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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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 disproportionally affected by these tragedies
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
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

SFPD Injury Collisions N ~ 200
SFGH Trauma Registry N = 515
San Francisco Traffic Deaths, 2005-2016

2016 data only includes Jan – Feb 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

- Motor Vehicle Occupant (n=134)
- Motorcyclist (n=85)
- Bicyclist (n=105)
- Pedestrian (n=188)
- Other/Unknown (n=3)
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

FATALITY RISK INCREASES

SPEEDING IS #1 FACTOR IN FATAL TRAFFIC COLLISIONS
SPEED KILLS IN SAN FRANCISCO

Top Factors in Traffic Collision Fatalities

- Unsafe Speed: 25%
- Pedestrian Right of Way: 13%
- Traffic Signals and Signs: 8%
- Pedestrian Violation: 8%
- Improper Turning: 5%
- Other: 41%

Source: Popular/Flickr
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

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

**REVENUE USE**
“This is another revenue initiative for the City.”

**PRIVACY**
“I don’t want pictures taken of me.”

**IMPACT**
“Camera enforcement won’t slow drivers down.”

Proven to reduce speeds
System set up to only photograph license plate
It is not about money, it is about saving lives
Cameras are calibrated
Drivers have the information & opportunity to obey the law

**TECHNOLOGY**
“There is a problem with the camera.”

**FAIRNESS**
“Why are you targeting me?”
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.

Traffic Deaths from 2015 only include fatalities from January and February 2016.

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