



**VISION
ZERO
SF**

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

VISION ZERO:

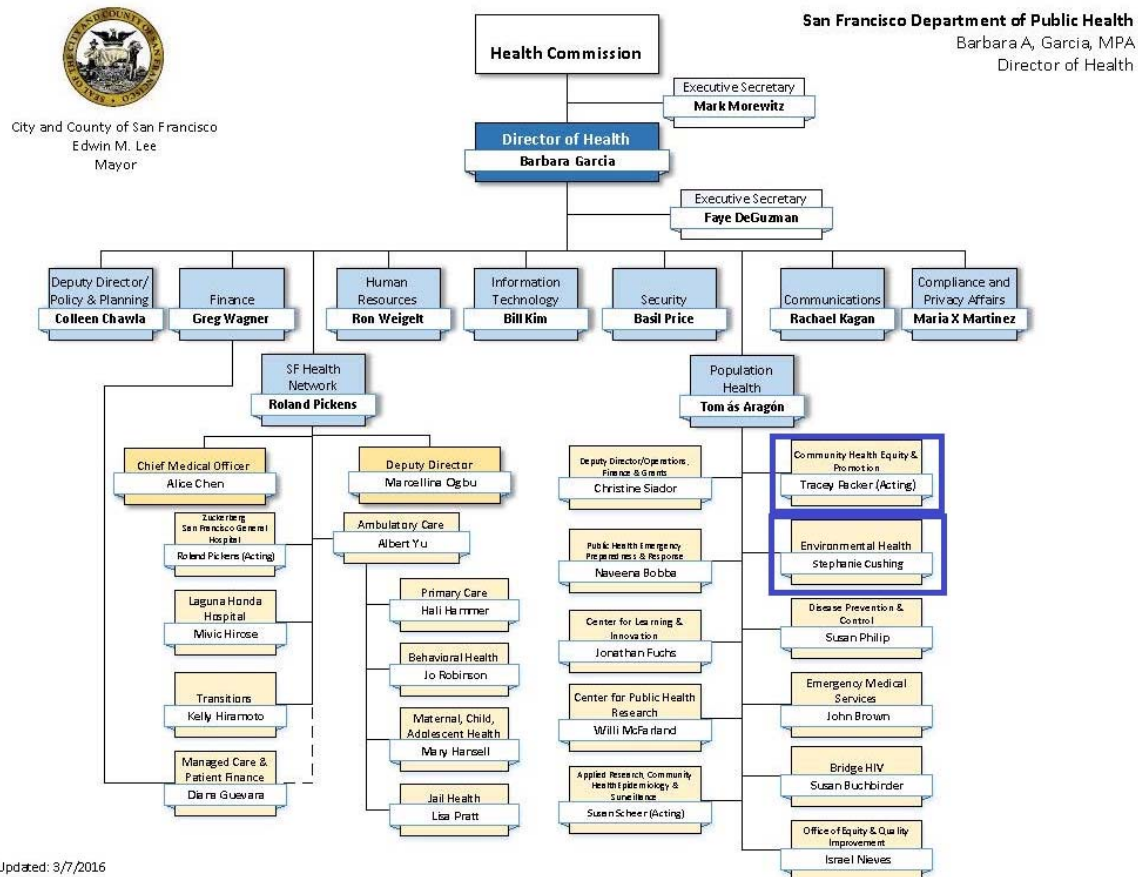
ELIMINATING TRAFFIC DEATHS BY 2024

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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:

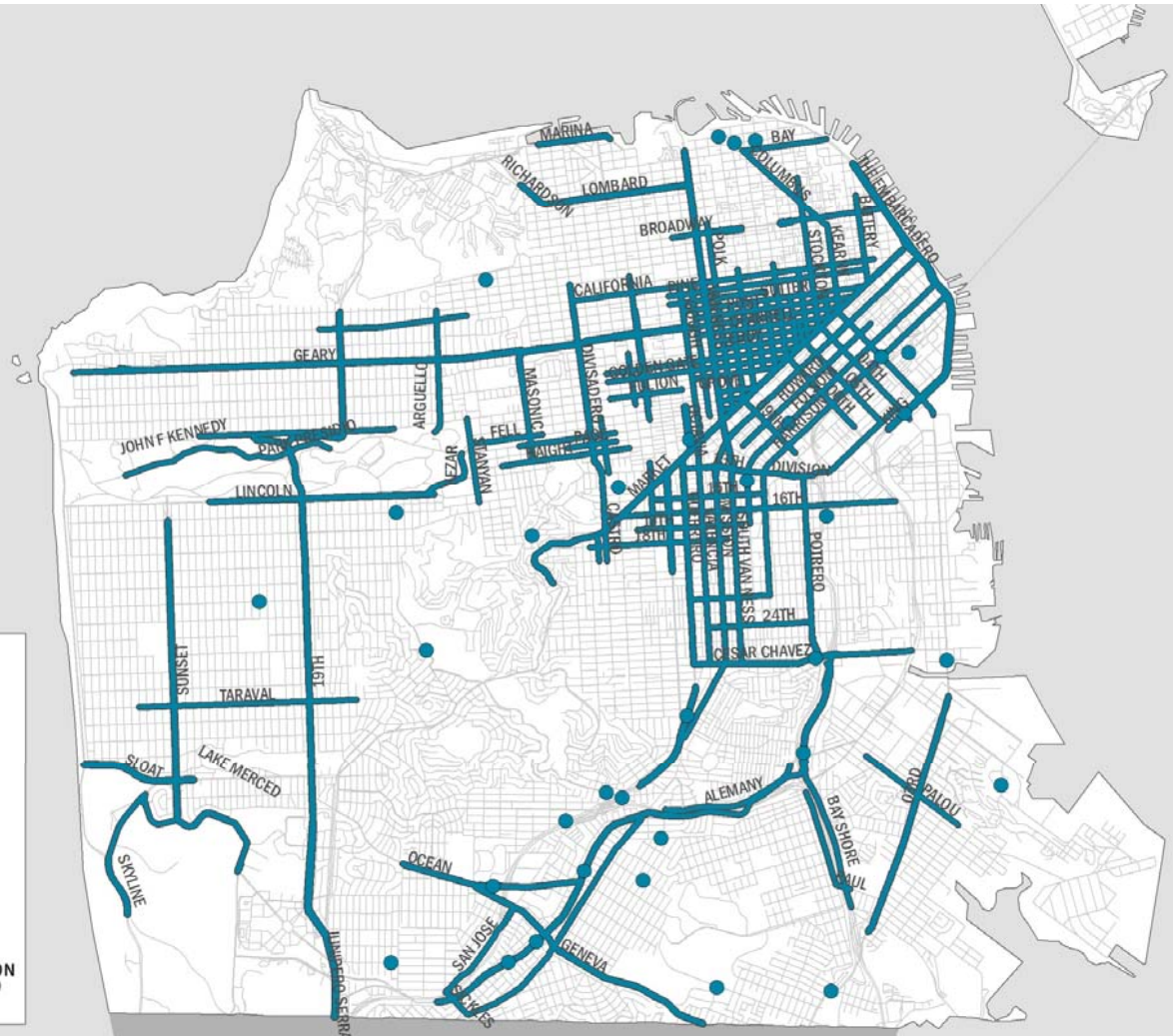
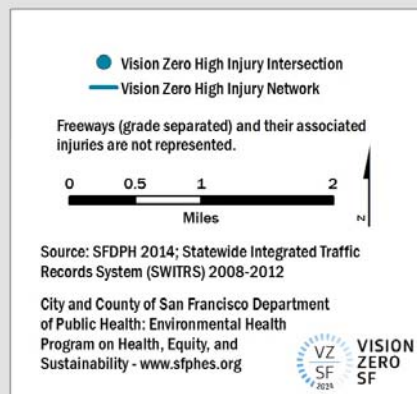
70% People in Vehicles

76% People on Motorcycles

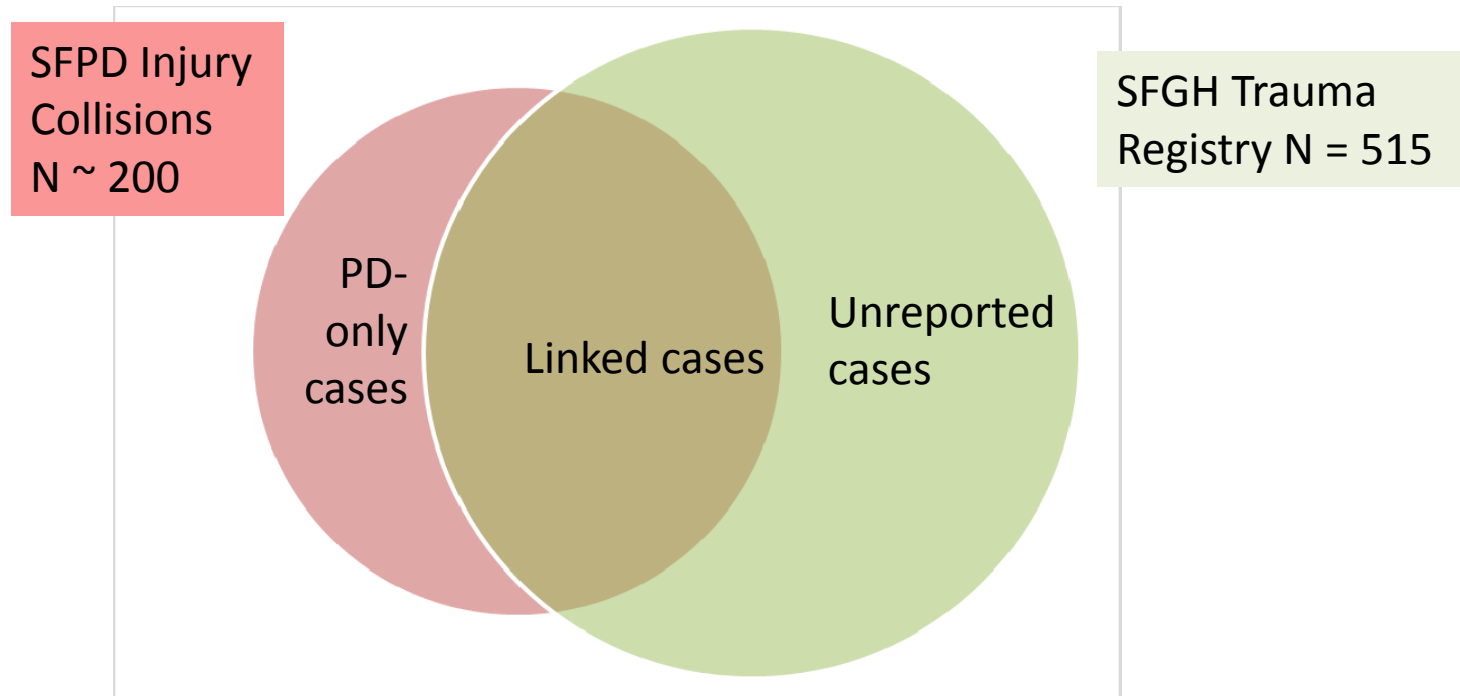
72% People Walking

74% People Riding Bikes

* non-freeway



TRANSPORTATION-RELATED INJURY SURVEILLANCE SYSTEM

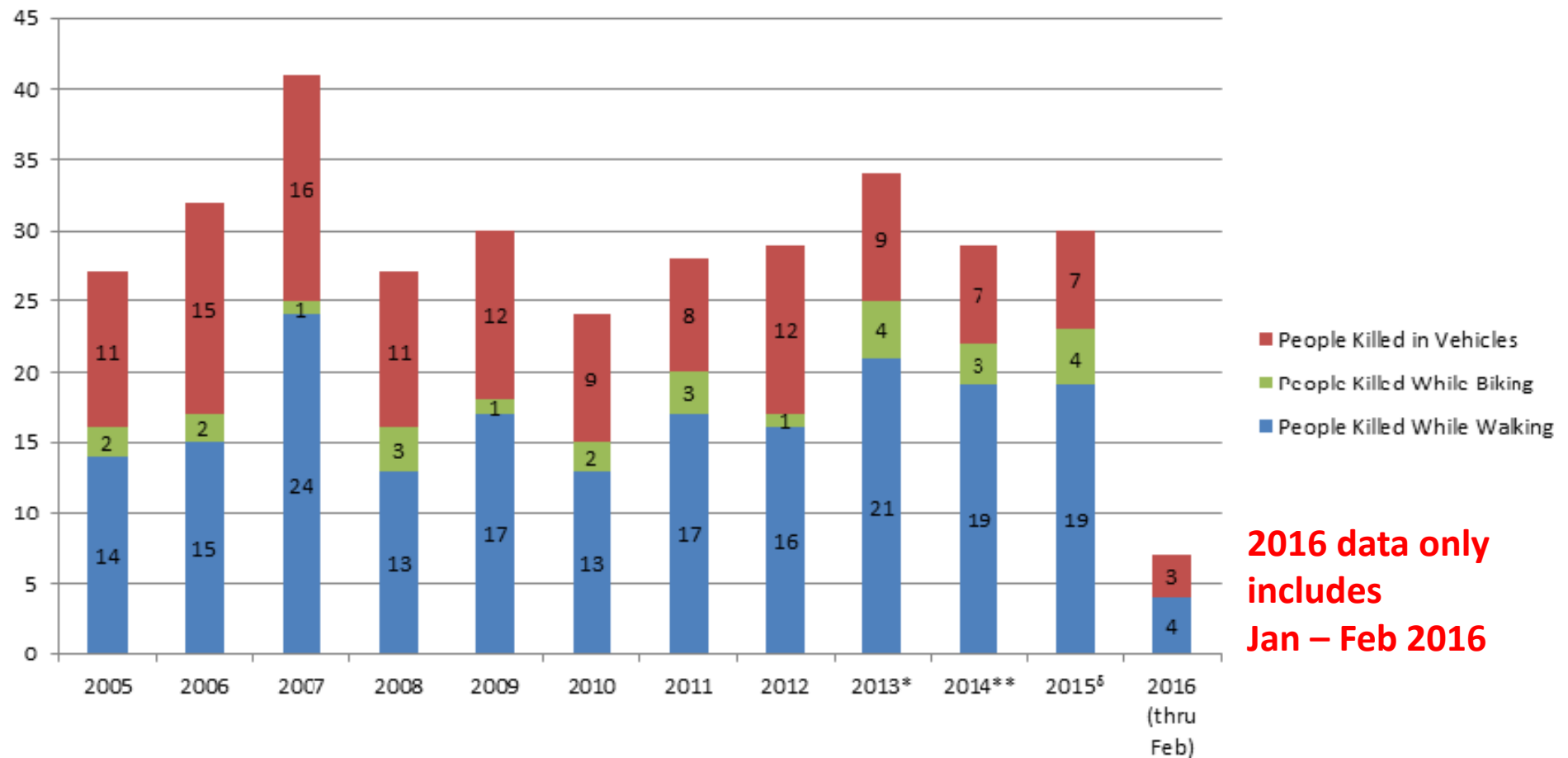


Goal:

- 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, 2005-2016



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



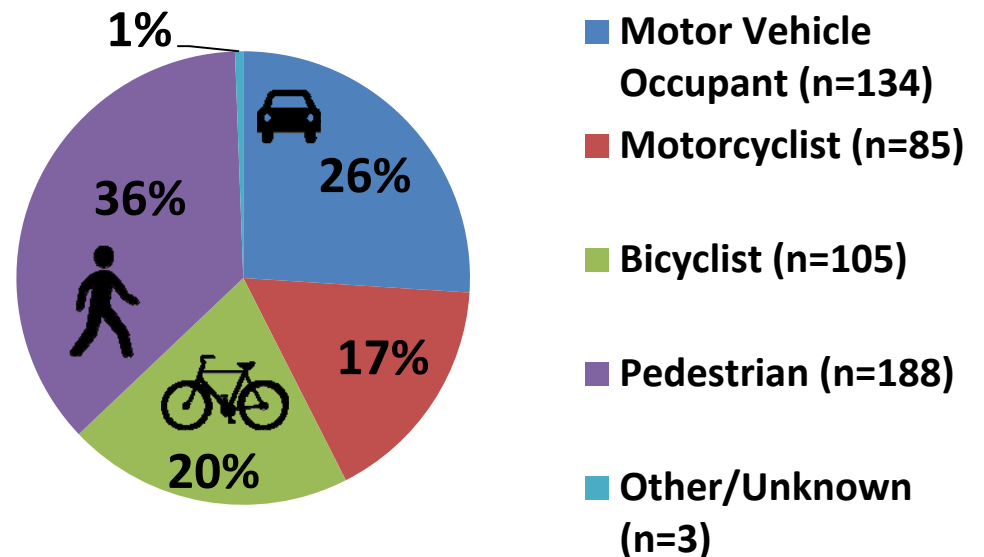
The Toll: 515 Patients in 1 Year

16 admitted
patients died

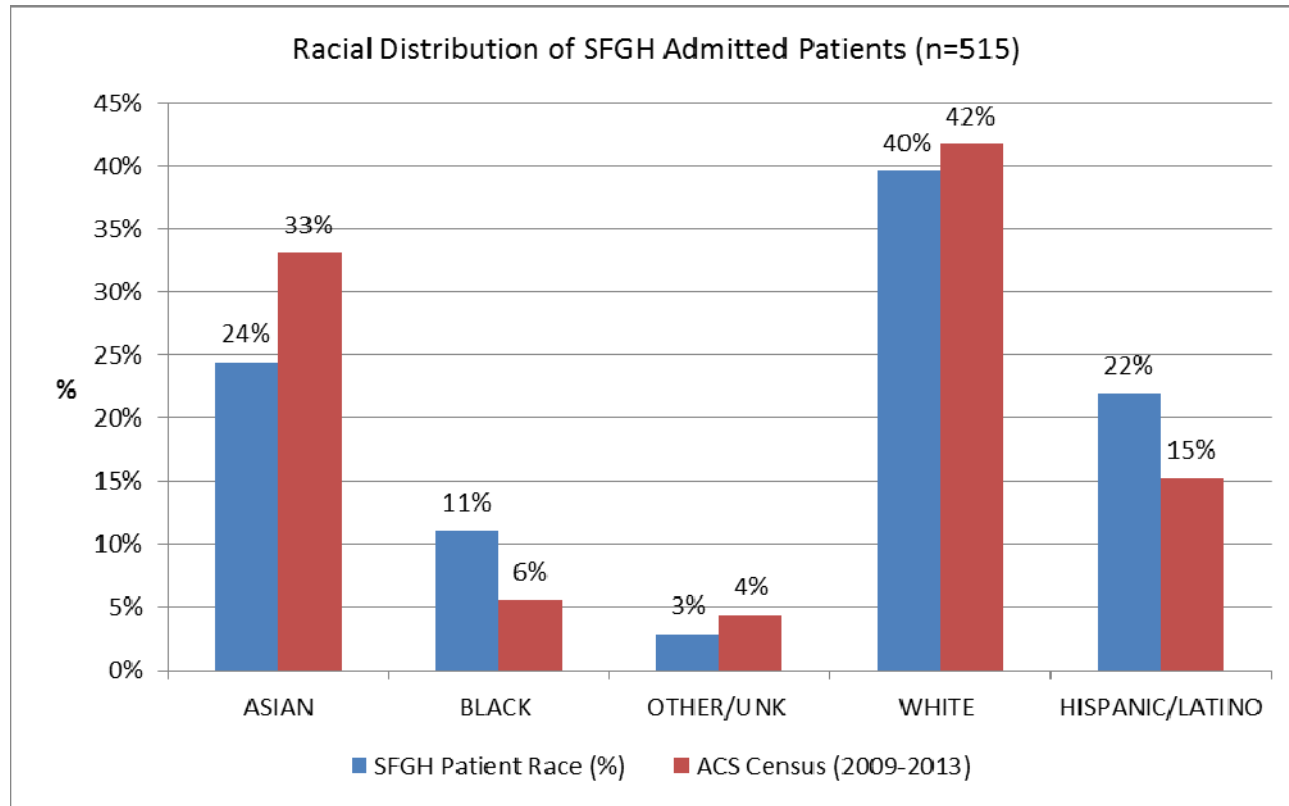


55%
of patients charged
medical bills to public
funds, while 41% charged
to private insurance

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

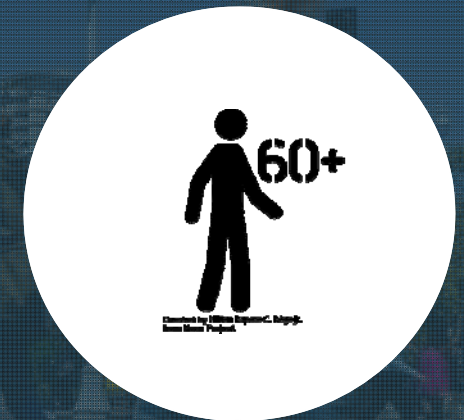
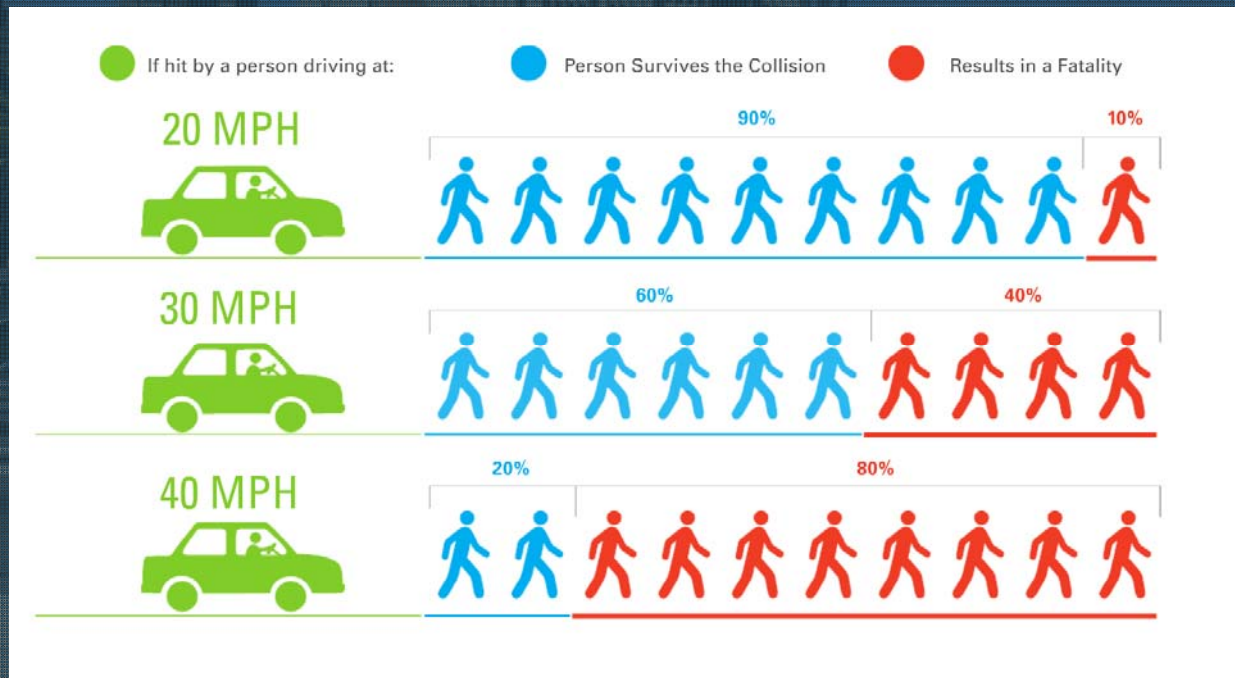
- **Automated speed enforcement**

Engagement & Advocacy

- Continue meetings & outreach
- Engage impacted communities

POLICY: AUTOMATED SPEED ENFORCEMENT

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FATALITY RISK INCREASES

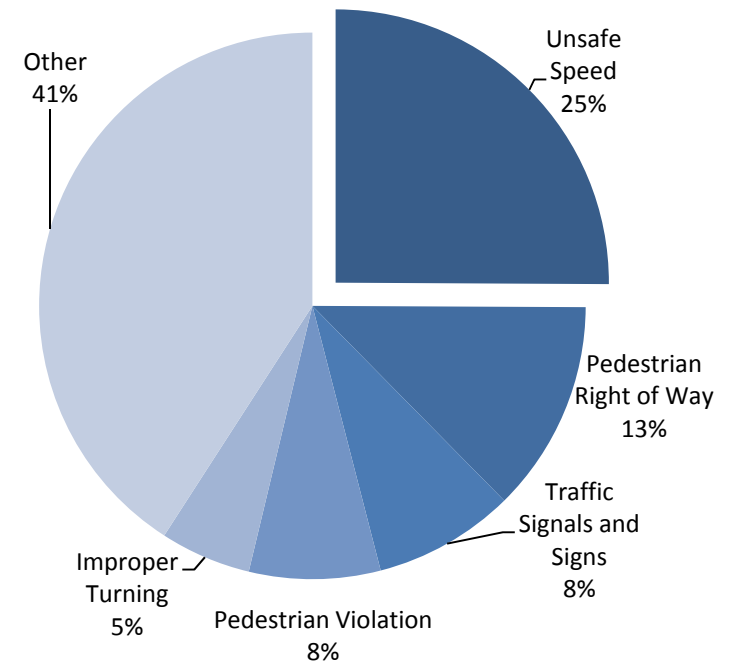
SPEEDING IS #1 FACTOR IN FATAL TRAFFIC COLLISIONS



SPEED KILLS IN SAN FRANCISCO



Top Factors in Traffic Collision Fatalities





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AUTOMATED SPEED ENFORCEMENT USED NATIONWIDE

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Portland

30%

Decrease in speeding vehicles

Denver

28%

Decrease in average speed

Chicago

31%

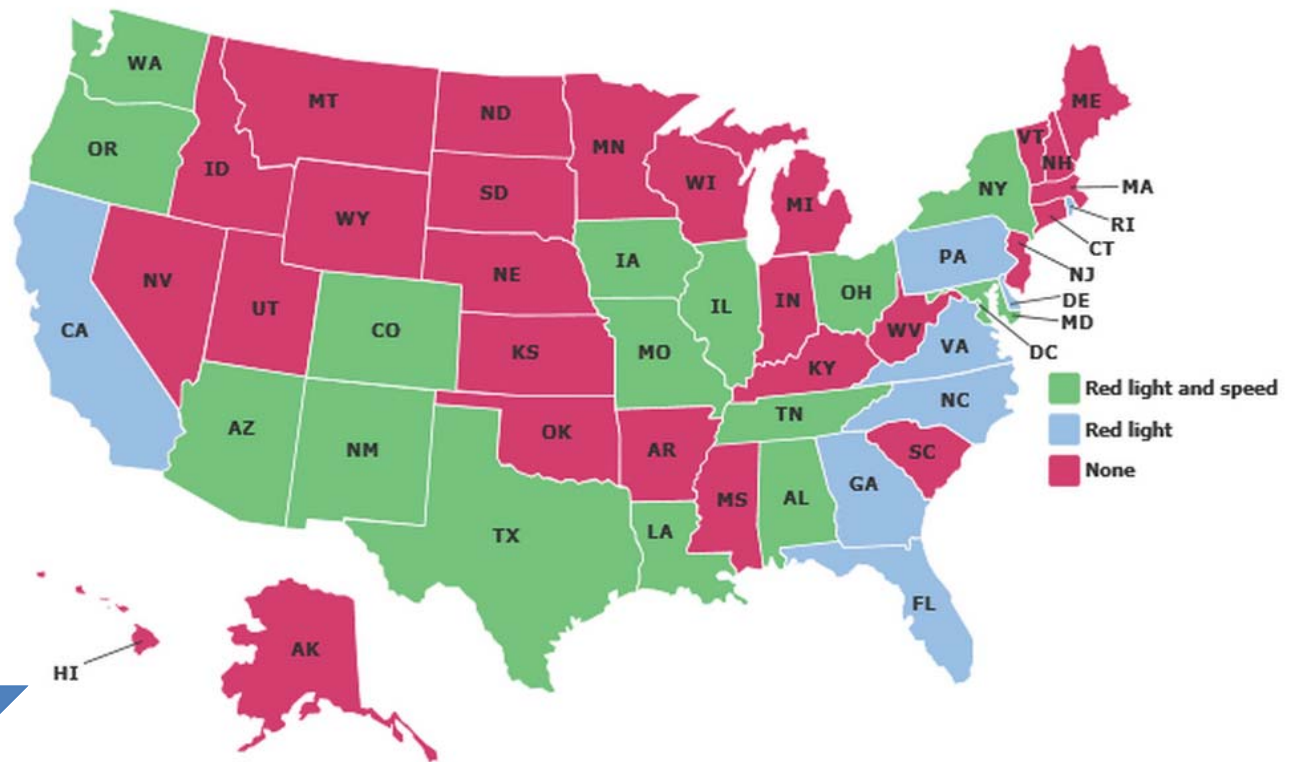
Decrease in the # of violators
per passing vehicle

New York City

13%

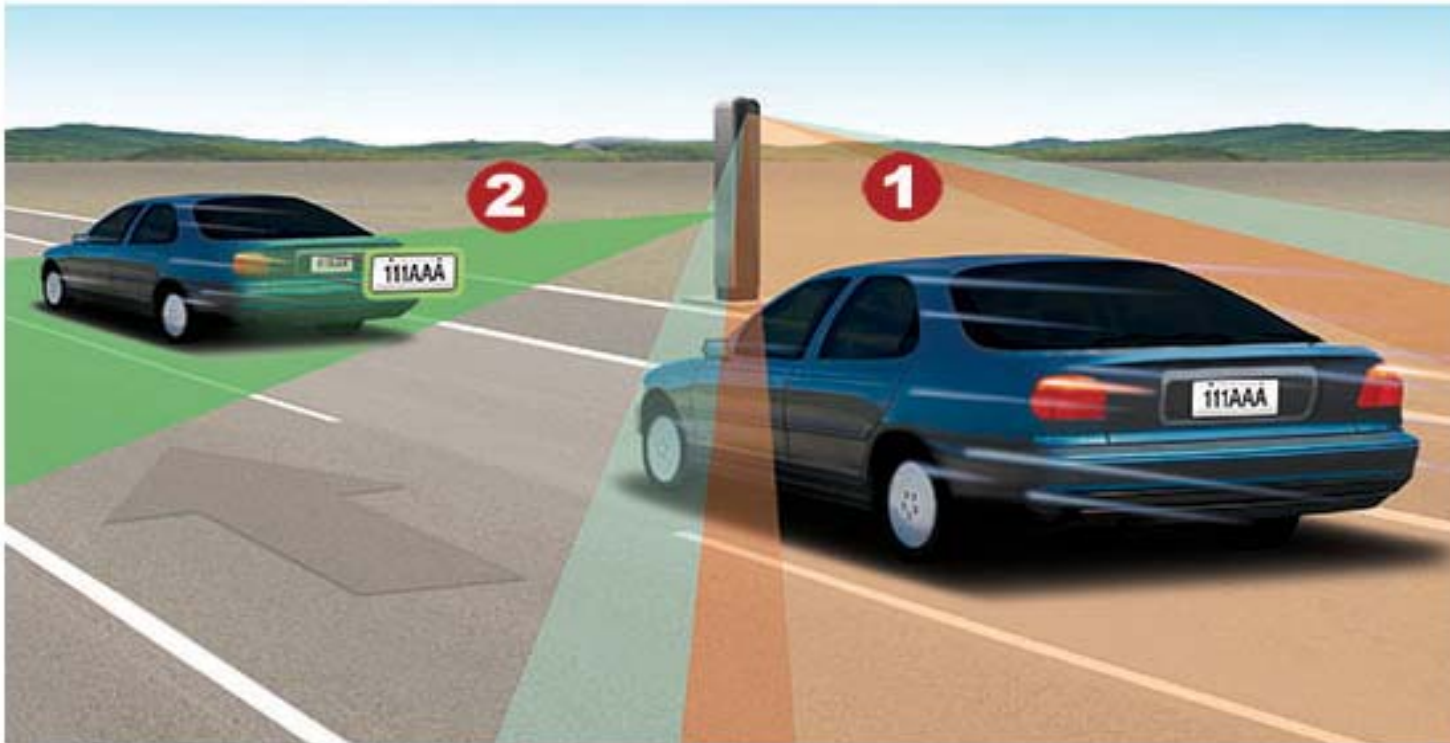
Decrease in collisions with injuries
near cameras sites

140 COMMUNITIES IN 14 STATES



Map Source: Institute for Highway Safety/Highway Loss Data Institute

HOW DOES IT WORK?



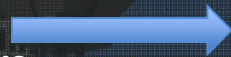
1. Vehicle enters the primary and secondary speed radar beams. Each beam individually measures the speed of the vehicle and both readings must agree within a pre-determined tolerance.
2. If the vehicle speed is detected above the approved speed limit, an image is taken of the vehicle with a close-up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

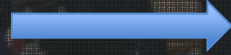
"I don't want pictures taken of me."



System set up to only photograph license plate

REVENUE USE

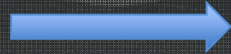
"This is another revenue initiative for the City."



It is not about money, it is about saving lives

TECHNOLOGY

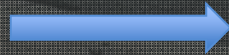
"There is a problem with the camera."



Cameras are calibrated

FAIRNESS

"Why are you targeting me?"



Drivers have the information & opportunity to obey the law

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, but exclude 2 pedestrian/light rail vehicle-related deaths that are not routinely reported in SWITRS to ensure comparability between data years.

δTraffic Deaths from 2015 are reported using the Vision Zero Traffic Fatality Protocol based on data from the Office of the Medical Examiner and SFPD, but exclude 1 pedestrian/light rail vehicle-related deaths that are not routinely reported in SWITRS to ensure comparability between data years.

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