

TRAFFIC ENFORCEMENT UPDATES



CITY & COUNTY OF SAN FRANCISCO

Police Department
Traffic Division

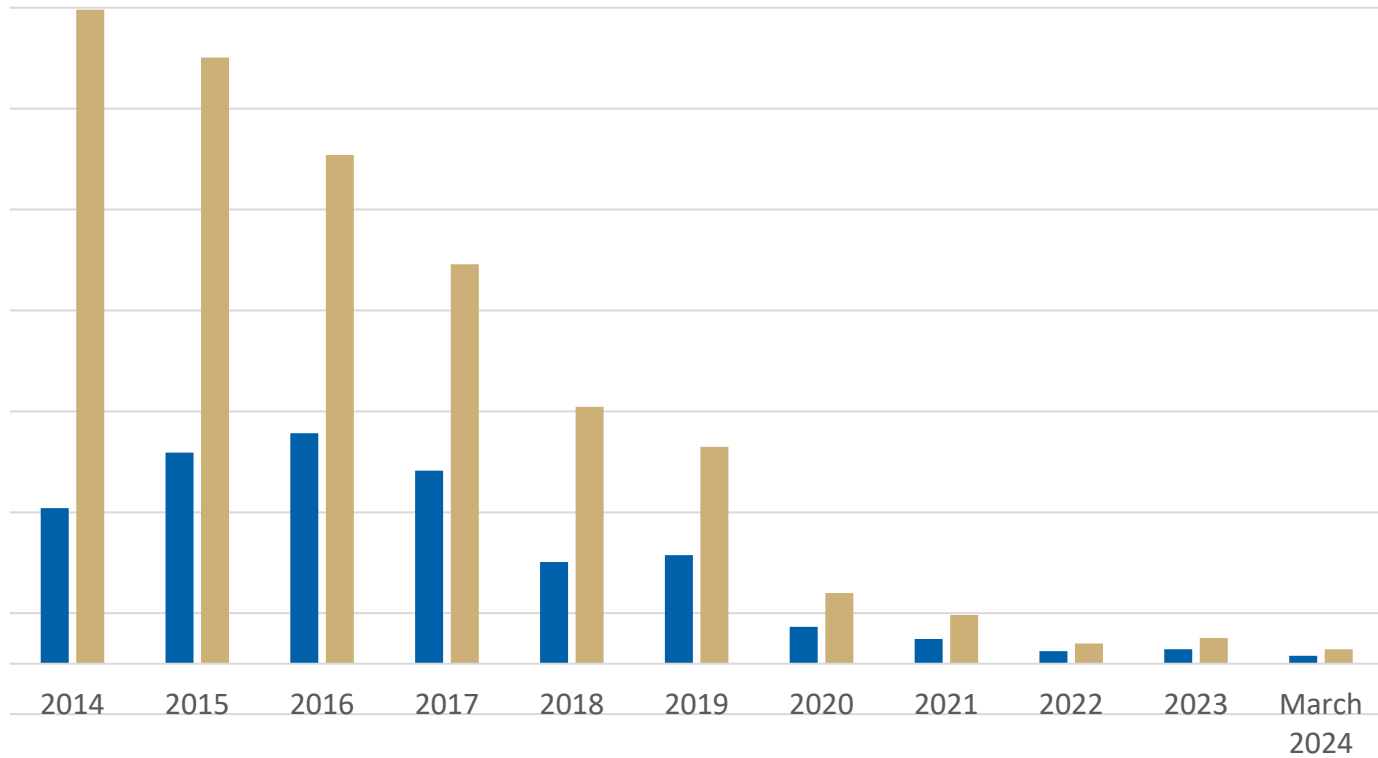
April 25, 2024



TRAFFIC CITATION TOTALS

2014 – March 2024

■ Focus on 5 Viols. ■ Total Traffic Viols.



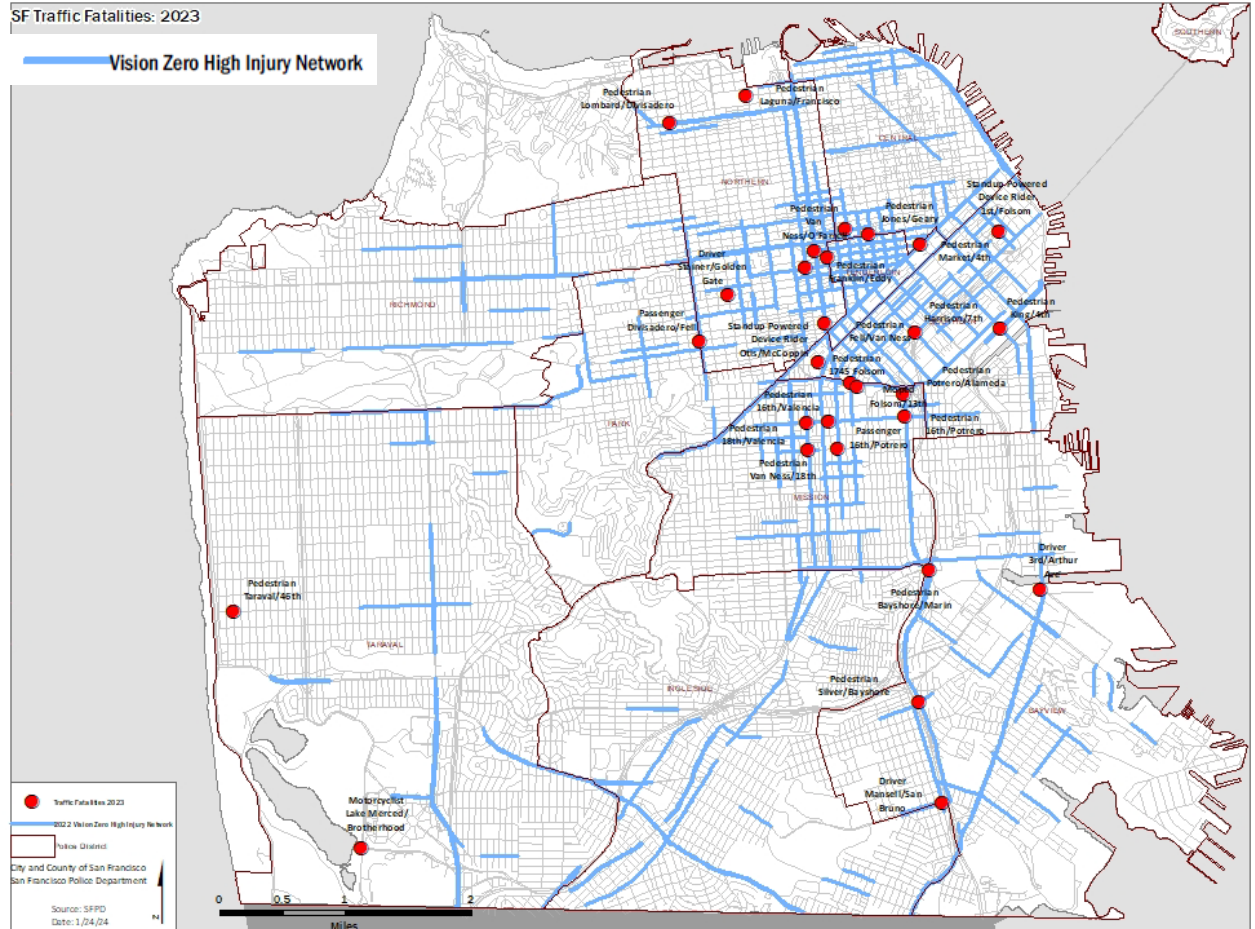
Traffic Violations Totals	129,597	120,133	100,800	79,148	50,895	42,971	13,995	9,664	4,006	5,080	2,879
Focus on Five Totals	30,824	41,827	45,671	38,264	20,154	21,522	7,320	4,879	2,487	2,872	1,581
% Focus on the 5 Viols	23.8%	34.8%	45.3%	48.3%	39.6%	50.1%	52.3%	50.5%	62.1%	56.5%	54.9%

TRAFFIC FATALITIES

CRASH LOCATIONS: 1/1/2023 – 12/31/2023

Victim Type	Total Count of Victims	Total Vision Zero Victims	Non-Vision Zero Victims
Pedestrian	19	18	1
Driver	3	2	1
Standup Powered Device Rider	3	2	1
Passenger	2	2	0
Moped	1	1	0
Motorcyclist	1	1	0
Grand Total	29	26	3

SF Traffic Fatalities: 2023

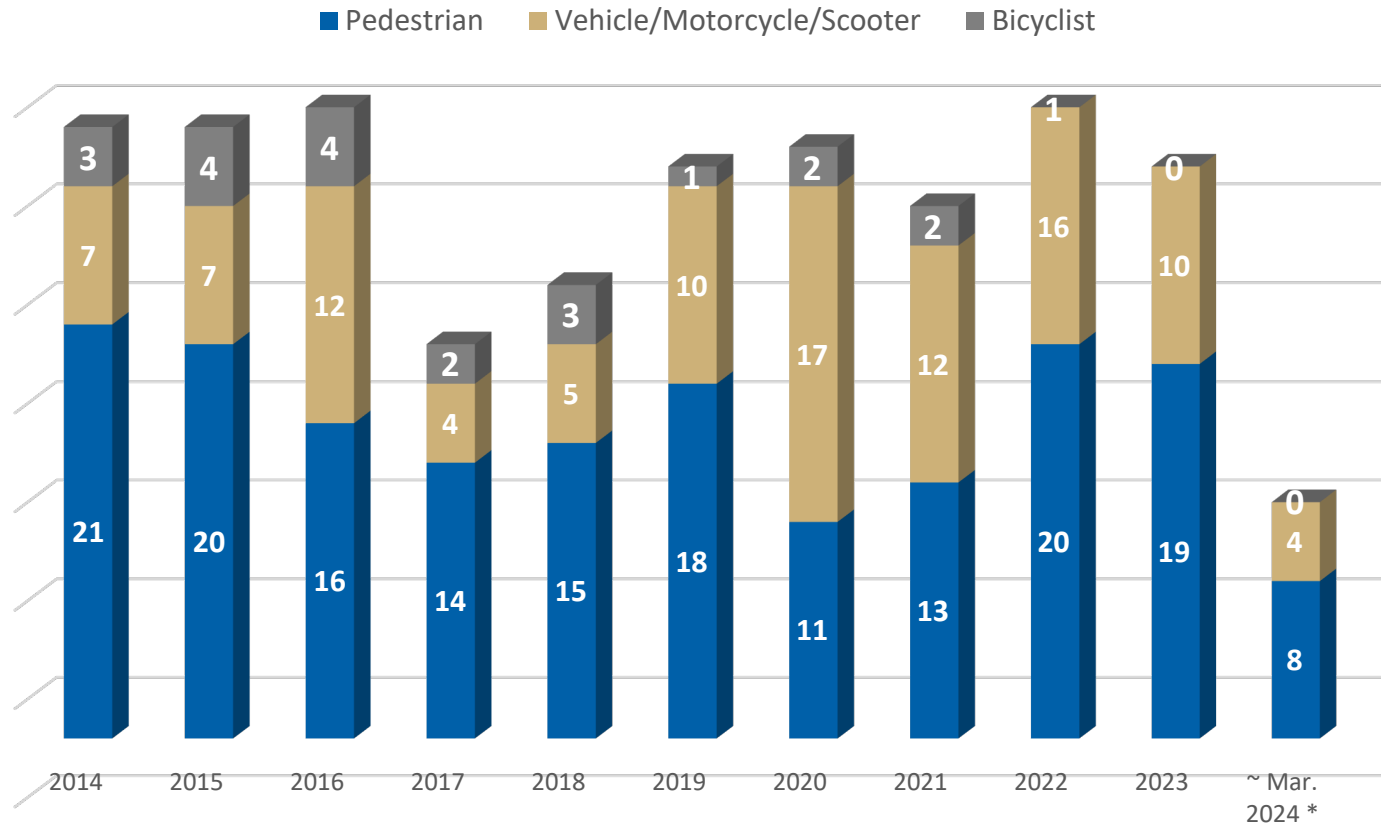


Cases excluded from Vision Zero as follows:

- (1) A driver suffered medical issues prior to a crash at Steiner St. & Golden Gate Ave.
- (2) Crash occurred at Bayshore & Marin Street is excluded as it happened on the freeway.
- (3) A rider of an electric scooter suffered medical issues prior to a crash at 1st & Folsom Streets.

SF TRAFFIC FATALITIES BY MODE AND BY YEAR

2014 - March 2024

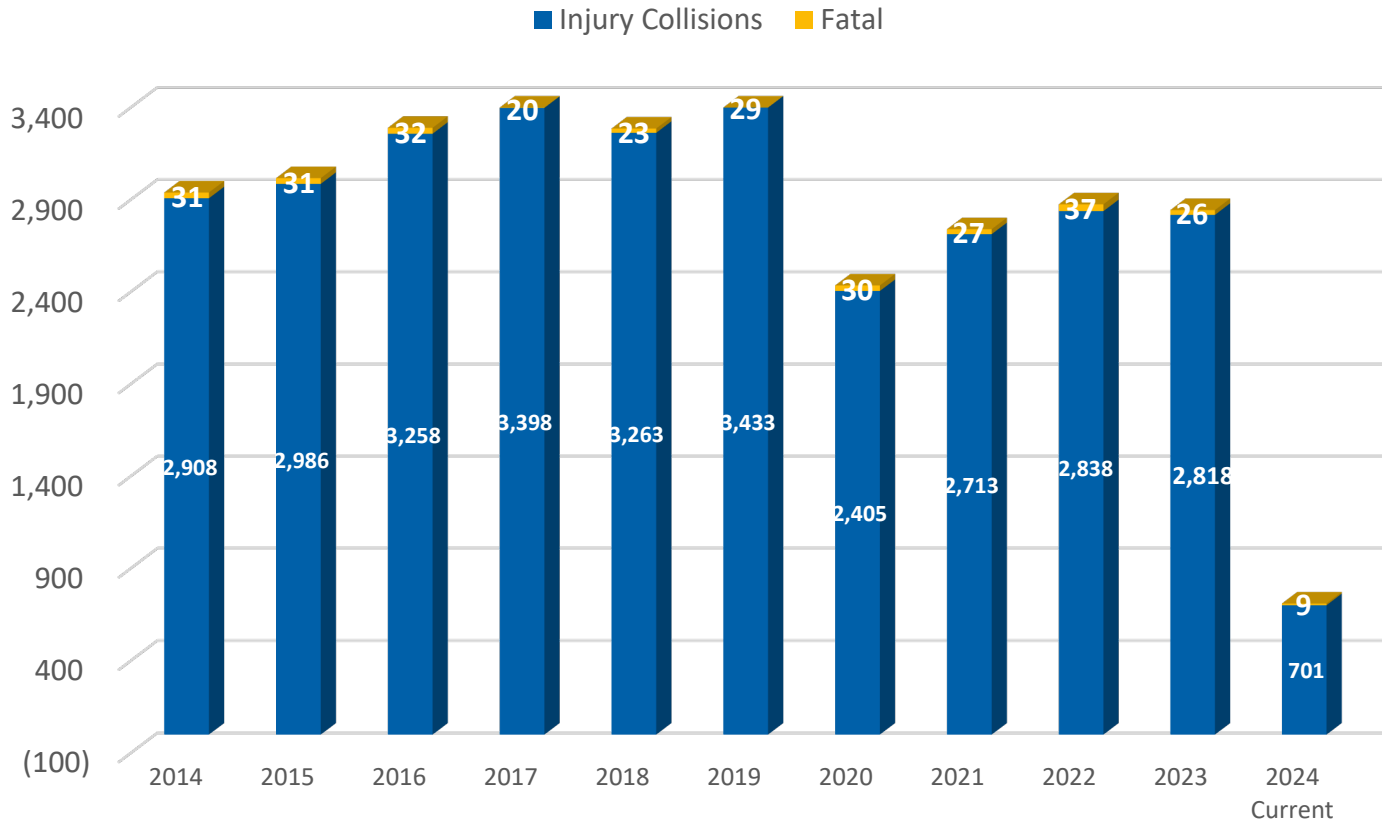


Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	~ Mar. 2024
Total Count	31	31	32	20	23	29	30	27	37	29	12

* Total of 5 fatal collisions resulting in 8 victims

INJURY COLLISIONS BY YEAR

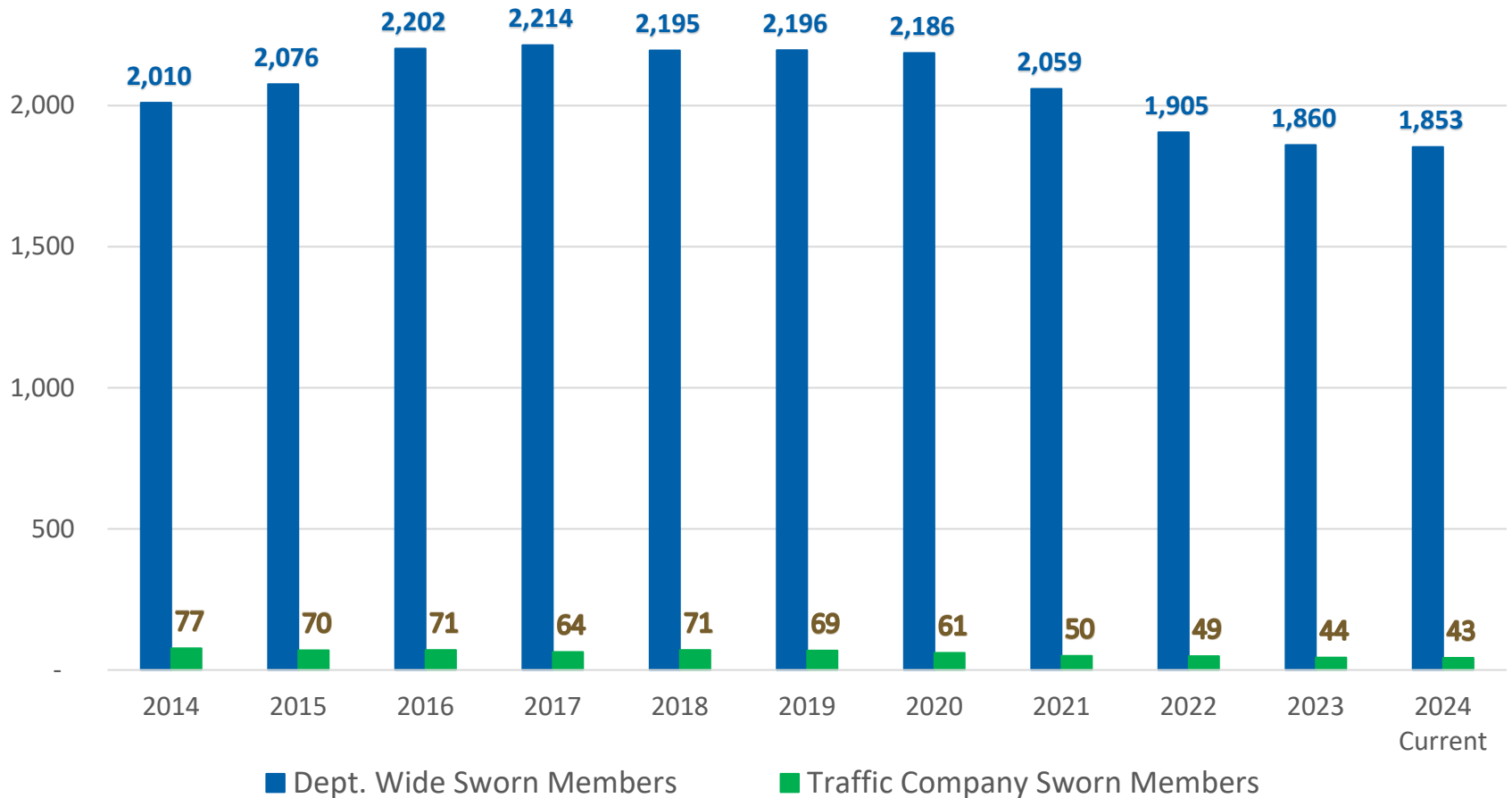
2014 – 2024 CURRENT



Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 Current
Total Count	2,939	3,017	3,290	3,418	3,286	3,462	2,435	2,740	2,875	2,844	710

CURRENT SFPD SWORN STAFFING

2014 - 2024 CURRENT



2024 TRAFFIC ENFORCEMENT PLAN



CITY & COUNTY OF SAN FRANCISCO

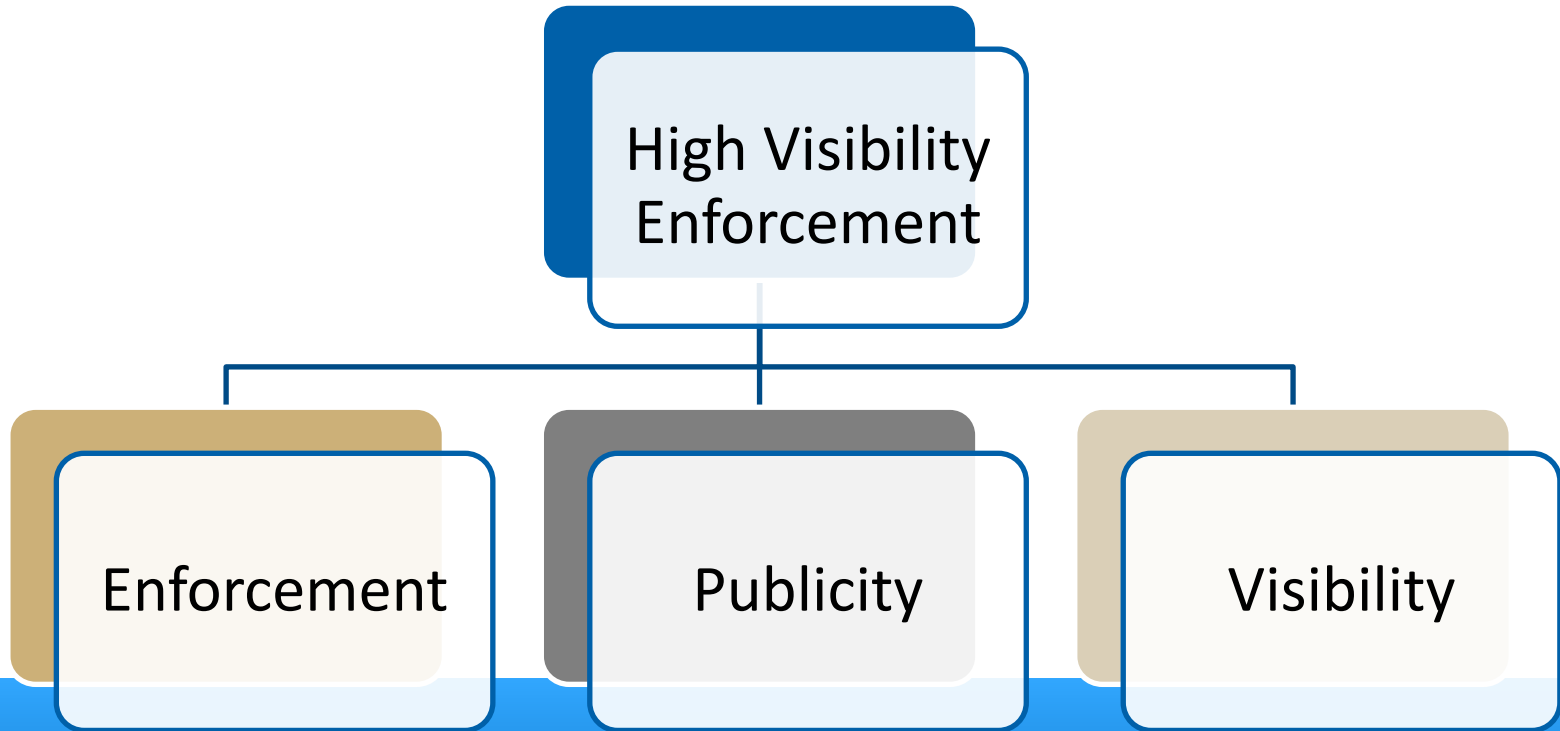
Police Department
Traffic Division

April 25, 2024



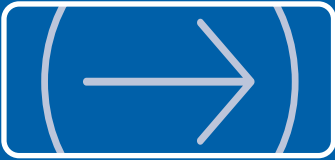




OBJECTIVE

Increase traffic enforcement to improve road and sidewalk safety and reduce traffic crashes and violations in San Francisco.



STRATEGY

ENFORCEMENT

-  **DIRECTED ENFORCEMENT**
-  **WAVES**
-  **SATURATION PATROL**
-  **INTEGRATED ENFORCEMENT**
-  **EDUCATION**

DIRECTED ENFORCEMENT

Traffic enforcement that is internally directed to occur and aimed at addressing a specific traffic safety problem in a specified location

- **Directed Enforcement will be informed by:**
 - **Ongoing Prevalent Issues**
 - **Pedestrian Safety will be highlighted**
 - **Complaints**
 - **Community**
 - **City Agencies**
 - **Stakeholder Groups**
 - **Elected Officials**
 - **Data Analysis**
 - **Serious Injury and Fatality Crash Locations**

WAVES

Increased enforcement of a specific type of traffic violation in a targeted location for a period of time that occurs at set intervals in order to reduce crashes

- **Operational Periods for Each Targeted Location:**



- **Data analysis to determine the locations and violations of focus based on statistics related to fatal and serious injury crashes**
 - **Partnership and Collaboration with SFMTA**
- **Emphasis on quality over quantity... Quality stops are those directed at behaviors that lead to crashes**

SATURATION PATROL

Increased overall enforcement in targeted areas to gain voluntary compliance of traffic laws and create general deterrence to prevent traffic violations

- **Increased numbers of officers conducting traffic enforcement in a specified location**
- **Focus on the visibility of the increased enforcement to the public**
- **Use of Office of Traffic Safety (OTS) grant monies to fund dedicated traffic enforcement overtime operations of this nature**
 - **i.e., DUI Checkpoints**

INTEGRATED ENFORCEMENT

Incorporation of high visibility traffic enforcement strategies into everyday patrol

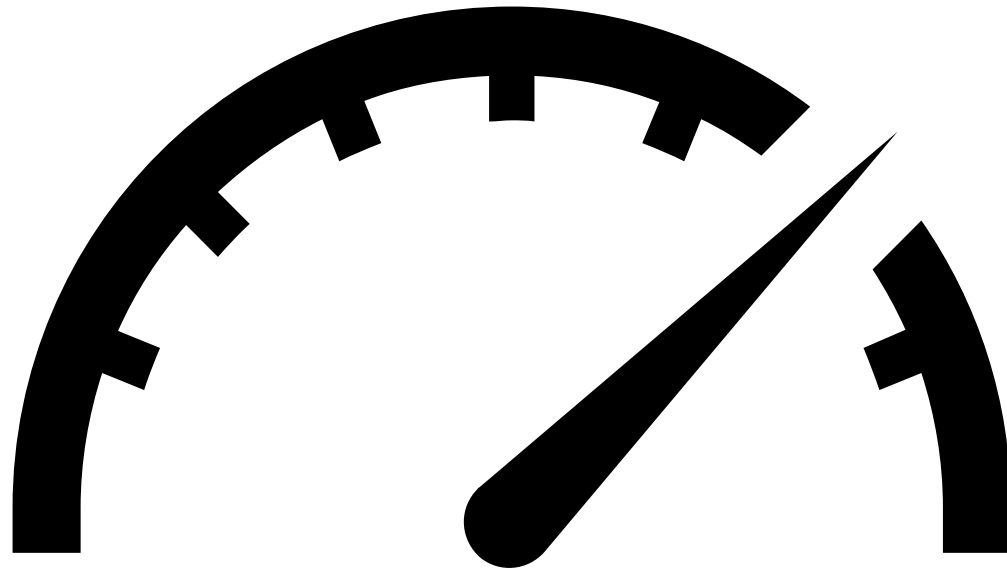
- **Encourage traffic stops and enforcement as violations are observed during routine patrol and in the course of everyday assignments**
- **This strategy should be used in instances where traffic enforcement resources cannot be solely dedicated to the traffic enforcement mission (i.e., daily staffing shortages at a District Station)**

EDUCATION

Utilization of various educational methods to enhance traffic safety

- **Utilization of advisements and warnings in lieu of citations in some instances to change behavior and encourage safety**
- **Safety classes sponsored by SFPD (i.e., motorcycle skills)**
- **Social media and messaging regarding traffic safety and enforcement efforts**

2024 ENFORCEMENT FOCUS



SPEED

PUBLICITY



MESSAGING

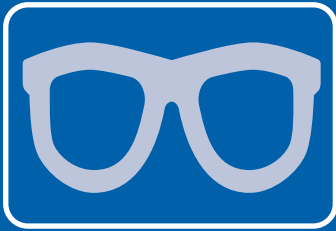
- Sustained Enforcement Messages (Monthly)
- Increased Enforcement Messages (As Needed)



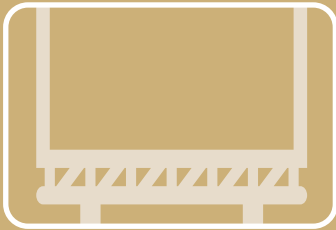
TYPES OF MEDIA

- Social Media – Traffic Company & SFPD
- News Media
- Press Releases

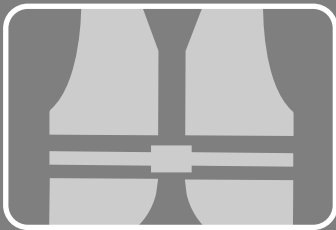
VISIBILITY



HIGHLY VISIBLE ENFORCEMENT



**TRAFFIC TRAILERS &
ELECTRONIC MESSAGE BOARDS**



SPECIALLY MARKED VESTS

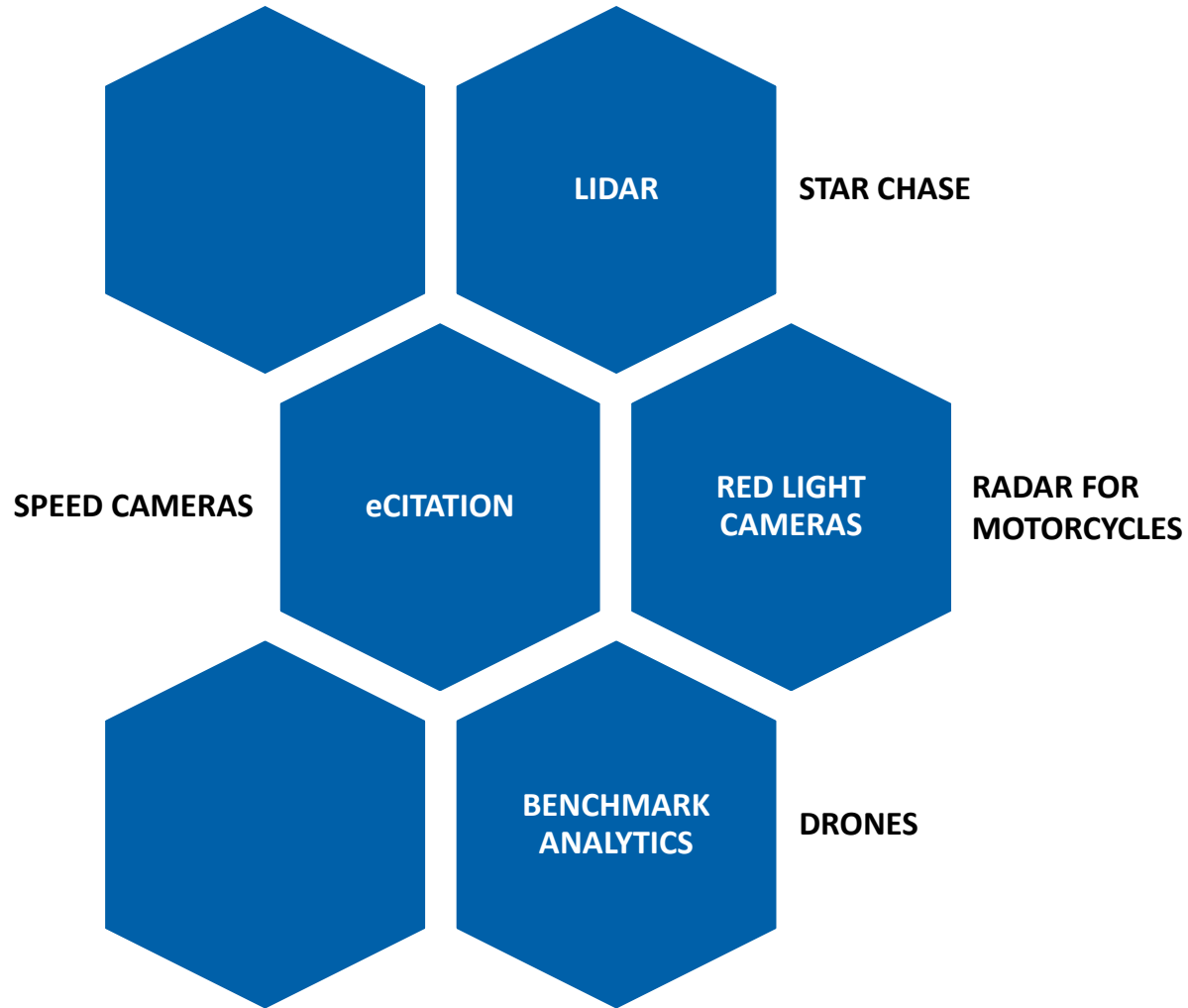
TRAINING & PROFESSIONAL DEVELOPMENT

RADAR AND LIDAR TRAINING

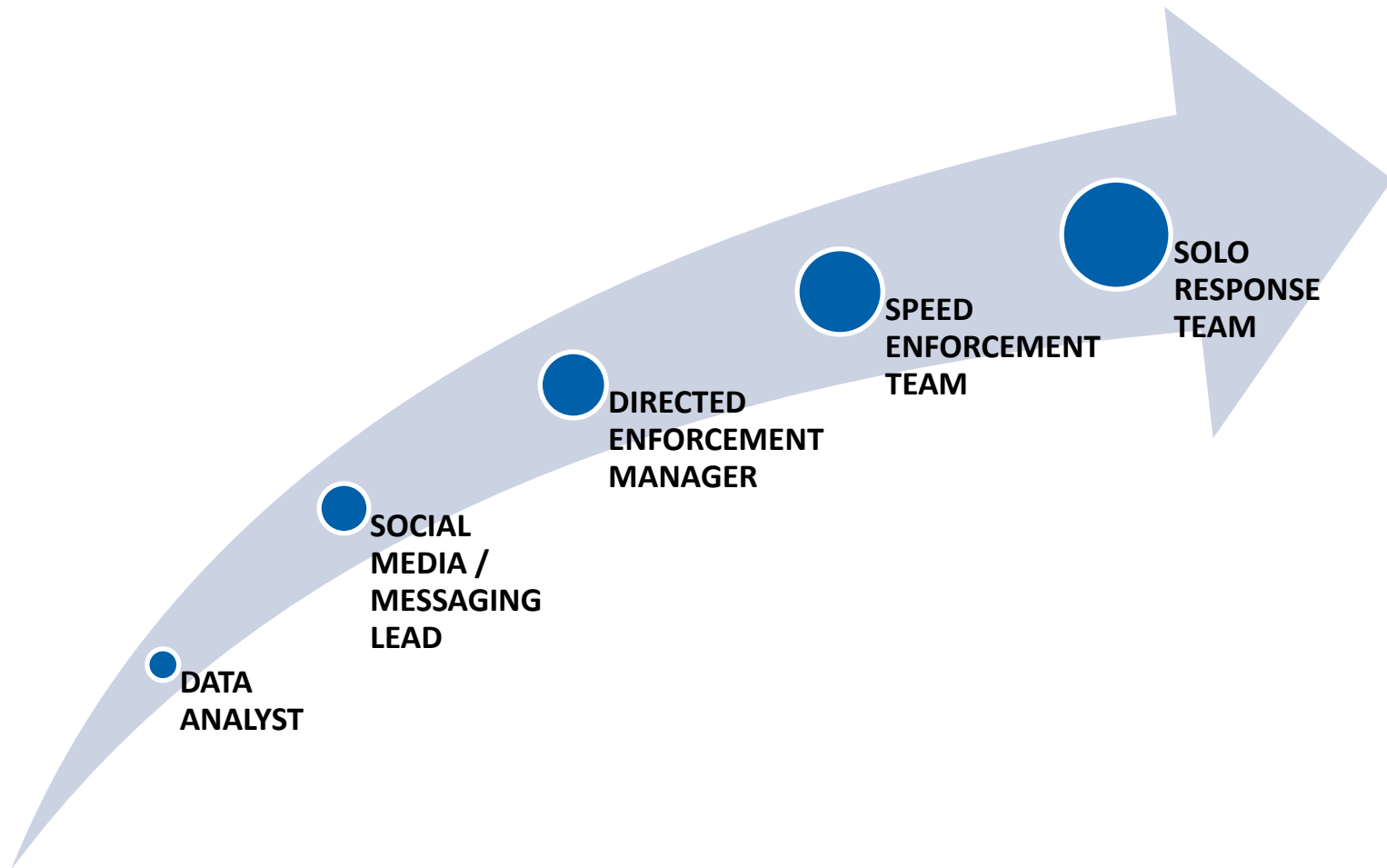
SOLO RESPONSE TEAM TRAINING

TRAFFIC SAFETY SUMMITS AND
CONFERENCES

TECHNOLOGY INTEGRATION



STAFFING ENHANCEMENTS





ENHANCED DATA COLLECTION & ANALYSIS

DATA COLLECTION

CITATION STATISTICS

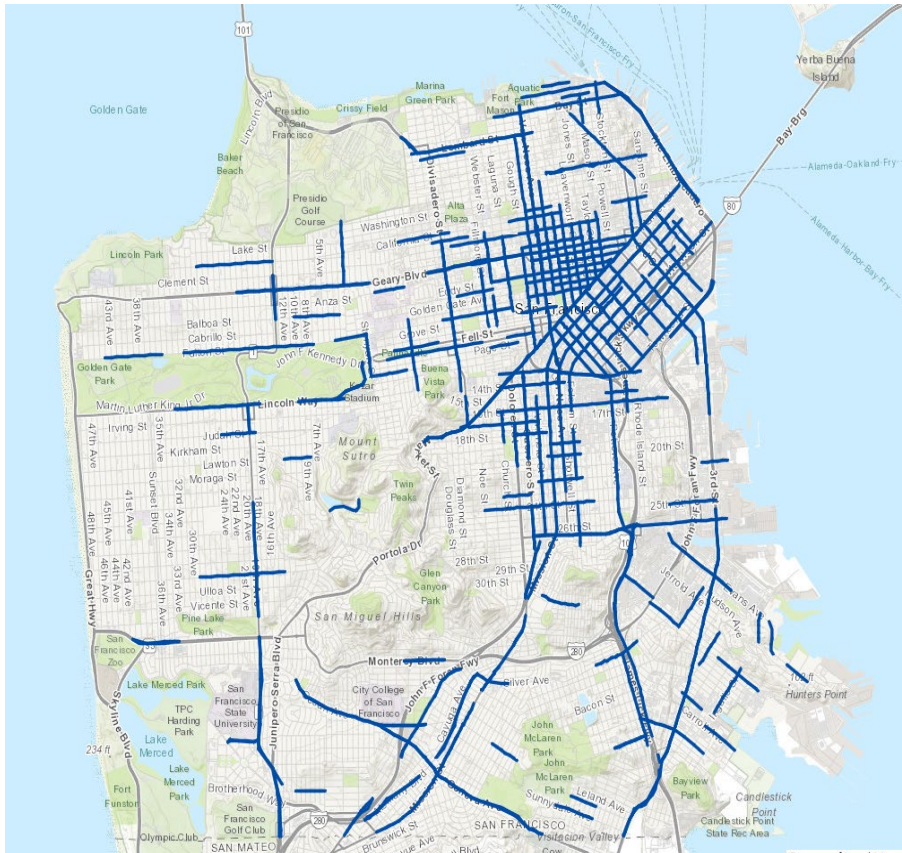
Department Wide Traffic Violations Issuance by Division and by Unit

		Red Light	Stop Sign	Ped Right of Way	Speeding	Failure to Yield w/Turning	Cell Phone	Unlicensed Driver	Suspended License	Ped Offenses	Bike Offenses	Other Traffic Violations	Total Traffic Violations	Focus on the Five Totals	Focus on the Five %	* Non-Traffic Violations
Feb. 2024 -Traffic		5	56	0	14	47	31	0	0	0	0	50	203	122	60%	26
Subtotal - Metro Division		34	27	3	13	89	8	13	7	4	2	194	394	166	42%	80
Feb. 2024	Central	5	0	0	0	0	0	4	2	1	0	12	24	5	21%	16
	Southern	10	4	0	2	2	0	1	0	0	0	21	40	18	45%	2
	Mission	7	14	1	7	51	7	1	0	0	0	61	149	80	54%	37
	Northern	0	2	0	0	0	0	2	0	0	0	1	5	2	40%	9
	Tenderloin	12	7	2	4	36	1	5	5	3	2	99	176	61	35%	16
Subtotal - Golden Gate Division		5	79	4	81	6	18	8	2	1	1	37	242	175	72%	20
Feb. 2024	Bayview	1	18	0	8	2	11	0	1	0	0	2	43	29	67%	3
	Park	3	37	1	1	0	2	3	0	1	1	10	59	42	71%	7
	Richmond	0	0	0	55	0	0	1	0	0	0	2	58	55	95%	8
	Ingleside	1	18	0	2	0	2	3	1	0	0	13	40	21	53%	1
	Taraval	0	6	3	15	4	3	1	0	0	0	10	42	28	67%	1
Grand Total-Feb.		44	162	7	108	142	57	21	9	5	3	281	839	463	55.2%	126

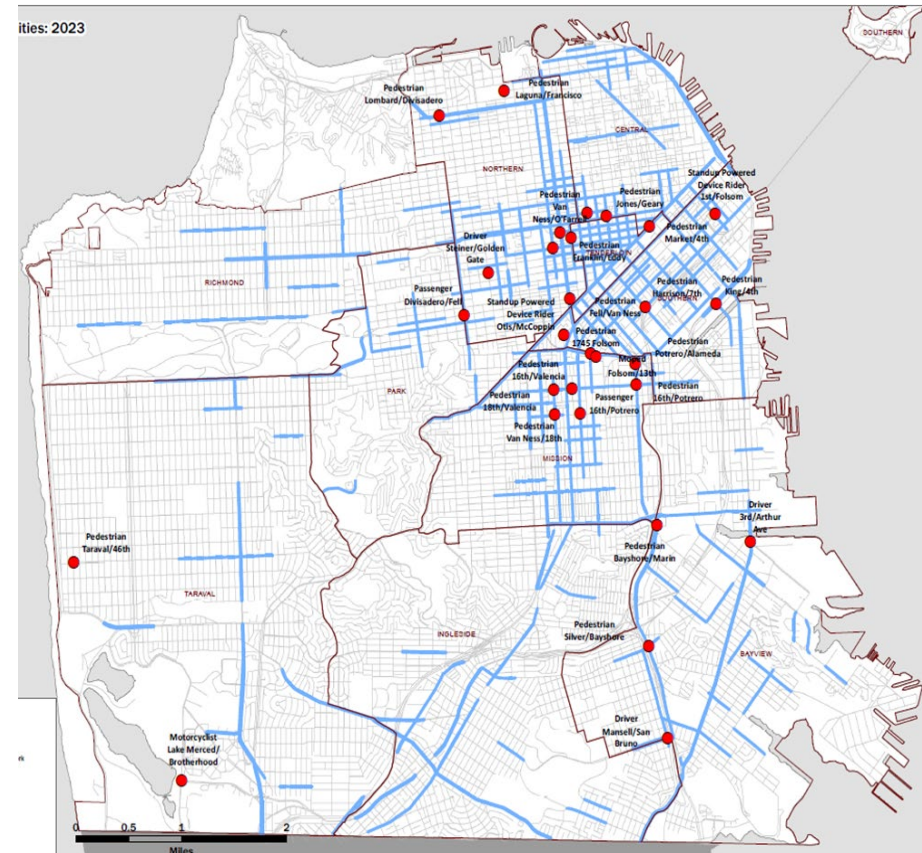
*** WE ARE WORKING TO COLLECT SIMILAR STATISTICS FOR ADVISEMENTS

DATA COLLECTION

HIGH INJURY NETWORK



TRAFFIC FATALITIES



DATA ANALYSIS

TOP 10 CITY-WIDE CRASH LOCATIONS & CAUSAL TRAFFIC VIOLATIONS

Locations	Count of Fatalities	Count of Collisions	Count of Victims	Primary Collision Factor (California Vehicle Code)
HWY 101 NORTHBOUND at HWY 101 SOUTHBOUND at MARKET ST at OCTAVIA ST	0	16	19	21453(a), 21703, 21803(b), 22101(d), 22107, 22350, 2800(a)
GENEVA AVE at MISSION ST	0	13	19	21453(a), 21658(a), 21801(a), 21806(a), 21950(a), 22350
GOUGH ST at HAIGHT ST at MARKET ST	0	13	16	21453(a), 22107, 22350
DIVISADERO ST at GEARY BLVD	0	12	19	21703, 21801(a), 21950(a), 22101(d), 22106, 22350
13TH ST at DUBOCE AVE at HWY 101 NORTHBOUND RAMP at MISSION ST at OTIS ST	0	12	20	21453(a), 21703, 21800(a), 22101(d), 22106, 22526(a)
FULTON ST at PARK PRESIDIO BLVD at PARK PRESIDIO BYPASS DR	0	12	24	21453(a), 21658(a), 22107, 22350, 23153(a)
13TH ST at SOUTH VAN NESS AVE	0	11	17	21453(a), 21703, 21800(a), 21800(d)(1), 21801(a), 21950(b), 22101(d), 22107
EDDY ST at LARKIN ST	2	11	13	21235(g), 21453(a), 21453(d), 21950(a), 21954(a), 22107, 22350, 7.2.12TC
EDDY ST at POLK ST	0	11	15	21453(a), 21658(a), 21801(a), 21804(a), 21950(a), 21954(a), 22106, 22107, 22350, 22517

DISTRICT STATION SPECIFIC DATA

Top 10 Intersection Collision Locations from 1/1/2022 - 9/30/2023

Locations	Count of Fatalities	Count of Collisions	Count of Victims	Primary Collision Factor (California Vehicle Code)
GENEVA AVE at MISSION ST	0	13	19	21453(a), 21638(a), 21801(a), 21806(a), 21950(a), 22350
ALEMANY BLVD at CONGDON ST	0	7	10	21453(a), 21752(d), 21801(a), 22101(d), 22107, 22350
ALEMANY BLVD at TINGLEY ST	0	7	10	21650, 21800(a), 21802(a), 21804(a), 21950(a)
ACTON ST at MISSION ST at SICKLES AVE	0	6	11	21453(a), 21703, 22107, 23152(a)
MISSION ST at PERSIA AVE	0	6	9	21453(a), 21453(d), 21750, 21950(a), 21954(a)
GENEVA AVE at I-280 N OFF RAMP at I-280 N ON RAMP	0	6	10	21453(a), 21801(a), 21950(a), 22350
ALEMANY BLVD at OCEAN AVE	0	6	10	21453(a), 21801(a), 21806(a), 21950(a), 21954(b), 21955(a)
ALEMANY BLVD at SENECA AVE	0	5	5	21453(a), 22101(d), 22107, 23152(a)
GENEVA AVE at NAPLES ST	0	5	6	21453(a), 21453(b), 21638(a), 21703, 21954(a), 22107, 22350
ARLETA AVE at BAY SHORE BLVD at SAN BRUNO AVE	0	5	6	21456(c), 22350, 38300

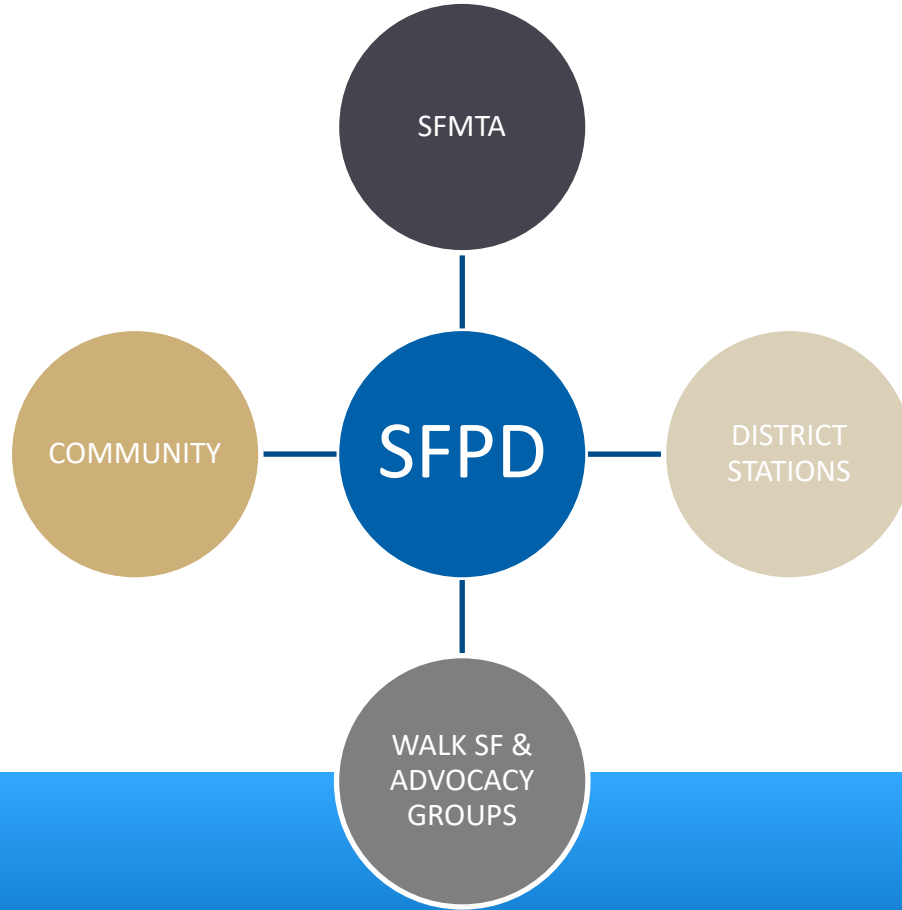
Top 10 Primary Collision Factor (PCF) Violation Codes:

Primary Collision Factor	2022 YTD	2023 (Jan-Sep)	Subtotal
22350	48	38	86
21950(a)	40	18	58
22107	27	20	47
21453(a)	22	13	35
22450(a)	18	9	27
Unknown	17	6	23
21801(a)	16	7	23
21802(a)	12	9	21
21954(a)	10	8	18
21703	12	4	16

Ingleside Police Station Injury Crashes from 1/1/2022 - 9/30/2023

Degree of Injury Severity	2022 YTD	2023 (Jan-Sep)	Subtotal
Fatal	4	-	4
Injury	310	189	499
Subtotal	314	189	503

Degree of Injury Severity	2022 YTD	2023 (Jan-Sep)	Subtotal
Fatal	4	-	10
Injury (Severe)	24	10	34
Injury (Other Visible)	98	57	155
Injury (Complaint of Pain)	188	122	310
Subtotal	314	189	503



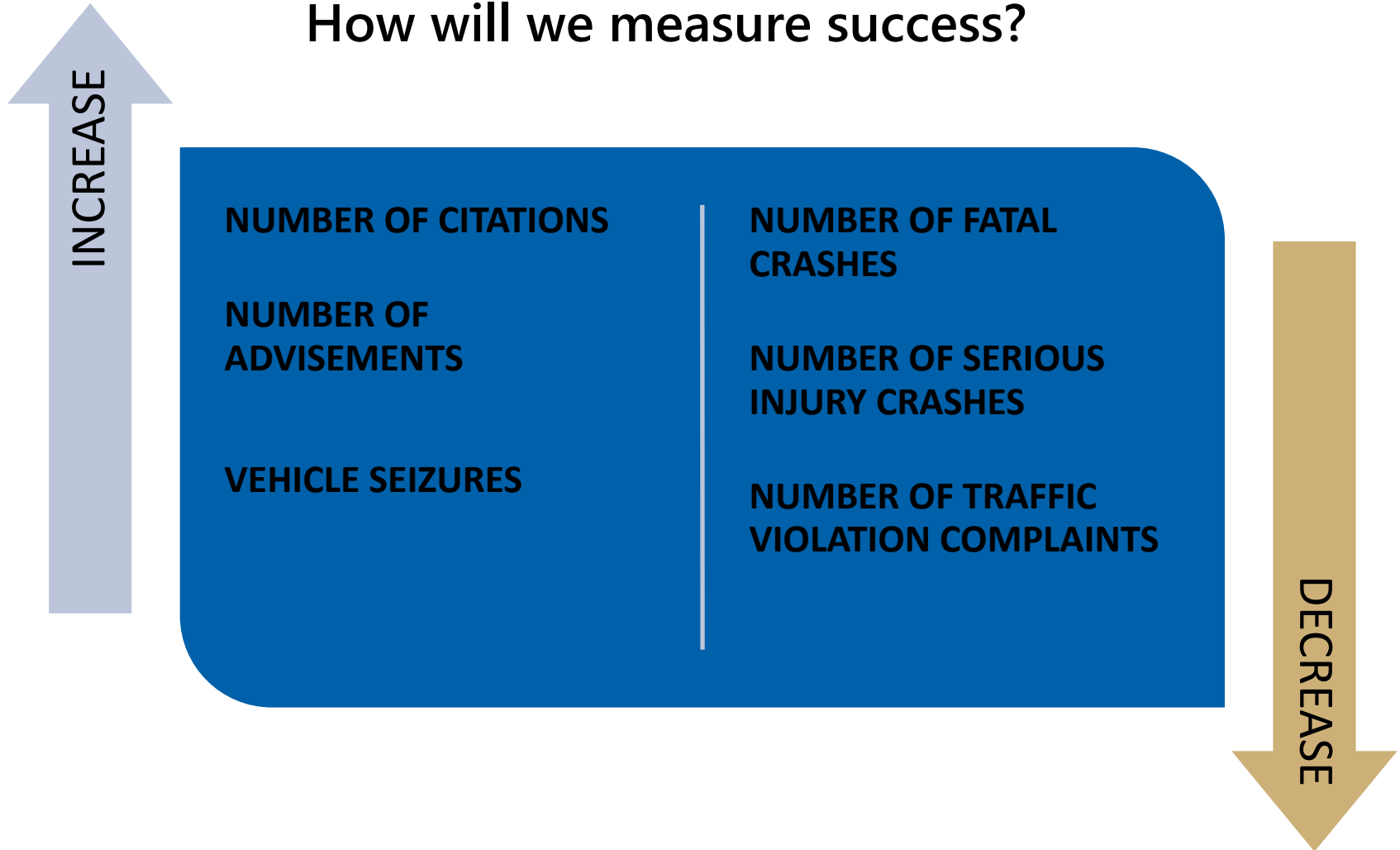
COLLABORATION



ACCOUNTABILITY

PERFORMANCE METRICS

How will we measure success?



INTERNAL ACCOUNTABILITY

DAILY ACTIVITY
SHEETS

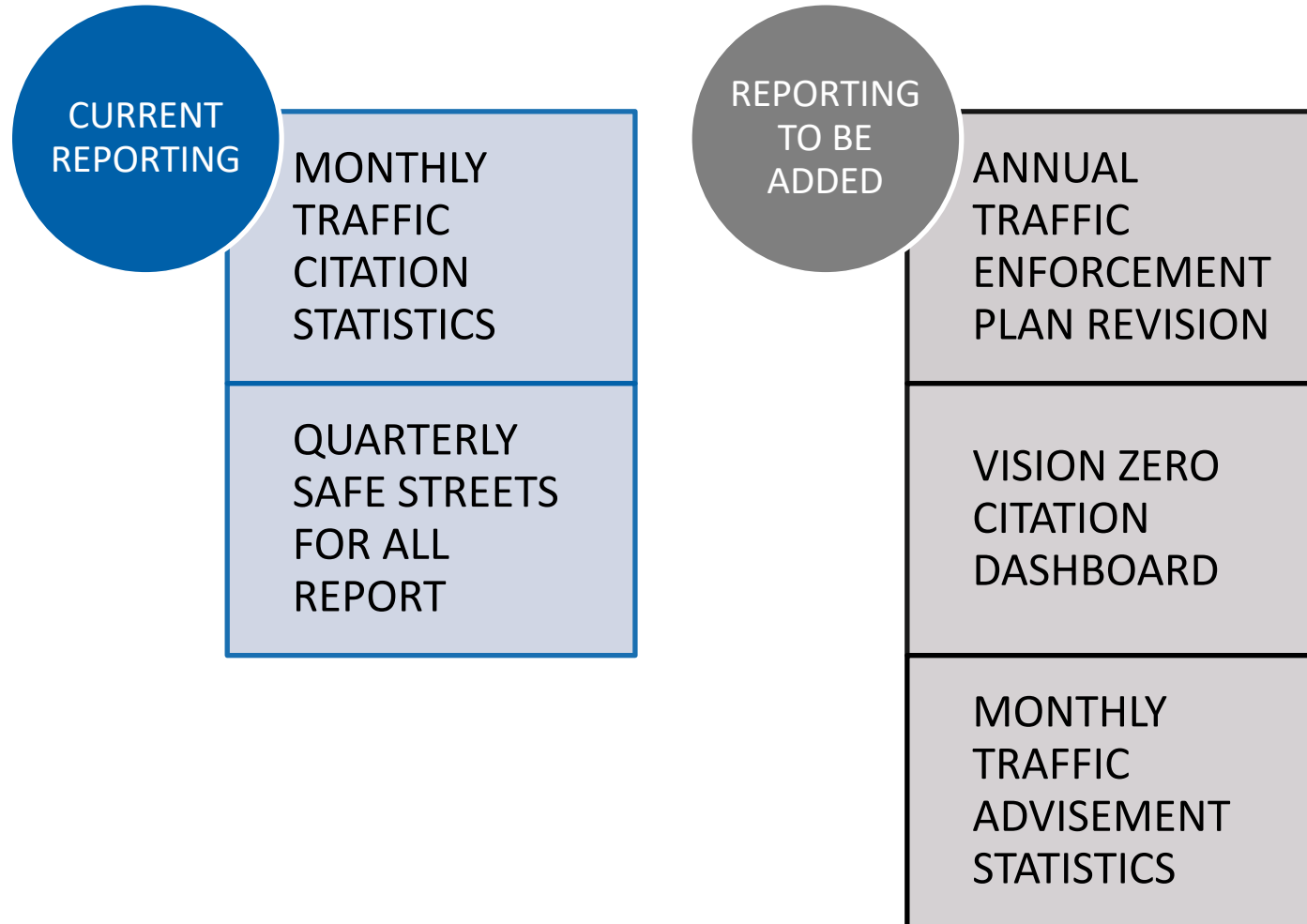
DIRECTED
ENFORCEMENT
DATABASE

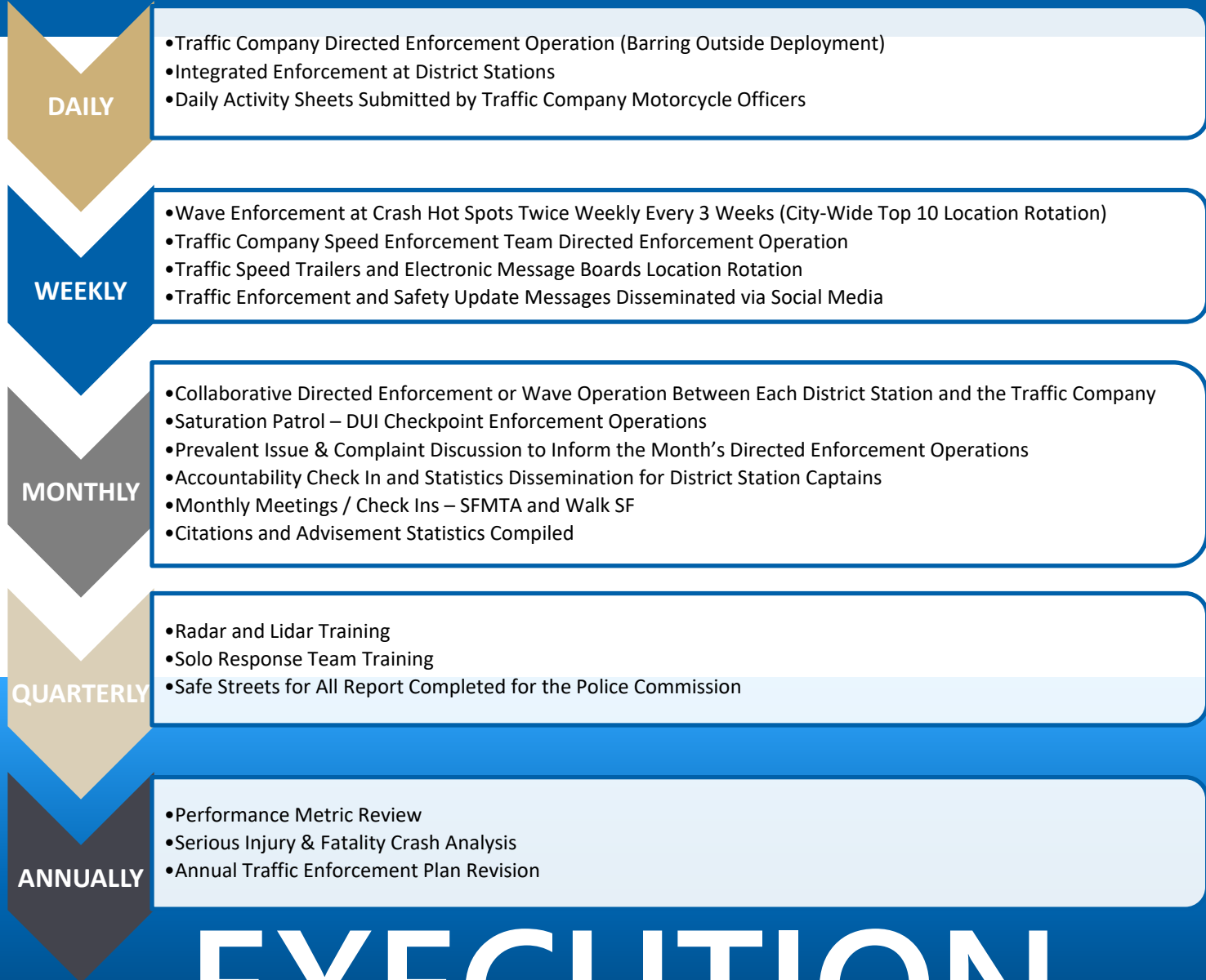
MONITORING OF
TRAFFIC
ENFORCEMENT STATS
BY STATION / UNIT

MONTHLY CRIME
COMMUNITY
STRATEGY MEETING

BENCHMARK
ANALYTICS

REPORTING





EXECUTION

Thank You.

Any Questions?

SAN FRANCISCO
POLICE DEPARTMENT

The image shows the exterior of the San Francisco Police Department building. In the foreground, a dark grey stone wall features the words "SAN FRANCISCO POLICE DEPARTMENT" in large, white, raised letters. To the left, a large glass window reflects the sky and surrounding buildings. To the right, a brick building with a covered entrance is visible. Three flagpoles stand in front of the brick building, flying the American flag, the California state flag, and a yellow flag. A set of concrete steps with a metal railing leads up to the entrance of the brick building.