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**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 by 2024

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# **VISION ZERO: ELIMINATING TRAFFIC DEATHS BY 2024**



# WHAT IS VISION ZERO SF?

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**Vision Zero SF** the City's commitment to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives.

## **The Goal:**

**Zero traffic deaths in  
San Francisco**



INTRODUCING SAN FRANCISCO'S VISION ZERO

SEVERE/FATAL INJURIES: 12% OF STREET MILES\*

Vision Zero High Injury Network: San Francisco, California (SWITRS 2008-2012)

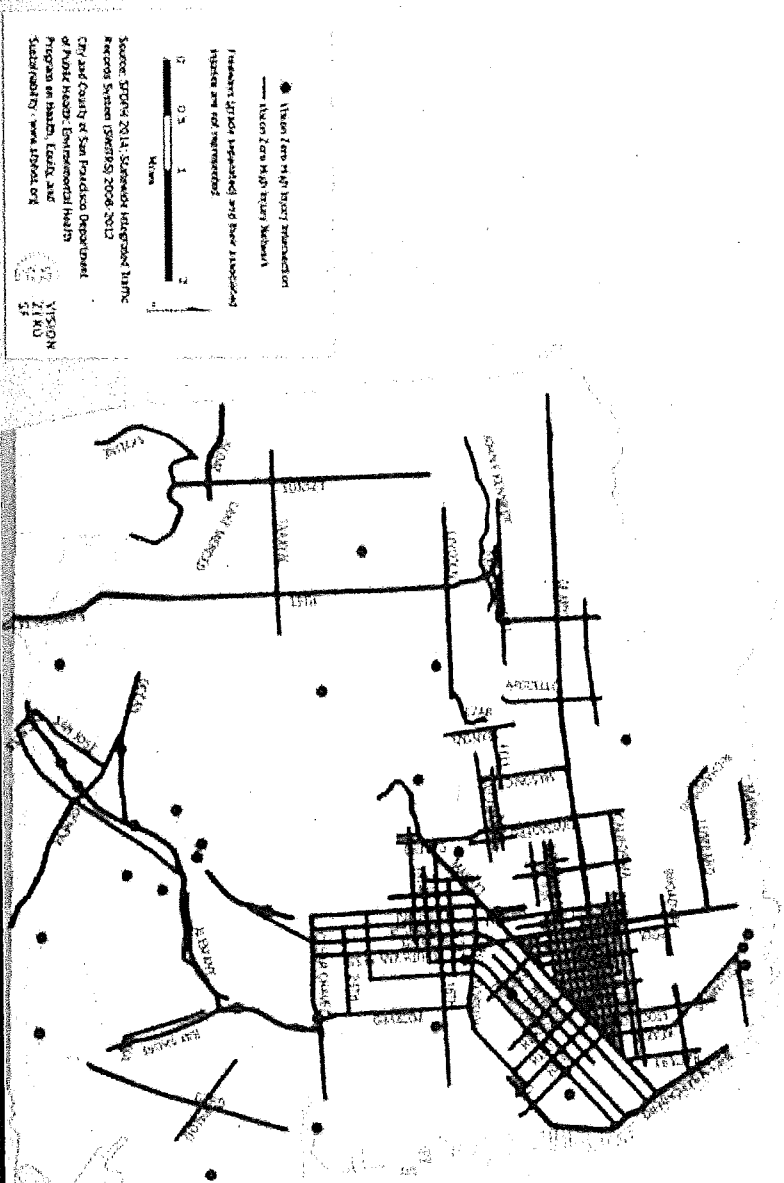
70%  
People in Vehicles

76%  
People on Motorcycles

72%  
People Walking

74%  
People Riding Bikes

\* non-freeway





INTRODUCING SAN FRANCISCO'S VISION ZERO |

## COMMITTING TO ACTION

EDUCATION

ENFORCEMENT

ENGINEERING

EVALUATION & MONITORING

POLICY



## INTRODUCING SAN FRANCISCO'S VISION ZERO |

### ENFORCEMENT

#### PROBLEM

Five behaviors are responsible for the majority of traffic collisions

#### SOLUTION

#### Focus on the Five

Goal: Target **50%** of traffic citations for these five behaviors



# VISION ZERO SF

## THANK YOU

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Toni Wong, Director

SFMTA Sustainable Streets Division