REPORT TO THE HEALTH COMMISSION

2019 ACTION STRATEGY UPDATE

March 19, 2019

Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco.
SAN FRANCISCO ADOPTED VISION ZERO IN 2014

Vision Zero Cities

A Vision Zero City meets the following minimum standards:
- Sets clear goal of eliminating traffic fatalities and severe injuries
- Mayor has publicly, officially committed to Vision Zero
- Vision Zero plan or strategy is in place, or Mayor has committed to doing so in clear time frame
- Key city departments (including Police, Transportation and Public Health) are engaged.
23 TRAFFIC-RELATED DEATHS IN 2018

People Killed While Walking  People Killed While Biking  People Killed in Vehicles

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>14</td>
<td>15</td>
<td>16</td>
<td>11</td>
<td>12</td>
<td>17</td>
<td>9</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>12</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>2006</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2007</td>
<td>24</td>
<td>11</td>
<td>1</td>
<td>12</td>
<td>13</td>
<td>17</td>
<td>8</td>
<td>12</td>
<td>9</td>
<td>7</td>
<td>7</td>
<td>12</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>2008</td>
<td>13</td>
<td>17</td>
<td>17</td>
<td>17</td>
<td>16</td>
<td>21</td>
<td>21</td>
<td>21</td>
<td>20</td>
<td>20</td>
<td>16</td>
<td>14</td>
<td>15</td>
<td>15</td>
</tr>
</tbody>
</table>

Vision Zero adopted

Second least deadly year in history

*2018 fatality counts are preliminary

Least deadly year in history

*2018 fatality counts are preliminary
San Francisco Vision Zero

Data Systems

Safe Streets
- Engineering complete streets projects
- Traffic calming in neighborhoods

Legislative Agenda

Safe People
- Educating and raising awareness about street safety
- Enforcing traffic laws

Safe Vehicles
- Using technology to ensure a safe system

Transportation Authority Vision Zero Committee
Community & City Vision Zero Task Force
CORE PRINCIPLES

Saving Lives
Safety and the preservation of human life is our highest priority.

Prevention
Traffic deaths are preventable and unacceptable.

Equity
The transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities.

Speed
People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.

Safe Streets
Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.

Safe People and Safe Vehicles
Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.
UPDATING THE ACTION STRATEGY

2015
What is Vision Zero?

2017
Defining a Safe Systems Approach

2019
Eliminating Traffic Deaths in S.F.
ENGAGING OUR COMMUNITY

NEW IDEAS

Share your ideas for new Vision Zero action items.
This idea is for:
- Safe People
- Safe Streets
- Safe Vehicles

Name and Organization (optional):
WHAT WILL IT TAKE TO GET TO ZERO?
WHAT WILL IT TAKE TO GET TO ZERO?

- Strategic Actions
- Transformative Policies
- Complementary Goals

Equity Focus
ADVANCING COMPLEMENTARY CITY GOALS
TRANSFORMATIVE POLICY AGENDA

- Automated Enforcement
- Pricing and Reducing Vehicle Miles Travelled
- Urban Speed Limit Setting
- Local Regulation Of Transportation Network Companies
EQUITY FOCUS

Deepening community engagement with community leaders and local stakeholders to ensure that strategic actions reduce injury inequities and do not exacerbate existing inequities.

Prioritizing and monitoring improvements on the high injury network, in Communities of Concern, and where there are concentrations of severe/fatal injuries to seniors and people with disabilities and other vulnerable populations to address historic differences in resource allocation.

Ensuring Vision Zero transformative policies consider and address equity impacts on vulnerable populations, including the impact of fines and fees on low income residents.

Implementing data-driven, culturally competent, multilingual education, engagement and enforcement campaigns targeted in impacted areas.

Developing and institutionalizing an injury surveillance system to ensure the most complete data is available for all people injured and analyzing by vulnerable populations and sharing the data with the public.
STRATEGIC ACTIONS

Safe Streets

• Install 8 miles annually of **high-impact sustainable travel lanes**
• Reduce project delivery timelines on **5 corridors in 2 years**
• Complete **near-term improvements** (signal timing and crossing markings) at **all intersections on the High Injury Network**
• Improve **accessibility and protected bikeway designs** and share with our partners
• **Evaluate effectiveness** on 5 corridor projects annually
STRATEGIC ACTIONS

Safe People

- Develop and implement a high visibility education and enforcement campaign on cannabis and driving safety
- Convene city and community stakeholders to identify needs, secure funding to engage people with disabilities
- Engage seniors and service providers through multi-lingual presentations
- Provide coordinated crisis response to every traffic fatality, including engineering improvements, support for victims’ families, community outreach
Safe Vehicles

- Evaluate emerging mobility pilots – such as e-scooters – with focus on safety outcomes
- Develop and release Autonomous Vehicle Technology and Vision Playbook with key stakeholders
- Establish guidelines for incorporating safety features in specifications for new vehicle purchases
- Issue annual report on city employees using city fleet driving behavior trends
STRATEGIC ACTIONS

Data Systems

• **Update High Injury Network in 2021** using hospital (ZSFGH) and police data

• **Issue an annual research brief** to address injury inequities related to vulnerable populations to inform policies, projects, programs

• **Integrate SFPD Collision Data into Crime Data Warehouse** for timely, efficient reporting and sharing of SFPD-reported injury collisions

• **Issue an annual report on Severe Injuries** utilizing hospital (ZSFGH) and police data
Working since 2014 to develop, institutionalize and utilize comprehensive injury data in support of strategic research and analyses for Vision Zero SF.

Diverse group:
- Epidemiologists
- Trauma surgeons
- Emergency physicians
- Nurses
- Geospatial analysts
- & other key staff
Baseline Conditions – 2021/2024 Targets

- Fatalities
- Sustainable Travel Lane Miles Installed
- Safety Treatment Miles installed
  - On High Injury Network and Communities of Concern
- SFPD Citations Issued for Five Most Dangerous Traffic Violations (%)
- Outreach: Media Impressions, Community Events, Translation/Interpretation
- Community Awareness (%)
- Youth and Senior Programming, Non-English Languages
- DPH Grants for Community Engagement
PARTNERSHIP: CITY, COMMUNITY + REGIONAL, STATE
SFDPH ACKNOWLEDGEMENTS

SAN FRANCISCO
DEPARTMENT OF PUBLIC HEALTH

PATRICIA ERWIN
STEPHANIE FELDER
MAX GARA
CHERYLANN MARTIN
DEVAN MORRIS*
SHAMSI SOLTANI*
MIMI TAM*
DONGMEI TAN
MEG WALL SHUI*
ANA VALIDZIC
VERONICA VIEN
MEGAN WIER*
SPENCER WILLIAMS
JULIE WONG

ZUCKERBERG SAN FRANCISCO
GENERAL HOSPITAL

DR. CHRIS COLWELL*
LILLIAN LI*
ADAOBI NWABUO*
SUE PETERSON*
DR. REBECCA PLEVIN*
DR. ERIC SILVERMAN*
DR. CLEMENT YEH*

* MEMBERS OF THE VISION ZERO INJURY
PREVENTION RESEARCH COLLABORATIVE
Thank you.

Megan Wier
Vision Zero Co-Chair and Director, Program on Health, Equity and Sustainability
Megan.Wier@sfdph.org

Chava Kronenberg
Vision Zero Co-Chair and Pedestrian Program Manager
Chava.Kronenberg@sfmta.com

Ryan Reeves
Vision Zero Program Lead, SFMTA
Ryan.Reeves@sfmta.com

VisionZeroSF.org