

# SFPD TRAFFIC ENFORCEMENT UPDATES



**CITY & COUNTY OF SAN FRANCISCO**

Police Department  
Traffic Division

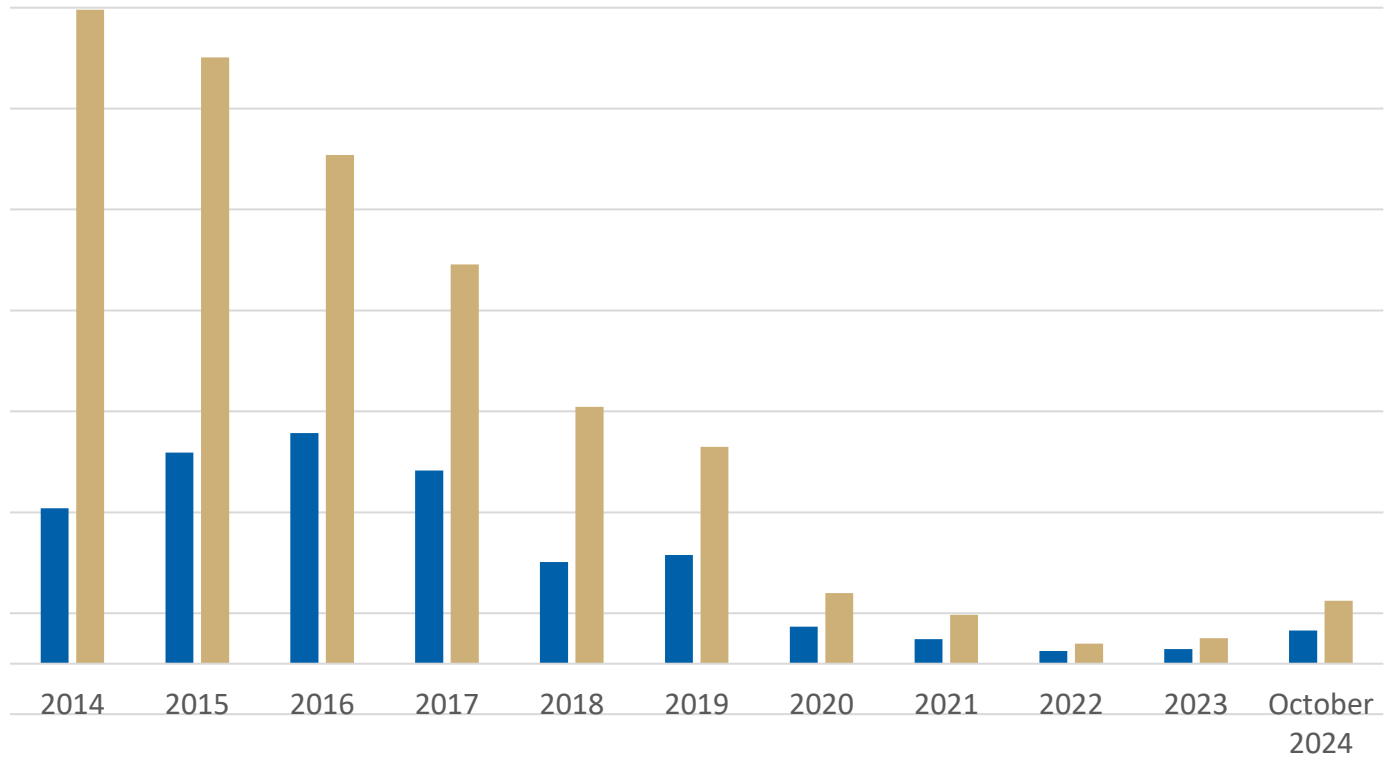
December 12, 2024



# TRAFFIC CITATION TOTALS

2014 – October 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	12,467
Focus on Five Totals	30,824	41,827	45,671	38,264	20,154	21,522	7,320	4,879	2,487	2,872	6,556
% 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%	52.6%

## TRAFFIC FATALITIES

1/1/2024 – 10/31/2024

Victim Type	Total Count of Victims	Total Vision Zero Victims	Non- Vision Zero Victims
Pedestrian	21	21	0
Driver	6	4	2
Motorcyclist	3	3	0
Bicyclist	2	2	0
Passenger	2	2	0
<b>Grand Total</b>	<b>34</b>	<b>32</b>	<b>2</b>

**Note:**

1. Total of 31 fatal collisions resulting in 34 victims and 32 victims were counted towards to Vision Zero.
2. The total count of Vision Zero victims is preliminary due to staffing shortages at the OCME.

### Vision Zero Traffic Fatalities: 1/1/24 - 10/31/24

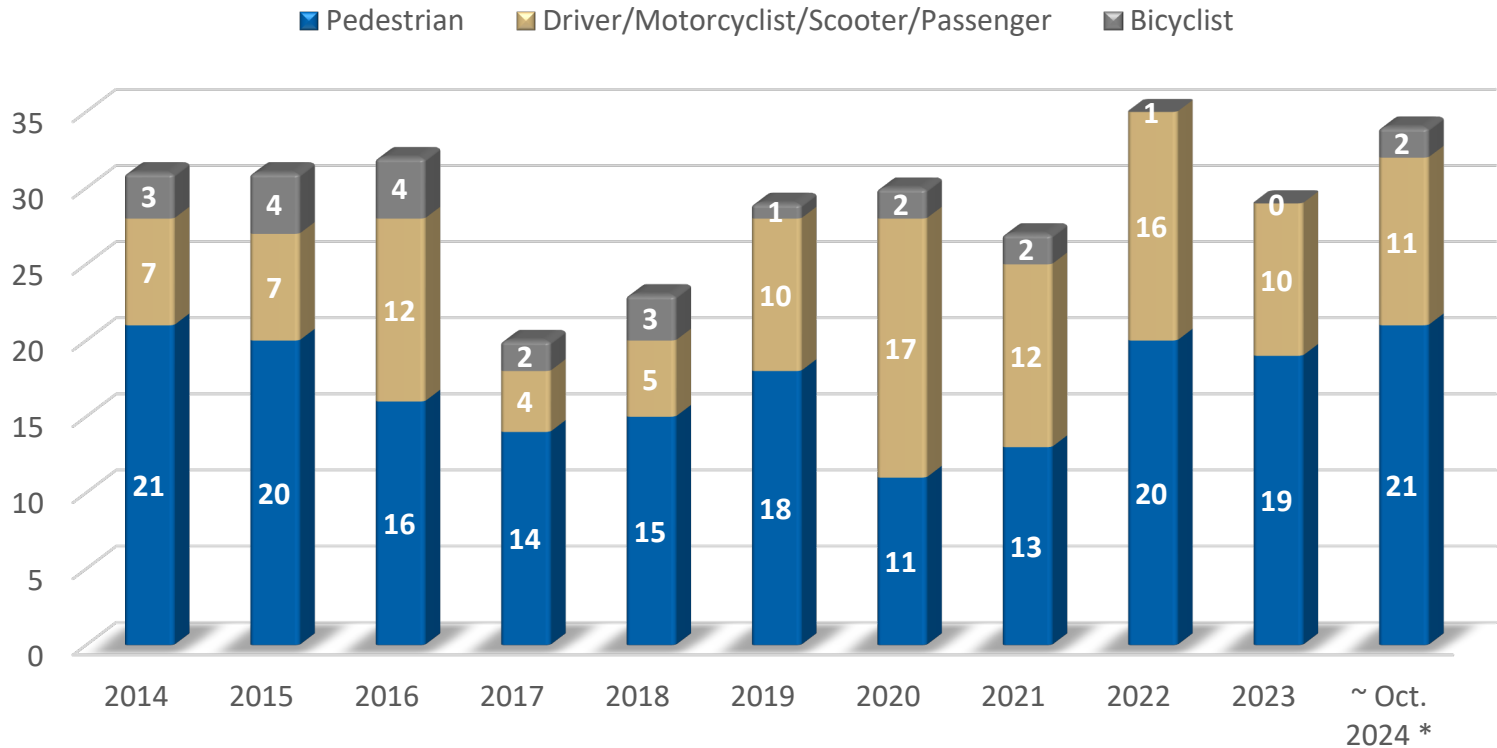
Victim Age	Pedestrian	Driver	Motorcyclist	Bicyclist	Passenger	Grand Total	%
≤ 20	2					2	6.3%
20 - 29	2	1	1		1	5	15.6%
30 - 39	4	1				5	15.6%
40 - 49	4		1		1	6	18.8%
50 - 59	2	1				3	9.4%
60 - 64	2		1			3	9.4%
≥ 65	5	1		2		8	25.0%
<b>Total</b>	<b>21</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>32</b>	<b>100%</b>
%	66%	13%	9%	6%	6%	100%	N/A

**Cases excluded from Vision Zero as follows:**

- 1) A driver suffered medical issues prior to a crash at S. Van Ness and 18<sup>th</sup> Street.
- 2) Crash that occurred on 500 Buckingham Way was excluded as it happened in a parking lot.

# SF TRAFFIC FATALITIES BY MODE AND BY YEAR

2014 - October 2024

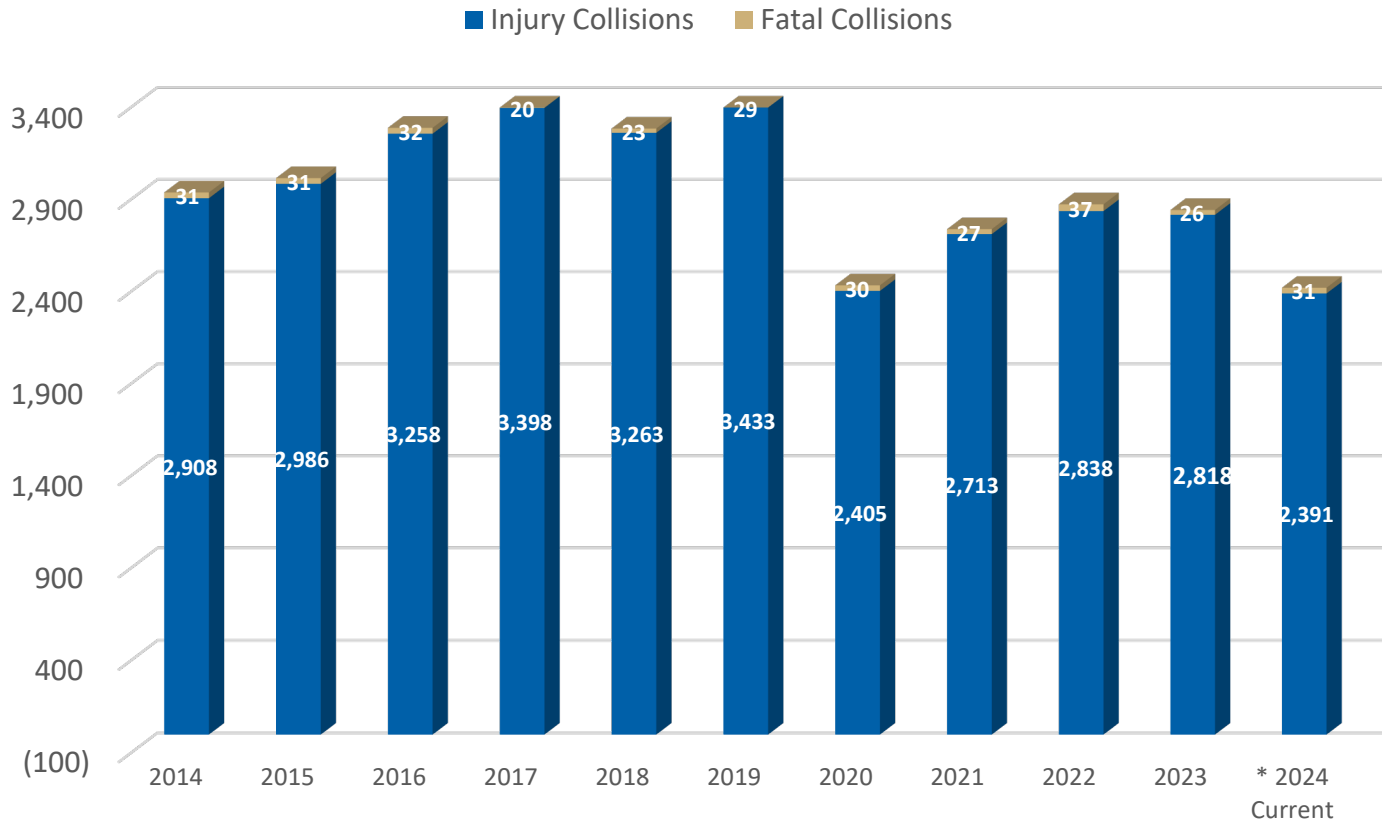


Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	~ Oct. 2024 *
<b>Total Count</b>	<b>31</b>	<b>31</b>	<b>32</b>	<b>20</b>	<b>23</b>	<b>29</b>	<b>30</b>	<b>27</b>	<b>37</b>	<b>29</b>	<b>34</b>

\* Total of 31 fatal collisions resulting in 34 victims

# INJURY COLLISIONS BY YEAR

2014 – 2024 CURRENT

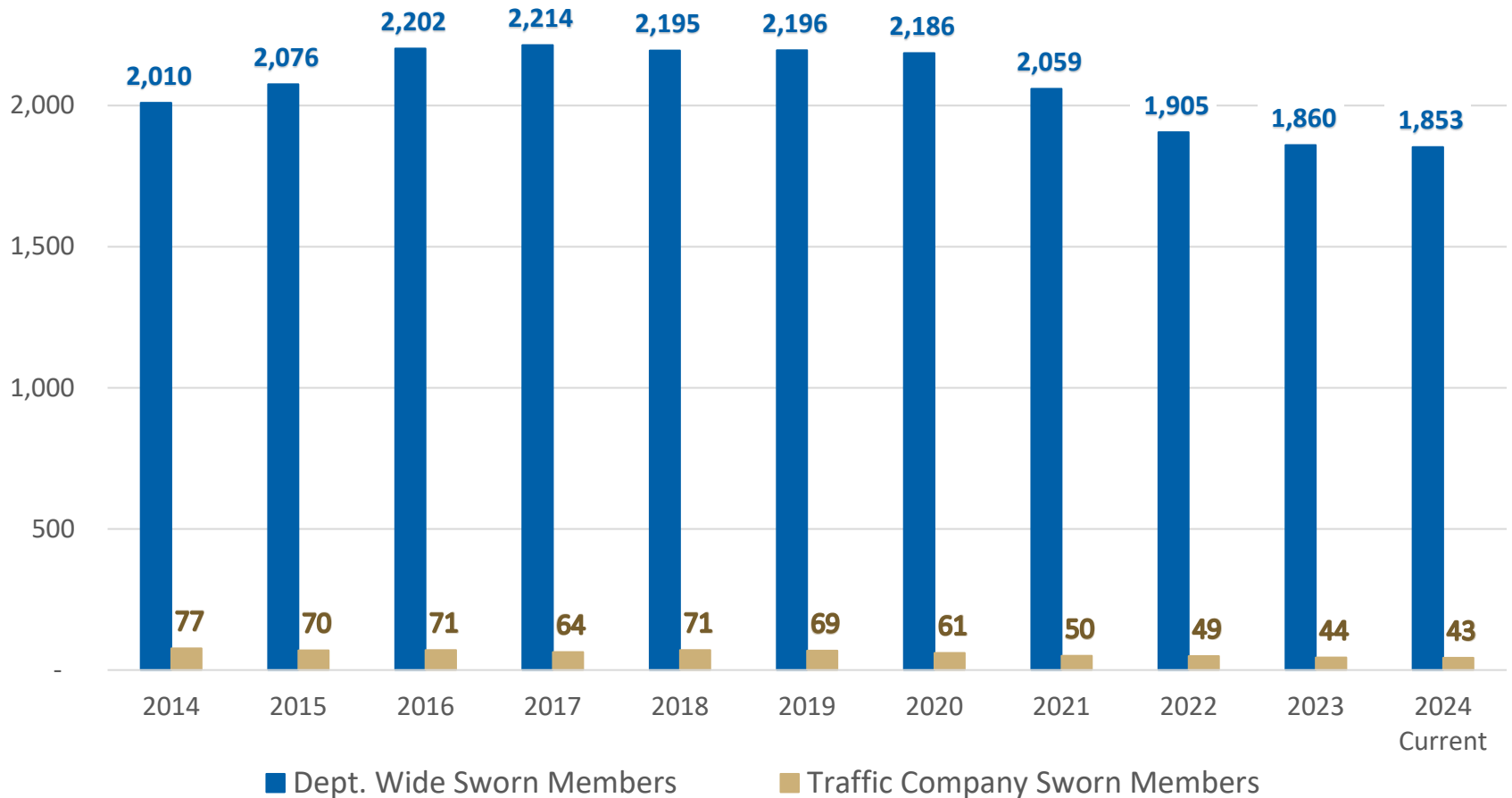


Year	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	* 2024 Current
Total Count	2,939	3,017	3,290	3,418	3,286	3,462	2,435	2,740	2,875	2,844	2,422

\* Data extracted on 11/26/24

# CURRENT SFPD SWORN STAFFING

2014 - 2024 CURRENT



# 2025 TRAFFIC ENFORCEMENT PLAN



**CITY & COUNTY OF SAN FRANCISCO**

Police Department  
Traffic Division

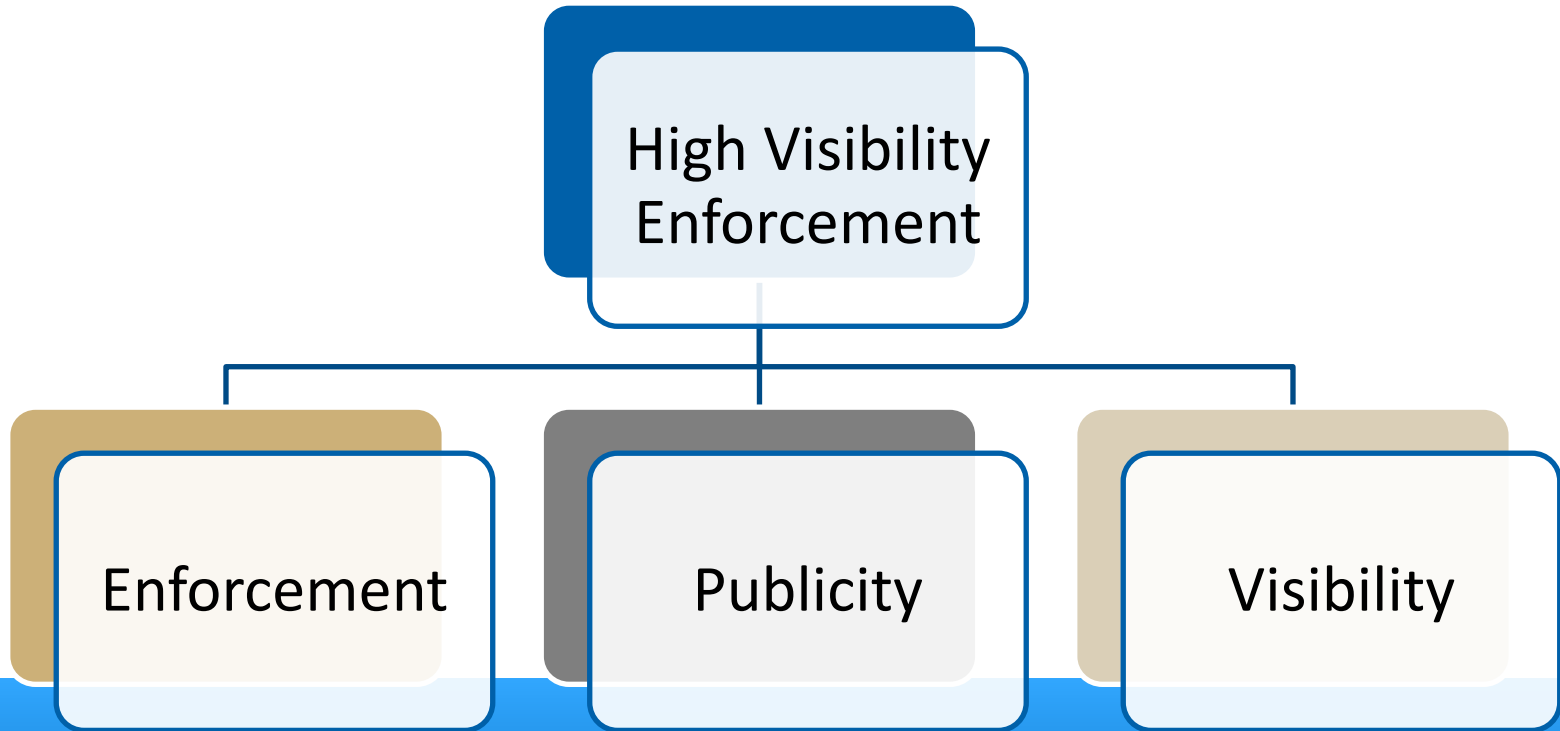
January 2025



# OBJECTIVE

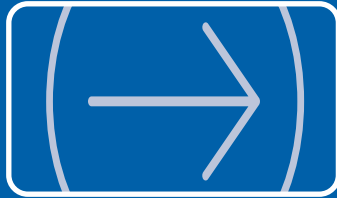
Leverage data and citywide partnerships to guide traffic enforcement strategies to enhance safety and reduce traffic crashes and violations in San Francisco.



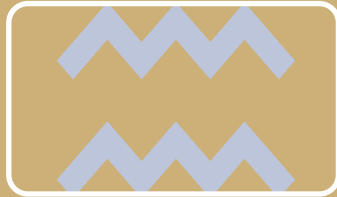


# STRATEGY

# ENFORCEMENT



**DIRECTED ENFORCEMENT**



**WAVES**



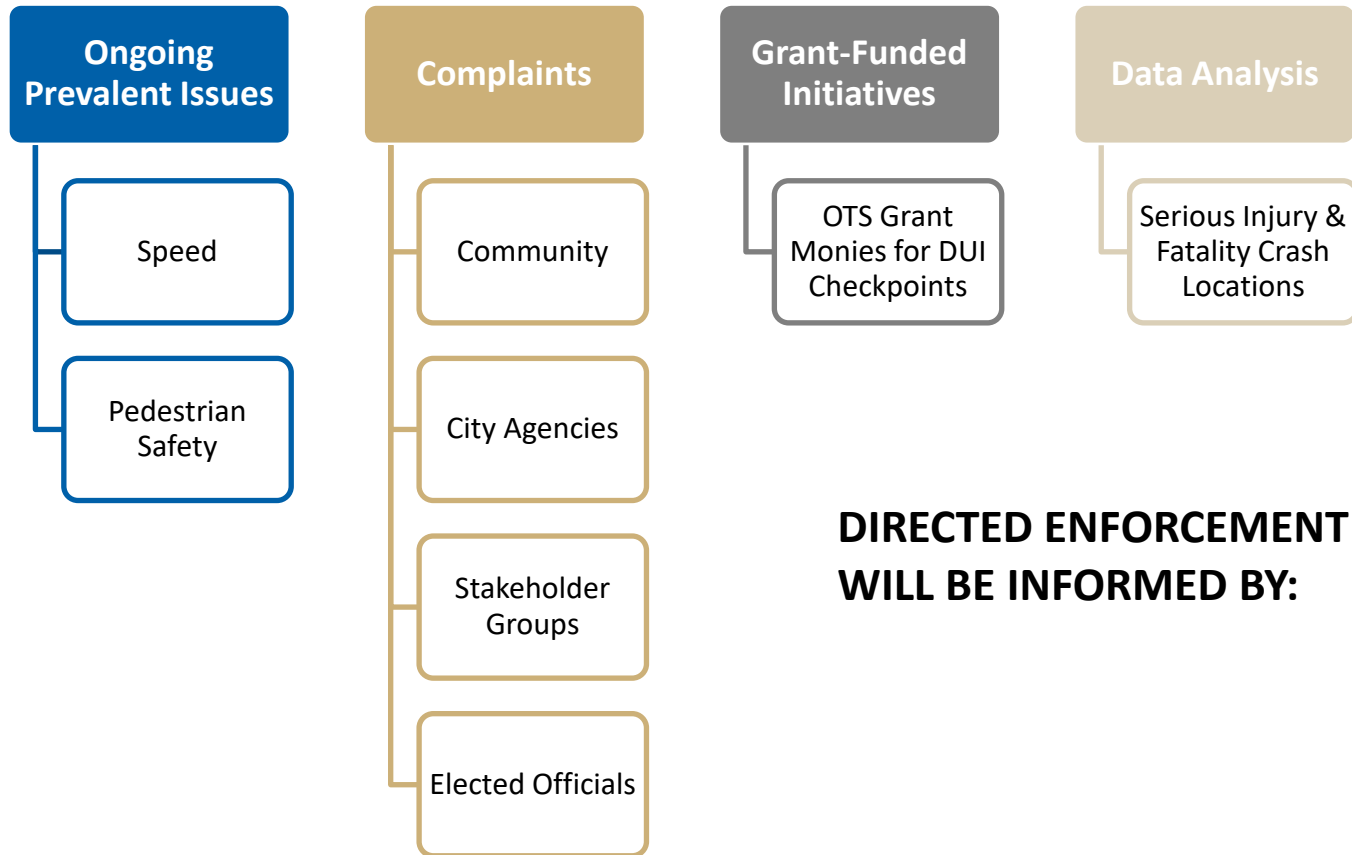
**INTEGRATED ENFORCEMENT**



**EDUCATION**

# DIRECTED ENFORCEMENT

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



# 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 in partnership and collaboration with SFMTA**
- **Emphasis on quality over quantity... Quality stops are those directed at behaviors that lead to crashes**

# INTEGRATED ENFORCEMENT

Incorporation of high visibility traffic enforcement strategies into everyday patrol

Encourage traffic enforcement as violations are observed during routine patrol and in the course of everyday assignments.

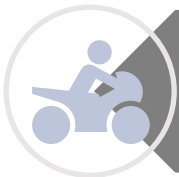
This strategy should be used in instances where traffic enforcement resources cannot be solely dedicated to the traffic enforcement mission (i.e. daily staffing shortages at District Stations).

# 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

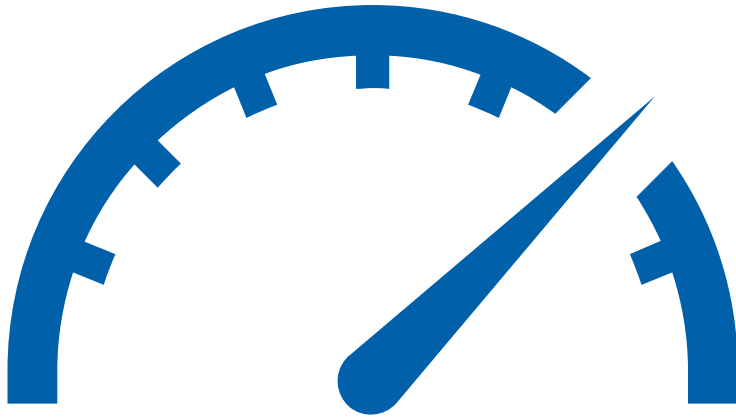


Safety classes sponsored by SFPD (i.e. motorcycle skills)



Social media and messaging regarding traffic safety and enforcement efforts

# 2025 ENFORCEMENT FOCUS



**SPEED**



**PEDESTRIAN  
SAFETY**

# PUBLICITY



## MESSAGING

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



## TYPES OF MEDIA

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



# VISIBILITY



**HIGHLY VISIBLE  
ENFORCEMENT**



**TRAFFIC TRAILERS &  
ELECTRONIC MESSAGE  
BOARDS**

# TRAINING & PROFESSIONAL DEVELOPMENT

RADAR AND LIDAR TRAINING

SOLO RESPONSE TEAM TRAINING

TRAFFIC SAFETY SUMMITS AND  
CONFERENCES

# TECHNOLOGY INTEGRATION

## CURRENTLY IN USE

- LIDAR
- RED LIGHT CAMERAS
- eCITATION
- BENCHMARK ANALYTICS

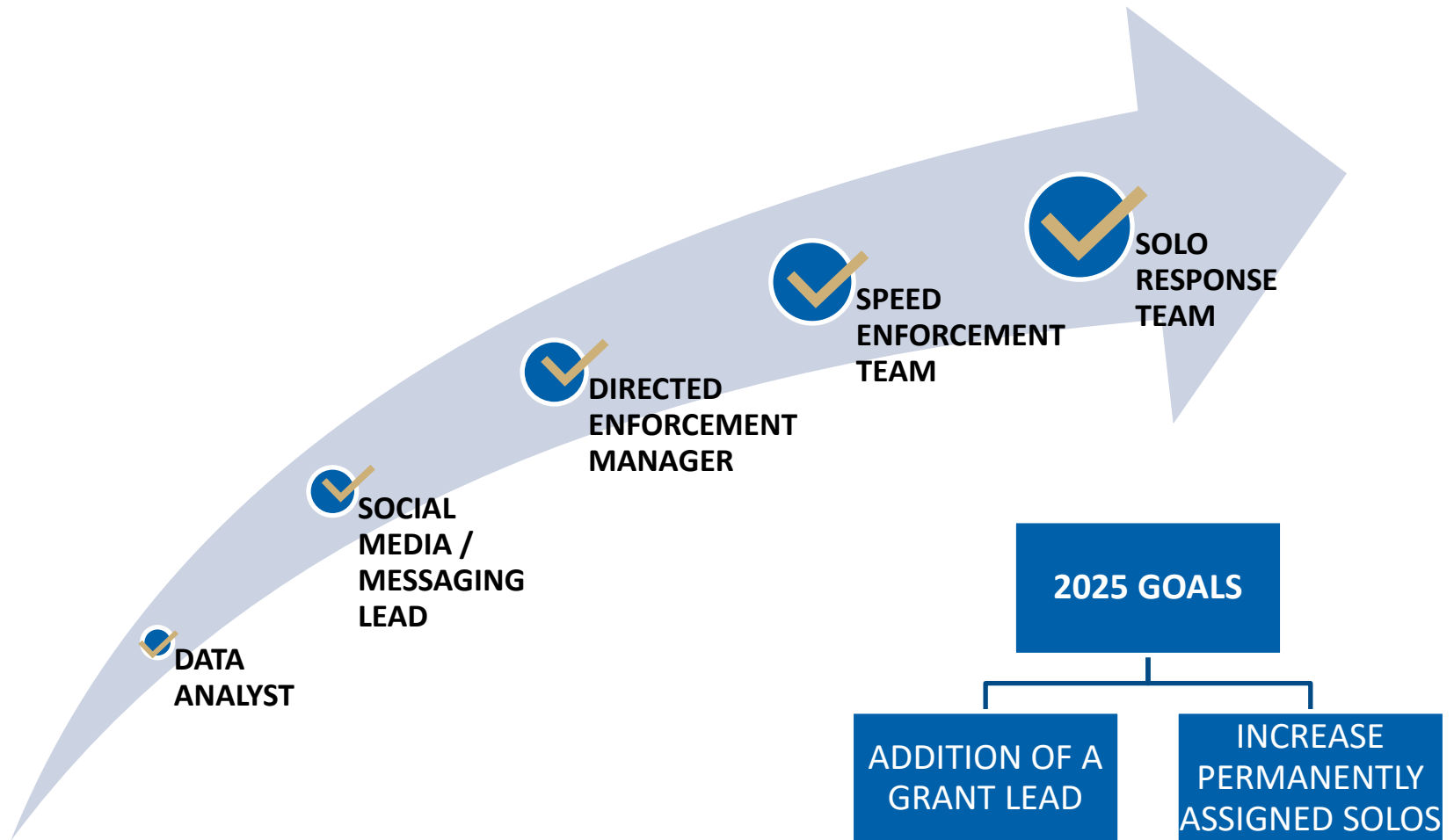
## ROLLING OUT

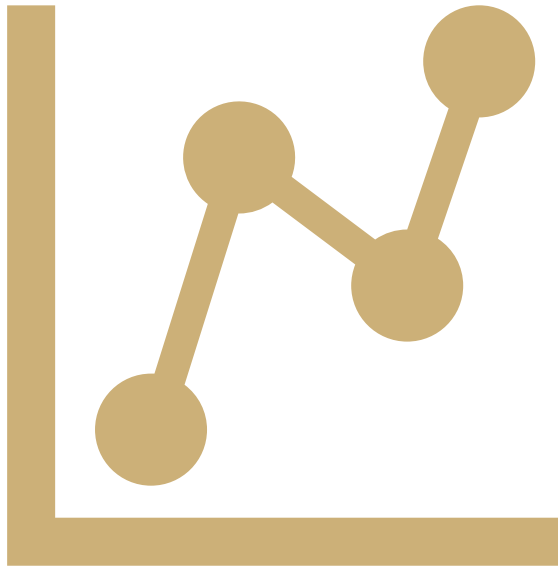
- SPEED CAMERAS
- STAR CHASE
- DRONES

## GOALS (WISH LIST)

- RADAR FOR MOTORCYCLES

# STAFFING ENHANCEMENTS





# ENHANCED DATA COLLECTION & ANALYSIS

# DATA COLLECTION

## CITATION STATISTICS

Department Wide Traffic Violations Issuance by Division and by Unit

Period	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 Five Totals	Focus on Five - %	* Non-Traffic Violations
1/1/2024 - 10/31/2024	Traffic	111	337	186	276	450	243	4	1	8	4	1,026	2,646	1,360	51%	266
<b>Subtotal - Metro Division</b>		<b>551</b>	<b>1,058</b>	<b>113</b>	<b>391</b>	<b>907</b>	<b>165</b>	<b>351</b>	<b>66</b>	<b>39</b>	<b>52</b>	<b>3,216</b>	<b>6,909</b>	<b>3,020</b>	<b>44%</b>	<b>1,148</b>
1/1/2024 - 10/31/2024	Central	126	135	28	113	8	20	45	13	12	3	478	981	410	42%	140
	Southern	181	332	45	69	75	28	69	19	8	37	459	1,322	702	53%	34
	Mission	80	493	25	132	424	83	140	9	7	8	852	2,253	1,154	51%	613
	Northern	50	86	7	2	0	12	5	3	5	0	366	536	145	27%	304
	Tenderloin	114	12	8	75	400	22	92	22	7	4	1,061	1,817	609	34%	57
<b>Subtotal - Golden Gate Division</b>		<b>119</b>	<b>638</b>	<b>244</b>	<b>1,026</b>	<b>149</b>	<b>85</b>	<b>82</b>	<b>32</b>	<b>10</b>	<b>4</b>	<b>523</b>	<b>2,912</b>	<b>2,176</b>	<b>75%</b>	<b>210</b>
1/1/2024 - 10/31/2024	Bayview	28	155	1	93	17	23	7	13	2	0	138	477	294	62%	48
	Park	20	121	39	11	22	15	15	3	1	2	92	341	213	62%	40
	Richmond	7	5	5	761	7	1	11	5	2	1	84	889	785	88%	46
	Ingleside	15	219	138	28	25	18	36	7	1	1	81	569	425	75%	30
	Taraval	49	138	61	133	78	28	13	4	4	0	128	636	459	72%	46
<b>Grand Total - Dept. Wide</b>		<b>781</b>	<b>2,033</b>	<b>543</b>	<b>1,693</b>	<b>1,506</b>	<b>493</b>	<b>437</b>	<b>99</b>	<b>57</b>	<b>60</b>	<b>4,765</b>	<b>12,467</b>	<b>6,556</b>	<b>53%</b>	<b>1,624</b>

\* Not "CVC" and Not "MTRA"

# DATA COLLECTION

## WARNING STATISTICS

### Q1 Department Wide Warning Traffic Violations Issuances

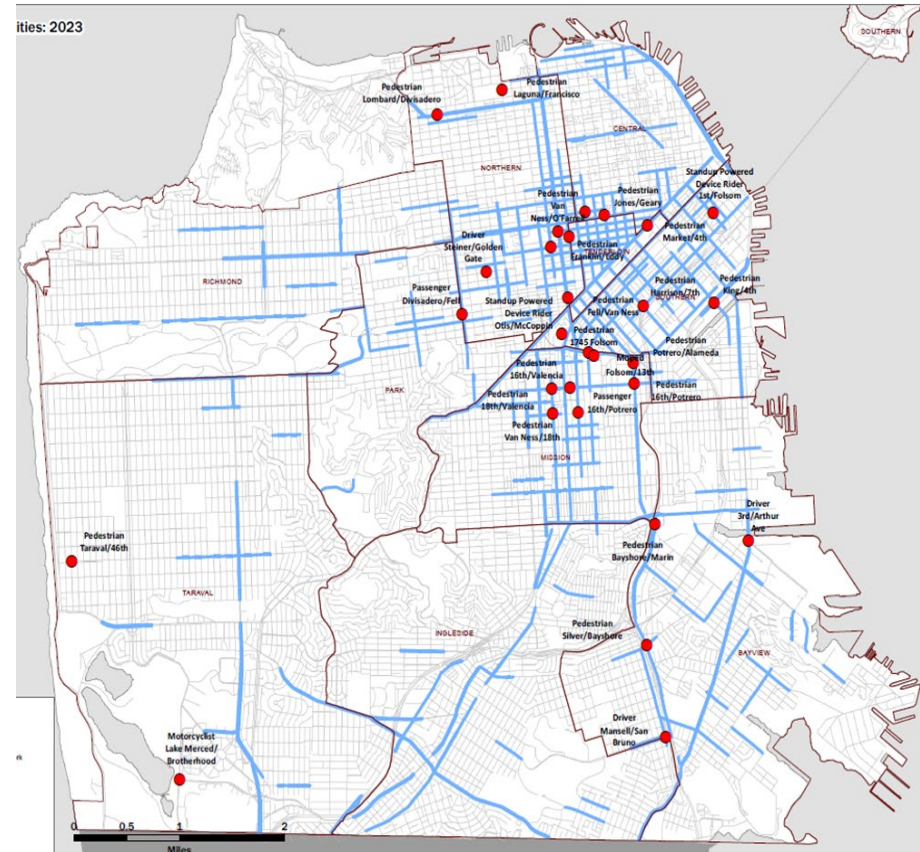
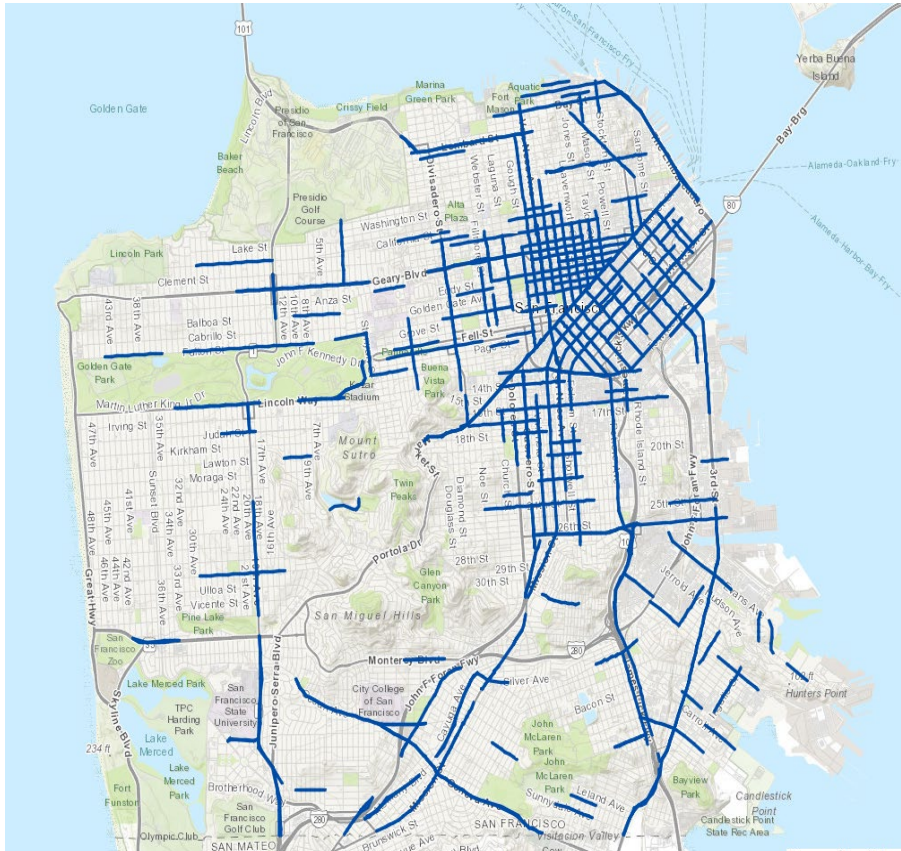
#### Traffic Violations

Division	Cell Phone	Fail to Yield w/Turning	Other Traffic Violations	Ped Right of Way	Red Light	Speeding	Stop Sign	Total
<b>⊕ Traffic Company</b>	<b>7</b>	<b>25</b>	<b>25</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>23</b>	<b>91</b>
<b>⊖ Mid-City Division</b>	<b>1</b>	<b>12</b>	<b>112</b>	<b>3</b>	<b>24</b>	<b>1</b>	<b>12</b>	<b>165</b>
Tenderloin Station		2	48	1	10	1	1	63
Mission Station	1	10	64	2	14		11	102
<b>⊖ Metro Division</b>	<b>2</b>	<b>20</b>	<b>116</b>	<b>1</b>	<b>36</b>	<b>5</b>	<b>17</b>	<b>197</b>
Southern Station	1	15	46		18	1	9	90
Northern Station	1	3	41		13	2	7	67
Central Station		2	29	1	5	2	1	40
<b>⊖ Golden Gate Division</b>	<b>3</b>	<b>16</b>	<b>123</b>	<b>3</b>	<b>24</b>	<b>16</b>	<b>75</b>	<b>260</b>
Taraval Station	1	4	28	1	6	5	33	78
Richmond Station		1	8	1	3	6	1	20
Park Station	1	7	17	1	2		9	37
Ingleside Station		3	31		5	2	25	66
Bayview Station	1	1	39		8	3	7	59
<b>Total</b>	<b>13</b>	<b>73</b>	<b>376</b>	<b>10</b>	<b>87</b>	<b>27</b>	<b>127</b>	<b>713</b>

# DATA COLLECTION

## HIGH INJURY NETWORK

## TRAFFIC FATALITIES





# DATA ANALYSIS

## TOP CITYWIDE INJURY CRASH LOCATIONS & 2025 WAVE FOCUS

### Location

Market St at Octavia St

Divisadero St at Geary Blvd

19<sup>th</sup> Ave at Junipero Serra Blvd

6<sup>th</sup> St at Bryant St

Gough St at Haight St at Market St

Randall St at San Jose Ave

4<sup>th</sup> St at Harrison St at I-80 W On Ramp

12<sup>th</sup> St at Mission St at Otis St at South Van Ness Ave

Fell St at John F Kennedy Dr at Oak St at Stanyan St

13<sup>th</sup> St at South Van Ness Ave

Eddy St at Van Ness Ave

# DATA ANALYSIS

## TOP CITYWIDE PEDESTRIAN CRASH LOCATIONS

Location		
Fillmore St at Lombard St	6 <sup>th</sup> St at Brannan St	Eddy St at Hyde St
Bayshore Blvd at Silver Ave	6 <sup>th</sup> St at Minna St	Eddy St at Larkin St
Geneva Ave at Mission St	6 <sup>th</sup> St and Mission St	Eddy St at Taylor St
29 <sup>th</sup> St at Mission St	7 <sup>th</sup> St at Mission St	Eddy St at Leavenworth St
Duboce Ave at Guerrero St	9 <sup>th</sup> St at Mission St	Eddy St at Van Ness Ave
4 <sup>th</sup> St at King St	16 <sup>th</sup> St at Mission St	Hyde St at Ellis St & Turk St
Terry A Francois Blvd at Warriors Way	Market St at 7 <sup>th</sup> St	Larkin St at O'Farrell St
Masonic Ave at Oak St	Market St at Jones St	Geary St at Larkin St
Divisadero St at Geary Blvd	Market St at McAllister St	California St at Hyde St

# DATA ANALYSIS

## 2025 PRIORITY SPEED ENFORCEMENT LOCATIONS

### Location

**\*\*\*Harrison St between 6<sup>th</sup> St and 7<sup>th</sup> St**

**\*\*\*Ocean Ave between Aptos Ave and Cedro Ave**

**\*\*\*Fulton St between 20<sup>th</sup> Ave and 21<sup>st</sup> Ave**

**\*\*\*Clarendon Ave between Laguna Honda and Olympia Way**

**\*\*\*3<sup>rd</sup> St between Burke Ave and Davidson Ave**

**\*\*\*6<sup>th</sup> St between Bryant St and Brannan St**

**3<sup>rd</sup> St between Oakdale Ave and Palou Ave**

**19<sup>th</sup> Ave between Junipero Serra Blvd and Holloway Ave**

**Junipero Serra Blvd between 19<sup>th</sup> Ave and Daly City Border**

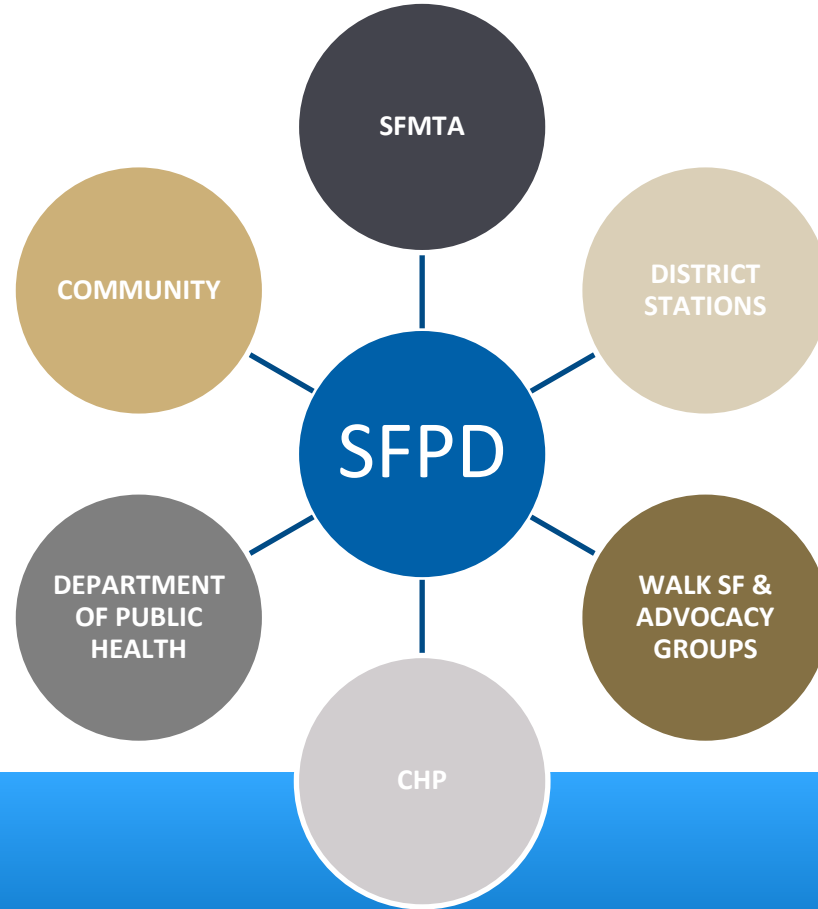
**Brotherhood Way between Sagamore St and Junipero Serra Blvd**

# DATA ANALYSIS

## SPEED ENFORCEMENT LOCATIONS TO SUPPORT ASE CAMERAS

### LOCATIONS

Harrison St between 5 <sup>th</sup> St and 6 <sup>th</sup> St	Lincoln Way between 24 <sup>th</sup> Ave and 23 <sup>rd</sup> Ave
Geary Blvd between Cleary Ct and Gough St	Fulton St between 37 <sup>th</sup> Ave and 36 <sup>th</sup> Ave
Mission St between 8 <sup>th</sup> St and 7 <sup>th</sup> St	Webster St between Ellis St and Eddy St
Monterey Blvd between Congo St and Baden Ave	Alemanly Blvd between Ottawa Ave and Foote Ave
Bryant St between 4 <sup>th</sup> St and 3 <sup>rd</sup> St	Lincoln Way between 5 <sup>th</sup> Ave and 4 <sup>th</sup> Ave
Fulton St between 4 <sup>th</sup> Ave and 3 <sup>rd</sup> Ave	Fulton St between 15 <sup>th</sup> Ave and 14 <sup>th</sup> Ave
Cesar Chavez St between Connecticut St and Pennsylvania Ave	South Van Ness Ave between 22 <sup>nd</sup> St and 23 <sup>rd</sup> St
Fulton St between 11 <sup>th</sup> Ave and 10 <sup>th</sup> Ave	Market St between Collingwood St and Diamond St



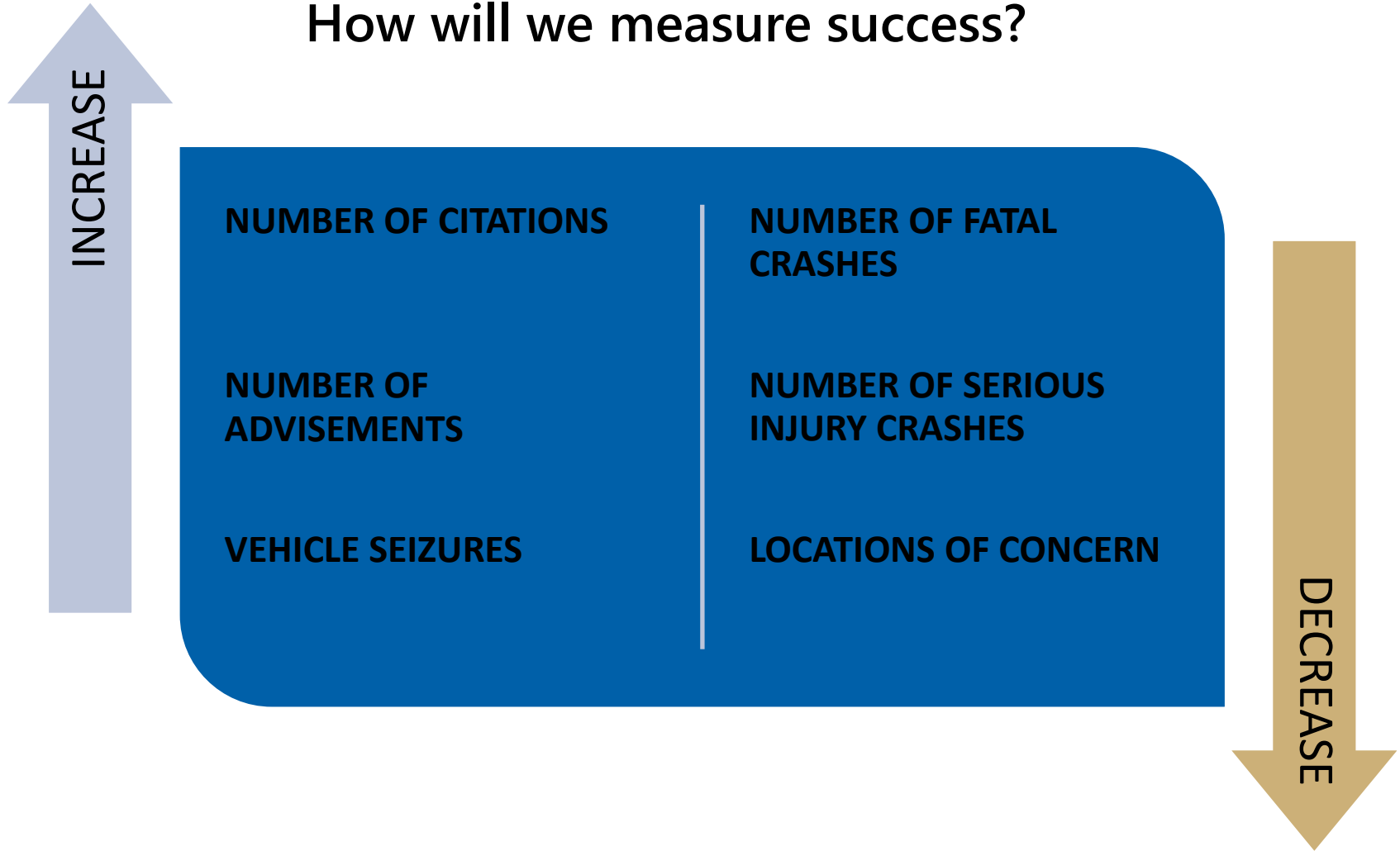
# COLLABORATION



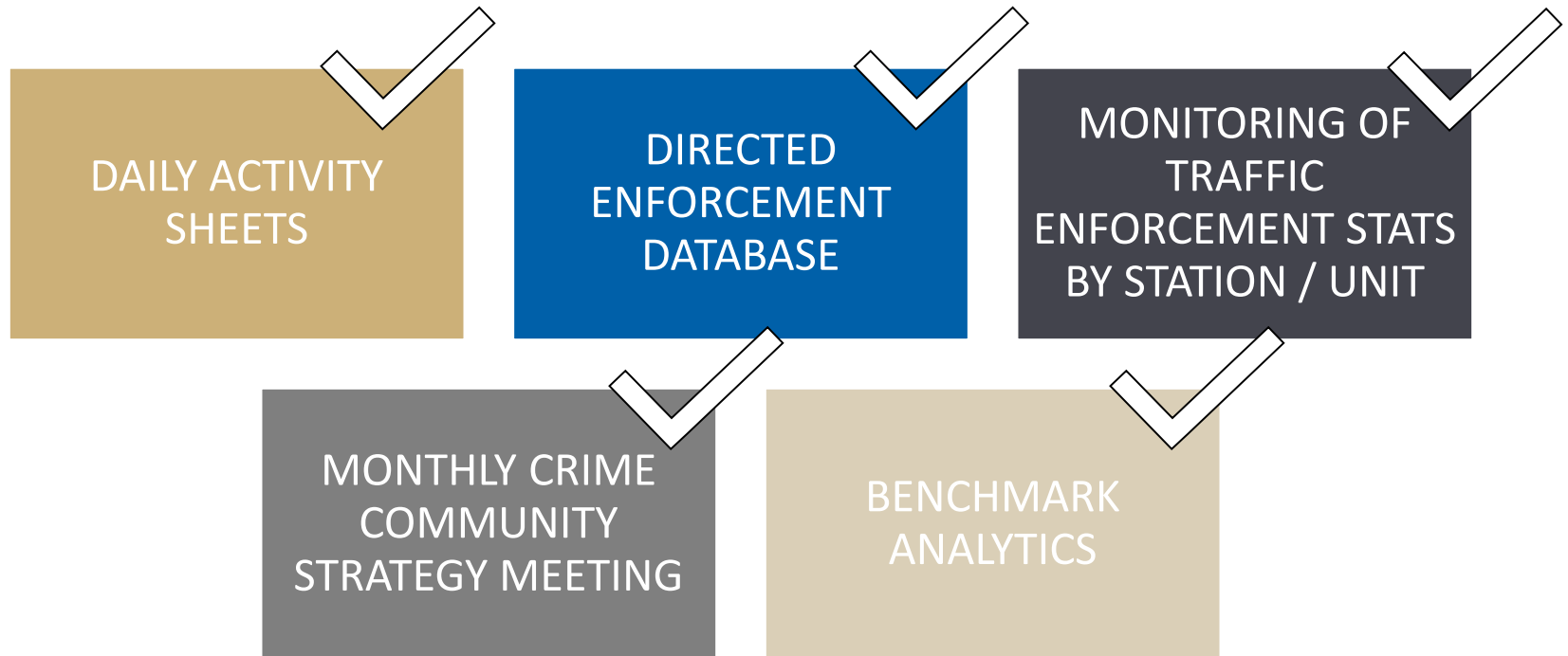
# ACCOUNTABILITY

# PERFORMANCE METRICS

How will we measure success?

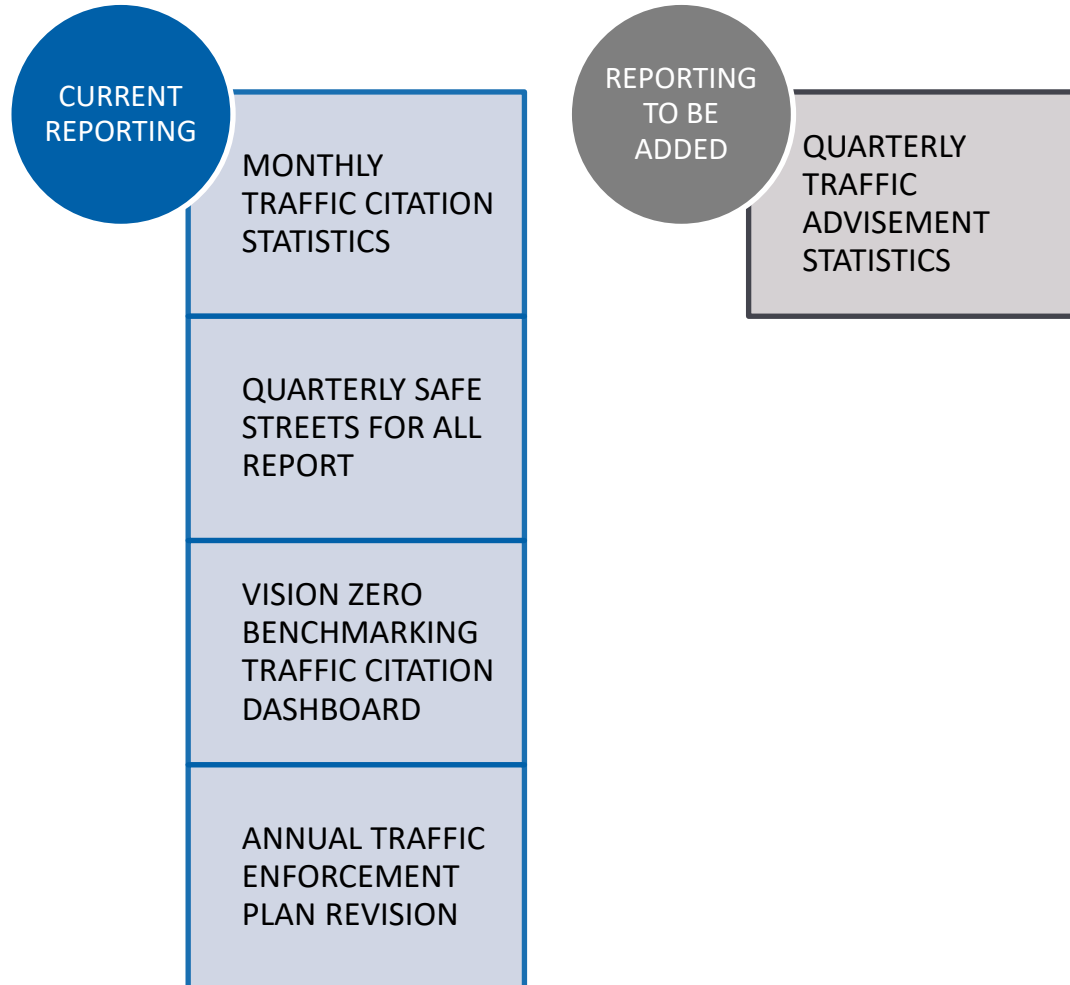


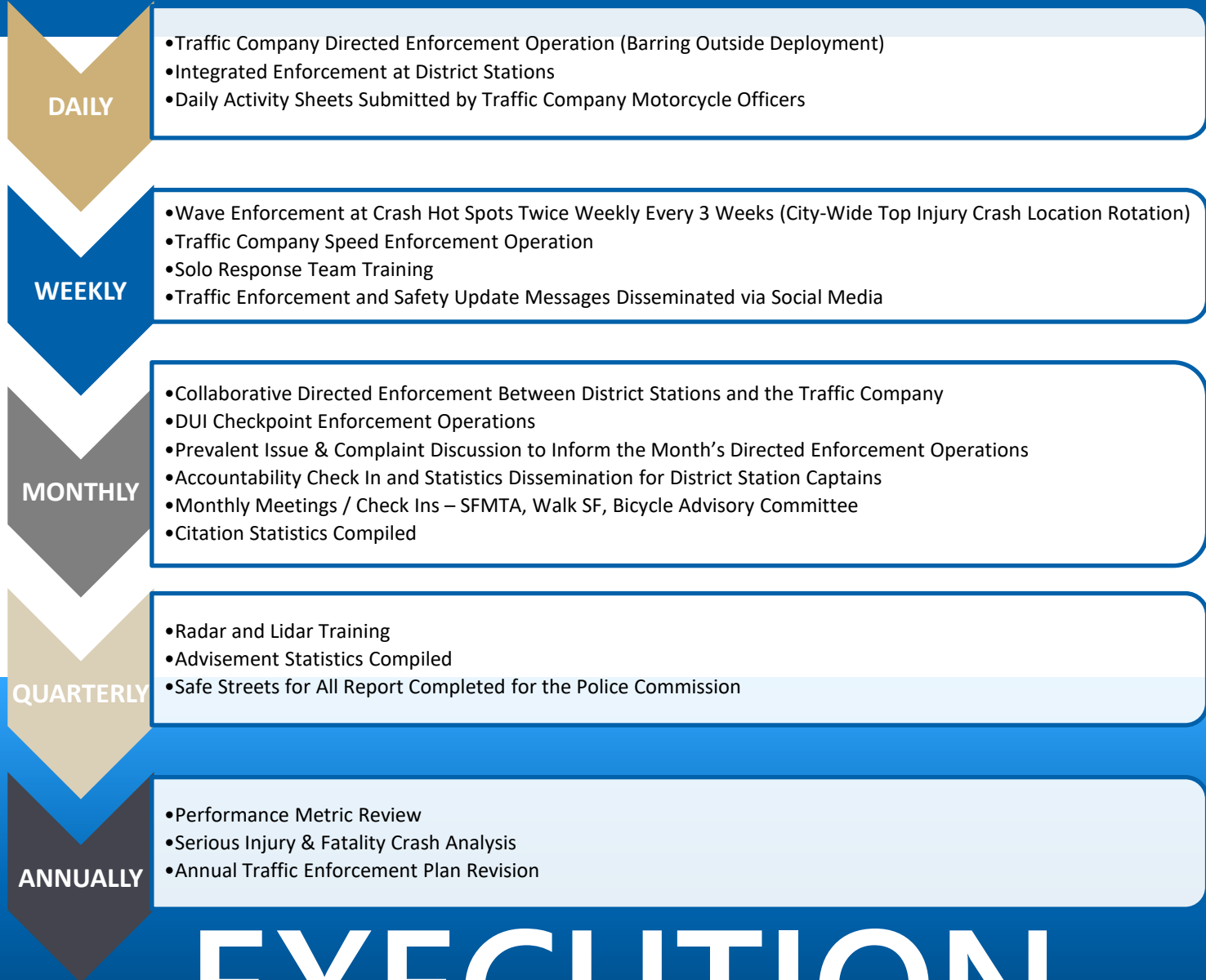
# INTERNAL ACCOUNTABILITY



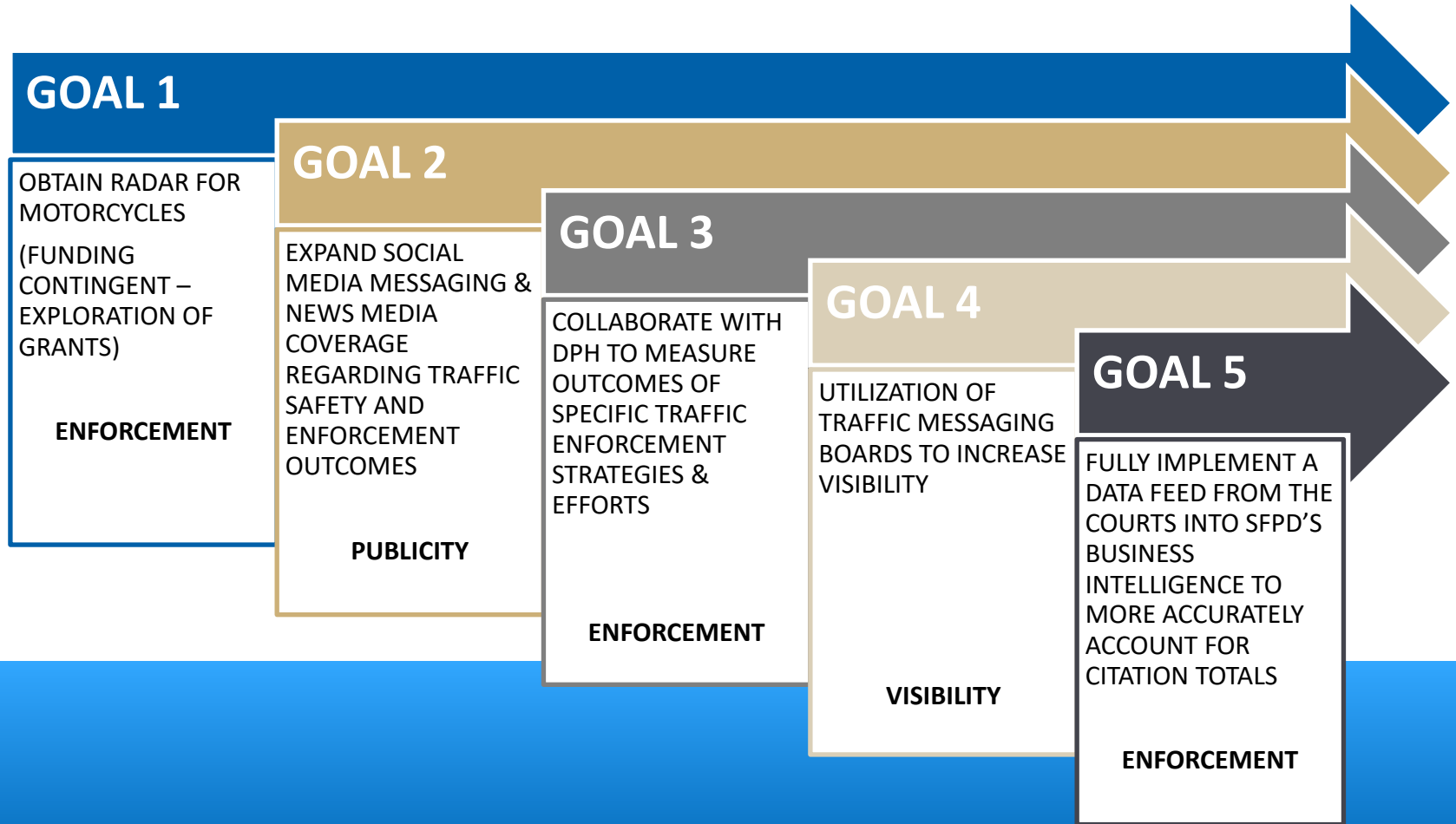


# REPORTING





# EXECUTION



# 2025 GOALS

Thank You.

Any Questions?

SAN FRANCISCO  
POLICE DEPARTMENT

The image shows the exterior of the San Francisco Police Department building. A large, dark grey stone sign in the foreground reads "SAN FRANCISCO POLICE DEPARTMENT" in white, raised, sans-serif capital letters. Behind the sign is a modern glass-walled structure with a dark metal frame. To the right, a brick building with a prominent overhanging upper floor is visible. Three flagpoles stand in front of the brick building, flying the United States flag, the California state flag, and a yellow flag. A set of concrete steps with a metal handrail leads up to the entrance of the brick building.