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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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# PEDESTRIAN SAFETY

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Budget Priority Hearing  
May 3, 2018  
Chava Kronenberg, SFMTA



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.**

## Programs

- **Safe Streets**

- Engineering complete streets projects
- Traffic calming in our neighborhoods

- **Safe People**

- Educating and raising awareness about street safety
- Enforcing our traffic laws

- **Safe Vehicles**

- Using technology to ensure a safe system



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## Programs

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- Traffic calming neighborhoods

No sustainable funding sources and currently supported by one time grants

- **Safe People**

- Educating and raising awareness about street safety
- Enforcing our traffic laws

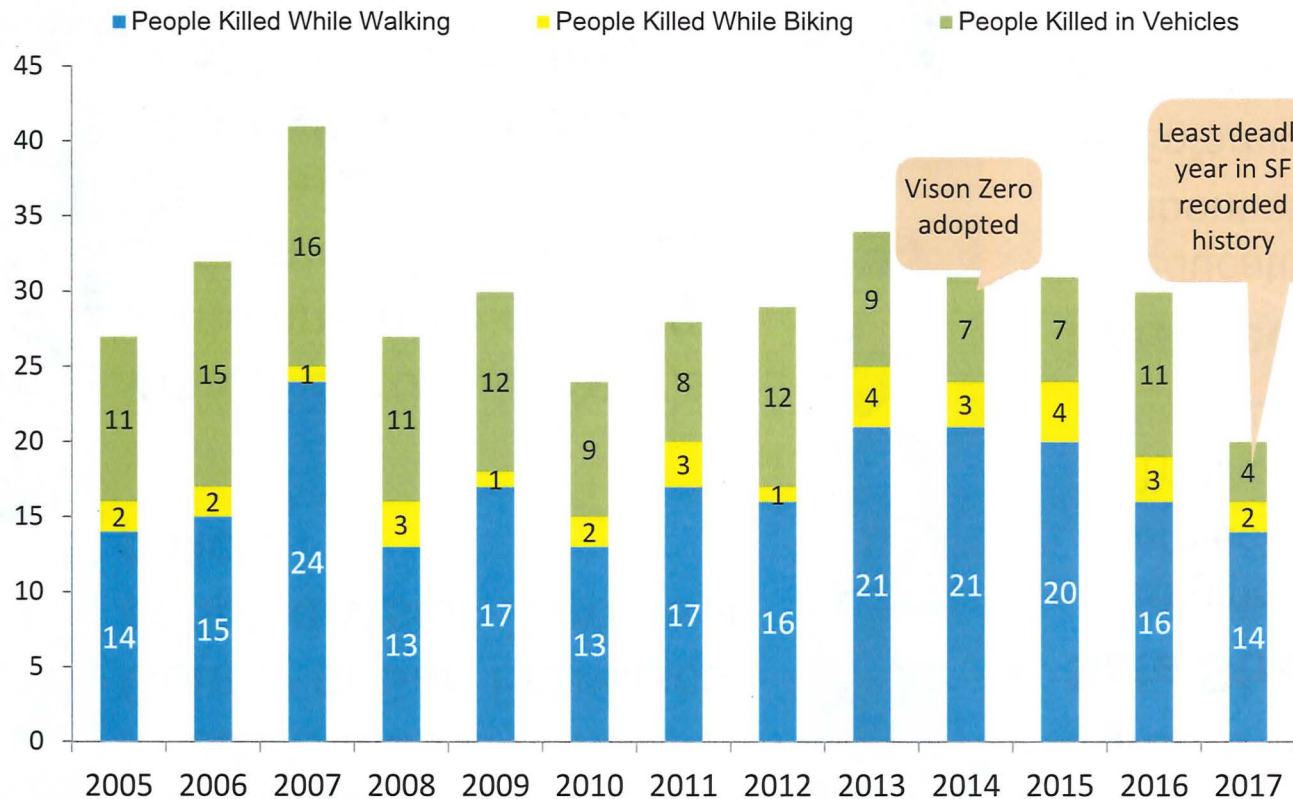
- **Safe Vehicles**

- Using technology to ensure a safe system



# SAN FRANCISCO SAW 20 TRAFFIC-RELATED DEATHS IN 2017

## San Francisco Traffic Deaths, 2005-2017



Pedestrians are most vulnerable: 70% of fatalities

- Downward trend since 2014



No one killed while travelling in a motor vehicle, in contrast with 2016



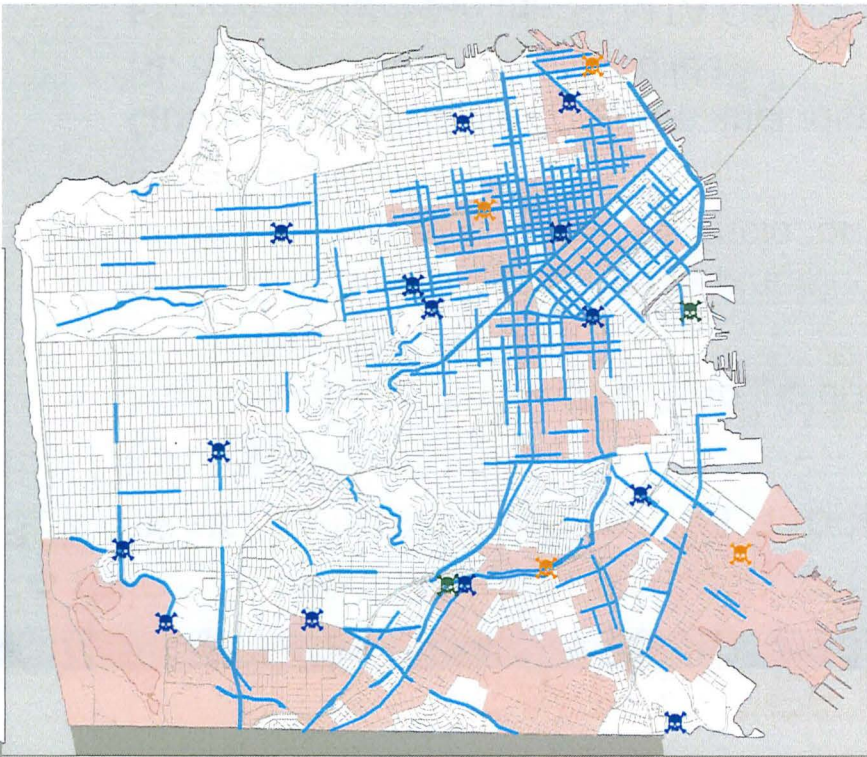
Two people killed while biking: 10% of fatalities



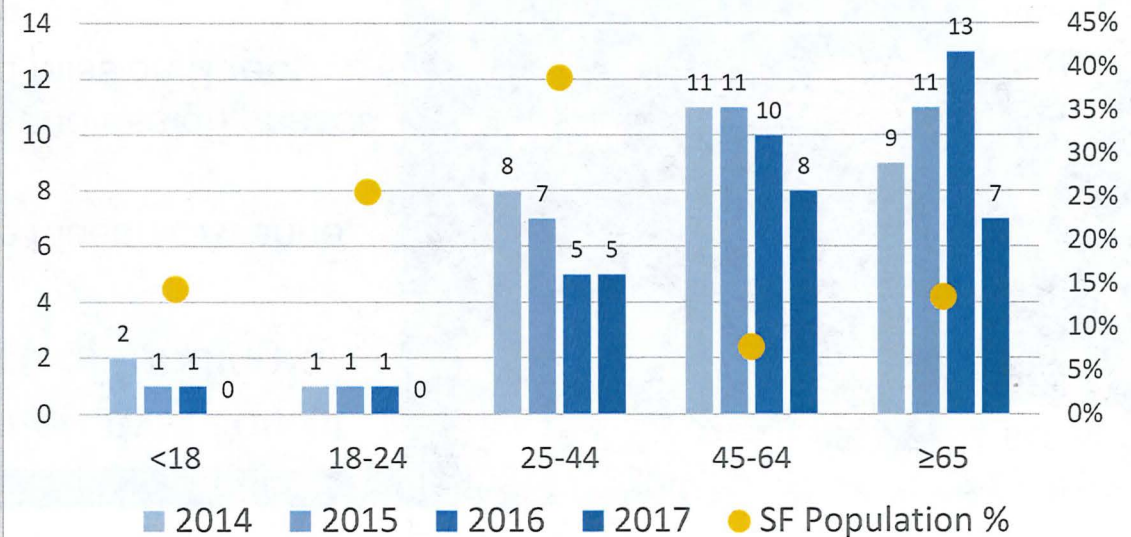
Four people killed while riding a motorcycle: 20% of fatalities

## VULNERABLE POPULATIONS

- In 2017, half of traffic fatalities occurred on the Vision Zero High Injury Network.
- Forty percent of fatalities occurred in a Community of Concern – half of which were on the VZHIN.
- Among pedestrian fatalities 50% were people age 65 and older and 79% were people age 50 +



Fatalities by Age (2014-2017)

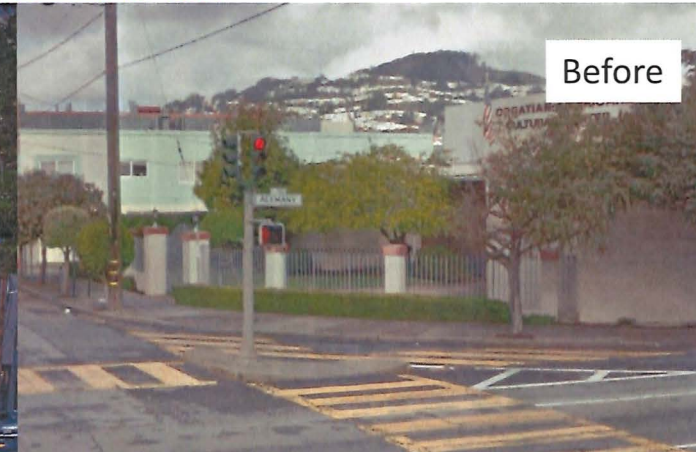




## SAFE STREETS: CAPITAL PROGRAM

13 miles per year at least annually with an average of \$57 million dollars per year, with a focus of funding on the High Injury Network

- **Major projects in construction** include Masonic Avenue, 2<sup>nd</sup> Street and Polk Street
- **Complete Streets projects** in planning and design phases include 6<sup>th</sup> Street, Hairball, Valencia, and Mission Street Excelsior
- **Quick and effective corridors**, including Folsom St., Turk St. and Division St. quick builds
- **Future projects** in the SFMTA Capital Improvement Program include Ocean Ave. and Monterey Ave.
- **Neighborhood planning efforts** in the Excelsior and the Bayview



Before



After



## SAFE STREETS: CAPITAL PROGRAM

### Major funding sources:

- Prop A 2014 General Obligation Bond for Transportation
- Prop B 2014 General Fund Set Aside for Transportation
- Developer Fees in Eastern Neighborhoods & Market Octavia
- Prop K County Sales Tax
- Statewide & Regional Competitive Grants
  - Active Transportation Programs
  - Caltrans Planning Grants
  - Transportation For Clean Air





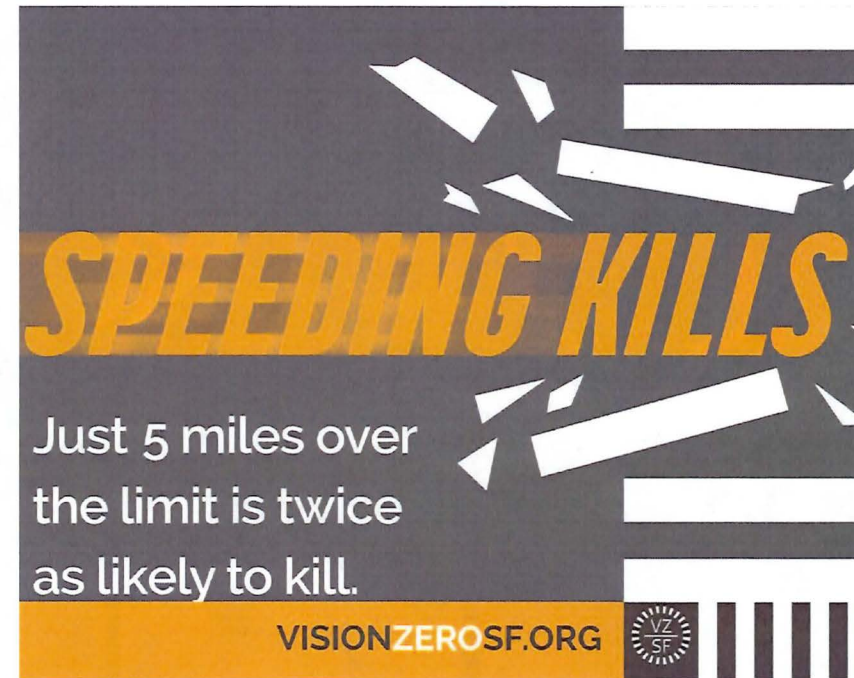
## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM

Approximately 3-5 major campaigns each year with an average annual budget of \$2-3 million dollars

- **Broad, citywide multi-media campaigns:** Recent 'heartbreak' campaign
- **Targeted outreach to vulnerable populations:** Motorcycle Safety, Safe Routes for Schools & Safe Routes for Seniors
- **Collaborations with enforcement and communications:** Safe Speeds

Additional non-infrastructure efforts to support Vision Zero:

- **Evaluations** of all Safe Streets projects to inform future projects and share outcomes
- **Data transparency** on TransBASESF.org





## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM

### All one-time grant sources:

- California Office of Traffic Safety
- Active Transportation Programs, Non-Infrastructure
- One Bay Area Grant
- Prop K County Sales Tax
- National Safety Council Road to Zero

### 80% of funds received go to:

- Media purchases (radio & tv spots, paper ad placements)
- Consultants and community based organizations for outreach campaigns



## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

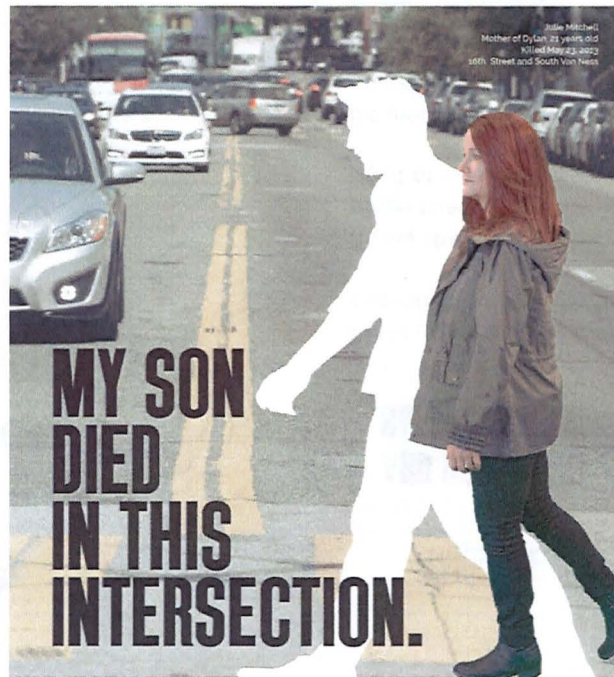
**Operate Ed's Neighborhood:** Help Vision Zero SF to serve up to 20 additional schools on traffic safety in an fun and friendly way.





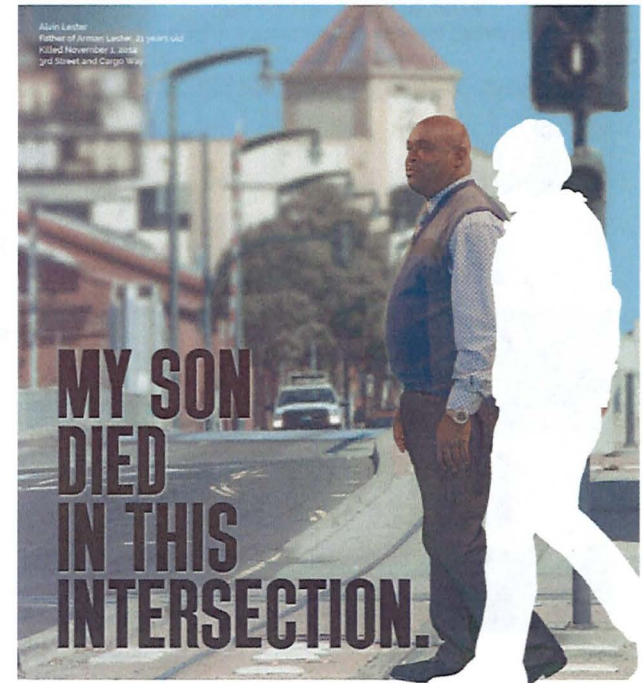
## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

Extend the Vision Zero “Heartbreak” campaign, which shares the real stories of families who have lost loved ones to collisions on San Francisco streets.



WE CAN PREVENT THIS,  
SAN FRANCISCO.

VISIONZEROSF.ORG



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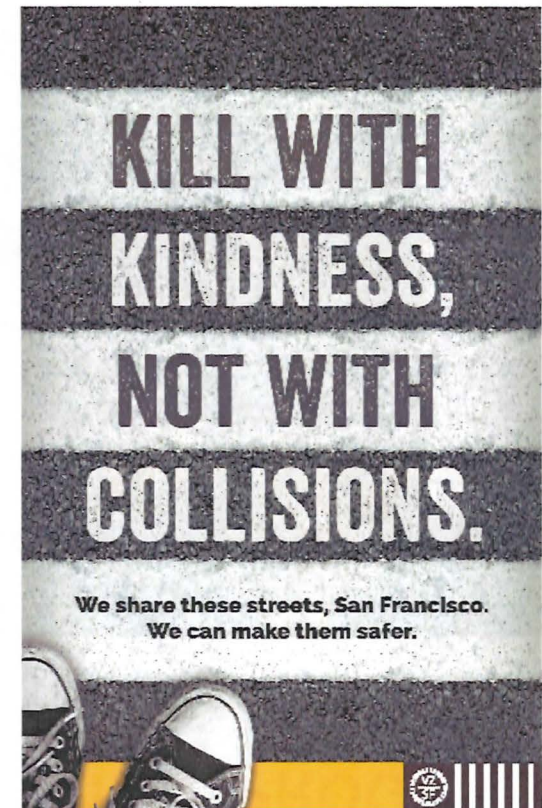
## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

Create and distribute new street safety campaigns, focusing on different street users and the role they can play in keeping our streets safe for everyone.

### TAKE THE VISION ZERO PLEDGE AND COMMIT TO SAFER STREETS!

-  Slow down and look around – especially at intersections
-  Know the rules of the road – pedestrians have the right of way
-  Be alert when traveling on city streets
-  Share this pledge with family and friends

 @VISIONZEROSF 

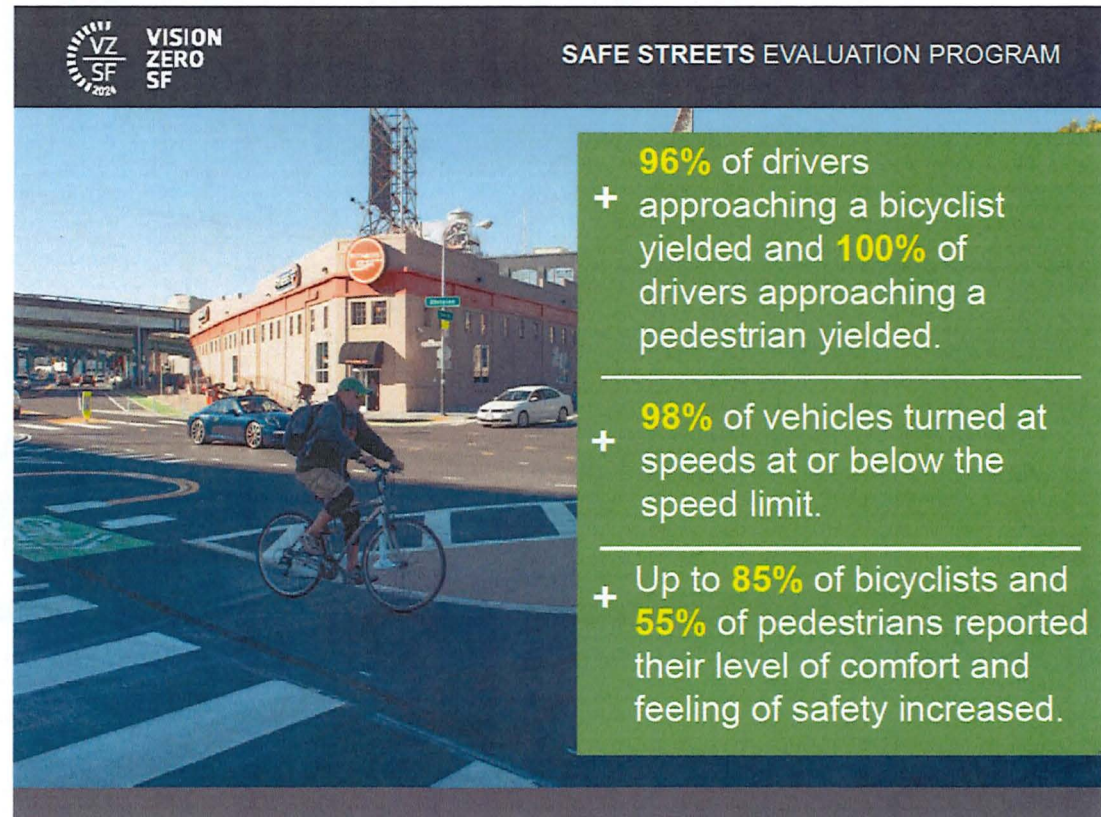




## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

### Expand evaluation program:

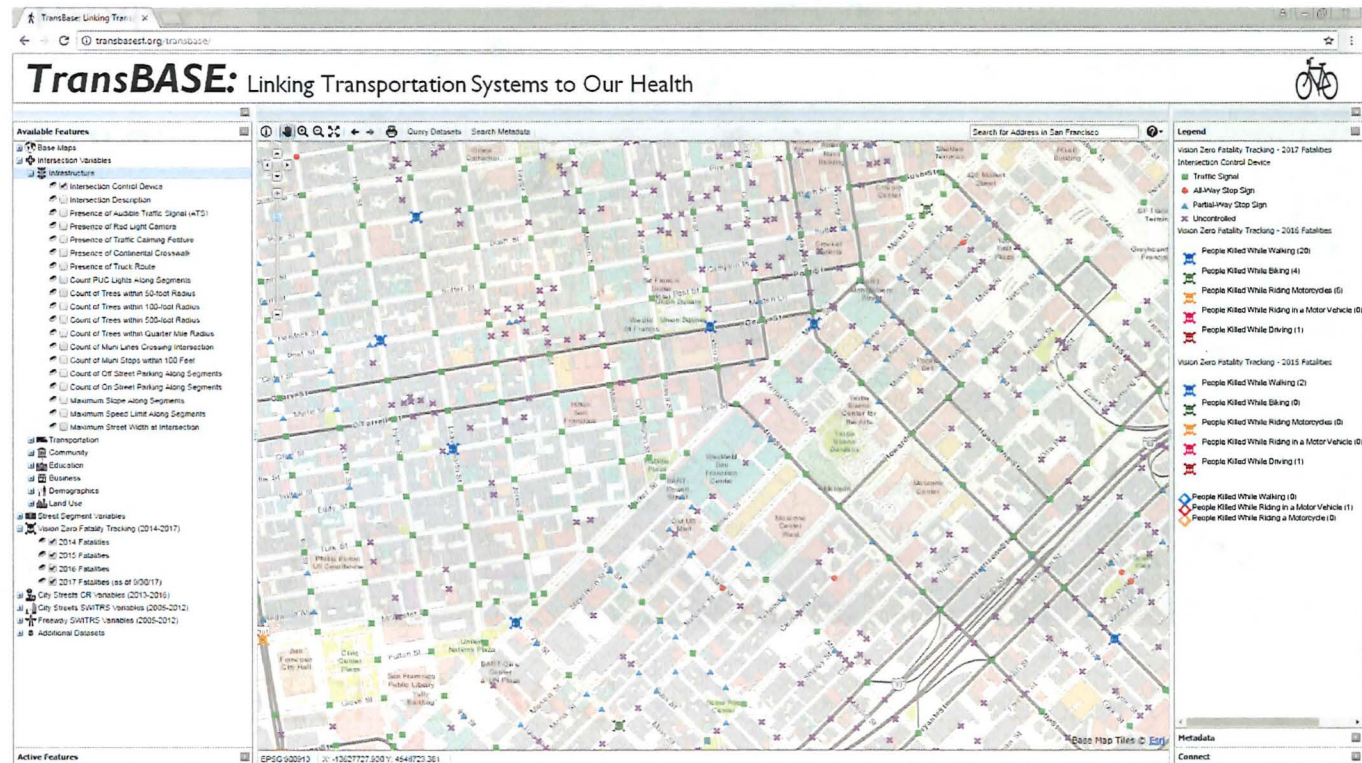
Agencies spend \$2M-\$3M annually on programs that educate San Franciscans, including our high visibility communications efforts and additional enforcement hours. This program will evaluate effectiveness and report back to our policy makers and public.





# SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

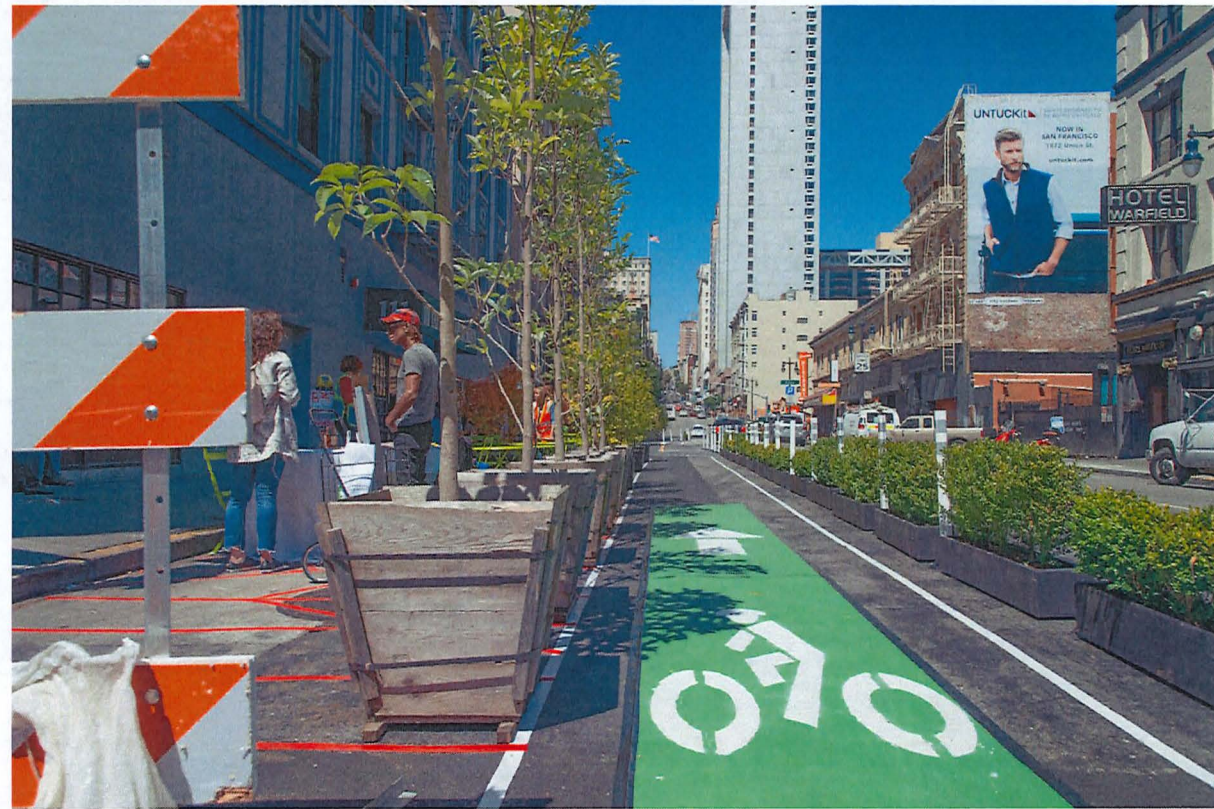
Build out our public facing injury and fatality data on **TransBASESF.org**, raising awareness and improving data transparency.





## SAFE PEOPLE & SAFE VEHICLES: NON CAPITAL PROGRAM STRETCH GOALS

**Support live street demonstration pop-ups for proposed traffic safety projects, giving people who live or work nearby an opportunity to see what the street could look like if designed for safety**







# Thank you!

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

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