

# Pedestrian Safety and Vision Zero in San Francisco

Presentation to the  
Health Commission

May 6, 2014



**SAN FRANCISCO  
DEPARTMENT OF PUBLIC HEALTH**

**We're a Walkable City.**

All trips in San Francisco begin and end with walking.

**17%**



And walking is the primary mode for 17% of all trips.

Each year in San Francisco,

**100**



Severely Injured or Killed

At least

**800**

Injured



**5x**

Seniors have a higher fatal injury rate than younger adults



Seniors are particularly vulnerable.

**6% = 60%**

Streets

Severe and fatal Injuries

Pedestrian injuries/death are concentrated in specific areas.



**64%**

motorists at fault



Motorists often are not yielding to pedestrians, Failure to yield accounts for 41% of the 64% total.



Left turns disproportionately contribute to injuries.

**28%**



Left turns were the movement preceding collision in 28% of injuries

High vehicle speeds kill.

**50% vs. 10%**

fatalities at 40 mph

fatalities at 25 mph



**\$15M**

annual medical costs related to ped injuries

Medical costs alone are very high.



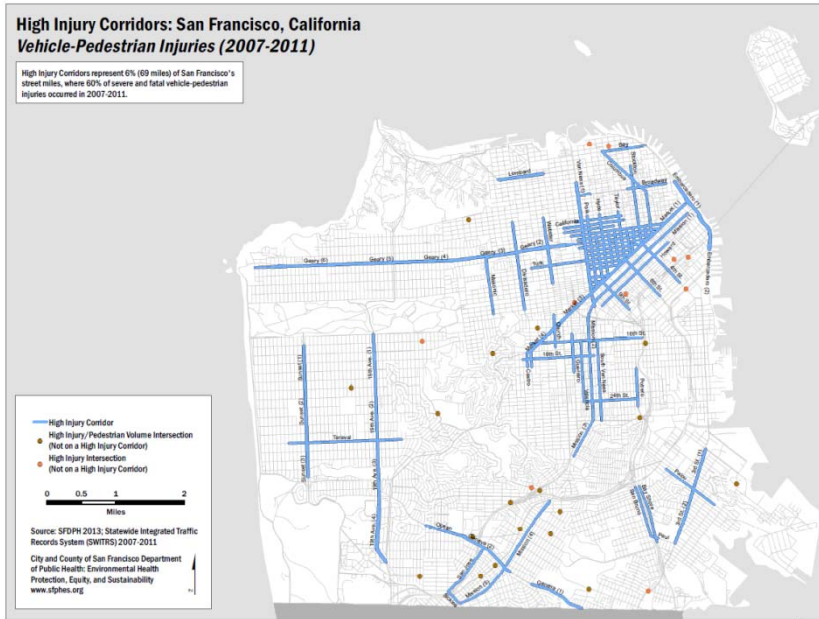
**\$564M**



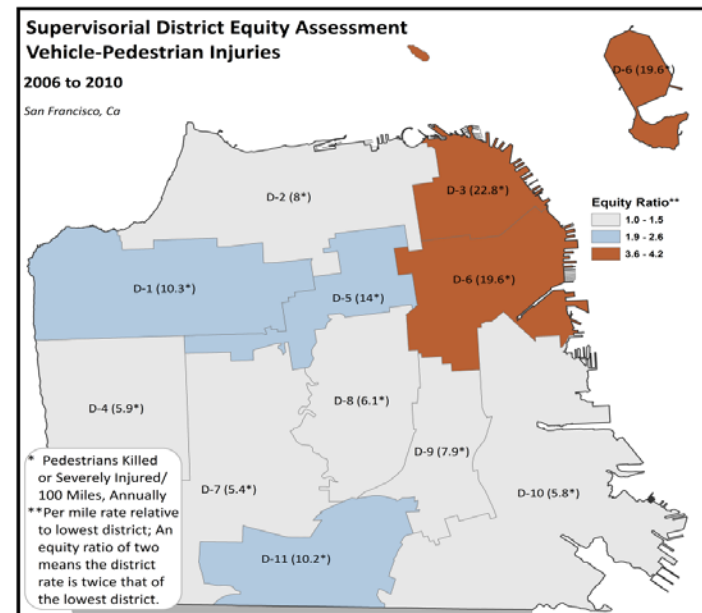
Total annual health-related economic costs are much higher.



# Evident Inequities



**6% of streets account for  
60% of severe and fatal pedestrian injuries**



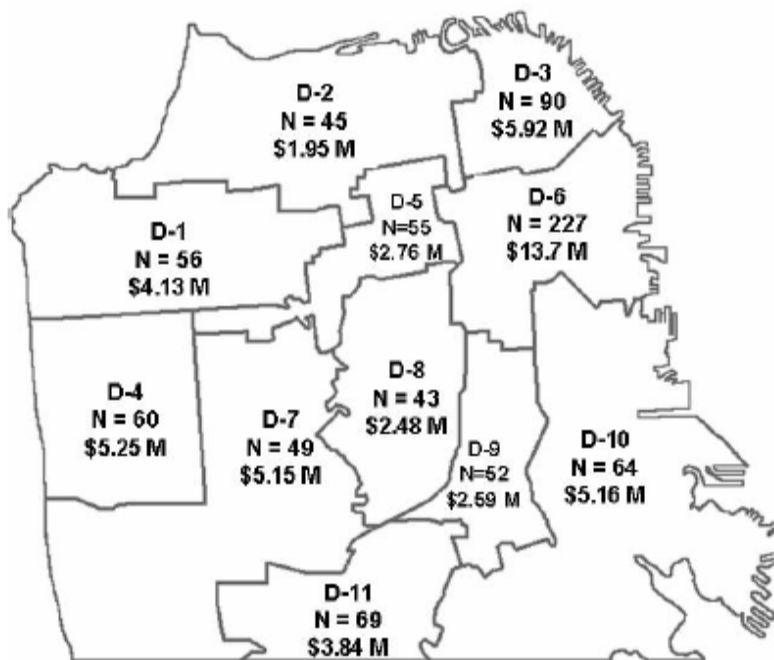
**Highest severe/fatal injuries per mile =  
SoMa, Chinatown, the Tenderloin:**

**Vulnerable populations** - low income, disabled, immigrant, non-english speaking, senior residents - that are also **heavily reliant on walking, public transit**

# High Costs: ~ \$15 million/annually

## Total Cost for Admitted Patients by Supervisorial District

By mapping the admitted patients (most costly) according to Supervisorial District, we were able to highlight “hotspots” where an economic case can be made for implementing and evaluating sustainable countermeasures.



76% of the total cost was paid for by public funding (Medicare, MediCal, patients)

Source: San Francisco Injury Center (2010). Evaluation of Pedestrian Injury and its Associated Hospital Costs in San Francisco. Available at: <http://sfic.surgery.ucsf.edu/research/cost-of-pedestrian-injury.aspx>.

# SFDPH Leadership in Pedestrian Safety

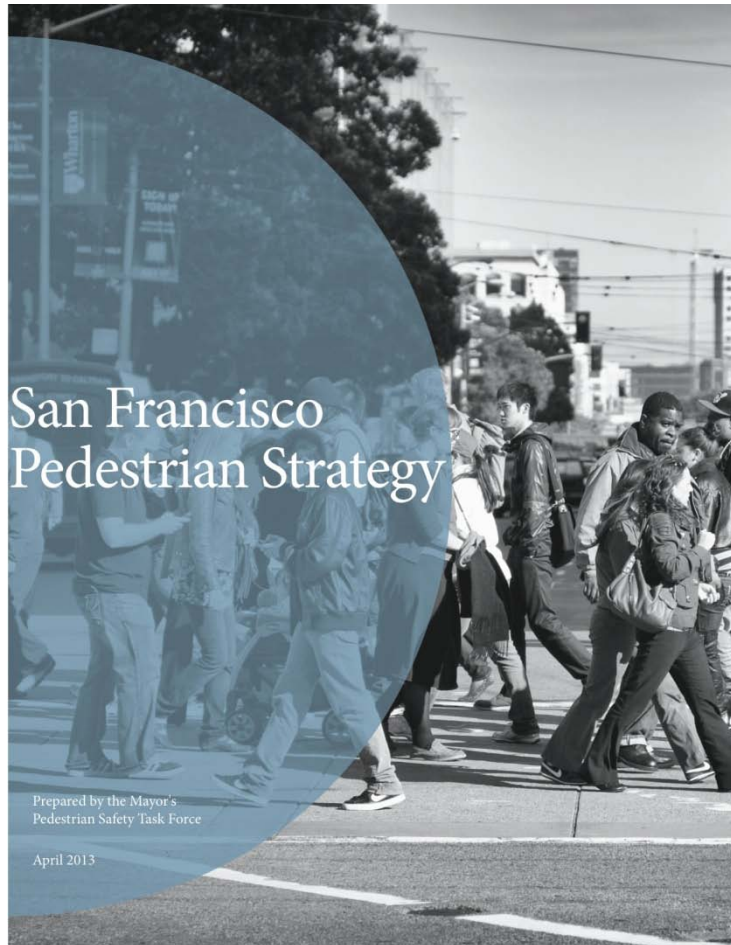
- **Interagency Support and Coordination**
  - Chairing Citywide Pedestrian Safety – *Now Vision Zero* – Task Force
  - Changing city policy and practices
  - Participating in interagency initiatives, steering committees, advisory groups
  - Sharing data, conducting analyses in support of grants, projects, targeted improvements
- **Community Support and Coordination**
  - SFDPH Mini-grants
  - CDC Community Transformation Grant
- **Working with Targeted Groups/Populations**
  - Walk San Francisco
  - SF Bicycle Coalition
  - Senior and Disability Action
  - Safe Routes to School
  - Neighborhood organizations located on high injury corridors



***Transportation Improvements are Public Health Prevention***



# San Francisco's Pedestrian Strategy



## Goals:

1. **Reduce pedestrian injuries**  
*(50% reduction of severe/fatal by 2021)*
2. **Reduce neighborhood inequities**
3. **Increase walking trips**
4. **Provide high-quality walking environments**

## *And Key Actions...*

<http://www.sfmayor.org/pedestrianstrategy>



# Key Community Partners: Walk SF and SF Bicycle Coalition

*“We’ve acknowledged that this is a crisis,” said Schneider, “and now we’re calling on city leaders to fund the [Mayor’s] Pedestrian Strategy and implement Vision Zero — zero traffic fatalities in 10 years.”*

Thursday, February 13, 2014

18 Comments

## Supes, SFPD, SFMTA Stand With Crash Victims and Advocates at City Hall

by Aaron Bialick



Crash survivor Monique Porsandeh speaks alongside Walk SF Executive Director Nicole Schneider and city officials holding the names of those killed by drivers. Photos: Walk SF

SFPD officials, transportation department heads, and three supervisors stood outside City Hall this morning alongside safe streets advocates and people whose lives have been affected by traffic violence. The press conference served as a call to action and a memorial for victims of traffic violence in the past year, with participants holding Valentines featuring names of the deceased.

Walk SF, which organized the event, was joined by Supervisors Jane Kim, Norman Yee, and John Avalos, the sponsors of the [“Vision Zero” resolution](#) introduced at the board. Also in attendance were SF Bicycle Coalition Executive Director Leah Shahum and top brass from the SFMTA and the SFPD Traffic Company, including Commander Mikail Ali and SFMTA Director Ed Reiskin, as well as SF County Transportation Authority Executive Director Tilly Chang. [Mayor Ed Lee](#) was absent.

“The violence has to end,” said Walk SF Executive Director Nicole Schneider, who pointed out that since December, 11 pedestrians have been killed by drivers, four of them this year. Introducing [a segment about the event today](#), an ABC 7 news anchor Cheryl Jennings said it “feels like open season on pedestrians.”



# Saving Human Life is the Highest Priority

- **A safe system that forgives**
  - In every situation the person might fail – the road system should not.
  - The consequence of individual mistakes should not be death or serious injury – the system should be designed to anticipate and reduce the consequences of human error.

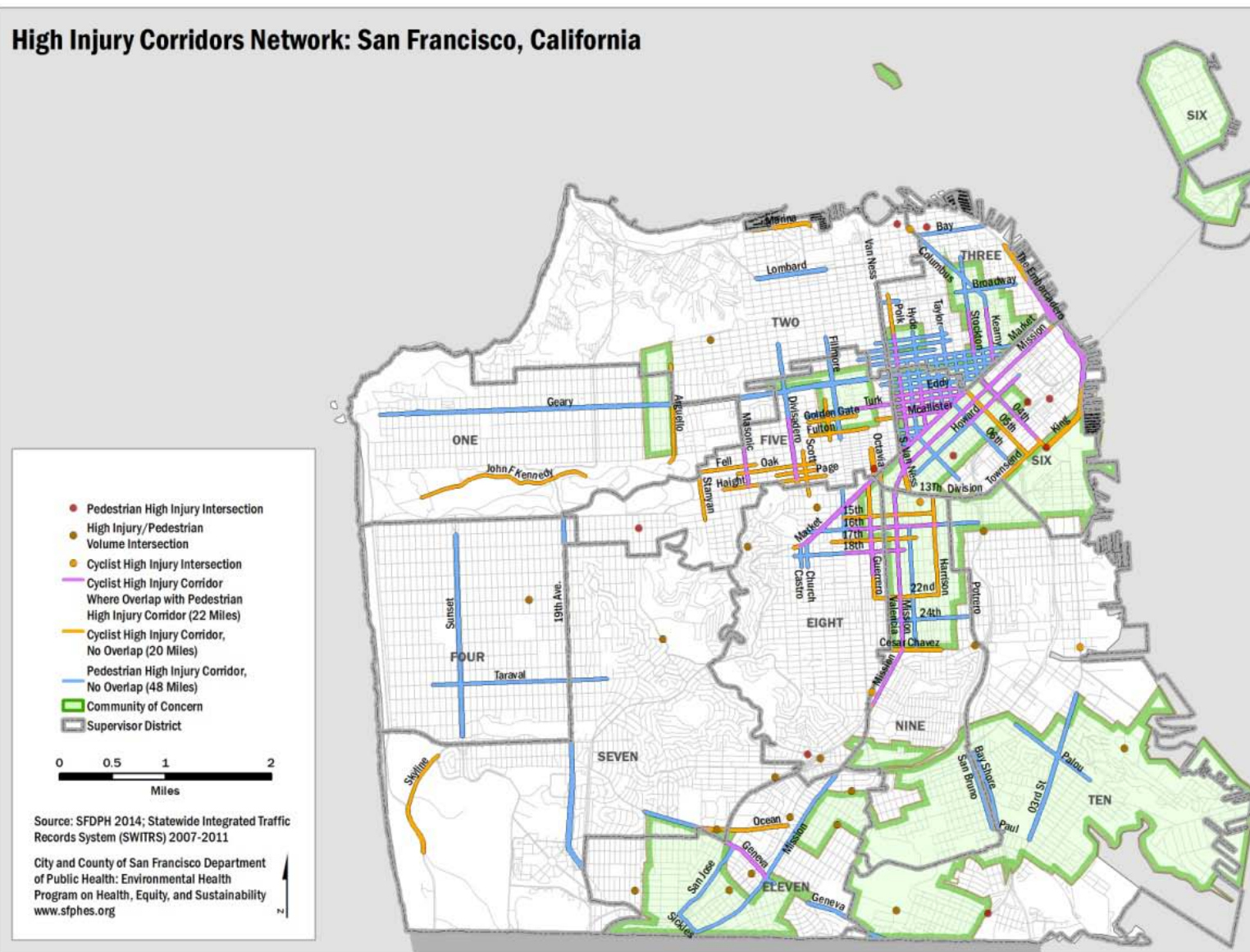


Vision  
Zero SF

**Vision Zero – *What Will it Really Take?***



## High Injury Corridors Network: San Francisco, California

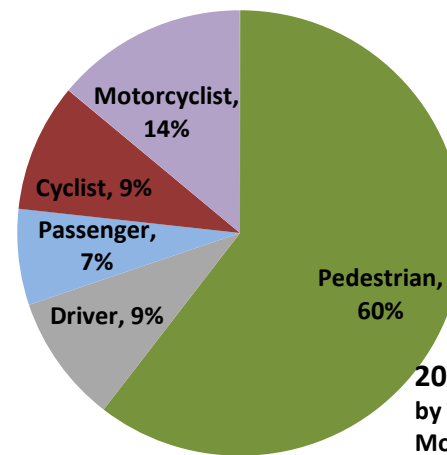
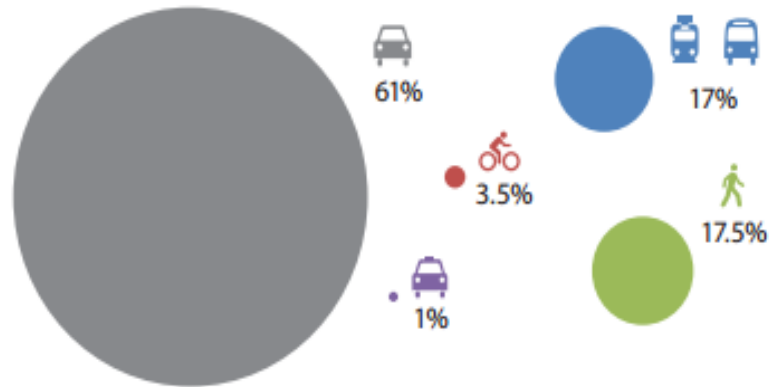


**Vision  
Zero SF**

**Equity: Protecting our most vulnerable**



2010 Primary Transportation Mode  
(All trips begin and end with walking)<sup>1</sup>



2013 Fatalities, %  
by Transportation  
Mode (Medical  
Examiner)



Equity: *Protecting our most vulnerable*



# Vision Zero in San Francisco:

## *0 Traffic Deaths by 2024*

- Vision Zero Task Force - *Co-Chaired by SFPDPH and SFMTA*
  - **Enforcement** - “Focusing on the 5” causes of death and injury for all modes as well as prosecuting traffic crimes
  - **Engineering** – improving streets and sidewalks to increase safety
  - **Education Campaigns** – support larger cultural shift, focus on road safety
  - **Engagement and Advocacy** – community holding City agencies accountable and representing populations disproportionately affected by these tragedies
  - **Evaluation and Analysis** – to monitor progress and target interventions



SFPDPH  
Environmental  
improving environments  
protecting health



SFMTA  
Municipal  
Transportation  
Agency



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT



**Vision  
Zero SF**





# Safety Education Campaigns

San Francisco has a history of offering coordinated safety programs

- Safe Routes to School
- Bicycle education
- Multiple pedestrian safety campaigns

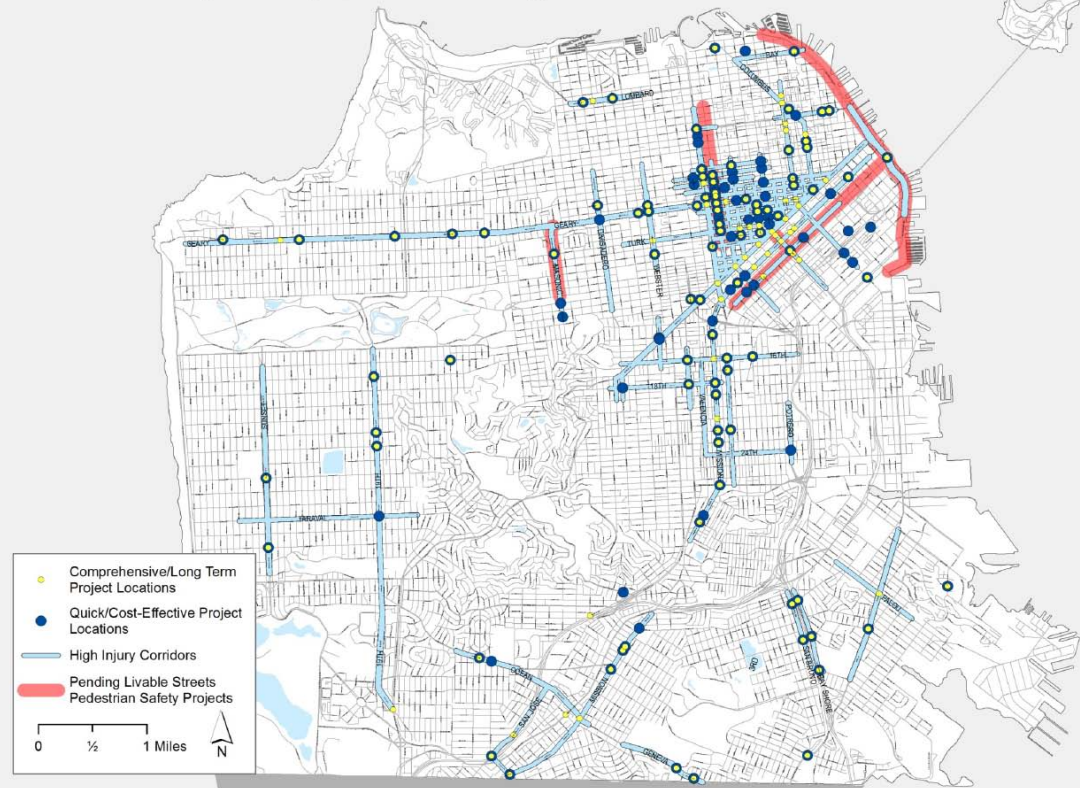
Multiple coordinated efforts underway

- Pedestrian safety and encouragement program (initial roll out June 2014)
- Large Vehicle and Safer Streets
- Comprehensive Safer Streets program
  - Active Transportation Program
  - Prop K funded Bridge Program
  - Working to identify funding for 2014-15 work





## WalkFirst Capital Improvement Program



San Francisco Pedestrian Safety  
Capital Improvement Program:  
A Step Towards Vision Zero  
March 5, 2018



SAN FRANCISCO  
**PLANNING  
DEPARTMENT**



**EFFECTIVENESS: 68%**  
of severe/fatal injuries on High  
Injury Network targeted by  
WalkFirst Pedestrian Safety CIP



**COST: \$50M**  
for implementation of WalkFirst  
Pedestrian Safety CIP



**TIMEFRAME: Years 1–5**  
for implementation of WalkFirst  
Pedestrian Safety CIP

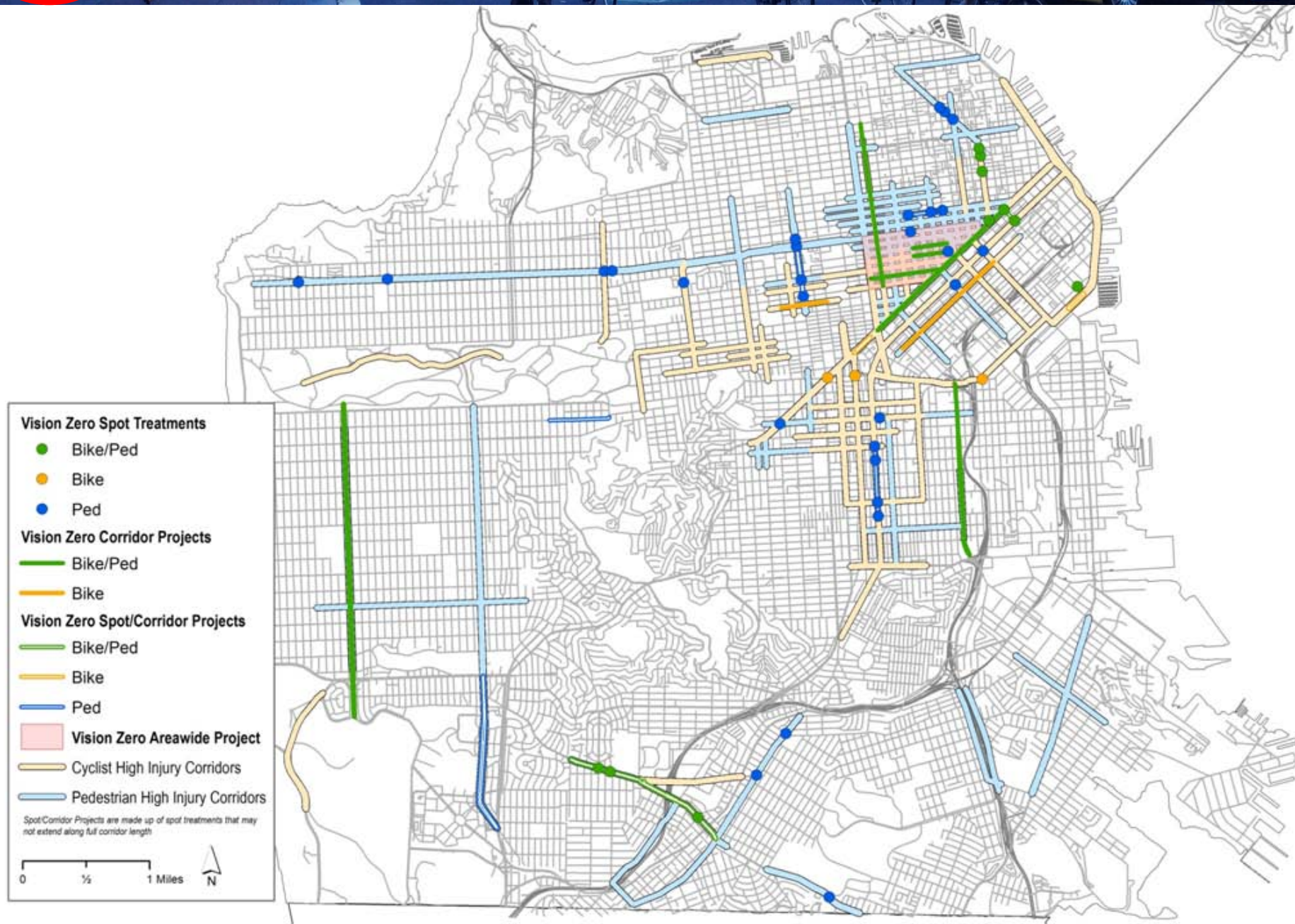
**Vision  
Zero SF**

# Engineering: *WalkFirst*





# Engineering: 24 Projects







# Vision Zero SF

- San Francisco Police Department:
  - Focus on the Five Campaign
  - Other Strategic Enforcement
- San Francisco District Attorney
  - Attorney position for Vehicular Manslaughter





# Surveillance: A more comprehensive approach

- ★ ● Police Data: SWITRS and SFPD Police Data from CrossRoads
- ★ ● 911 EMS Dispatch Data: SFFD, AMR, King American
- ★ ★ ● SFGH Hospital and ER Data: SFGH Trauma Center Data and SF ED Data
- ★ ★ ● Death Data: SF Medical Examiner
- ★ ★ ● Muni Rail Collision Data: SFMTA Transit Safe Database
- ★ ● Environmental and Socio-Demographic Data: SFDPH TransBASE

*SFDPH Epidemiologist Position funded by SFMTA Work Order*

## Strengths:

- More accurate assessment of total numbers injuries and deaths, by location – to inform where resources are targeted, evaluations
- More detailed data to understand the causes and context (environmental factors)
- More detailed data to understand the human health impacts and costs



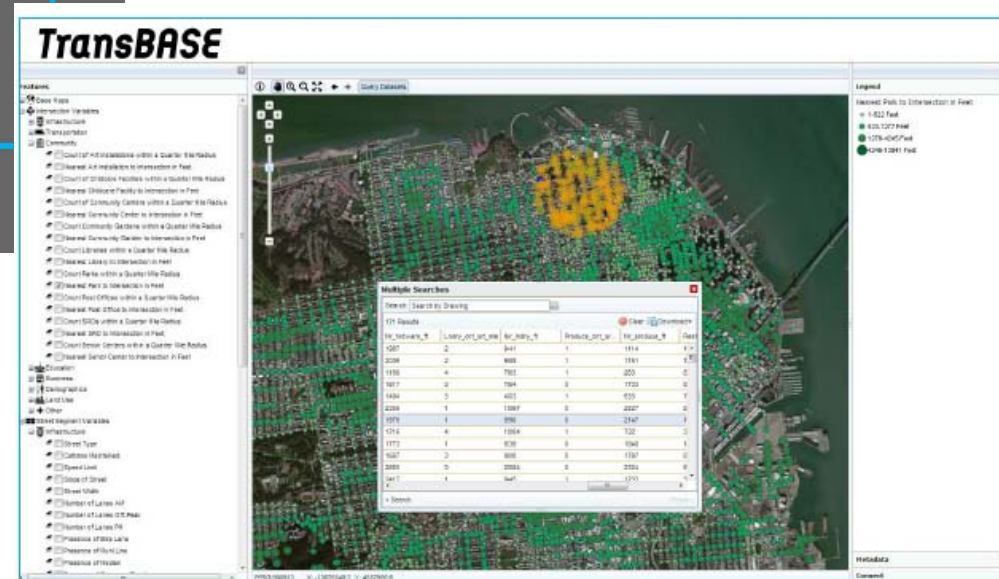
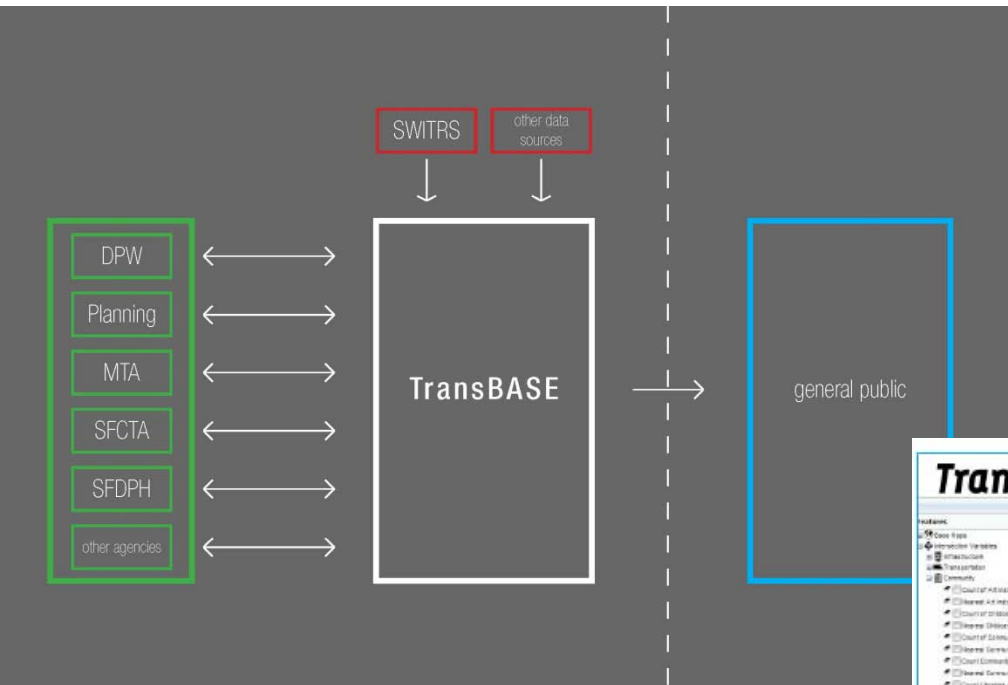
Vision  
Zero SF



# Evaluation and Analysis



# TransBASE: Linking Transportation Systems to our Health







## **Inter-Agency, Community-wide Collaboration:**

- Funding – public and private funds
- Cultural Shift – communication, education, enforcement
- Policy makers - reinforce priority and sense of urgency



**What Will It Take?**

**Vision  
Zero SF**



# Transportation Improvements are Public Health

**Transportation Task Force Recommendation:** Pursue three revenue sources that, when combined, address a significant percentage of transportation improvements – **first step November 2014 Ballot Measures**

| Revenue Source (2013\$)             | 15-Year Annual Average | 15-Year Total    |
|-------------------------------------|------------------------|------------------|
| <b>General Obligation Bond</b>      | \$55 m                 | \$829 m          |
| <b>Vehicle License Fee Increase</b> | \$73 m                 | \$1,100 m        |
| <b>0.50% Sales Tax Increase</b>     | \$69 m                 | \$1,000 m        |
| <b>Grand Total</b>                  | <b>\$197 m</b>         | <b>\$2,929 m</b> |



## Funding



# Vision Zero in San Francisco:

## *0 Traffic Deaths by 2024*

Vision Zero supports:

- Community Health Improvement Plan
- Population Health Division Strategic Plan (draft)
- **Health Commission to consider adoption of Vision Zero Resolution**
  - SFMTA Board has already adopted such a resolution
  - SF Police Department has officially adopted Vision Zero





# Thank you!

**Megan Wier**

**Co-Chair, Vision Zero Task Force**

**Population Health Division**

**Environmental Health Branch**

**Program on Health, Equity and Sustainability**

**[megan.wier@sfdph.org](mailto:megan.wier@sfdph.org)**

**Ana Validzic**

**Population Health Division**

**Community Health Equity & Promotion Branch**

**[ana.validzic@sfdph.org](mailto:ana.validzic@sfdph.org)**

