Pedestrian Safety and Vision Zero in San Francisco
Update to the Health Commission’s Community and Public Health Committee

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We're a Walkable City. All trips in San Francisco begin and end with walking.

17% And walking is the primary mode for 17% of all trips.

Each year in San Francisco,

100 Severely Injured or Killed
At least 800 Injured

5x Seniors have a higher fatal injury rate than younger adults
Seniors are particularly vulnerable.

6% = 60% Streets Severe and fatal Injuries
Pedestrian injuries/death are concentrated in specific areas.

64% motorists at fault
Motorists often are not yielding to pedestrians, Failure to yield accounts for 41% of the 64% total.

Left turns disproportionately contribute to injuries.

28% Left turns were the movement preceding collision in 28% of injuries.

High vehicle speeds kill.

50% vs. 10% fatalities at 40 mph fatalities at 25 mph

$15M annual medical costs related to ped injuries
Medical costs alone are very high.

$564M Total annual health-related economic costs are much higher.
High Costs: ~ $15 million/annually

76% of the total cost was paid for by public funding (Medicare, MediCal, patients)

Evident Inequities

6% of streets account for 60% of severe and fatal pedestrian injuries

Highest severe/fatal injuries per mile = SoMa, Chinatown, the Tenderloin:

Vulnerable populations - low income, disabled, immigrant, non-english speaking, senior residents - that are also heavily reliant on walking, public transit
SFDPH Leadership in Pedestrian Safety

- **Interagency Support and Coordination**
  - Changing city policy and practices
  - Participating in interagency initiatives, steering committees, advisory groups
  - Sharing data, conducting analyses in support of grants, projects, targeted improvements

- **Community Support and Coordination**
  - SFDPH Mini-grants
  - CDC Community Transformation Grant

- **Working with Targeted Groups/Populations**
  - Walk San Francisco
  - SF Bicycle Coalition
  - Senior and Disability Action
  - Safe Routes to School
  - Neighborhood organizations located on high injury corridors

*Transportation Improvements are Public Health Prevention*
San Francisco’s Pedestrian Strategy

**Goals:**
1. Reduce pedestrian injuries
   *(50% reduction of severe/fatal by 2021)*
2. Reduce neighborhood inequities
3. Increase walking trips
4. Provide high-quality walking environments

*And Key Actions...*

http://www.sfmayor.org/pedestrianstrategy
“We’ve acknowledged that this is a crisis,” said Schneider, “and now we’re calling on city leaders to fund the [Mayor’s] Pedestrian Strategy and implement Vision Zero — zero traffic fatalities in 10 years.”
Vision Zero in San Francisco: 0 Traffic Deaths by 2024

• Saving Human Life is the Highest Priority
• Addressing Existing Inequities in Traffic Deaths and Injuries
  – 6% of streets account for 60% of severe/fatal pedestrian injuries
• Safety Inequities by Transportation Mode
Vision Zero in San Francisco:

0 Traffic Deaths by 2024

- Vision Zero Task Force - Co-Chaired by SFDPH and SFMTA
  - **Enforcement** - “Focusing on the 5” causes of death and injury for all modes as well as prosecuting traffic crimes
  - **Engineering** – improving streets and sidewalks to increase safety
  - **Education Campaigns** – support larger cultural shift, focus on road safety
  - **Engagement and Advocacy** – community holding City agencies accountable and representing populations disproportionately affected by these tragedies
  - **Evaluation and Analysis** – to monitor progress and target interventions
Current educational campaigns:

**Mayor’s “Be Nice, Look Twice”**: February – June 2014
- Awareness of issue and causes

**Pedestrian Safety Campaign**: June 2014 – early 2015
- Build on awareness, focus on violations of Ped right-of-way

**Large Vehicle and safer streets**: January 2014 – 2015
- Enhanced driver training program for city and private fleets

Additional ongoing safety education efforts:

**Safe Routes to School**
- Addressing pedestrian and bicycle safety for schoolchildren

**Adult bicycle safety education classes**
- Teaching people who bike how to ride safely and responsibly
WalkFirst Capital Improvement Program

**EFFECTIVENESS:** 68% of severe/fatal injuries on High Injury Network targeted by WalkFirst Pedestrian Safety CIP

**COST:** $50M for implementation of WalkFirst Pedestrian Safety CIP

**TIMEFRAME:** Years 1–5 for implementation of WalkFirst Pedestrian Safety CIP

Engineering
Surveillance: A more comprehensive approach

- Police Data: SWITRS and SFPD Police Data from CrossRoads
- 911 EMS Dispatch Data: SFFD, AMR, King American
- SFGH Hospital and ER Data: SFGH Trauma Center Data and SF ED Data
- Death Data: SF Medical Examiner
- Muni Rail Collision Data: SFMTA Transit Safe Database
- Environmental and Socio-Demographic Data: SFDPH TransBASE

*SFDPH Epidemiologist Position funded by SFMTA Work Order*

**Strengths:**

- More accurate assessment of total numbers injuries and deaths, by location – to inform where resources are targeted, evaluations
- More detailed data to understand the causes and context (environmental factors)
- More detailed data to understand the human health impacts and costs

Evaluation and Analysis
TransBASE: Linking Transportation Systems to our Health

Evaluation and Analysis
Inter-Agency, Community-wide Collaboration:
• Funding – public and private funds
• Cultural Shift – education and enforcement
• Public Involvement – input and reporting
• Project Delivery – all departments and the public must play a role
• Policy makers reinforce priority and sense of urgency:
  – Local Level Changes: Street Right of Way focusing on Human Life vs. Driver Convenience
  – State Level Changes: Commitment to legislate automated enforcement, speed reduction, vulnerable user protection policies

Coordination and Accountability:
• SF Vision Zero Task Force and Steering Committee
• SF Transportation Authority Vision Zero Committee (Kim – 140047)
• Start-up efforts for Pedestrian Safety Public Awareness Working Group (Yee – 140039)
Transportation Improvements are Public Health

**Transportation Task Force Recommendation:** Pursue three revenue sources that, when combined, address a significant percentage of transportation improvements – **first step November 2014 Ballot Measures**

<table>
<thead>
<tr>
<th>Revenue Source</th>
<th>15-Year Annual Average</th>
<th>15-Year Total</th>
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<tbody>
<tr>
<td>General Obligation Bond</td>
<td>$55 m</td>
<td>$829 m</td>
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<tr>
<td>Vehicle License Fee Increase</td>
<td>$73 m</td>
<td>$1,100 m</td>
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<tr>
<td>0.50% Sales Tax Increase</td>
<td>$69 m</td>
<td>$1,000 m</td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$197 m</strong></td>
<td><strong>$2,929 m</strong></td>
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Vision Zero in San Francisco:
0 Traffic Deaths by 2024

Vision Zero supports:

• Community Health Improvement Plan
• Population Health Division Strategic Plan (draft)

• Proposal for Health Commission to consider adoption of Vision Zero Resolution
  – SFMTA Board has already adopted such a resolution
  – SF Police Department has officially adopted Vision Zero

Moving Forward
Thank you!

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