

August 9, 2013

**The Honorable Cynthia Ming-mei Lee
Presiding Judge
Superior Court of California, County of San Francisco
400 McAllister Street
San Francisco, CA 94102**

Subject: SFMTA response to Civil Grand Jury Report "Are the Wheels Moving Forward," dated June 10, 2013

Dear Judge Lee:

Please find enclosed for your review the San Francisco Municipal Transportation Agency's response to the above-named Civil Grand Jury Report. We very much appreciate the time and effort of the Civil Grand Jury in researching and issuing this report.

If you have any questions, please call me at 701.4720 or Kathleen Sakelaris at 701.4339.

Edwin M. Lee
Mayor

Tom Nolan
Chairman

Cheryl Brinkman
Vice-Chairman

Leona Bridges
Director

Malcolm Heinicke
Director

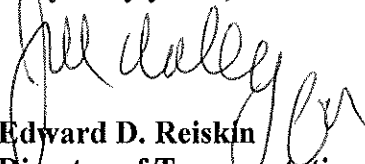
Jerry Lee
Director

Joél Ramos
Director

Cristina Rubke
Director

Edward D. Reiskin
Director of
Transportation

Very truly yours,


**Edward D. Reiskin
Director of Transportation**

Enclosure

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Findings For each finding the response must: 1) agree with the finding, or 2) disagree with it, wholly or partially, and explain why.	Recommendations As to each recommendation the responding party must report that: 1) the recommendation has been implemented, with a summary explanation; or 2) the recommendation has not been implemented but will be within a set timeframe as provided; or 3) the recommendation requires further analysis. The officer or agency head must define what additional study is needed. The Grand Jury expects a progress report within six months; or 4) the recommendation will not be implemented because it is not warranted or reasonable, with an explanation.	Response	Comments (for internal discussion/review only)
Education: 1. As the biking movement grows and evolves, more education will be needed. With the goal of a 20 percent mode share, efforts must be substantially increased to educate both bicyclists and motorists. In order to accomplish the mode share goal, more will be needed.	1.1 Bicycle safety education should be continued, expanded and extended to non-cyclists and motorists.	1 - Recommendation Implemented. SFMTA agrees with the Finding. In addition to the numerous bicycle safety courses described in the Civil Grand Jury Report, the following initiatives are underway or will be implemented in 2013: <ul style="list-style-type: none"> • Taxi Driver Training Programs: as part of new driver training and retraining for current drivers, a SFBC representative conducts a presentation on bicycle safety and education, which includes a handout of bike lane configurations and maneuvers; in addition, before the end of 2013, an on-line permit renewal requirement will be in place for all taxi drivers and will include a bicycle safety component among other topics • Transit Operator bicycle education initiatives include: bicycle safety awareness video is posted in Operator Divisions and plays an ongoing basis; the "Sharing the Road with Bicycles" video is 	

		<p>shown daily to senior operators in VTT class; a bicycle safety advocate conducts a one hour presentation to all new operator training classes; a "Sharing The Road with Bicycle Riders" safety pamphlet is distributed to all new operators.</p> <ul style="list-style-type: none"> • Bike to Work Day: The SFMTA has a contract with the SFBC to perform outreach events prior to Bike to Work Day and on the day of the event. Prior to the event, activities include education classes to reach non-cycling populations, bike buddy campaigns, bike repair stations and bike tours. On the day of the event, the SFBC gives away at least 6,000 Bike to Work Day bags that include promotional items at 25 "energizer" stations throughout San Francisco. • Bike Maps: In Spring 2013, SFMTA developed a new user-friendly bicycle map that folds to a pocket size and includes key safety and encouragement messages (http://www.sfmta.com/maps/san-francisco-bikeway-network-map). The SFMTA printed 8,500 copies for distribution in 2013 Bike to Work Day bags and at summer events. Most maps are already gone and the map will be re-printed. In 2013, the SFMTA will also be printing 500 copies of the pre-existing San Francisco Walking and Biking Guide and will make these maps available to requestors. • Bike Guide: In 2013, the SFMTA completely redesigned and reformatted the San Francisco Bicycle Guide into a pocket-sized booklet featuring "how-to" information for bicycling on San Francisco's standard bikeways as well as the innovative bicycle facilities including bike boxes, green bike lanes, and cycletracks. The SFMTA printed a total of 4,250 copies of the guide in English, Spanish, and Chinese for distribution at SFMTA outreach events and 2013 Bike to Work Day. The bike guide will be reprinted prior to 2014 Bike to Work Day. • Social Media: The SFMTA leverages its Facebook
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- and Twitter social media properties on a weekly basis to encourage bicycling by highlighting new projects that enhance safety, convenience and comfort for bicyclists. The agency also promotes messages and stories that discuss the health benefits of bicycling as well as the importance of being a safe and responsible bicyclist.
- Website: The SFMTA's new website functions as a resource for San Franciscans to learn how the SFMTA's bike projects will positively impact their communities, from reducing congestion and pollution to increasing safety and comfort for those who bike and walk.
- Bike Lights: As in years past, the SFMTA will purchase approximately 900 sets of front and rear bike lights in 2013 and 2014 to give away during the "Be Seen" campaign that will include events such as the November and December Light Up the Night. These are evening commute events where the SFMTA and SFBC collaborate on sharing information about safe nighttime riding and then install bicycle lights on bicycles without lights. These lights help cyclists be seen throughout the fall and winter during the return to standard time from daylight savings time.
- Spoke cards: New this year, the SFMTA is designing and printing 5,000 retro-reflective spoke cards to giveaway during the "Be Seen" campaign that will include events such as the November and December Light Up the Night. The spoke cards will be printed with safety information for bicyclists and also be reflective so when placed in between spokes of a bicycle they serve as a side reflector. The SFMTA and SFBC collaborate during the evening giveaway commute events and share information about safe nighttime riding and will provide these spoke cards that will help cyclists be seen especially throughout the fall and winter during the return to standard time from daylight savings time.

	<ul style="list-style-type: none"> • Bike Bells: The SFMTA is developing a bike bell campaign that will provide bells to bicyclists, helping them to avoid conflicts with pedestrians and other cyclists when passing or turning. This "Be Heard" campaign will include purchasing 600 bicycle bells, developing specific outreach materials and delivering them to passing bicyclists at commute events, Sunday Streets, and other SFMTA outreach events. 		
	<p>4 - Recommendation will not be implemented as it would be administratively and financially burdensome. The residential permit parking permit mailings are sent using an automated process that is not conducive to including materials from an outside entity like the SFBC. The intent of the Recommendation is better accomplished through SFMTA programs encouraging bike riding, including those described above under 1.1. SFMTA is also engaged in a regional partnership to launch a public bicycle sharing program (Bay Area Bike Share) in San Francisco and in other cities along the Peninsula. Experience from other cities has shown that bicycle sharing is an extremely effective method of promoting cycling and that its introduction consistently has a positive effect on bicycle safety. In addition to the bikes, stations, and system users being omnipresent in the public realm, the program itself includes a major marketing campaign that will reach people who travel by all modes.</p>	<p>1.2 SFMTA should collaborate with SFBC to include SFBC flyers that promote and provide bicycle education in SFMTA Renewal Residential Parking Permit packets.</p>	
	<p>4 - Recommendation will not be implemented as classes are already oversubscribed and additional incentives for attendance are not needed. Rather, efforts should focus on identifying additional grant funds to expand the reach of classes.</p>	<p>1.3 Provide incentives to participants who complete SFBC Urban Bicycling Workshops in order to increase enrollment. Incentives could include SFMTA's City Pass, MUNI Passport or Clipper Card.</p>	
	<p>3 - Recommendation requires more analysis. The SFMTA is seeking funds for a widespread bike</p>	<p>1.4 Publicize classes and promote safe roadway behavior (share the road, obey traffic laws,</p>	

	<p>etc.) on banners, billboards, and signs throughout the City, including MUNI bus stop shelters and the sides of MUNI vehicles.</p>	<p>encouragement campaign, which will include messages promoting safe roadway behavior for all roadway users. Assuming funds can be secured, campaign would launch 2014.</p>	
<p>Enforcement:</p> <p>4. SFPD needs the support of the City's leaders to enforce roadway laws effectively.</p>	<p>1.5 Offer bicycle-training courses to private San Francisco businesses.</p> <p>4.2 Through collaboration with SFPD, BAC, and SFMTA the City should build an Enforcement Safety Campaign around the goals in Recommendation 4.1 and alert the public to the SFPD enforcement plan that will follow.</p>	<p>1 - Recommendation has been implemented:</p> <p>The SFMTA is launching a new Commute by Bike pilot program this fall targeting employers and employees. The program is funded through a Transportation for Clean Air (TFCA) grant and will contract with the SFBC to provide bicycle training classes and technical assistance to employers. The program will start with 75 companies, totaling 7500 employees, in 4-5 neighborhoods throughout the city. The program will include bicycle safety classes, online contests to encourage bicycle use, and an evaluation to determine how best to design and expand similar programs in the future.</p>	
		<p>3 - Requires further analysis.</p> <p>An Enforcement Safety Campaign would not be implemented by the SFMTA, however, in an effort to strengthen bicyclist safety, the Pedestrian Safety Steering Committee led by SFMTA and DPH could consider reconvening within six months to discuss bicycle safety measures with the aim of reducing bicycle fatalities and collisions in San Francisco. The committee could review the most recent bicycle collision reports as well as the list of recommended locations for targeted enforcement and engineering countermeasures.</p>	