenants and Owners Development Corporation
- The Friends of Monterey Boulevard
- National Federation of Filipino American Associations
- Balboa Park Station Community Advisory Committee