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

VISION ZERO SF:
ELIMINATING TRAFFIC DEATHS BY 2024
PRESENTATION TO THE SF HEALTH COMMISSION

MEGAN WIER
ENVIRONMENTAL HEALTH BRANCH, POPULATION HEALTH DIVISION, SAN FRANCISCO DEPT. OF PUBLIC HEALTH
MARCH 21, 2017
Estimated **14% increase** in U.S. traffic fatalities in 2016 relative to 2014

- From approximately 35,000 to over 40,000 deaths

- **10% of increase occurring in California**

*Change primarily driven by increases in deaths to people walking, biking and on motorcycles.*
TRAFFIC DEATHS AND SEVERE INJURIES IN SF

30 Fatalities in 2016

Medical Costs: $35 million annual medical costs at ZSFG; 1/3 of most severely injured patients comprise 75% of costs

Vulnerabilities/Predictors:
People Walking: >50% of people killed
Seniors: ~5 times the risk of death when walking; 2/3 of pedestrian deaths
Speeding: Leading predictor of severe injury and death
Large Vehicles: More deadly

Highly concentrated on the Vision Zero High Injury Network
VISION ZERO
SAN FRANCISCO
Two-Year Action Strategy 2017–2018
ELIMINATING TRAFFIC DEATHS IN OUR CITY
Identification of key challenges since adoption of VZ

<table>
<thead>
<tr>
<th>Challenges We Face</th>
<th>Overcoming the Challenges</th>
</tr>
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<tbody>
<tr>
<td>Communities of concern and seniors are at a higher risk of severe and fatal traffic collisions.</td>
<td>Implement or expand projects and programs <strong>focused on increasing safety for these communities.</strong></td>
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<tr>
<td>Project opposition can result in fewer or delayed safety improvements.</td>
<td>Use best practices in <strong>community engagement</strong> to increase public engagement, particularly in low-income communities, communities of color and other vulnerable populations.</td>
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<td>A culture that prioritizes <strong>speed over safety.</strong></td>
<td><strong>Build awareness</strong> for the need to create safer streets, the role of vehicle speed, and that we all play an important role.</td>
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</table>
Identification of key challenges since adoption of VZ, continued

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<td>A growing population and booming economy, with more people walking and biking.</td>
<td>Conduct <strong>analyses to identify factors that predict</strong> where serious and fatal injuries will occur to inform future planning efforts.</td>
</tr>
<tr>
<td>Many <strong>features of vehicles</strong> protect the people driving, but not people walking and bicycling, who are at greater risk of serious injury and death in traffic collisions.</td>
<td>Bring increased focus to <strong>opportunities for improving vehicle safety</strong>, using the <strong>city vehicle fleet</strong> as a model for driver performance tracking technology and vehicle design.</td>
</tr>
</tbody>
</table>
Features Continued:

- Elevated discussion of equity and engagement
- Introducing new actions and advancing key actions from the previous strategy
  - Introduce automated speed enforcement legislation
  - Issue public facing report of telematics data
  - Implement 13+ miles of high-quality safety treatments each year
SAMPLE DPH-INVOLVED ACTIONS (PARAPHRASED)

- Continue Safe Routes for **Schools** and Safe Streets for **Seniors** Education and Outreach; Initiate Safe Streets for **People with Disabilities**

- Establish **Coordinated City Response** to help **victims of severe and fatal traffic crashes** and their families

- Continue institutionalization of **Surveillance and TransBASESF.org** systems; expand evaluation and monitoring, including of vehicle speeds

- Conduct **predictive modeling** to understand environmental and socio-demographic factors that predict where injuries occur to inform **future development and transportation projects**

- Increase engagement of the **San Francisco Bay Area Families for Safe Streets** group which includes survivors and family members of those seriously injured or killed in traffic crashes

- **Introduce automated speed enforcement legislation** to encourage people to drive at a safe speed and investigate other policy initiatives to support safer people
AUTOMATED SPEED ENFORCEMENT: UPDATE

AB 342: Safe Streets Act of 2017  (Chiu; *introduced* 2/8/17)

- 5-year pilot program for San Francisco and San Jose
- Only deployed on streets with documented collisions due to speeding resulting in injuries and deaths
- Speeding defined as 10 mph over posted speed limit
- $100 fine, administrative penalty
IN SUPPORT OF VISION ZERO, THE GOAL OF ZERO TRAFFIC DEATHS IN SAN FRANCISCO BY 2024, AND THE 2017-2018 ACTION STRATEGY
VISION ZERO CO-CHAIRS

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