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

$15 M
annual medical costs related to ped injuries
Medical costs alone are very high.

$564 M
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

By mapping the admitted patients (most costly) according to Supervisorsial 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)

SFDPH Leadership in Pedestrian Safety

- **Interagency Support and Coordination**
  - 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](http://www.sfmayor.org/pedestrianstrategy)
“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.”
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 – What Will it Really Take?
High Injury Corridors Network: San Francisco, California

Vision Zero SF

Equity: Protecting our most vulnerable
Equity: Protecting our most vulnerable
Vision Zero in San Francisco: 
0 Traffic Deaths by 2024

- Vision Zero Task Force - Co-Chaired by SFDPH 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
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

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

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

Evaluation and Analysis
TransBASE: Linking Transportation Systems to our Health

Evaluation and Analysis
Inter-Agency, Community-wide Collaboration:
• Funding – public and private funds
• Cultural Shift – communication, education, enforcement
• Policy makers - reinforce priority and sense of urgency
**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**

<table>
<thead>
<tr>
<th>Revenue Source (2013$)</th>
<th>15-Year Annual Average</th>
<th>15-Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Obligation Bond</td>
<td>$55 m</td>
<td>$829 m</td>
</tr>
<tr>
<td>Vehicle License Fee Increase</td>
<td>$73 m</td>
<td>$1,100 m</td>
</tr>
<tr>
<td>0.50% Sales Tax Increase</td>
<td>$69 m</td>
<td>$1,000 m</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$197 m</strong></td>
<td><strong>$2,929 m</strong></td>
</tr>
</tbody>
</table>
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!

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