

WHERE SAN FRANCISCO STANDS IN ACHIEVING VISION ZERO

YEAR ONE PROGRESS REPORT

Released by the Vision Zero Coalition, February 2015.



The goal of Vision Zero is to eliminate all traffic deaths and severe injuries by 2024.

ABOUT THE VISION ZERO COALITION

The Vision Zero Coalition is led by Walk San Francisco in partnership with the San Francisco Bicycle Coalition and more than 35 community-based organizations, nonprofits, and other civic groups. The Vision Zero Coalition advocated for the City to adopt Vision Zero and has worked closely with the City since to support successful implementation.

The Vision Zero Coalition includes: Alamo Square Neighborhood Association, California Walks, CC Puede, Central City SRO Collaborative, Chinatown Community Development Center, Chinatown TRIP, College Hill Neighborhood Association, Community Housing Partnership, Council of Community Housing Organizations, Excelsior Action Group, FDR Democratic Club of San Francisco, Folks for Polk, Friends of Monterey Blvd., Hayes Valley Neighborhood Association, Independent Living Resource Center of San Francisco, Lighthouse for the Blind, Livable City, Mission Community Market, Mission Economic Development Association, National Federation of Filipino American Associations, North of Panhandle Neighborhood Association, OWL SF, PODER, San Francisco Bicycle Coalition, SF Housing Action Coalition, SF Bay Walks, San Francisco Unified School District, Senior & Disability Action, sf.citi, SOMCAN, South Beach Mission Bay Merchants Association, SPUR, Tenderloin Housing Clinic, Tenderloin Neighborhood Development Corporation, TODCO, United Playaz, Walk San Francisco, and the Yerba Buena Alliance.

This report was written for the Vision Zero Coalition in February 2015. Special thanks to the San Francisco Bicycle Coalition and Walk San Francisco for their contributions to the report, especially Tyler Frisbee, Marta Lindsey, Ellie McCutcheon, Nicole Schneider, Leah Shahum, and Eric Tuvel.

SUMMARY

San Francisco is one year into its commitment to achieve Vision Zero: eliminating traffic deaths and severe injuries by 2024. In this first year, the City made important progress: nine City agencies publicly committed to Vision Zero goals and supportive actions; the high-injury corridors which need attention were indentified; a public awareness traffic safety campaign launched; and police enforcement of dangerous traffic behaviors increased.

The public release of the City's Two-Year Action Strategy for Vision Zero will be another important step in ensuring ongoing multi-departmental commitment as well as ensuring clear timelines and transparency for progress.

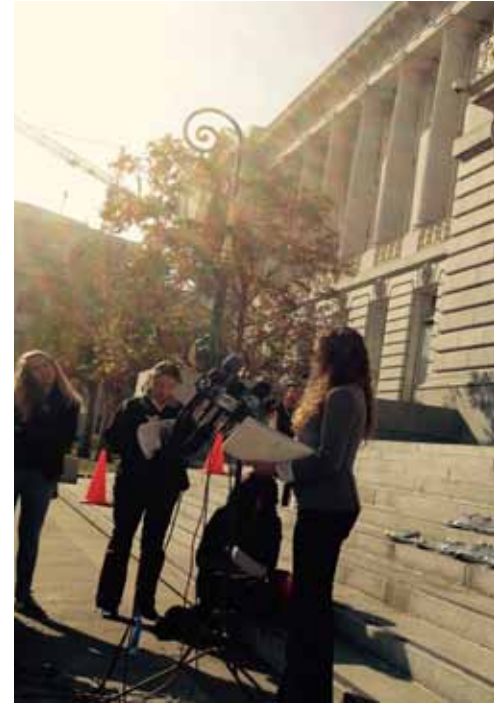
We all acknowledge that making our streets safe is an urgent issue and there is no time to waste in saving lives. With that urgency front and center, the Vision Zero Coalition calls on City leaders to sustain — and even heighten — their attention to prioritizing safety on our streets in the coming year. **Specifically, we urge the City to prioritize the following three strategies in 2015:**

1. Expedite implementation of at least 18 miles of street safety improvements on the city's high-injury corridors, and prioritize locations in communities of concern.
2. Advocate for a change in state laws to allow for more effective enforcement of illegal and dangerous speeding behavior.
3. Focus enforcement on the five most dangerous traffic behaviors and locations — and ensure the SF Police Department increases the percentage of all "Focus on the Five" citations to at least 37% in 2015 and 50% in 2016.

BACKGROUND

An unacceptable number of San Franciscans are killed or severely injured in traffic crashes every year. In 2013, there were 34 vehicle-related deaths on our streets. These deaths disproportionately impacted San Francisco's most vulnerable communities: low-income residents, seniors, people living with disabilities, and children. These deaths are preventable tragedies that can be systematically addressed through better street design, traffic enforcement, and education.

In response to these tragic deaths, the Vision Zero Coalition urged City leaders to embrace the goal of eliminating all traffic deaths and severe injuries by 2024, a goal known as Vision Zero. In early 2014, Mayor Ed Lee and the San Francisco Board of Supervisors made a public commitment to Vision Zero. In the year since, as described in this report, the City has taken important steps to align San Francisco's policies and practices to reach Vision Zero. Many of those steps have focused on changing internal City processes to create the interagency coordination needed to achieve Vision Zero. We commend the commitment shown by key City leaders in the past year, including Mayor Lee, the members of the Board of Supervisors and leaders within the ten City departments that have adopted Vision Zero policies and goals.



Looking ahead, 2015 must be a year of action. With just nine years remaining to reach the ambitious Vision Zero goal, no time can be wasted. San Francisco must move rapidly to redesign our most dangerous streets, encourage safe behaviors on the roads, and ensure that traffic enforcement focuses on creating a culture of safety. The public mandate and funding exist to both make these changes a reality — and to make our city a model for the nation.

The Vision Zero Coalition urges our City leaders to continue to be vocal supporters of the strongest and most ambitious safety solutions before any additional lives are lost to preventable traffic deaths. This is the Vision Zero Coalition's first annual Progress Report. The goal of this report and the accompanying graphic is to chart progress made by the City, provide accountability to the public, and explain the significance of many of the actions taken.

SAFETY DATA

In 2014, 29 people were killed in traffic on San Francisco's streets. The number of severe injuries is not yet known, but historically more than 200 people face life-changing injuries and disabilities from traffic each year in our city.

Of the people killed in 2014, 17 were walking; three were bicycling; and nine were drivers, passengers, or motorcyclists. San Francisco continues to have among the country's highest proportion of pedestrian fatalities (59% of all traffic deaths in 2014 compared to the national average of 14%), and half of all pedestrian deaths were seniors. San Francisco is one of the few cities in the country where the rate of people dying while riding bicycles has increased.

The San Francisco Department of Public Health (SFDPH) committed in 2014 to ongoing monitoring and evaluation of progress toward Vision Zero. In support of this commitment, the SFDPH released the TransBASE tool to map injury and demographic information (transbasesf.org), as well as hired an epidemiologist with financial support from the San Francisco Municipal Transportation Agency (SFMTA) to develop and institutionalize a comprehensive Transportation-Related Injury Surveillance System.

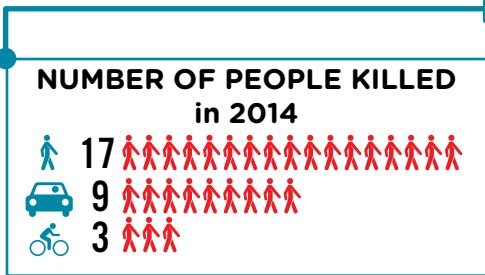
CITY PROGRESS IN 2014

The following section details the key steps the City of San Francisco made toward achieving Vision Zero in 2014. Sections are broken into the four categories that capture the comprehensive approach required for ending traffic violence: 1) Policy, 2) Engineering, 3) Enforcement, and 4) Education and Engagement.

POLICY

MAYOR, SF BOARD OF SUPERVISORS AND NINE CITY AGENCIES COMMIT TO VISION ZERO

After Mayor Ed Lee and the SF Board of Supervisors (led by Supervisors Jane Kim, Norman Yee, and John Avalos) stated their support for Vision Zero in early



2014, the Vision Zero Coalition worked with other City agencies to adopt strong resolutions and make specific commitments to Vision Zero.

We're proud that in 2014, nine agencies either passed formal resolutions or made public commitments to Vision Zero, as well as outlined their roles. This includes the San Francisco Municipal Transportation Agency, County Transportation Authority Board, Department of Public Health, Department of the Environment, Planning Department, Police Department, Youth Commission, District Attorney, and Department of Public Works.

In an indication of the support and strong collaboration between agencies on Vision Zero, the City's Pedestrian Safety Task Force was broadened to become the Vision Zero Task Force led by the SFDPH and SFMTA, and now encompasses all traffic modes. City agencies meet weekly to ensure that they are making progress on Vision Zero goals.

VISION ZERO COMMITTEE OF THE SFCTA ESTABLISHED

The San Francisco County Transportation Authority (SFCTA) helps plan and fund transportation projects in San Francisco. As part of its Vision Zero resolution, the Board committed to establishing a Vision Zero Committee to monitor progress toward Vision Zero. This body has continued to meet quarterly, demonstrating the SFCTA Board's ongoing commitment to traffic safety.

TRAFFIC SAFETY INTEGRATED INTO NEW DEVELOPMENTS AND PLANNING DOCUMENTS

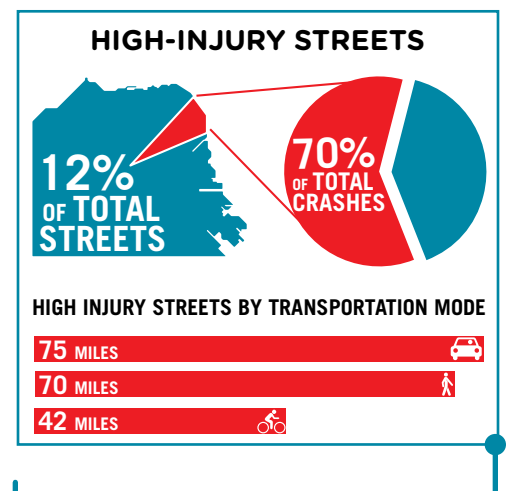
The San Francisco Planning Department committed to working with developers to include pedestrian and bicycle safety features in new projects where feasible, particularly on high-injury corridors. They also committed to coordinate with other departments to implement Complete Streets and to include Vision Zero in planning documents. In 2014, the SF Planning Department implemented the Better Streets Plan checklist to review private development project. It also implemented the Street Design Advisory Team (SDAT) to review streetscape plans per Planning Code Section 138.1 and, to the greatest extent feasible, include pedestrian and bicycle safety improvements on identified high-injury corridors and intersections. In addition, all divisions of the Department have been trained on these procedures and requirements. No relevant near or long-term planning documents were released or updated in 2014, but we look forward to the integration of Vision Zero into future plans.

ENGINEERING

SAN FRANCISCO'S MOST DANGEROUS STREETS IDENTIFIED

The San Francisco Department of Public Health (SFDPH) recently completed its analysis of all traffic collisions resulting in severe injuries or fatalities since 2008. The analysis showed that just 12% of San Francisco's streets are responsible for over 70% of all severe and fatal traffic injuries.

This demonstrates that a relatively small percentage of our streets are "dangerous by design." 125 out of approximately 1,200 total road miles are designated as



high-injury corridors, highlighting the clear opportunities that exist to make a significant impact in saving lives and limbs through better engineering focused on these known problem areas.

High-injury corridors disproportionately impact San Francisco's low-income communities and communities with high proportions of older adults and people with disabilities. Through Vision Zero, engineering improvements in communities of concern will be prioritized in order to end inequities in traffic deaths and injuries in our city.

SFMTA COMMITS TO 24 SAFETY PROJECTS IN 24 MONTHS

In response to severe and fatal traffic injuries, in February 2014 the SFMTA committed to 24 projects within 24 months on high injury corridors. These were meant to be high priority projects conducted with the utmost urgency, with the goal of implementing safety treatments quickly to ensure human error does not lead to death or disability. As of January 2015, nine of these projects were implemented. The projects so far largely address spot problems, such as installing traffic signals, though some have been more comprehensive, such a speed limit reduction along 2.5 miles of Sunset Avenue. Few projects have yet to meet the Vision Zero criteria of transforming a high-injury corridor into a truly safe street. The identified safety projects for completion by January 2016 are accessible to the public online at: <http://bit.ly/1IEP9UZ>.

CRISIS INTERVENTION TEAM ESTABLISHED

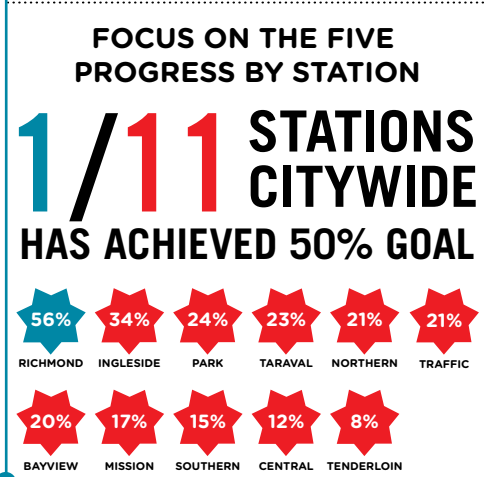
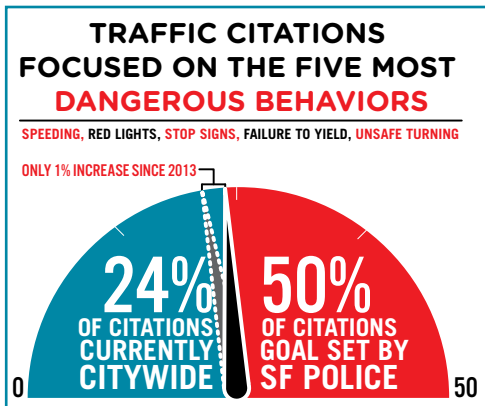
The SFMTA committed to establishing a crisis intervention team in collaboration with other city agencies to survey and evaluate the location of crashes, plus make engineering suggestions to immediately improve safety. The Office of District Attorney George Gascon also offered staff expertise to evaluate the scene of crashes and to ensure that necessary evidence is gathered.

In 2014, SFMTA staff visited the scene of traffic deaths to evaluate and plan for traffic engineering improvements. However, additional work can be done to improve the coordination between agencies. For instance, SFPD must share collision reports with SFMTA as soon as possible in order for SFMTA to determine engineering improvements for dangerous streets, and the SFMTA along with the District Attorney's Office should be at the scene of severe and fatal crashes with SFPD to ensure that collision reports gather the data needed for any future prosecution or engineering improvements that would prevent similar injuries.

ENFORCEMENT

POLICE DEPARTMENT COMMITS TO FOCUS ON THE FIVE MOST DANGEROUS TRAFFIC BEHAVIORS

According to collision data, the five dangerous traffic behaviors most likely to result in serious injury or death include: speeding, red light running, failure to yield, unsafe turning behavior, and not stopping at stop signs.



“Focus on the Five” refers to prioritizing enforcement around these behaviors along the most dangerous streets in each police district. As part of its Vision Zero commitment, the San Francisco Police Department (SFPD) made a commitment in early 2014 to increase the percentage of “Focus on the Five” to 50% of all traffic citations.

As of January 2015, the SFPD increased the percentage from 23% of all traffic citations to 24% of all traffic citations. It is clear that there is a long way to go to reach the SFPD’s stated goal of 50%, and we look forward to working with the SFPD to reach this critical metric. The SFPD is now regularly reporting these and other critical metrics of its Vision Zero work at quarterly Police Commission hearings. Overall, the SFPD has increased its traffic enforcement by 54%, which research shows improves behavior on the streets.

EDUCATION & ENGAGEMENT

PUBLIC AWARENESS CAMPAIGN KICKS OFF

As part of its Vision Zero commitment, the San Francisco Municipal Transportation Agency (SFMTA) together with the Police Department, Department of Public Health, and Walk San Francisco, launched a public awareness campaign in September 2014 called “Safe Streets SF.”

The Safe Streets SF campaign combines marketing, enforcement, and public outreach to address two critical safety challenges: crosswalk violations and speed. In San Francisco, 41% of all pedestrian collisions are due to drivers not yielding to people in the crosswalk, and speed is responsible for 10 times the number of pedestrian injuries as driving under the influence. Traffic speed is the strongest predictor of whether a person is seriously injured or killed when hit by a car.

PROFESSIONAL DRIVER TRAINING PROGRAM LAUNCHING SOON

Professional drivers, from taxi drivers to Muni drivers, log thousands of miles each year and must be skilled at defensive urban driving in order to protect our most vulnerable road users. In accordance with the Board of Supervisor’s Vision Zero Resolution, the SFMTA has worked with City agencies, private companies, the San Francisco Bicycle Coalition, and Walk San Francisco to develop and launch a new professional driver program. The program will educate drivers of large vehicles, certified City drivers, and taxi drivers on driving safely in complex urban environments. The training curriculum was developed in 2014 and will be finalized and released in 2015 as outlined in the Board’s Vision Zero Resolution.

SAFE ROUTES TO SCHOOLS PROGRAM EXPANDS SAFETY EDUCATION

The SFDPH committed to reducing child pedestrian injuries through the Safe Routes to School Program. In 2014, the program expanded to ten additional schools, with an emphasis on schools in and around the city’s high-injury corridors. Back-to-school safety enforcement was conducted around schools in tandem with public education about 15 mph school speed limits. On Walk and Roll to School Day in October, three schools involved in the Safe Routes to Schools Program celebrated new engineering improvements to support safer walking and bicycling to school.



VISION ZERO COALITION

RECOMMENDATIONS FOR 2015

The Vision Zero Coalition, composed of more than 35 community-based organizations, nonprofits, and other civic groups, commends the City of San Francisco in its Vision Zero efforts to date.

While many actions and strategies are needed to eliminate all traffic deaths and severe injuries, the Vision Zero Coalition urges the City to prioritize the following three strategies in 2015:

1. Expedite implementation of at least 18 miles of street safety improvements on the city's high-injury corridors, and prioritize locations in communities of concern.

San Franciscans have made it clear that safe streets are a priority. Voters in the November 2014 election overwhelmingly supported widespread safety investments consistent with Vision Zero, passing two propositions that included millions of dollars for safe transportation improvements.

Now the City must act quickly to deliver on-street improvements that prioritize safety. The City must accelerate implementation of safety improvements beyond the goals listed in the Pedestrian and Bicycle Strategies. Strong leadership from the Mayor, Board of Supervisors, and department leaders will be critical. At this time, the City has committed to improving 13 miles a year, but we believe a faster pace is necessary to meet our Vision Zero goal.

In order to fix all currently identified high-injury corridors in seven years, plus allow time to address any additional corridors that become dangerous or remain dangerous after improvements, the Vision Zero Coalition urges the city to improve at least 18 miles, or 15% of high-injury corridors, each year.

2. Advocate for a change in state laws to allow for more effective enforcement of illegal and dangerous speeding behavior.

The Vision Zero Coalition commends the City, under the Mayor's leadership, for advancing state-wide policy changes to support automated safety enforcement to control speed. Automated safety enforcement has reduced traffic deaths by up to 70% in cities such as London and Portland, Oregon. A 2013 survey of over 3,700 San Franciscans ranked automated enforcement as one of the top three priorities that the City should implement in order to improve pedestrian safety in San Francisco. The Vision Zero Coalition will actively support the City's work this year to change state policy to allow for automated safety enforcement. The much-needed changes at the state level to support automated safety enforcement will not happen without the City of San Francisco's active leadership in 2015.

3. Focus enforcement on the five most dangerous traffic behaviors and locations — and ensure the SF Police Department increases the percentage of all "Focus on the Five" citations to at least 37% in 2015 and 50% in 2016.

In 2014, 24% of the San Francisco Police Department's traffic citations were based on Focus on the Five. That is a long way from its stated goal of 50%. However, the Richmond Police Station showed that the goal is possible; in 2014, 58% of its citations went towards the Focus on the Five traffic behaviors. We know that the Police Department does not have the resources to be everywhere at every moment, which is why focusing enforcement is so critical. The Vision Zero Coalition urges the SFPD to focus at least 37% of traffic citations on Focus on the Five priorities by the end of 2015, with an emphasis on speeding citations, the largest contributor to traffic deaths and severe injuries.



CONCLUSION

San Francisco leaders have already made historic progress by acknowledging that traffic violence is indeed preventable and by realizing that we can — and must — do more to reduce and ultimately eliminate all traffic deaths and severe injuries. We applaud City leaders' willingness to take bold steps toward Vision Zero through the actions and strategies anticipated in the forthcoming Two-Year Strategy.

Improving safety on our streets will not only save lives and limbs, but will also offer more San Franciscans opportunities for healthy, affordable mobility as more people choose to walk, bicycle, and ride public transit for transportation. This will create significant and long-term benefits for our city and all residents and visitors.

In 2015, we urge the City to continue to act with urgency. This means prioritizing safety every step of the way, whether deciding the design of a street or where to put limited enforcement resources. The Vision Zero Coalition stands ready to partner with and support the City as it advances Vision Zero. And we will continue to track the progress of San Francisco in becoming a model city with safe, welcoming streets for all.





COALITION PARTNERS

Alamo Square Neighborhood Association
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*as of 2/9/2015

