

City Services Auditor

**SAN FRANCISCO MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS
POLICY AND GOVERNANCE COMMITTEE
CSA Update**

November 20, 2015



Completed Projects

August–November 2015

- City Performance Unit
 - Automated Speed Enforcement Implementation: Survey Findings and Lessons Learned From Around the Country, 11/12/15



Projects in Progress and Planned FY16

- City Performance Unit
 - Language Assistance Plan and Public Participation Plan Updates
 - Dolores/Guerrero Median Parking Facilitation
 - Vision Zero Enforcement: Citation and Collision Analysis
 - Muni Customer Service Review



SFMTA Language Assistance Plan (LAP) and Public Participation Plan (PPP)



- The LAP and PPP are required by Title VI of the Civil Rights Act of 1964 and FTA requirements.
- These plans outline SFMTA's strategies to best serve and engage Limited English Proficiency (LEP) populations, minority and low-income users, and general transit users across the City.

SFMTA LAP and PPP Updates

- The CSA City Performance Unit is conducting the solicitation process to secure and manage a contractor to update SFMTA's [LAP](#) (2012) and [PPP](#) (2013).
- The goal is to keep SFMTA's communication and engagement strategies current and reflective of changing populations and user needs.
- The contractor will reach out to community-based organizations that serve and represent these populations and will solicit stakeholder input through interviews, focus groups, and surveys.
- The contractor will update the LAP and PPP based on analysis and findings from stakeholder input.
- The estimated contract timeline is January 2016 – August 2016.
- Project Contacts:
 - MTA: Kathleen Sakelaris, 701-4339
 - CON: Corina Monzón, 554-5003



Automated Speed Enforcement Implementation:

**Survey Findings and Lessons Learned
From Around the Country**



Speed Kills

● 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

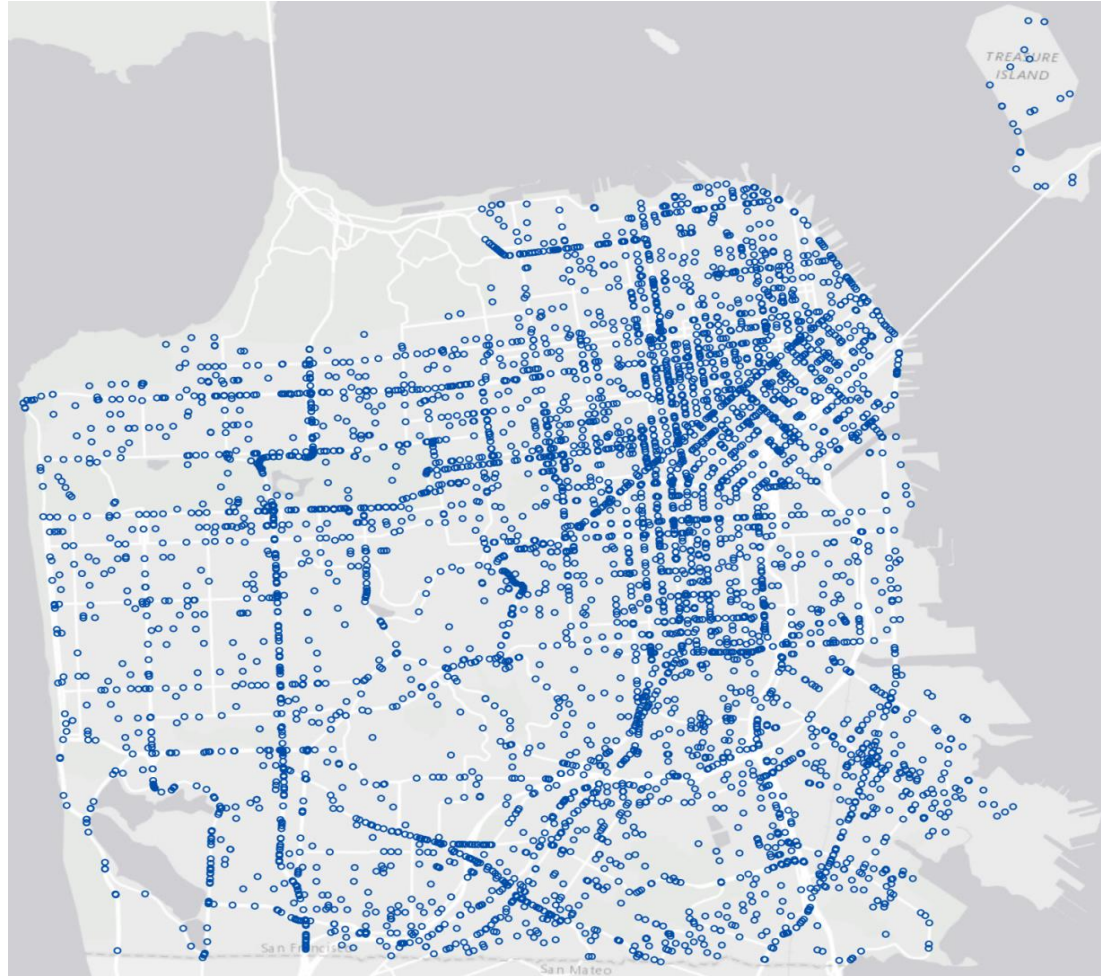


20%

80%



2008-2012 San Francisco collisions where unsafe speed was the leading factor



What is ASE?

- Automated Speed Enforcement (ASE) is the use of customizable speed camera photo enforcement solution proven effective at reducing speeding incidents over time
- Automated enforcement cameras can be fixed on existing infrastructure or mobile on vans that are moved to various high priority locations as needed



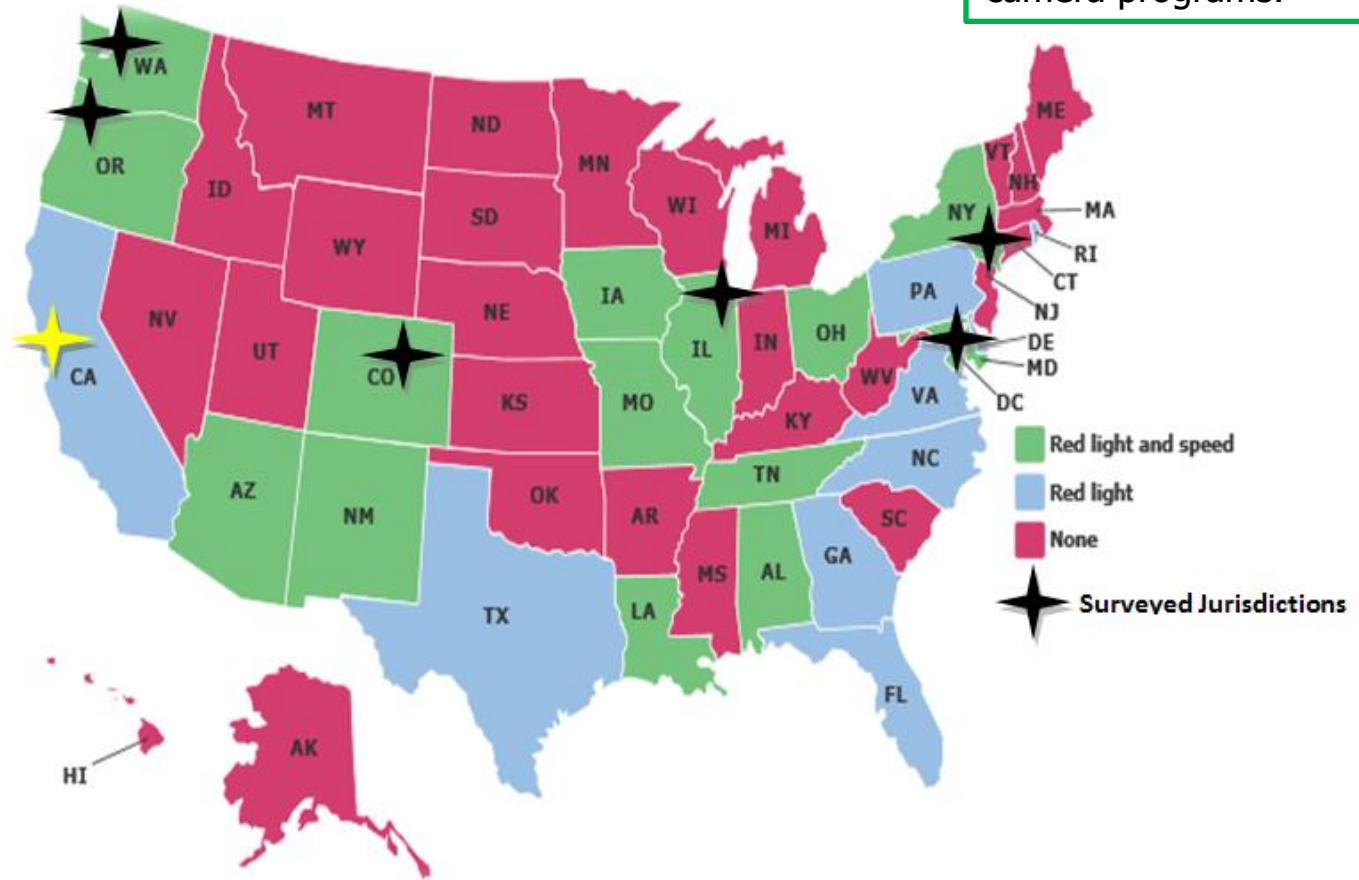
Benefits to Using ASE

- Detect multiple speeding violations per minute, which increases enforcement to change driver behavior and reduce speed
- Operate in locations that may be otherwise dangerous for law enforcement personnel to be stationed
- Impartially and consistently enforces the speed limit
- Enhances the enforcement influence to reduce driving speeds and improve safety without significant additional staff and resources



ASE Program Implementation Report: Surveyed Jurisdictions

As of November 2015, 140 communities across the country have speed camera programs.



Legislative and Administrative Findings

- The two most prevalent issues in garnering support for speed cameras:
 - (1) demonstrating to the public that the purpose is improving safety rather than generating revenue and
 - (2) combating the public perception that speeding is an acceptable driver behavior.
- The majority of ASE programs are led by police departments; however, the jurisdictions that most recently implemented ASE programs, Chicago and New York, are led by their department of transportation.
- Programs are staffed with a combination of in-house and contractor support.



Camera Location and Citation Findings

- All jurisdictions except New York City provide notice to the public about speed camera locations.
- Half of all jurisdictions fine speed camera violators a reduced amount compared to a traditional speeding ticket issued by a police officer.
- The majority of survey respondents place the citation responsibility on the registered vehicle owner; only Denver and Portland issue the citation to the driver of the vehicle because they are driver liability states.



Revenue and Data Use Findings

- All jurisdictions that submitted this data reported that their revenues cover the cost of the program.
- Most surveyed jurisdictions direct at least a portion of the revenues to safety improvements.
- Every jurisdiction surveyed encrypts speed camera data and only uses the data for law enforcement purposes. All jurisdictions reported having a data use policy that also extends to their vendors.



Camera type, enforcement area, and driver notification vary by jurisdiction

| Jurisdiction | Camera Type | ASE Enforcement Area | Alert Drivers to Camera Locations | Type of Location Notification | Alert Stipulated by Law |
|------------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------|-------------------------|
| Chicago | Fixed | School and park zones | Yes | Signage, posted on website | No |
| Denver | Mobile | School and construction zones | Yes | Signage | Yes |
| New York City | Fixed and Mobile | School zones | No | Does not alert drivers | No |
| Portland | Mobile | State highway construction zones and any street or roadway with a history of speeding problems | Yes | Signage | Yes |
| Seattle | Fixed and Mobile | School zones | Yes | Signage, posted on website | Yes |
| Washington D.C. | Fixed and Mobile | Recent incidents of speeding-related crashes and fatalities, proximity to school zones and other places where children or other vulnerable populations are present, and known sites of chronic speeding | Yes | Signage posted on website | No |

Most jurisdictions start citing at 10 mph over the speed limit and vary in fine schedules and citation responsibility

| Jurisdiction | Citation Responsibility | MPH Above Posted Speed Limit for Violation | Citation Fine Schedule |
|------------------------|-------------------------|--------------------------------------------|------------------------------------------------------------------------|
| Chicago | Vehicle Owner | 10 | \$35 for 10 mph \$100 for 11+ |
| Denver | Driver | 10 | \$40-\$80 based on type of enforcement area |
| New York | Vehicle Owner | 10 | \$50 |
| Portland | Driver | 10 | \$110-\$1,150 based on enforcement area and mph (typically \$160 fine) |
| Seattle | Vehicle Owner | 6 | \$234 |
| Washington D.C. | Vehicle Owner | 11 | \$100-\$300 based on mph |



Revenue use is deposited to the general fund and/or for safety improvements

| Jurisdiction | Annual ASE Citation Gross Revenue | Revenue Use | Revenue Distribution |
|------------------------|------------------------------------------|--------------------------------------------|-----------------------------|
| Chicago | \$45,951,940 | General Fund, 5% for safety initiatives | City |
| Denver | \$5,597,307 | Safety programs | City |
| New York | \$23,581,250 | General Fund | City |
| Portland | \$5,357,760 | General Fund and traffic safety | 70% State 30% City |
| Seattle | \$5,652,522 | Safety improvements in school zones | City |
| Washington D.C. | \$49,733,573 | General Fund | District |



Lessons Learned

- Engage the public early and share facts about the effectiveness of speed cameras and dispel myths about cameras being used for purposes other than to reduce speeding.
- Keep citation fee rates lower than moving violations and direct revenue to safety improvements.
- Include school zones in the designated enforcement area.



Lessons Learned Continued

- Use mobile cameras because they can move to address new areas of concern and spread out enforcement to reach a greater number of locations.
- Encrypt data to ensure privacy of personal information like names and addresses.
- Authorize citation issuance to the registered vehicle owner for simpler administration and enhance privacy as the camera will only capture the offender's license plate.
- Require reporting of program metrics to evaluate and monitor effectiveness.



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Questions and Discussion

