



**VISION  
ZERO  
SF**

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Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

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# **VISION ZERO:** ***ELIMINATING TRAFFIC DEATHS BY 2024***

**APRIL 5, 2016**

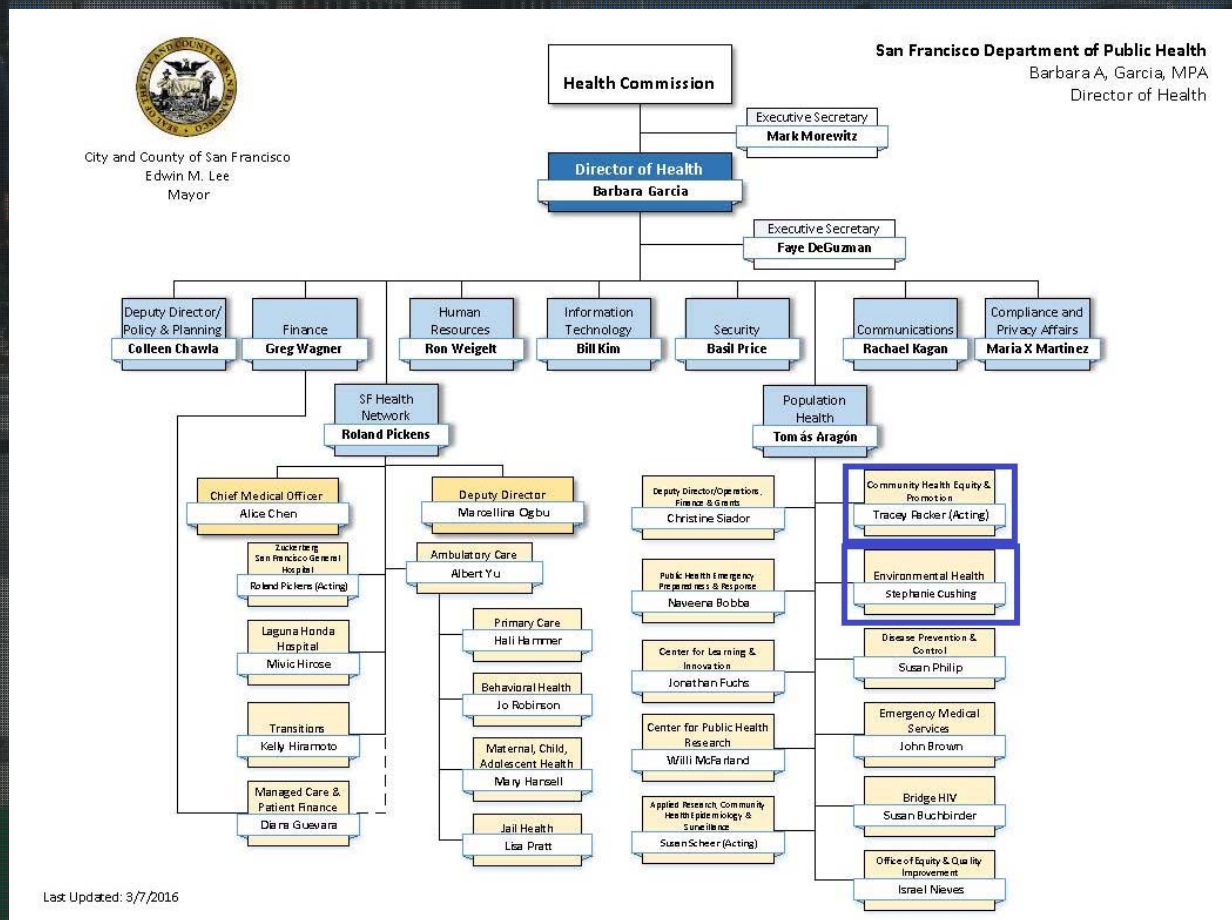
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**PRESENTERS: ANA VALIDZIC AND LEILANI SCHWARCZ  
POPULATION HEALTH DIVISION, SFDPH  
KATIE ANGOTTI, SF MUNICIPAL TRANSPORTATION AGENCY**



# WHAT IS VISION ZERO SF?

## The Goal: Zero traffic deaths in San Francisco by 2024.





## CITYWIDE TASK FORCE: CO-CHAIRLED BY SFDPH AND SFMTA

- **Engineering** – improving streets and sidewalks to increase safety
- **Education Campaigns** – supporting larger cultural shift, focus on road safety
- **Enforcement** – “focusing on the 5” causes of death and injury for all modes as well as prosecuting traffic crimes
- **Evaluation and Monitoring** – monitoring progress, targeting interventions
- **Policy** – advancing awareness, enabling programs/projects that support zero deaths
- **Engagement and Advocacy** – holding City agencies accountable and representing populations disproportionately affected by these tragedies



SFMTA  
Municipal  
Transportation  
Agency



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT







## SUMMARY OF PROGRESS IN 2015

### Engineering

- 30 projects in 24 months: **completed**
- 13 miles of safety treatments
- High Injury Network as prioritization tool

### Education

- “It Stops Here” Campaign
- Safe Routes to School
- Large Vehicle Drivers’ Training Program

### Enforcement

- Increase in “Focus on the Five” citations
- Implementation of e-citation technology

### Evaluation

- Transportation-related Injury Surveillance System
- TransbaseSF.org
- Evaluation of “It Stops Here” Campaign Completed

### Policy

- Automated Speed Enforcement

### Engagement

- Mini-grants to CBOs serving communities on high injury corridors



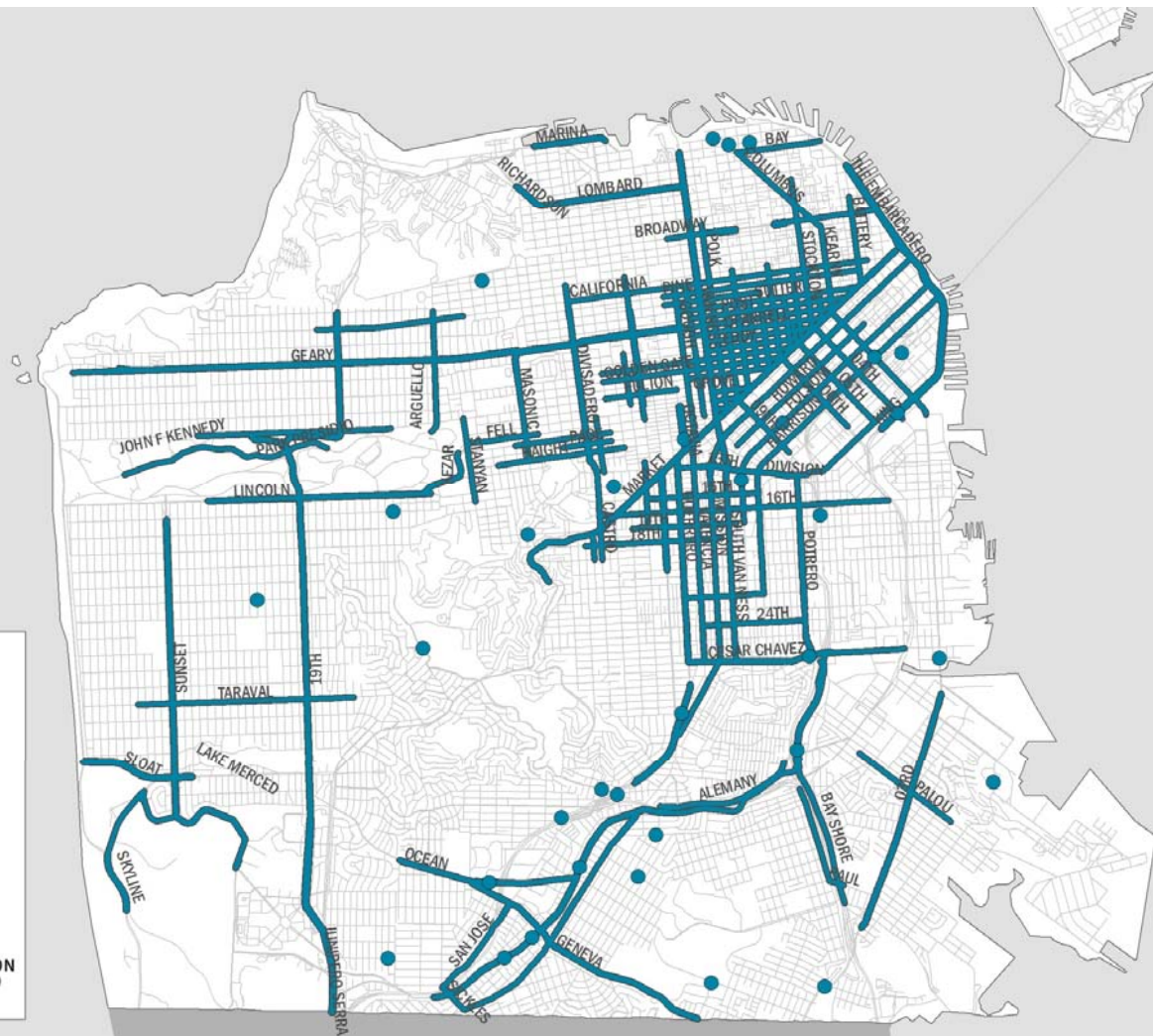
# VISION ZERO HIGH INJURY NETWORK (SWITRS 2008-2012)

12% of street miles\*

## Severe/Fatal Injuries:

- 70% People in Vehicles
- 76% People on Motorcycles
- 72% People Walking
- 74% People Riding Bikes

\* non-freeway

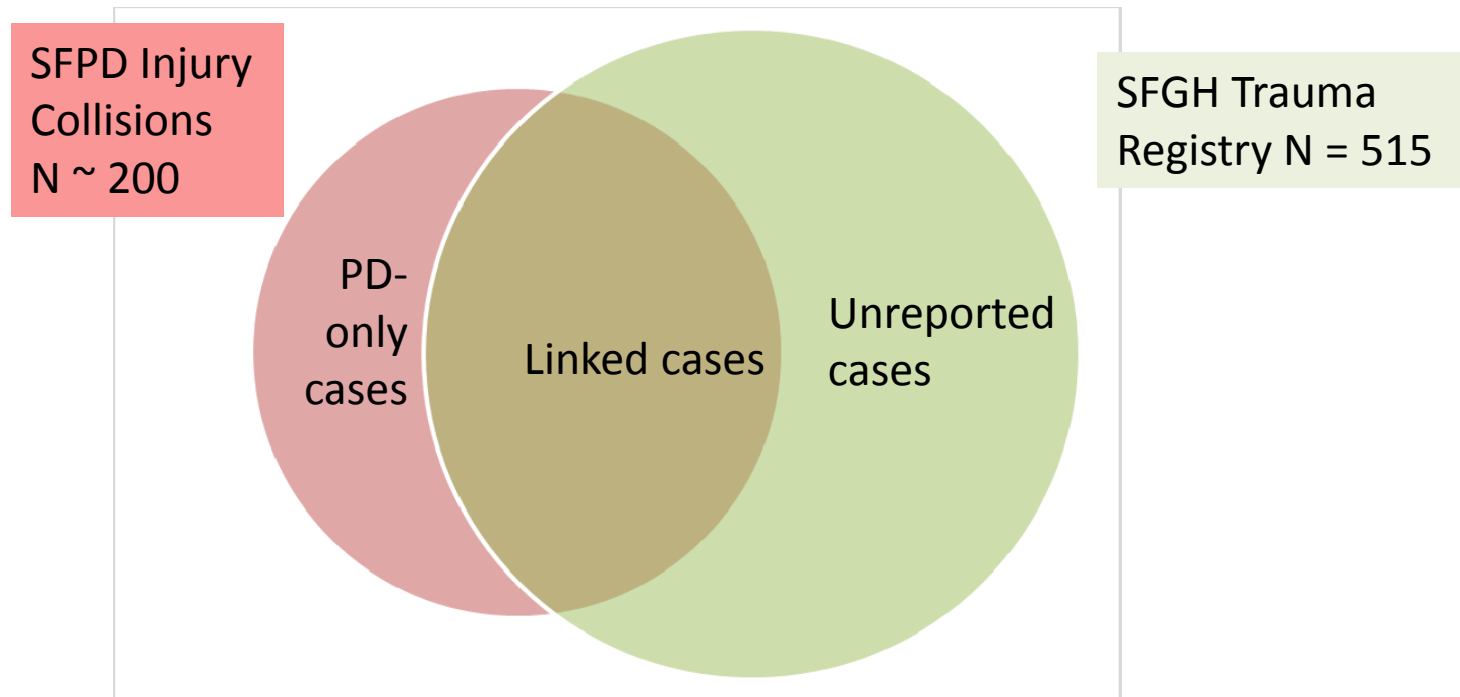


● Vision Zero High Injury Intersection  
— Vision Zero High Injury Network  
 Freeways (grade separated) and their associated injuries are not represented.

0 0.5 1 2  
 Miles

Source: SFDPH 2014; Statewide Integrated Traffic Records System (SWITRS) 2008-2012  
 City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability - www.sfpbes.org

# TRANSPORTATION-RELATED INJURY SURVEILLANCE SYSTEM

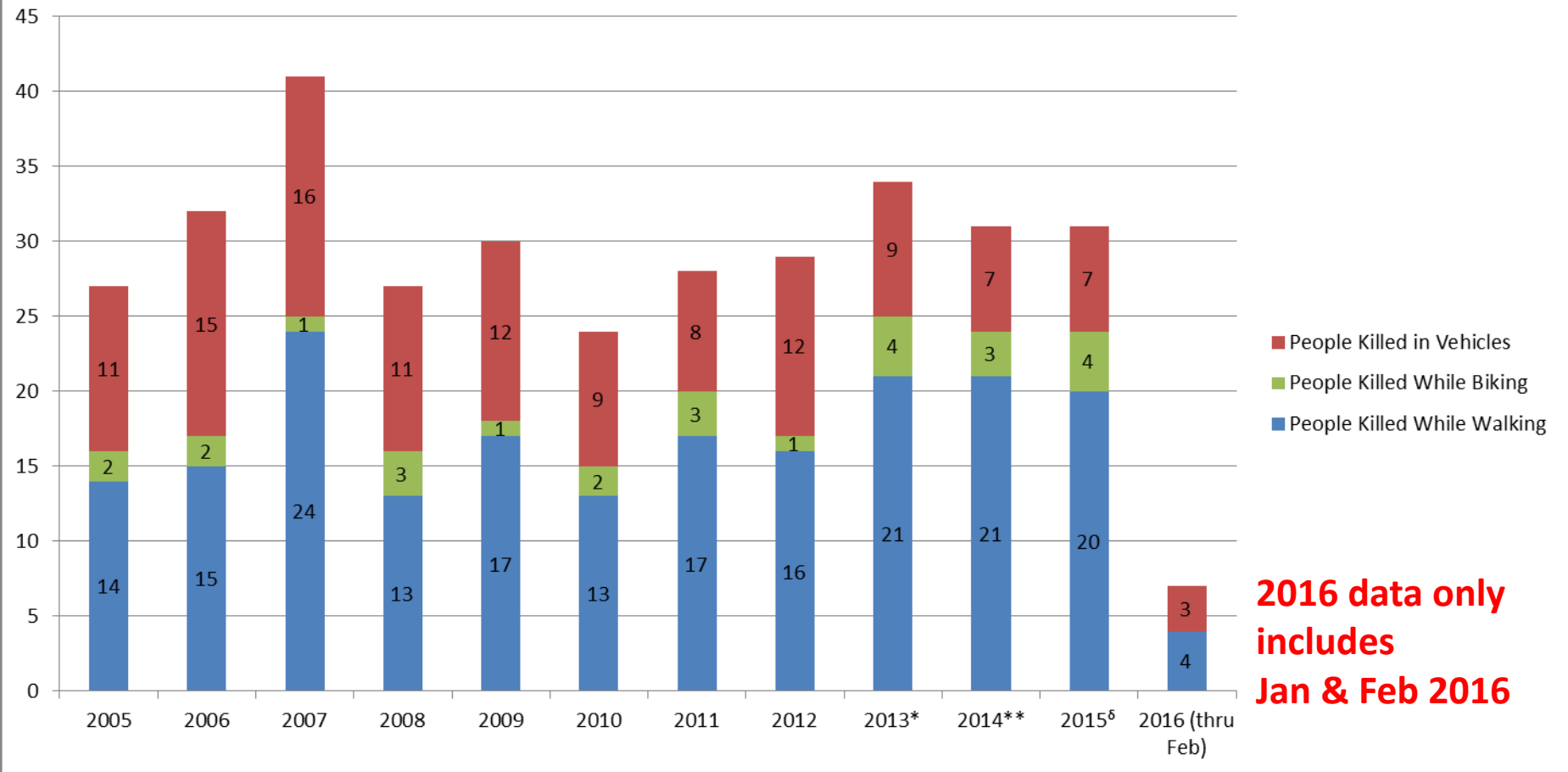


**Goal:**

- Merge multiple data sources to document full extent of traffic-related injuries
- Map missing data in order to update Vision Zero High Injury Network



### San Francisco Traffic Deaths, 2005-2015



See notes on last page



# Severe Injuries at SFGH Trauma Center

**515**

Patients  
with Severe  
Traffic  
Injuries

**1/5 seniors**



**28 children**



**45%**

Of all trauma registry patients  
sustained a transportation-  
related injury

**6 days**







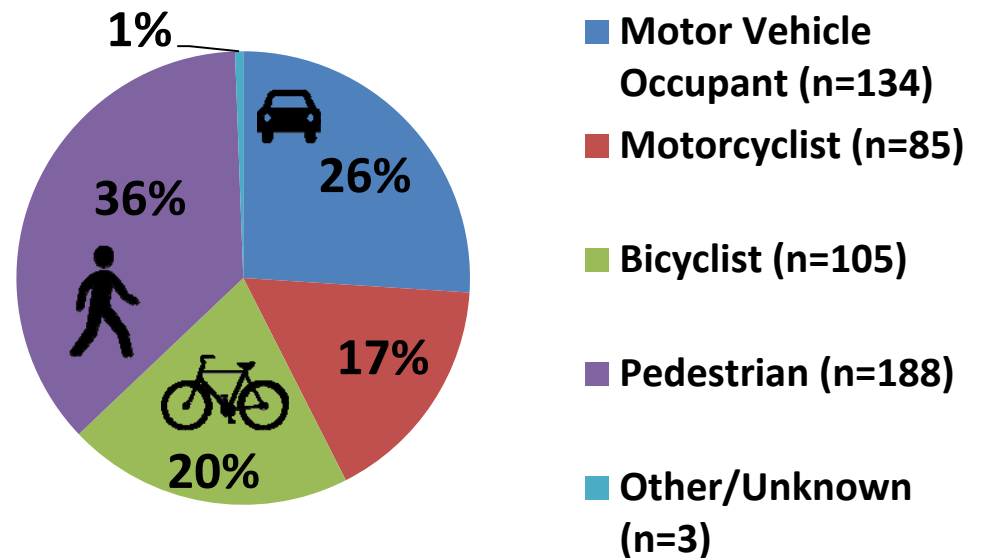
# The Toll: 515 Patients in 1 Year

**16** admitted patients died

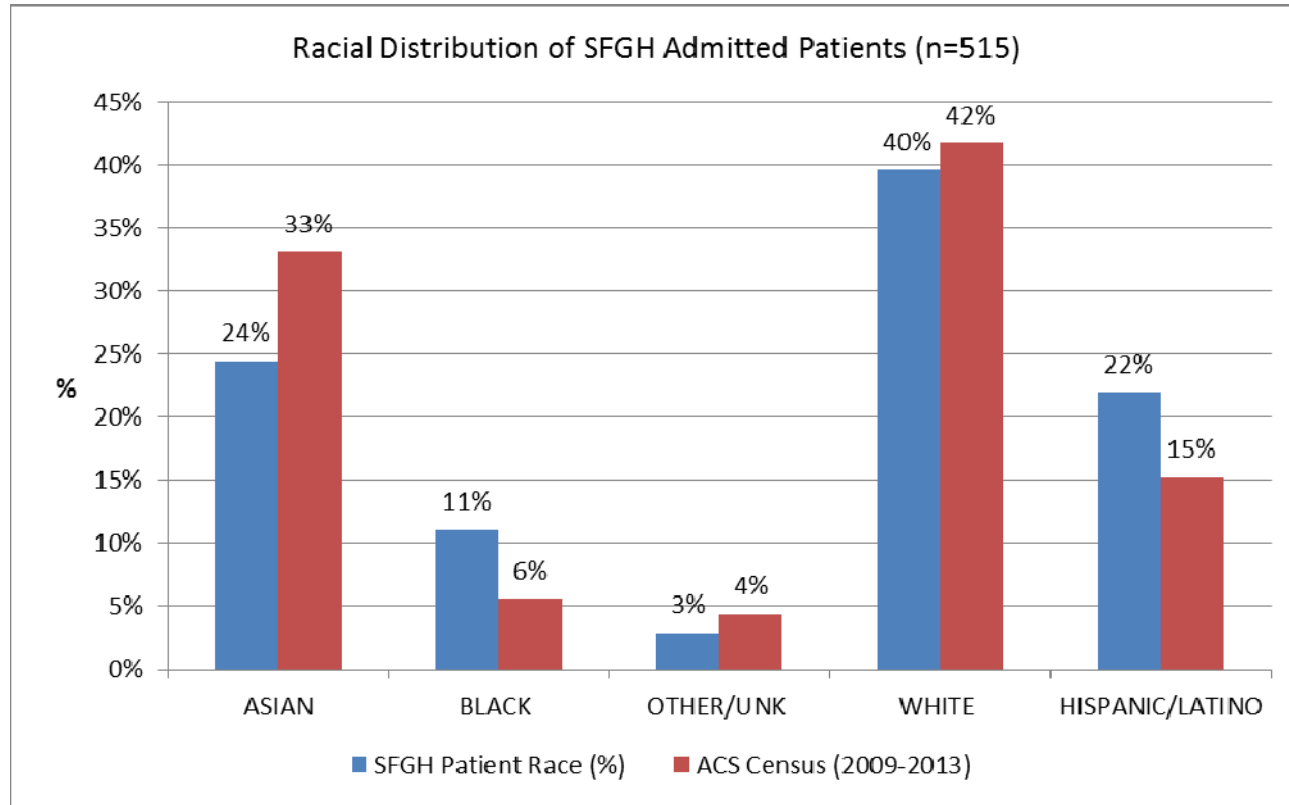


**55%** of patients charged medical bills to public funds, while 41% charged to private insurance

Severe Injuries by Road User Type



# Demographics: Gender & Race



- 70% of severe traffic injury victims are male
- Blacks and Hispanics are disproportionately affected by severe traffic injuries



## COMMITTING TO ACTION IN 2016

### Education

- Safe Streets for Seniors
  - Grant program to CBOs
- Safe Speeds Campaign
- SafetyTown

### Enforcement

- “Focus on the 5”
- E-citation technology

### Engineering

- Safety treatments on 13 miles of high-injury streets per year

### Evaluation & Monitoring

- Surveillance System
  - linkages and mapping
- Update central data source to incorporate severe injuries (TransBASESF.org)
- Evaluation of Safe Speeds Campaign

### Policy

- **Automated speed enforcement**

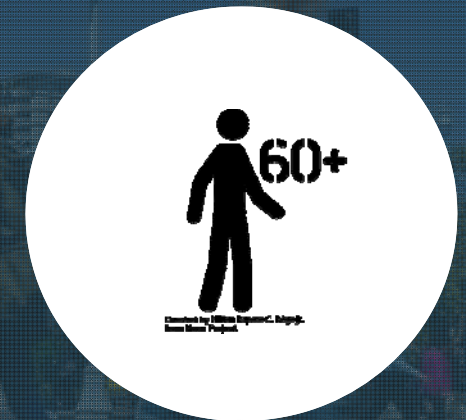
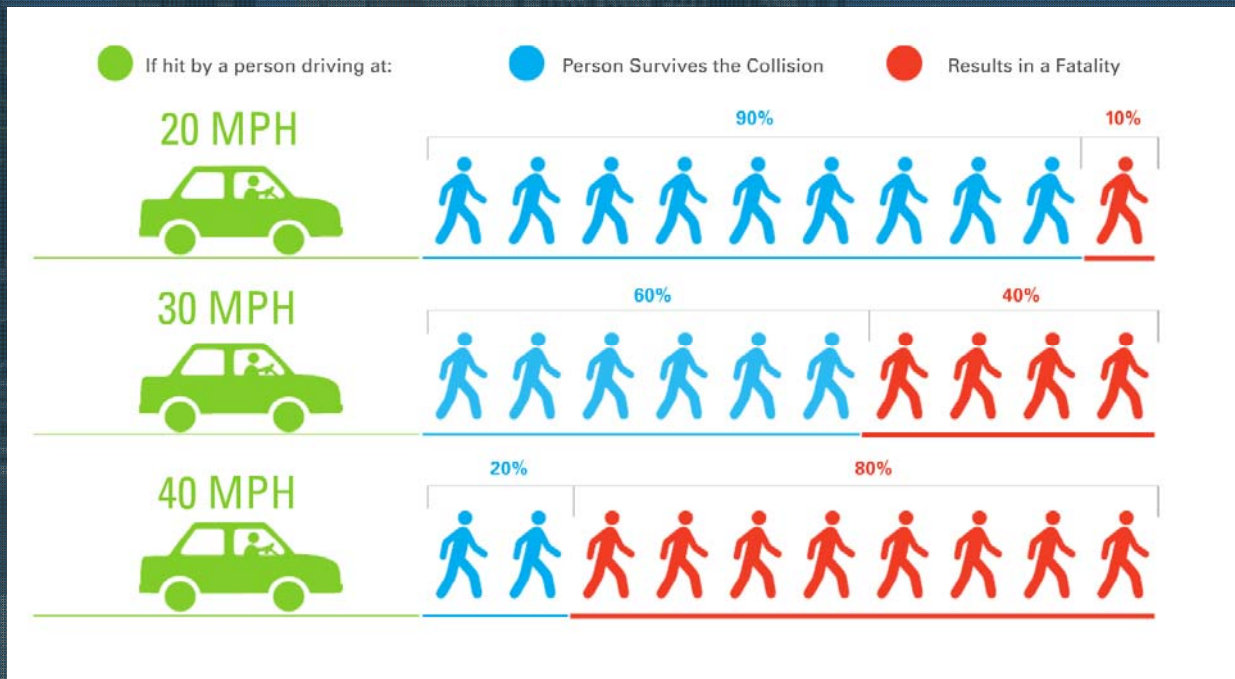
### Engagement & Advocacy

- Continue meetings & outreach
- Engage impacted communities



# POLICY: AUTOMATED SPEED ENFORCEMENT

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FATALITY RISK INCREASES

## SPEEDING IS #1 FACTOR IN FATAL TRAFFIC COLLISIONS

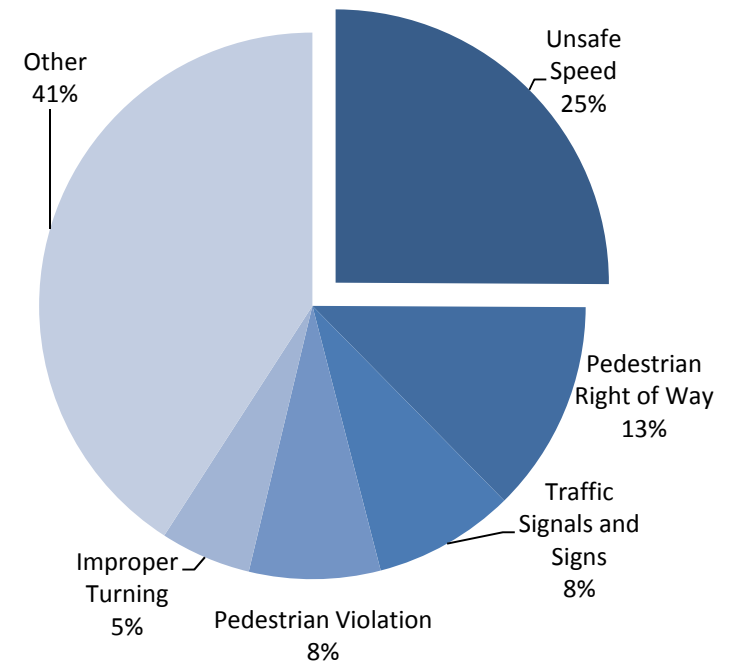




# SPEED KILLS IN SAN FRANCISCO



### Top Factors in Traffic Collision Fatalities





# 140 COMMUNITIES IN 14 STATES

Portland  
**30%**

Decrease in speeding vehicles

Denver

**28%**

Decrease in average speed

Chicago

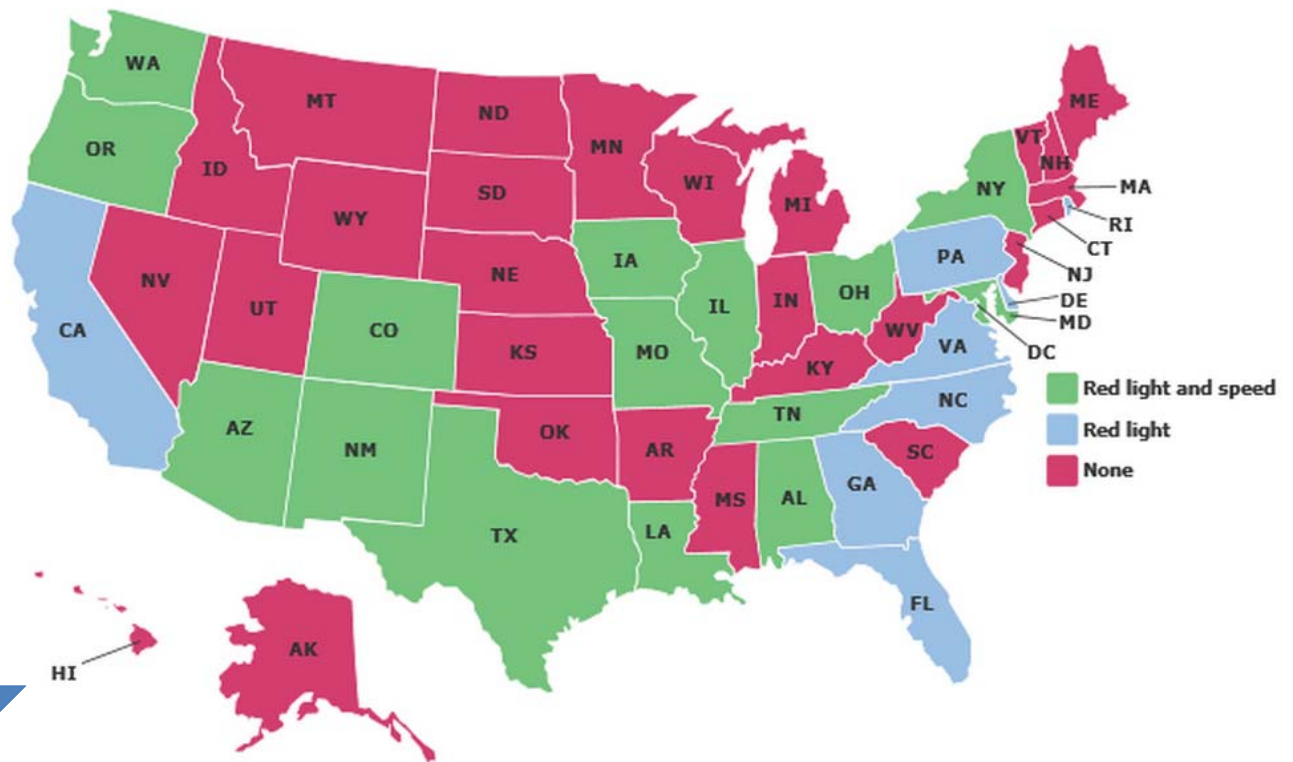
**31%**

Decrease in the # of violators per passing vehicle

New York City

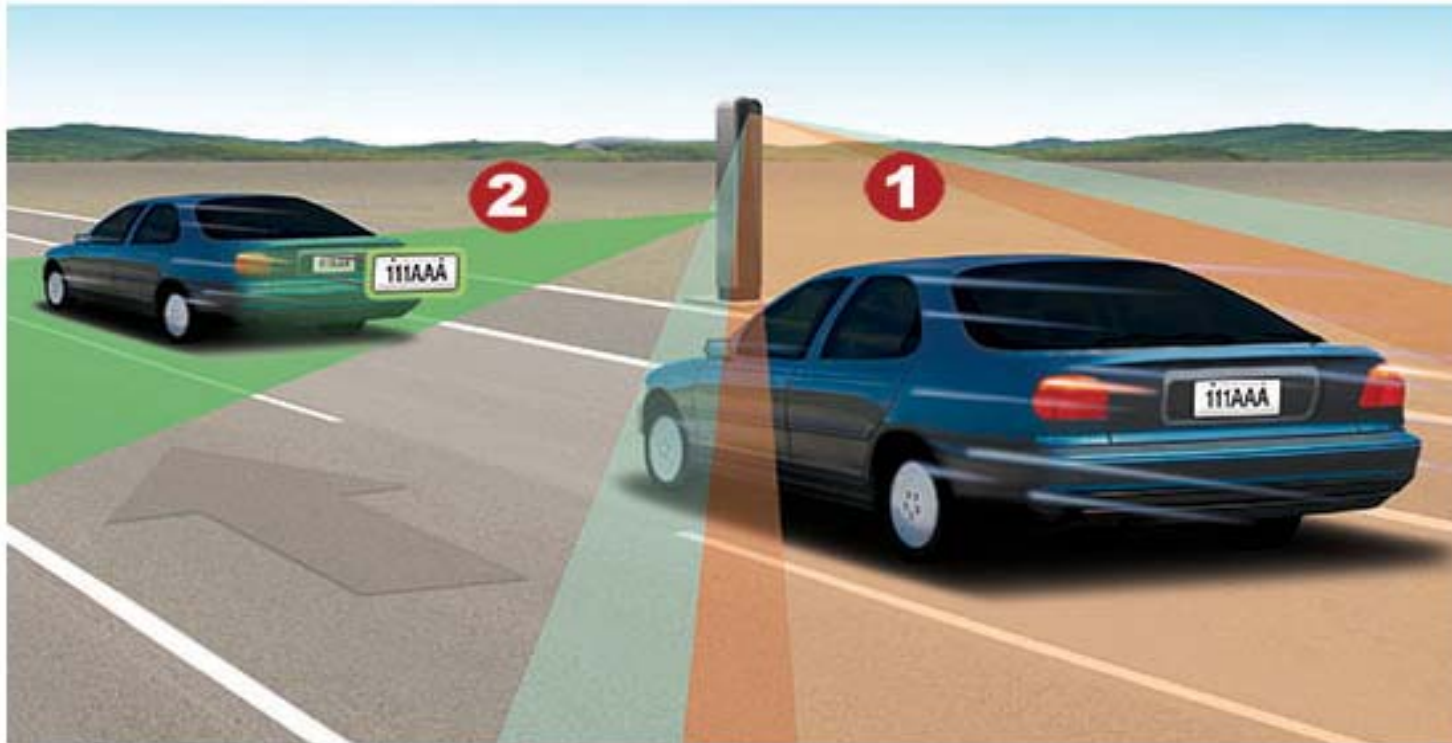
**13%**

Decrease in collisions with injuries near cameras sites





# HOW DOES IT WORK?



1. Vehicle enters the primary and secondary speed radar beams. Each beam individually measures the speed of the vehicle and both readings must agree within a pre-determined tolerance.
2. If the vehicle speed is detected above the approved speed limit, an image is taken of the vehicle with a close-up of the license plate for review and processing.



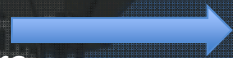
# AUTOMATED SPEED ENFORCEMENT MYTHS

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## IMPACT

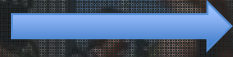
*"Camera enforcement won't slow drivers down."*



Proven to reduce speeds

## PRIVACY

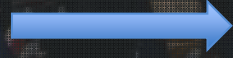
*"I don't want pictures taken of me."*



System set up to only photograph license plate

## REVENUE USE

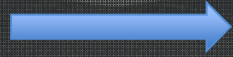
*"This is another revenue initiative for the City."*



It is not about money, it is about saving lives

## TECHNOLOGY

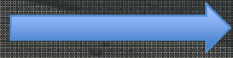
*"There is a problem with the camera."*



Cameras are calibrated

## FAIRNESS

*"Why are you targeting me?"*



Drivers have the information & opportunity to obey the law



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# VISION ZERO SFDPH POINTS OF CONTACT

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## NOTES

### Notes for Slide 5

NOTE: SWITRS data was used to report traffic deaths from 2005-2012, restricting to San Francisco City Streets jurisdiction, including streets that intersect with freeways (i.e., fatalities occurring at freeway ramps in the City jurisdiction).

\*Traffic Deaths from 2013 by SFPD.

\*\*Traffic Deaths from 2014 are reported using the Vision Zero Traffic Fatality Protocol based on data from the Office of the Medical Examiner and SFPD and include 2 pedestrian/light rail vehicle-related deaths that are not routinely reported in SWITRS data.

øTraffic Deaths from 2015 are reported using the Vision Zero Traffic Fatality Protocol based on data from the Office of the Medical Examiner and SFPD and include 1 pedestrian/light rail vehicle-related deaths that are not routinely reported in SWITRS data.

**Traffic Deaths from 2016 only include fatalities from January and February 2016.**