Promoting Health,
Preventing Pedestrian Injury

SF Department of Public Health
June 30, 2005
Deaths from Motor Vehicle Crashes in San Francisco, 2001

- Pedestrian: 49%
- Bicyclist: 10%
- Motorcyclist: 18%
- Occupant: 23%

Media Campaigns

- **STOP AT THE RED.**
  You’ll only kill a few seconds.

- Chill out
  Slow down! Chill out! Drive well!
  Aggressive driving is bad for everyone’s health.

- **Take a Brake on Red.**
  SF STOP Red Light Running Campaign

- **SEE PEDESTRIANS**

- **Relax for 30 Seconds**
  Stop at the Red
the next light’s gonna be red too...
SF Traffic Safety Campaign

chill out
Nothing stops them like a smile.

Being seen is being safe.
Feet first.

Pedestrians have the right of way.
We live here!
Please Slow down.
Pedestrian and Traffic Safety Project
Community Grantees

- Boys and Girls Club
- Chinatown CDC
- Excelsior Street Safe
- Haight Ashbury Free Clinic
- International Institute
- RAP Collaborative
- SF Bicycle Coalition
- Senior Action Network
- Tenderloin Housing Clinic
- Walk San Francisco
- Community Youth Center
- San Jose/Guerrero Coalition
- SE Mission Coalition
- OMI Neighbors In Action
- Network for Elders
- Park Presidio Neighbors
- Roe Resnick Lighthouse
- Self Help for the Elderly
- Wu Yee Children’s Services
- Sunset District Neighbors
- Asian Women Resource Center
- Monroe Elementary PTA
- Russian Community Health
- S F State University
- de Avila Elementary PTA
- Visitacion Valley Plan
The Mini-Grants

- DPH mini-grants provide CBOs with funding to conduct traffic safety projects in their own neighborhoods.
- Program staff from the Department of Public Health provide ongoing education, training, and technical assistance to all participating CBOs and community residents.
1. IISF developed a Pedestrian Safety Handbook and translated it into Bosnian, Chinese, Russian, Spanish and Vietnamese.

2. IISF conducted *Pedestrian Safety 101, Preventing Dangerous Accidents*, and *Becoming an Advocate* workshops for the Bosnian, Russian, and Vietnamese immigrant communities.

3. Participants conducted planning meetings to discuss, prioritize, and plan pedestrian safety advocacy activities.
Rose Resnick LightHouse

1. Recruited diverse blind and visually impaired individuals mobile in the Civic Center neighborhood

2. A prioritized list of hazardous intersections was developed & distributed to city agencies

3. LightHouse also provided traffic safety materials in alternative formats

4. Produced a PSA educating the general public on how to assist blind and visually impaired pedestrians cross the street safely
1. worked with neighborhood merchants to minimize infringement of the sidewalk space

2. documented the frequency of unsafe pedestrian travel before and after the implementation

3. provided pedestrian safety interventions to other Chinatown community-based organizations.
Greater West Portal Neighborhood Association

- did extensive community outreach
- conducted a charrette study of the West Portal neighborhood
- developed a prioritized action plan to implement 3 study recommendations
Senior Action Network

- extensive community outreach in Visitation Valley
- planned, developed, and implemented community education plans
- conducted major public demonstrations to raise community awareness
Join with the Visitacion Valley Pedestrian Safety Collaborative to take action to calm our streets and protect our walkers.

Comment on this plan at our:

**Town Hall Meeting**

1:30 PM  Friday, November 21

Visitacion Valley Community Center, 66 Raymond St.

**Action Steps**

CALL YOUR SUPERVISORS and MAYORAL CANDIDATES: Ask for a comprehensive plan for Vis Valley street repairs, crosswalks, pedestrian signals, safe bus stops and bus routes for all.
El Plan de Peatones de la Misión está por concluirlase

Por Jennifer López

Las calles de San Francisco pronto serán más seguras para caminar, gracias al Departamento de Estacionamiento y Tráfico (DET) y al Departamento de Salud Pública (DSP). Ambas dependencias han estado trabajando de cerca con la comunidad para que el Plan de Seguridad de Peatones del Sureste de la Misión se convierta en realidad.

El informe también indicó en el 2001, que los choques de automóviles son la segunda causa de muerte en San Francisco. Según Francisco, la Asociación Sureste de la Misión para Mejoramiento, así como dos escuelas del área, las escuelas primarias Buena Vista y la Leonard Flynn, además, se efectuó una encuesta en la comunidad con el objetivo de determinar cuáles intersecciones eran evitadas por los residentes y las propuestas que éstos indicaban para mejorarlas.

Fran Taylor, quien reside en el área, se ha mantenido alejada de este proceso, al cual denominó “muy largo”. Junto con otros residentes de la Misión, la Asociación Sureste de la Misión para Mejoramiento, así como dos escuelas del área, las escuelas primarias Buena Vista y la Leonard Flynn, realizó una encuesta en la comunidad con el objetivo de determinar cuáles intersecciones eran evitadas por los residentes y las propuestas que éstos indicaban para mejorarlas.

Soon the streets of San Francisco will be safer to walk along thanks to the Department of Parking & Traffic (DPT) and Department of Public Health (DPH) working closely with the community to make the Southeast Mission Pedestrian Safety Plan a reality.

In the coming months the DPT & DPH will be seeking the approval of the final plan from the Municipal Transportation Agency Board.

The SE Mission Pedestrian Plan is aimed to improve walking safety and convenience on the rectangle of streets made by Portero Avenue, Cesar Chavez, 24th and Mission Streets. The plan includes extra curb bulb intersections, ladder crosswalks, additional yellow zones, pedestrian countdown signals, pedestrian refuge islands, and additional enforcement of meter zones, red light running and speeding. The overall cost of the plan is an estimated $3.2 million with a loss of 18 parking spaces. A majority of the funding will come from Proposition K, the 7% sales tax to fund transportation improvements that was approveded the DPT and DPH into action. In 2003, the DPT and DPH received an Environmental Justice grant from Caltrans to develop the Southeast Mission Pedestrian Safety Plan. The DPT managed the transportation planning and engineering, while DPH managed outreach and provided data collection and analysis. The DPH held monthly meetings with a neighborhood-based working group that included neighborhood residents, SF General Hospital representatives, the SE Mission Improvement Association, and two area schools (Buena Vista and Leonard Flynn Elementary Schools). A community survey was also conducted to determine which intersections residents avoided and what improvements they’d like to see. The final draft is being prepared after the DPT & DPH worked with other city departments, businesses, property owners, and the public.

Resident Fran Taylor has been apart of this “snail-like” process along with other frustrated residents she has been pushing the DPT and DPH to get past the planning stages. “We need to speak loudly and enforce pedestrian safety, bicycle improvements, and community Muni service. It’s time to get them to commit to something.”
Acknowledgement

These projects are a part of the California Traffic Safety Program and were made possible through the support of the California Office of Traffic Safety, State of California, and the National Highway Traffic Safety Administration.

The opinions, findings, and conclusions expressed in this presentation are those of the authors and not necessarily those of the State of California, the National Highway Traffic Safety Administration, or the Federal Highway Administration.