



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

VISION ZERO SF



POPULATION HEALTH DIVISION
SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH

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Health Commission

Megan Wier, San Francisco Dept. of Public Health

ELIMINATING TRAFFIC DEATHS IN SAN FRANCISCO

Core Principles



Prevention



Saving Lives



Equity



Safe Streets



**Safe People and
Safe Vehicles**



Speed

People make mistakes, no one should die when this happens

TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

PERFECT human behavior

Prevent **COLLISIONS**

INDIVIDUAL responsibility

Saving lives is **EXPENSIVE**

VS

VISION ZERO

Traffic deaths are **PREVENTABLE**

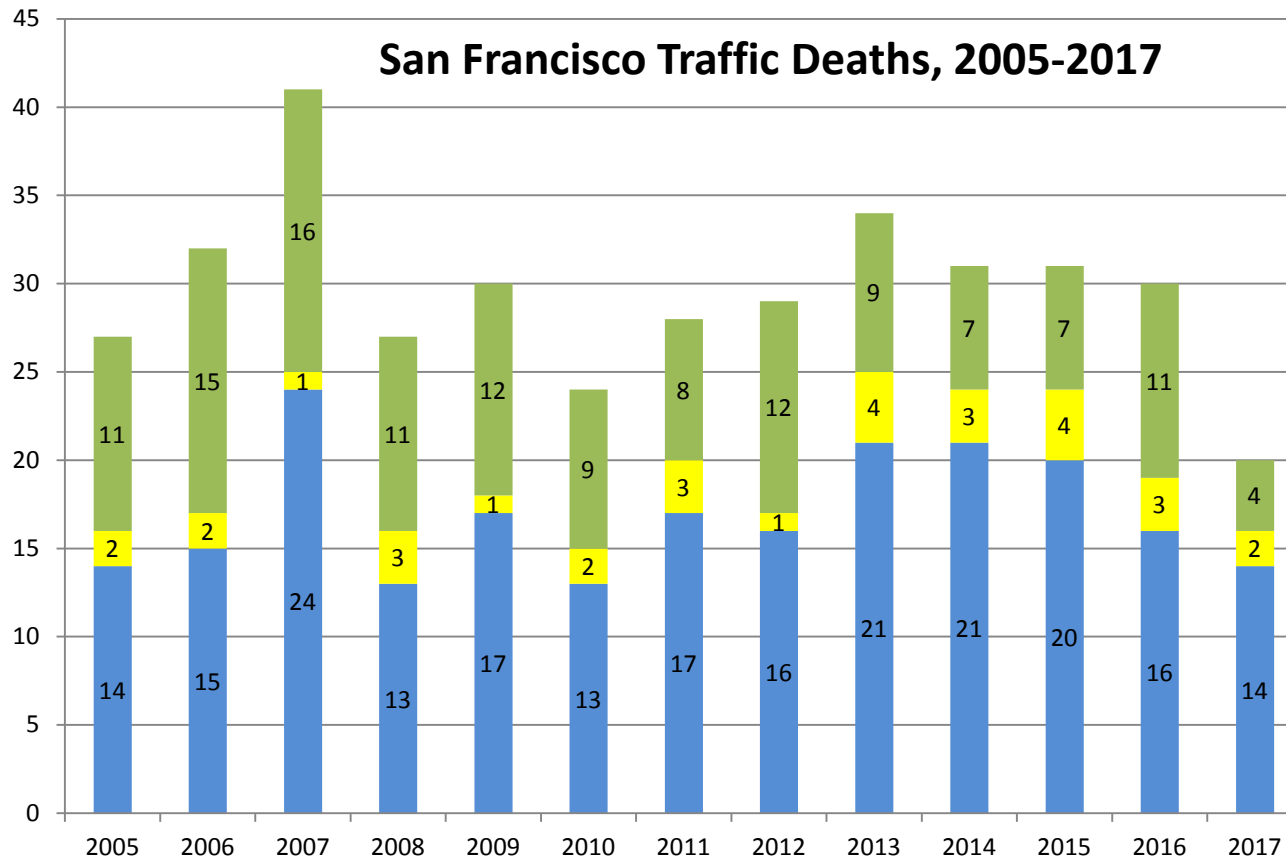
Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

VISION410NETWORK



Lowest number of deaths in recorded history

Downward trend for pedestrian deaths since 2014

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

NOTE: 2005-2012 deaths from SWITRS data, restricting to San Francisco City Streets jurisdiction, including streets that intersect with freeways (i.e., fatalities occurring at freeway ramps in the City jurisdiction). 2013 traffic deaths from SFPD. 2014-2017 traffic deaths reported using the Vision Zero Traffic Fatality Protocol based on data from the Office of the Medical Examiner and SFPD; includes deaths involving light rail vehicles not routinely reported in SWITRS.

NATIONAL CONTRAST

14% increase in U.S. traffic fatalities in 2016 relative to 2014

Increase particularly notable ***among pedestrians and motorcyclists***

Preliminary national pedestrian death data for 2017 shows ***trend is not reversing***

2017 TRAFFIC DEATHS

20 Fatalities in 2017

Vulnerabilities/Predictors:

People Walking: 70% of people killed – downward trend since 2014

Seniors: 50% of pedestrian deaths

Driver Failure to Yield and Unsafe Speed: Violations in >50% of deaths

Concentrated on the **Vision Zero High Injury Network**

SFDPH AND VISION ZERO SF

Vision Zero Role	Public Health Approach
Co-Chair of Mayor's Citywide Vision Zero Task Force with SF Municipal Transportation Agency	Multi-sector <i>Partnerships, Stakeholder Engagement</i>
Lead for Data Systems and Evaluation	Data-Driven, Evidence-Based Approach to Prevention; Focus on <i>Most Severe Health Outcomes</i>
Community Engagement and Education	Engagement - particularly with <i>Vulnerable Communities</i> <i>Coordinated Crisis Response for Victims' Families</i>
Policy	<i>Structural Change; Data-Driven, Evidence-Based</i> Approach
Equity	<i>Core Public Health Value</i>

CITYWIDE TASK FORCE: CO-CHAIRLED BY SFDPH AND SFMTA

- Mayor's Task Force
- Meets Quarterly in City Hall
- City Agency and Community Participation
- Accountability, Transparency, Community Engagement



Department of
PUBLIC HEALTH



SFMTA
Municipal
Transportation
Agency



**SAN FRANCISCO
PLANNING
DEPARTMENT**



IMPROVING INJURY REPORTING FOR TARGETED INTERVENTIONS

Standard Practice: Police Reported Injury Collisions

- Detailed data about crash characteristics
- Little data on injuries (4 levels of injury severity classification)
- Underreporting of injuries
 - 21% underreporting of pedestrian injuries
(Sciortino et al 2005)
 - 27% underreporting of cyclist injuries
(Lopez et al 2012)



Unintentional Injury: Hospital Medical Records

- Detailed health outcome data
- Comorbidities (mental illness, hypertension, etc)
- Disability status
- Demographics (race/ethnicity, insurance type)
- Homelessness
- Little data on cause or location of injury
 - Mechanism of injury code
 - No location info
 - No cause of crash info



IMPROVING INJURY SEVERITY ASSESSMENT



Police Definition: *Visual Assessment*

b. Severe Injury. An injury, other than a fatal injury, that includes the following:

- (1) Broken or fractured bones.
- (2) Dislocated or distorted limbs.
- (3) Severe lacerations.
- (4) Skull, spinal, chest or abdominal injuries that go beyond "Other Visible Injuries."
- (5) Unconsciousness at or when taken from the collision scene.
- (6) Severe burns.

* *Injury Severity Scoring (ISS) correlates with mortality, morbidity, hospital stay and other measures of severity.*

Hospital-Based Definition: *Clinical Examination*

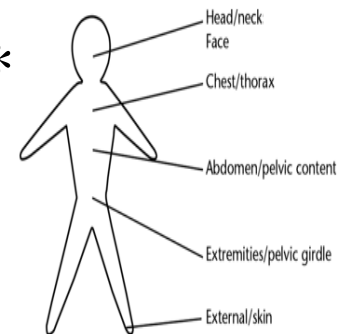


Severe Injury:

Admitted to
ZSFGH

and/or

Injury Severity
Score (ISS) > 15*



HIGH INJURY NETWORK:2017 UPDATE

- **Access New Data from Zuckerberg SF General:**
 - Utilizing hospital data linked to police data to **improve the accuracy of injury severity** for police reported traffic injuries.
- **Include Injuries Not Reported by SF Police Dept.:**
 - Utilizing the above ZSFG data linked to EMS data to **identify and map unreported transportation-related injuries** for a more comprehensive assessment of injuries and their locations.
- **Focus the High Injury Network:**
 - Focusing more directly on the corridors with the high numbers of killed and severely injured to **better align the network's purpose with the goals of Vision Zero.**

First in the United States to link, map and analyze this data in support of Vision Zero.

2017 HIGH INJURY NETWORK

SEVERE AND FATAL INJURY DATA BY SOURCE (2013-2015)



59%
Linked
Police and Hospital
(N=883)



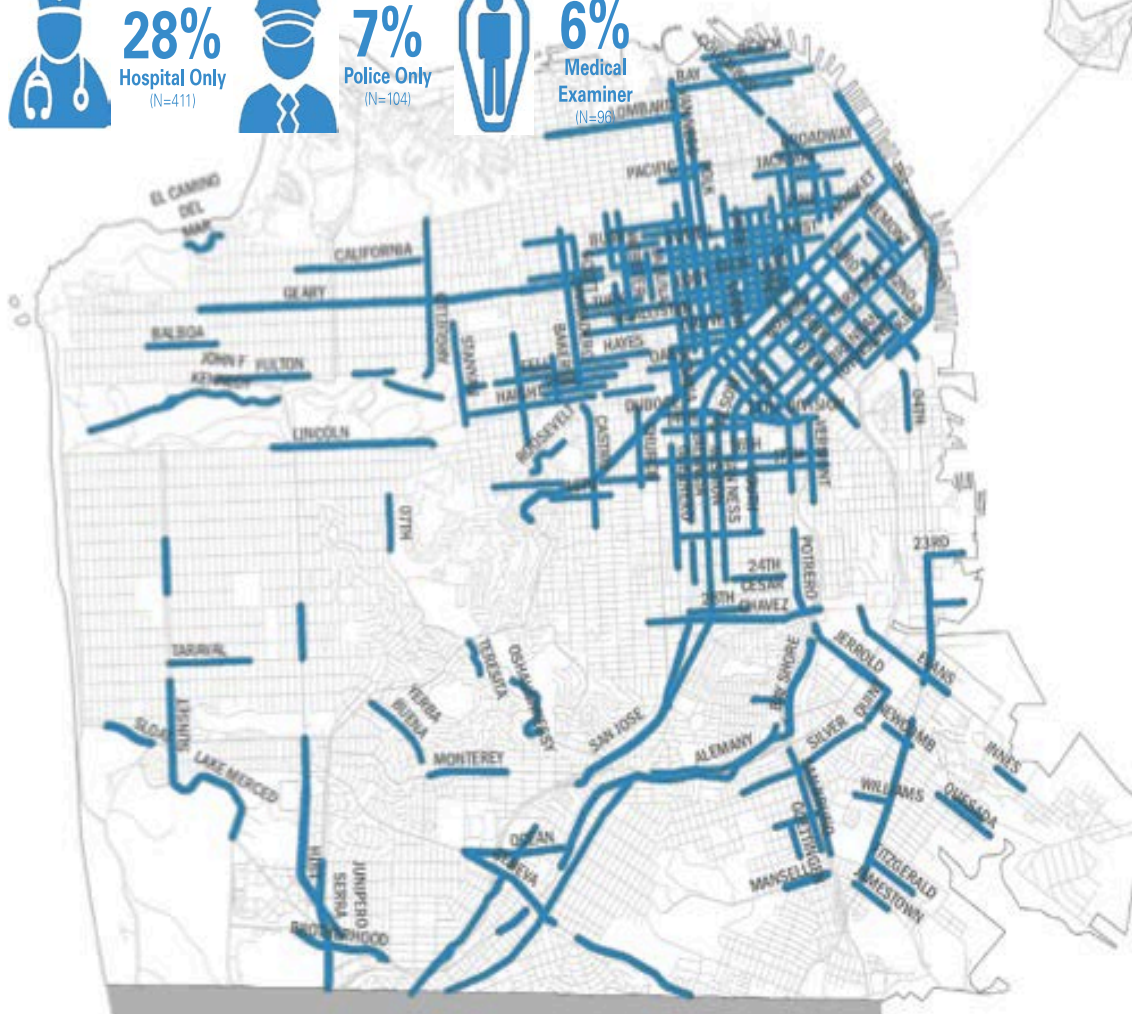
28%
Hospital Only
(N=411)



7%
Police Only
(N=104)



6%
Medical
Examiner
(N=96)



13%
of the city's
street miles



75%
of all severe and
fatal injuries



77%
of pedestrian severe
and fatal injuries



71%
of cyclist severe
and fatal injuries



75%
of vehicle severe
and fatal injuries



61%
of all transportation-
related injuries

N = 1,494 severe and fatal transportation-related injuries.

SFPD = San Francisco Police Department collision reports, 2013-2015.

ZSFG = Zuckerberg San Francisco General Hospital data linked to Emergency Medical Services data, 2013-2015.

SAFE STREETS FOR SENIORS

SFDPH is educating seniors and service providers about Vision Zero and gathering input to bring back to City agencies

- Conduct **multi-lingual presentations to seniors and service providers** on Vision Zero, how to get involved, and how to stay safe
- Reached over **730 seniors and staff at 25 locations**
- Funded **seven community based organizations** to conduct in-depth education and outreach in their neighborhoods in FY 16-17 and **eight** in FY 17-18

Collaborating with SFMTA to develop new data-driven program for targeted engineering improvements in 2018/2019 – Safe Streets for Vulnerable Populations, including Seniors, People with Disabilities, Youth



CRISIS RESPONSE FOR VICTIMS' FAMILIES



Coordinated City Response for Families of People Killed in Traffic Crashes – Initiated at the Crash Scene. *Currently participating agencies:*

- San Francisco Department of Public Health – *Crisis Response Team, Community Health Equity and Promotion, Environmental Health*
- San Francisco Medical Examiner's Office
- San Francisco Police Department
- San Francisco District Attorney's Office

Increased collaboration and communication for improved service to victims' families:

- **SFPD Collision Investigators** supported by **SFDPH Crisis Counselors** *at the collision scene*
- **SF District Attorney's Victim Services** providing services **more quickly within the critical time windows** for grieving families – **including access to State Victim Compensation Program, assistance navigating the Criminal Justice System**
- **SFDPH Crisis Response Team** providing **therapy** for individuals and families, up to 24 months

ADVANCING EFFECTIVE POLICIES: AUTOMATED SPEED ENFORCEMENT

AB 342: Safe Streets Act of 2017 (Chiu)

- *Introduced 2/8/17*
- *Carried over to 17/18 Session*
- *Not put to vote in Jan. 2018 - Staunch law enforcement union opposition*
- *Evaluating options for 19/20 Legislative Session*



INCREASING MOMENTUM

- Elevating Equity**
- Advancing Community Engagement**
- Utilizing Hospital Data to Better Address Vulnerable Communities (e.g., Homeless, People with Disabilities)**
- Transparent Monitoring and Evaluation**
- Predictive Modeling**
- Emerging Technologies: Autonomous Vehicles**
- 2019-2020 Action Strategy Planning + *Bold Ideas***

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THANK YOU!

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