



Working together to prioritize street safety and eliminate traffic deaths in San Francisco.

## Senior Pedestrian Safety Hearing

### Agenda

1. **Overview Context - Chava (“HA-VA”) Kronenberg, SFMTA, Pedestrian Program Manager**
2. **Enforcing Safety – Commander Teresa Ewins, SFPD Traffic Company**
3. **Responding to Fatalities – Ricardo Olea, SFMTA, City Traffic Engineer**
4. **Advancing Equity Through Safe Streets (Data and Analysis)– Megan Wier, SFDPH, Director, Program on Health, Equity and Sustainability**
5. **Advancing Equity Through Safe Streets (Infrastructure Program) – Mark Dreger, SFMTA, Senior Transportation Planner**
6. **Safe People – John Knox White, SFMTA, Planning Programs Manager**
7. **Senior Campaign – Jacqueline Ortiz, District Attorney’s Office, Deputy Chief, Victim Services Division**



VISION  
ZERO  
SF

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

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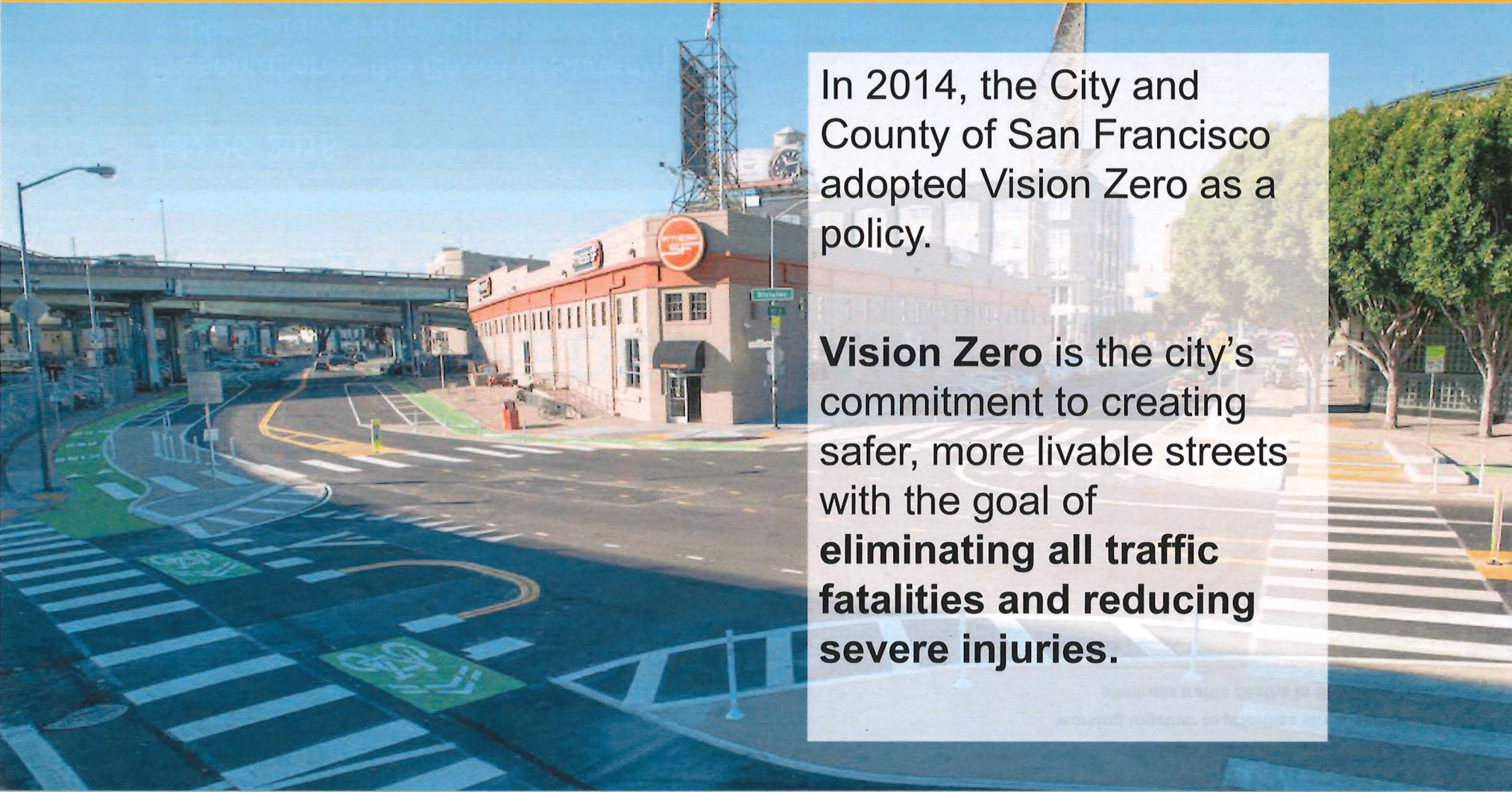
# VISION ZERO: SENIORS PEDESTRIAN SAFETY

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July 25, 2018

Presentation to the Board of Supervisors,  
Public Safety and Neighborhood Services Committee

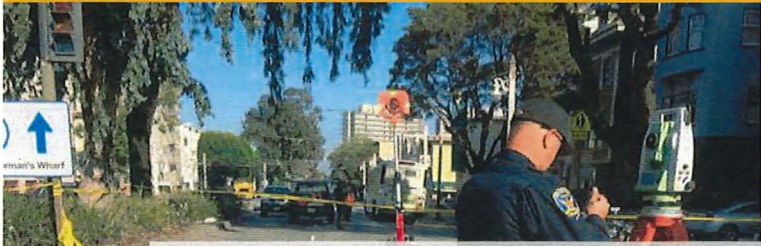




In 2014, the City and County of San Francisco adopted Vision Zero as a policy.

**Vision Zero** is the city's commitment to creating safer, more livable streets with the goal of **eliminating all traffic fatalities and reducing severe injuries.**





### Traffic fatalities are a public health crisis:

- Average 30 San Franciscans die annually
- Average 500 people hospitalized with severe injuries annually at ZSFGH
- 50% of patients at ZSFGH trauma center are people injured in traffic collisions
- City Trauma Surgeons respond to a serious traffic injury every 17 hours





## VISION ZERO IS ABOUT SAVING LIVES

Eber Oyuela

*Antonio Octaviano*

Lai Lei Wong

*Candida Duazo*

Elijah Reed

Chelsea Cole

Lilianna Preciado

*Kevin Manning*

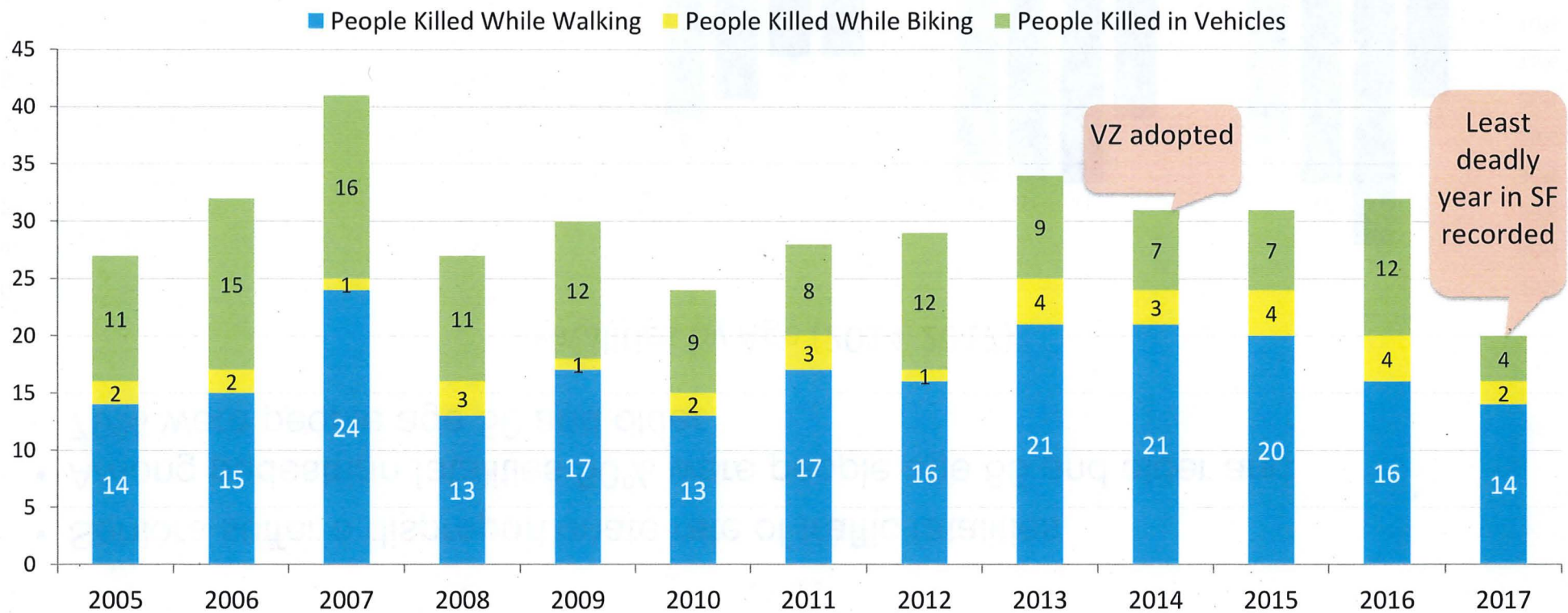
John Russell

*Dmitry Scotkin*



## 20 TRAFFIC-RELATED DEATHS IN 2017

### San Francisco Traffic Deaths, 2005-2017

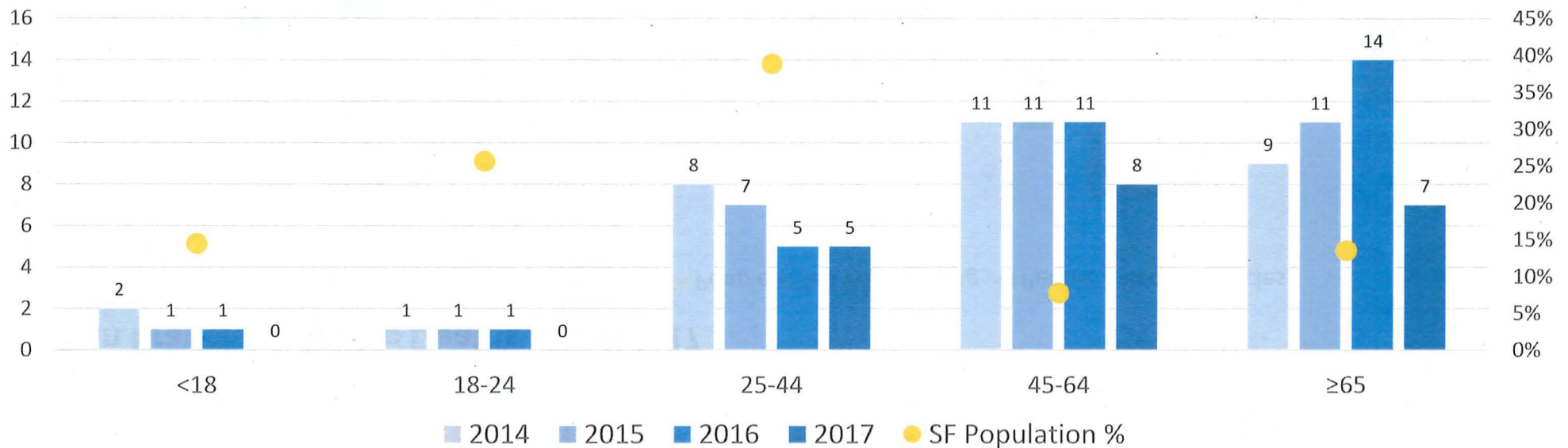




## AGE

- Seniors suffer a disproportionate rate of traffic fatalities
- Among pedestrian fatalities 50% were people age 65 and older and 79% were people age 50 and older

Fatalities by Age (2014-2017)





## MULTI-AGENCY COLLABORATION AND APPROACH

- **Department of Public Health**
  - Tracking at Zuckerberg San Francisco General
  - Outreach to Seniors
- **San Francisco Municipal Transportation Agency**
  - Pro-Active Engineering
  - Citywide Communications
- **District Attorney's Office**
  - Targeted Safety Campaign
- **San Francisco Police Department**
  - Enforcement

# **ENFORCING SAFETY**

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Commander Teresa Ewins, SFPD Traffic Company



## SENIOR FATALITIES

- 4 senior fatalities
  - Pedestrian crossing in crosswalk
  - Pedestrian crossing the crosswalk and struck by right-turning vehicle
  - Pedicab driver proceeding straight
  - Pedestrian crossing struck in crosswalk

# **RESPONDING TO FATALITIES**

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Ricardo Olea, SFMTA City Traffic Engineer



## FATALITY RESPONSE PROTOCOLS

- SFPD immediately notifies SFMTA management of incident
- SFMTA assigns staff to do field investigation (typically done within 24 to 48 hours)
- SFPD and SFMTA hold conference call to discuss fatal crash details
- Based on review, SFMTA makes recommendation of possible changes
- SFMTA contacts other agencies if they are involved
  - Caltrans (State jurisdiction)
  - SFPUC (streetlights)
  - Public Works (civil engineering, trees, construction)

## FATAL LOCATIONS (FIRST QUARTER 2018)

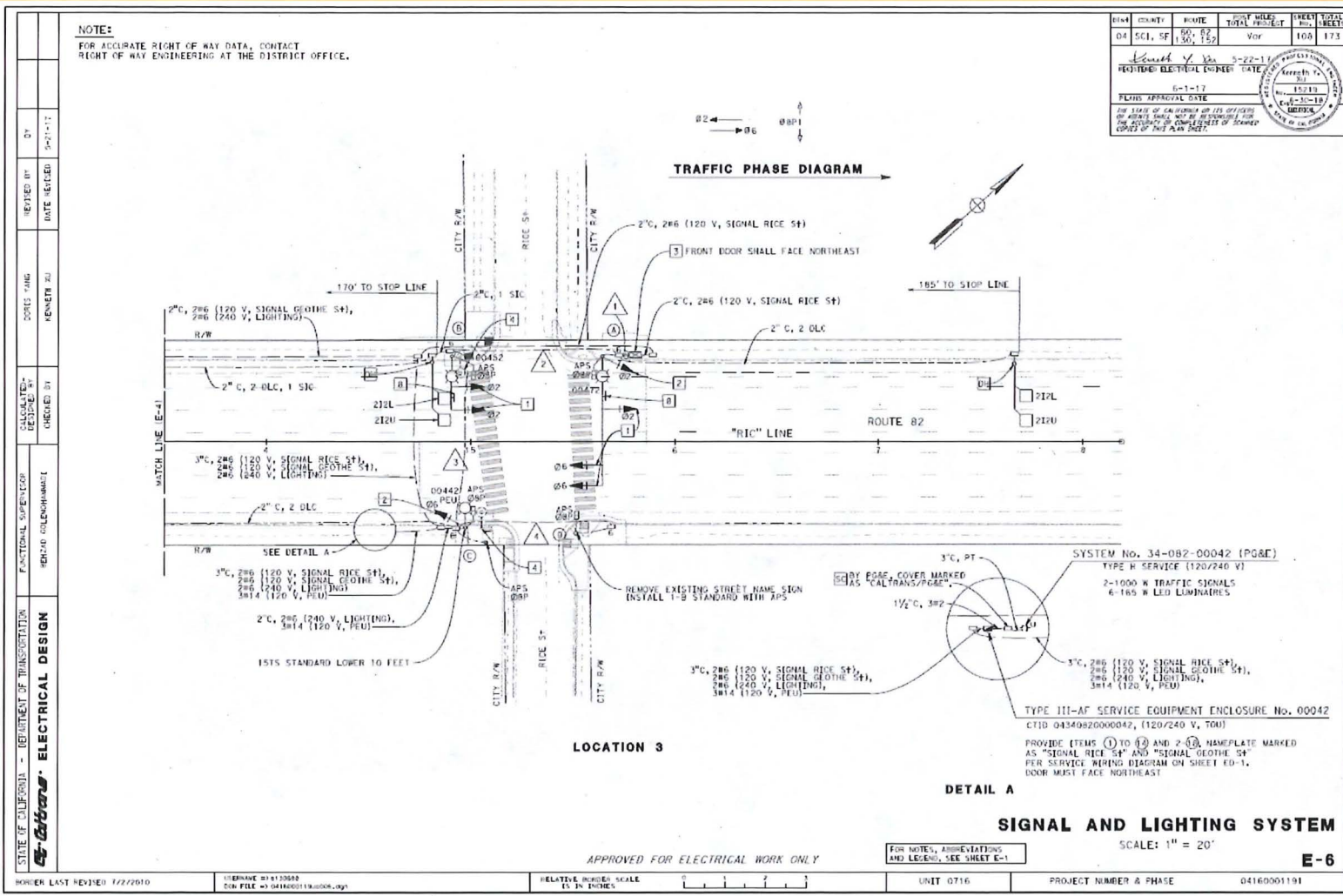
Date	Location	Victim Mode	Summary	Follow Up Note
1/23/2018	Mansell/Visitacion	Driver	Vehicle passed a school bus on Mansell, crossing double yellow. Hit opposing vehicle head on.	SFMTA recommended the following changes: <ul style="list-style-type: none"> <li>• Changes to STOP AHEAD signage</li> <li>• Changes to pavement centerline</li> <li>• Addition of radar speed feedback signs to Mansell (pending)</li> </ul>
2/24/2018	Rice/San Jose (Caltrans)	Pedestrian (Senior)	Driver failed to yield to pedestrian in crosswalk crossing San Jose	Caltrans has a project to install a pedestrian signal at this intersection by end of 2019. SFMTA requested Caltrans review speed limit and pedestrian warning signs. SFMTA extended intersection red zones.
3/16/2018	Broadway near Stockton	Pedestrian	Pedestrian crossing midblock struck by driver	Broadway streetscape project under construction (new sidewalk changes, lights, streetscape). Public Works staff followed up on worksite conditions with SFPD investigators.





San Jose Avenue at Rice Street, February 26, 2018

San Jose and Rice: Caltrans project pending installation of pedestrian HAWK signals





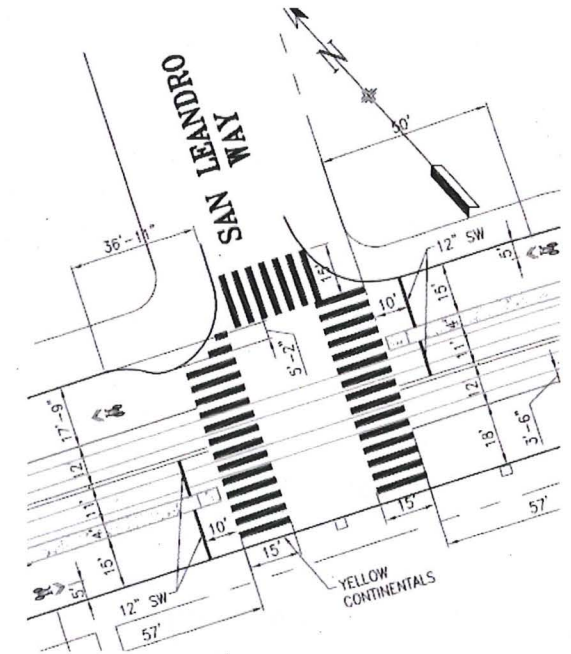
## 2018 FATAL INCIDENTS (SECOND QUARTER)

Date	Location	Victim Mode	Summary	Follow Up Note
4/17/2018	Ocean/Victoria	Pedestrian (Senior)	Pedestrian struck by turning vehicle	SFMTA implemented signal timing and marking improvements throughout Ocean Ave corridor
4/28/2018	19th Ave/Winston	Pedestrian	Pedestrian crossing against signal, struck by driver at night	Night site visit identified non-functioning street light, SFMTA submitted maintenance request.
5/29/2018	3rd/Arthur/ Cargo Way	Driver	Carjacking suspect fleeing at high speed, struck fixed object	SFMTA is working with the Port on a project to open the north crosswalk at this intersection.
6/13/2018	28th/Castro	Pedestrian	Tow truck lost control of towed vehicle, unattended vehicle rolled down street and struck city worker working in roadway	Special circumstances of this incident being investigated by SFPD, CHP (tow truck), SFPUC.
6/27/2018	The Embarcadero/ Chestnut/Sansome	Bicyclist (Senior)	Pedicab struck from behind by driver driving erratically	Under review. Embarcadero Enhancement study on-going.

## OCEAN AVENUE COMPREHENSIVE REVIEW

Ocean Avenue reviewed to add where missing:

- Leading pedestrian intervals for cross streets
- Revised signal timing for walking speed of 3 feet per second
- Revised signal yellow and all-red clearance timing
- Continental crosswalk markings
- Advance crosswalk stopping lines on Ocean Avenue







## 2018 FATAL INCIDENTS (JULY)

Date	Location	Victim Mode	Summary	Follow Up Note
7/7/2018	16th/Mission	Pedestrian	Pedestrian crossing midblock struck by driver	Muni Forward is recommending improvements to existing transit bulbs on Mission.
7/17/2018	36 <sup>th</sup> Ave/Sloat (Caltrans)	Pedestrian (Senior)	Pedestrian crossing on crosswalk stuck by driver on Sloat Blvd	Caltrans activated new pedestrian HAWK signal on July 11 <sup>th</sup> , 2018. Under investigation. SFMTA coordinating with Caltrans on follow up.





# **ADVANCING EQUITY THROUGH SAFE STREETS**

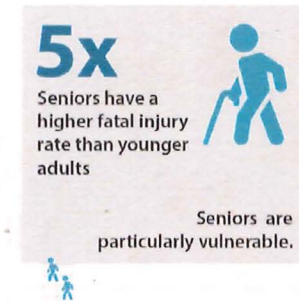
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Megan Wier, Department of Public Health

## SENIORS ARE AT INCREASED RISK OF DEATH AND SEVERE INJURY

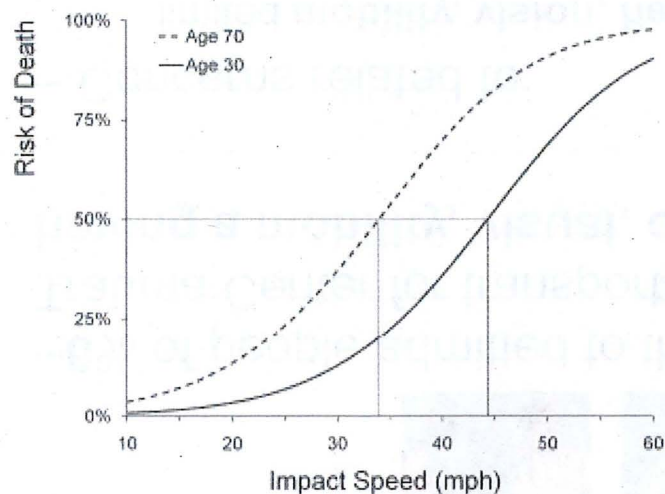
2017: 50% of Pedestrian Deaths and 35% of All Traffic Deaths were to Seniors, *who comprise ~15% of San Francisco's residents*

Seniors *almost 2x as likely to sustain a severe injury* when compared to younger adults treated for a traffic injury at Zuckerberg SF General Hospital





## SENIORS PEDESTRIANS' RISK OF DYING IS HIGHER AT ANY GIVEN SPEED



Speed

Average death risk for a **70-year-old pedestrian** similar to that for a **30-year-old pedestrian struck at a speed 11.8 mph faster**

### **Reduce Vehicle Speed Risk:**

- Traffic calming (e.g., lane narrowing)
- Increased enforcement
- Reduction of speed limits

## PEOPLE WITH DISABILITIES ALSO OF PARTICULAR CONCERN



~6% of people admitted to the Zuckerberg SF General Hospital's Trauma Center for transportation-related injury recorded as **having a mobility, visual, or hearing disability**

~ Concerns related to:

- limited **mobility, vision, hearing, and**
- potentially **limited visibility of people in wheelchairs** for motorists among others



## PERSONS WITH DISABILITY (N≈60),

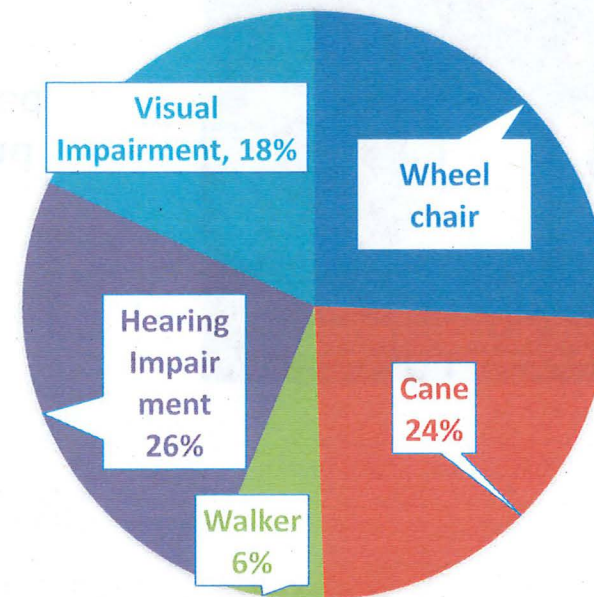
TREATED AT ZSFG TRAUMA CENTER FOR TRANSPORTATION-RELATED INJURY, 2013-2014

~60% of those injured **use a mobility aid: Wheelchair, Walker, Cane**

~70% of those injured were **people walking**

>50% are also **seniors aged 65+**

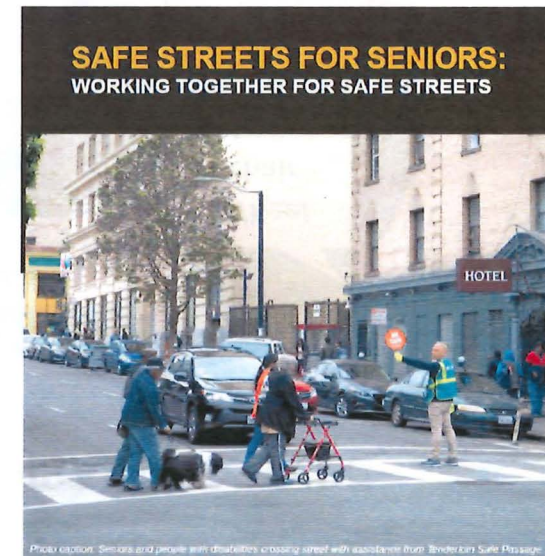
BY DISABILITY TYPE



## 2016 - SAFE STREETS FOR SENIORS: EDUCATION

**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 1300 seniors and staff at over 40 locations to date**





## SAFE STREETS FOR SENIORS: COMMUNITY ENGAGEMENT

- FY 16-17: Funded **seven community based organizations** to conduct in-depth education and outreach in their neighborhoods
- FY 17-18: Funded **eight community-based organizations**, *includes Senior and Disability Action, Lighthouse for the Blind and Visually Impaired and Walk SF.*
- *Just released RFA for FY18/20: Two years of funding*



# 2018: SFMTA POLICY CHANGE - INCREASE IN PEDESTRIAN CROSSING TIME CITYWIDE



## Pedestrian safety: SF's plan to increase crossing times between signals

Michael Cabanatuan | on May 9, 2018





## SFDPH INJURY ANALYSIS

- **Injury Segments:** Where Pedestrian Injuries to Seniors and People with Disabilities are concentrated
- **Priority Areas:** Where Seniors and People with Disabilities Live and Travel
  - Census Tracts with the highest 1/3 of population density
  - Senior Centers
  - Public Libraries
  - Meal Programs, including Department of Agency and Adult Services Nutrition Sites
  - Public Health Facilities
  - Paratransit Drop Off/Pick Up Locations
  - Other Key Services

## Seniors and People with Disabilities: Injuries to People Walking

**Injury Segments in Priority Areas: ¾ of severe/fatal injuries**


- 57% on the VZ High Injury Network
- 35% on Traffic Calm-able Streets

— Injury Segment~  
— Injury Segment in Priority Area~  
 Priority Area\*^

\*Attractors include senior centers, public libraries, public health facilities, and other locations that provide services to seniors or people with disabilities such as paratransit, food, or health care.


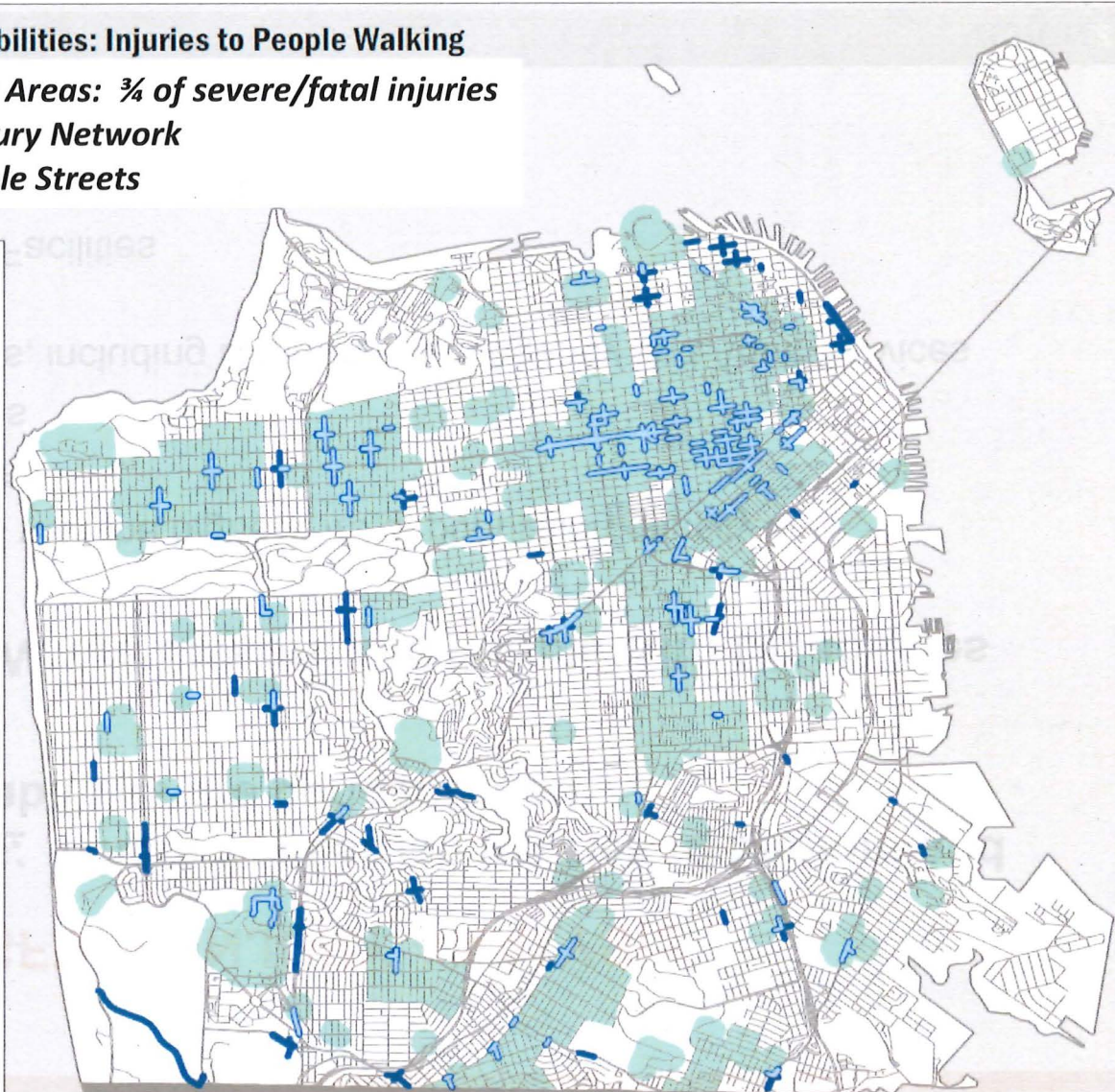
^Density is the top third of census tracts with residents that are senior (age 65+), person with disability, or fulfill both criteria from ACS 2011-2015 data and normalized by square mile.

~Priority segments were derived from the Traffic Injury Surveillance System (TISS) 2013-2015 dataset. Segments with at least 1 severe/killed or 3 non-fatal/severe injuries involving a senior or person with disability. Priority Area Segments are within 500ft of an attractor, or within a high senior and/or person with disability census density area.



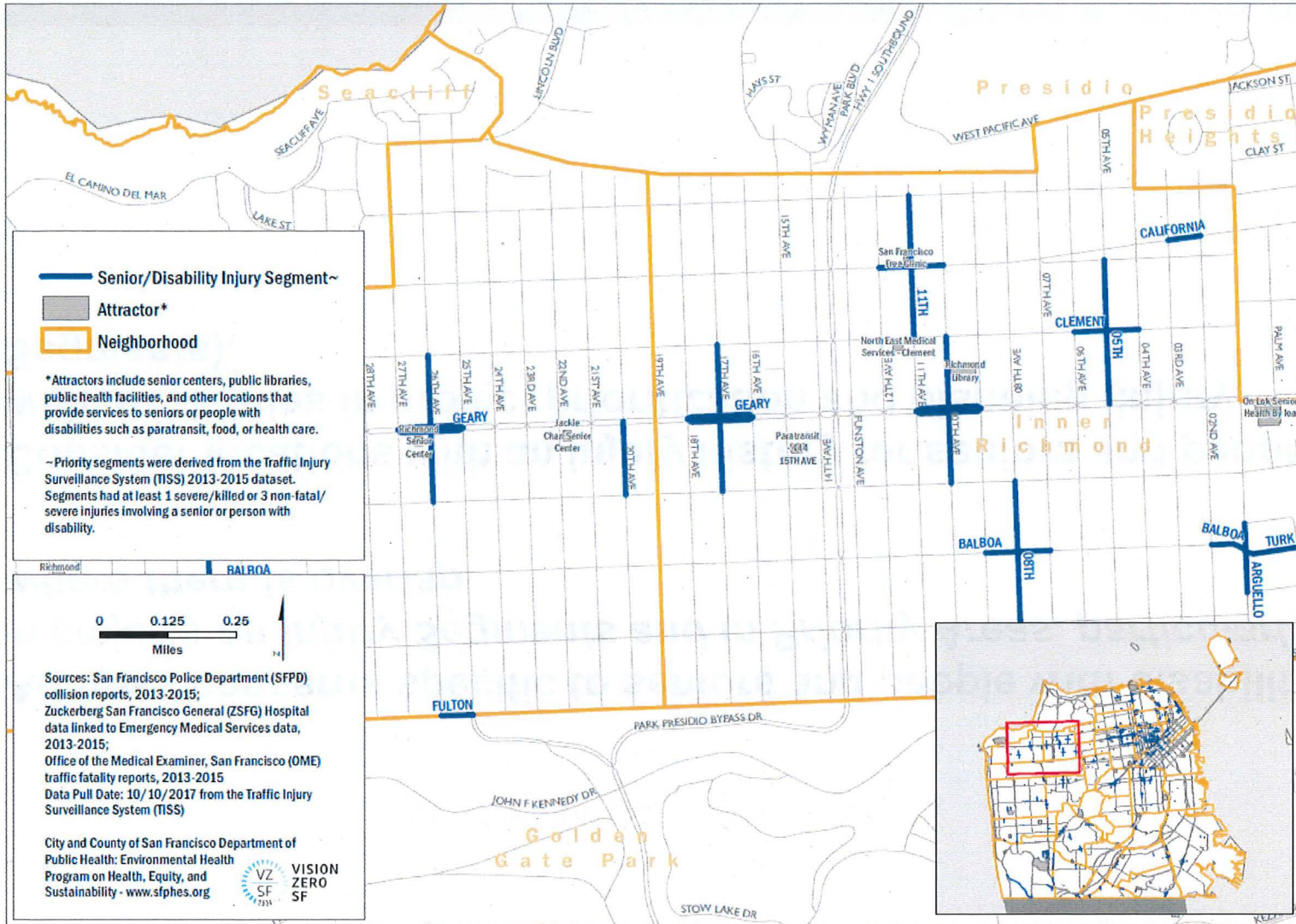
Sources: San Francisco Police Department (SFPD) collision reports, 2013-2015;  
 Zuckerberg San Francisco General (ZSFG) Hospital data linked to Emergency Medical Services data, 2013-2015;  
 Office of the Medical Examiner, San Francisco (OME) traffic fatality reports, 2013-2015  
 Data Pull Date: 6/4/2017 from the Traffic Injury Surveillance System (TISS)

City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability - www.sfpbes.org



# Seniors and People with Disabilities: Injuries to People Walking in the Richmond District



## RECOMMENDATIONS

1. Address concerns specific to seniors and people with disabilities in projects *on Injury Segments and in Priority Areas, particularly where there is overlap.*
2. Consider locations with an injury history for seniors and people with disabilities in project prioritization and planning (Injury Segments).





# Thank you!

**MEGAN WIER, MPH**

**DIRECTOR, PROGRAM ON HEALTH, EQUITY &  
SUSTAINABILITY**

**SAN FRANCISCO DEPARTMENT OF PUBLIC  
HEALTH**

**CO-CHAIR, SAN FRANCISCO VISION ZERO  
TASK FORCE**

**[MEGAN.WIER@SFDPH.ORG](mailto:MEGAN.WIER@SFDPH.ORG)**

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**[VISIONZEROSF.ORG](http://VISIONZEROSF.ORG)**

**VISIONZEROSF**



## Seniors and People with Disabilities: Injuries and Attractors for People Walking

— 2017 Vision Zero High Injury Network (HIN)  
 Attractor\*  
 Attractor 500ft Buffer\*  
 High Density of Seniors and/or People with Disabilities^

**Senior/Disability Pedestrian Injury Segments**

- Within Priority Area
- Within Priority Area on HIN
- Within Priority Area on Traffic Calmable Street/HIN
- Within Priority Area on Traffic Calmable Street/Priority Area
- Outside Priority Area

\*Attractors include senior centers, public libraries, public health facilities, and other locations that provide services to seniors or people with disabilities such as paratransit, food, or health care.

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0 0.5 1 2  
 Miles

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City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability - [www.sfpdph.org](http://www.sfpdph.org)



# **ADVANCING EQUITY THROUGH SAFE STREETS INFRASTRUCTURE PROGRAM**

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Mark Dreger, San Francisco Municipal Transportation  
Agency

## Existing SFMTA programs

### Vision Zero

- High Injury Network focus
- Data-driven process
- Arterial/collection streets



### Traffic Calming program

- Application-based
- Data-driven process
- Residential streets
- Limited range of tools





## A focus on vulnerable populations

*Attention is needed to collisions involving seniors and people with disabilities.*

### Program goals

- Reduce disparities for vulnerable populations in traffic injuries/deaths
- Address safety issues taking place off the High Injury Network
- Improve safety and comfort for those traveling by foot or bicycle
- Improve neighborhood connections to schools, parks, transit, and other land uses frequented by these groups

### Approach

- Improve safety by addressing collision patterns in communities across SF using collision and other data
- Work directly with neighborhoods and stakeholders representing vulnerable populations to identify safety and comfort issues

## Program inputs

### Neighborhood prioritization (pre-planning)

- Collision history (number and severity)
- Land use analysis
- Geographic equity
- Community support
- Other capital projects in the area

### Planning process

- Input from Senior and PwD populations/groups
- Broader community
- One 'focus area' at a time



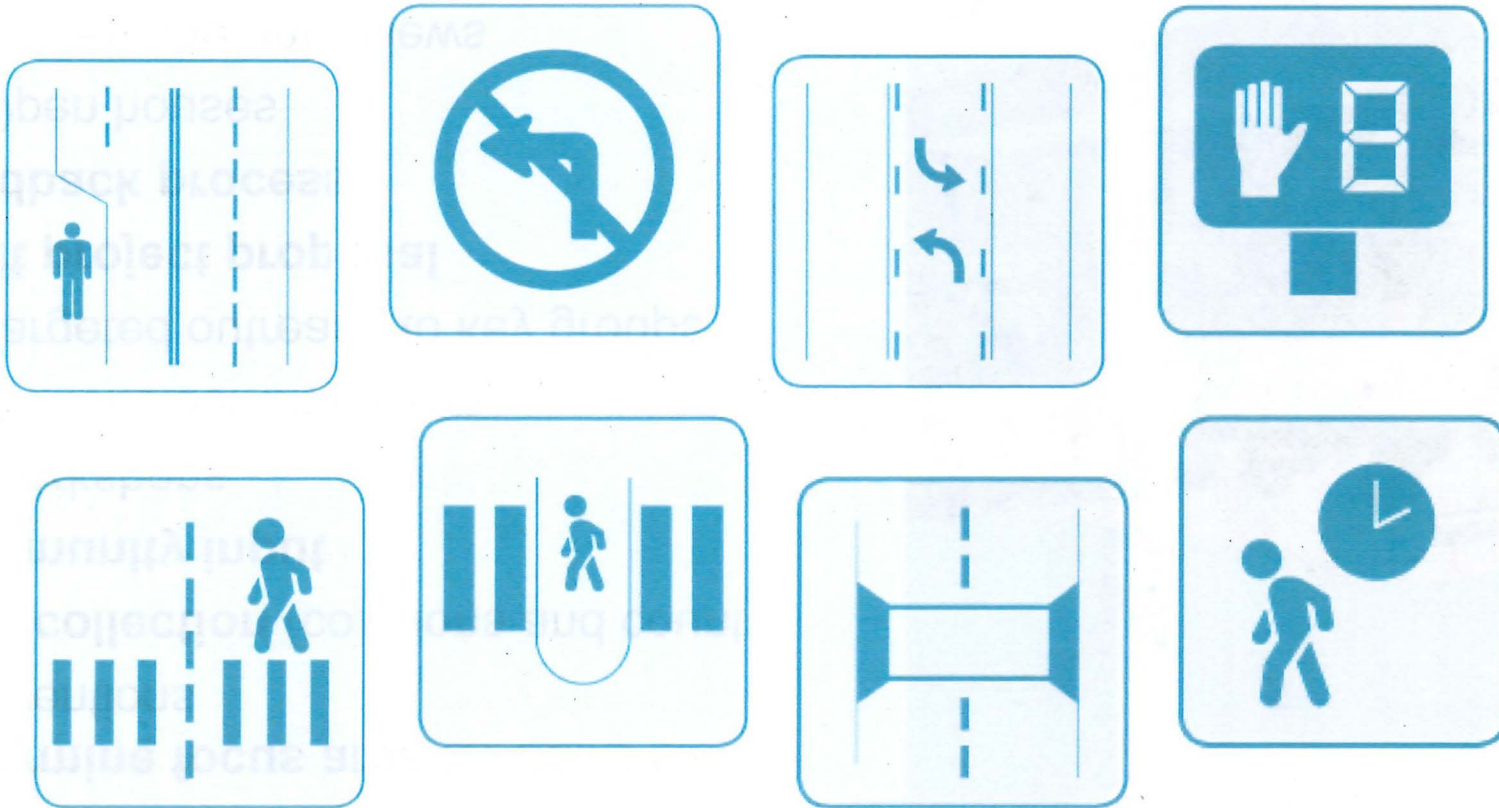


## Neighborhood process

1. **Determine focus area** for traffic safety interventions
2. **Data collection** (collisions and counts)
3. **Community input**
  - Workshops
  - Stakeholder interviews
  - Targeted outreach to key groups
4. **Draft project proposal**
5. **Feedback process**
  - Open houses
  - Stakeholder interviews
6. **Final project proposal**
7. **Construction**

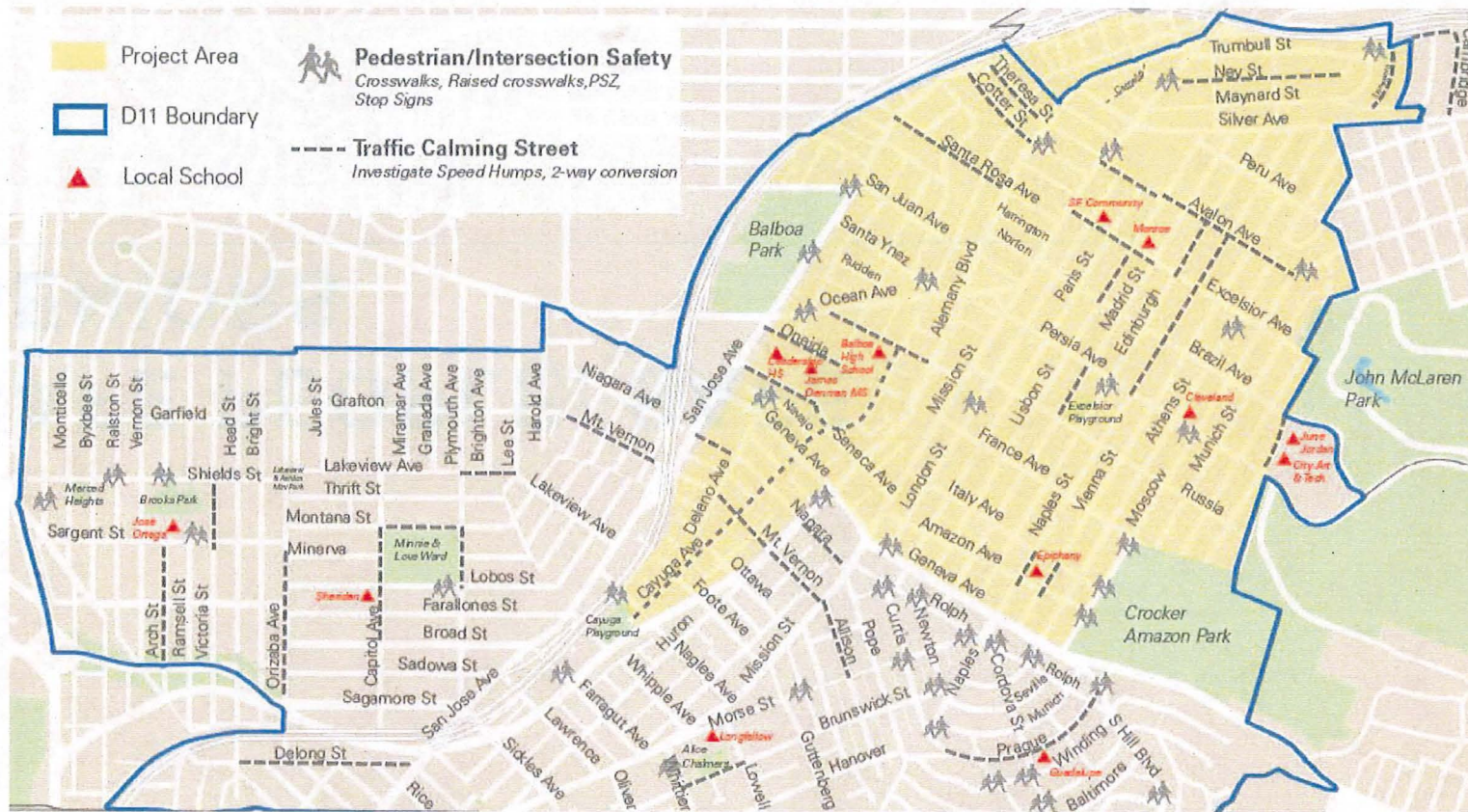


## Engineering toolkit





# Example project: District 11



# **SAFE PEOPLE: SAFE SENIORS**

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John Knox White, San Francisco Municipal Transportation Agency  
Jacqueline Ortiz, District Attorney's Office



# Raising Senior Visibility





# District Attorney Senior Safety







Thank you!

VISIONZEROSF



# SAFE STREETS FOR SENIORS: WORKING TOGETHER FOR SAFE STREETS



*Seniors and people with disabilities crossing street with assistance from Tenderloin Safe Passage*







People holding signs saying, "My cane is my right-of-way"

## Why Vision Zero Matters:

- **Vision Zero** is the City's commitment to eliminate traffic deaths on our streets by creating a safe transportation system for everyone.
- In San Francisco, the majority of traffic-related deaths occur to people walking.
- Of all the pedestrians who are killed in San Francisco, **over 50% are seniors.**
- Injuries to seniors and people with disabilities are often more severe and their recovery time is longer.



Seniors are **5x** more likely to be killed in traffic crashes than younger adults.

## What the City is Doing to Achieve Vision Zero:

- City staff are working to build **better and safer streets, enforce traffic laws, educate the public and adopt policies** to save lives and reduce injuries.
- **Safe Streets for Seniors** is a program that supports Vision Zero and is focused on traffic safety for seniors and people with disabilities.



SFMTA receiving a thank you card from community organizations for increasing pedestrian crossing time

## What YOU Can Do to Help Achieve Vision Zero:

- **Call 3-1-1** to report broken sidewalks, missing or broken curb ramps, or any other road or sidewalk conditions that are a safety concern.
- **Request safer streets** where you see speeding. Contact SFMTA at [www.sfmta.com/calming](http://www.sfmta.com/calming).
- **Request a Vision Zero presentation** and learn about funding opportunities by contacting us (information on back).
- **Share information and Vision Zero materials** with your family, friends, and community agency.
- **Join the Vision Zero Task Force:** send an email to [VisionZeroSF@sfmta.com](mailto:VisionZeroSF@sfmta.com) to receive meeting information and updates.

*“My mother was severely injured while crossing the street in San Francisco, and her life has been changed forever. But we have the tools and ability to make our streets safe for everyone, young and old.”*

*– Jenny Yu, SF Bay Area Families for Safe Streets*

**Walking is important for seniors’ physical and mental health. Join us to make our streets safer for seniors and people with disabilities!**





*Seniors crossing street  
Photo: Walk San Francisco*

## **Vision Zero is Focused on Creating a Safe Transportation System for Everyone.**

### **Safety Tips for Seniors and People with Disabilities Who Walk or Roll:**

- **Watch for turning cars** – drivers may not be looking for people crossing.
- **Make eye contact** with drivers before crossing.
- **Make sure there is enough time** before you start crossing at traffic signals.
- **Wear comfortable and stable shoes** to prevent falls.
- **Look out for cracks, potholes, or uneven surfaces on the sidewalks.** Contact 3-1-1 to request repairs.
- **Wear light or bright-colored clothing at night.** Use a flashlight if necessary.
- **Use your glasses, hearing aids, cane, or walker.**
- **Look left, right, left again** before crossing the street.

**For more information, please contact us at:**

**(628) 206-7698**

**[streets4seniors@sfdph.org](mailto:streets4seniors@sfdph.org)**



### PINK AND RED



**Breed:** (Pink) Labrador Retriever  
**Breed:** (Red) Golden Labrador Retriever  
**Sex:** (Pink) Female  
**Sex:** (Red) Male

Meet Pink and Red the SFDA Victim Service Dogs. Pink is a female Labrador retriever and Red is a male, golden Labrador retriever. Pink and Red help promote our goal to help victims of crime mitigate the trauma, navigate the criminal justice system and rebuild their lives.

The dogs support the work of victim services by providing non-judgmental comfort and support to children and vulnerable adult victims during forensic interviews, exams, court and other legal proceedings.

Pink and Red enjoy the beach, the snow, and running and playing together with other dogs and with children.

Pink and Red were bred, trained and socialized by Assistance Dogs of the West (ADW), to serve victims of crime in legal settings. The Victim Service Dogs are vital members of the San Francisco District Attorney team and will serve hundreds of victims over the next several years.

For more info contact us at: 415-553-9044  
[victimservices@sfgov.org](mailto:victimservices@sfgov.org)  
 Follow Pink & Red on

@sfvictimservices @sfvictimservice @sfdavictimservices

## San Francisco Victim Service Division



### PINK AND RED





Greetings,

Victim Services is excited to announce our new podcast, **Justice 7x7** and we can't wait to share it with you!!

This podcast serves to provide to our community with multiple perspectives on the justice system. We aim to give insight from various branches such as prosecution, victim services, community agencies, police, claims, etc. that are encapsulated within the system.

Earlier this month, we released our **very first episode featuring special guests District Attorney George Gascón and Chief of Victim Services Division Dr. Gena Castro-Rodriguez.**

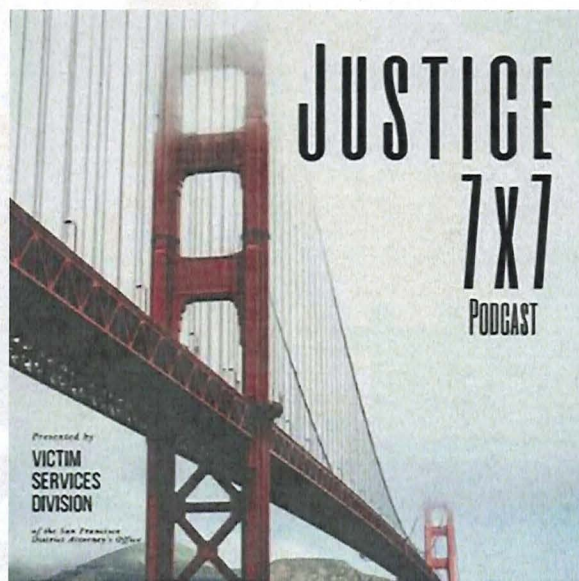
The excitement is real, so *stay tune for Episode 2 on August 1st.* In this episode, Victim Advocate **Peter Huynh** and Assistant District Attorney **Charlie Bisesto** will share their experience working with the aging and vulnerable population. Also, special guest **Megan Wier** from the SF Department of Public Health who is the Director of Program on Health, Equity & Sustainability and Co-Chair for San Francisco Vision Zero Task Force answering questions about the Vision Zero Campaign that was launched on 6/20/18 by our office.

Are you wondering where you can listen to it? Justice 7x7 will be available through SoundCloud, Facebook, and Youtube. You can search for "Justice7x7" on the SoundCloud and Youtube platforms. *Please like, follow and subscribe!*

SoundCloud: <https://soundcloud.com/user-428997345-362869599/episode-1>

Youtube: <https://www.youtube.com/channel/UCevqARJ-ZUoxExGsz-yiqbA>

Facebook: <https://www.facebook.com/SFVictimServices/>



*Familiarize yourself with the Justice 7x7 brand!*

Give us a listen, a like or a tweet at:

Instagram: @Justice7x7  
Instagram: @SFDAvictimservices  
Twitter: @SFvictimservice  
Facebook: SFDA Victim Services  
Email: SFDA-Justice7x7@sfgov.microsoftonline.com

# Senior Pedestrian Safety Campaign

Office of the San Francisco District Attorney  
Victim Services Division



**DRIVE SLOW** **GIVE SENIORS A BRAKE**



**George Gascón**  
San Francisco District Attorney  
Victim Services Division

**DRIVE SLOW** **SENIORS CROSSING**



**George Gascón**  
San Francisco District Attorney  
Victim Services Division

# 慢速行駛

請為年長者讓行



**George Gascón**

三藩市地區檢察官  
受害者服務分部

# 慢速行駛

年長者通行



**George Gascón**

三藩市地區檢察官  
受害者服務分部



# CONDUCE DESPACIO

## DEJA CRUZAR A LAS PERSONAS MAYORES



**George Gascón**  
Fiscal de Distrito de San Francisco  
División de Servicios a Víctimas

# CONDUCE DESPACIO

## CRUCE DE PERSONAS MAYORES



**George Gascón**  
Fiscal de Distrito de San Francisco  
División de Servicios a Víctimas