



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

# VISION ZERO TASK FORCE

June 15, 2021



# USING MICROSOFT TEAMS

The image shows a Microsoft Teams meeting interface. On the left, a dark control bar contains icons for video, audio, screen sharing, and other functions. A red arrow points to the audio icon with the text: "MAKE SURE YOU ARE MUTED DURING PRESENTATIONS". The "raise hand" icon is circled in cyan with the text: "CLICK 'RAISE HAND' TO ASK QUESTION ALOUD". The chat icon is circled in green with the text: "CLICK THE CHAT BUTTON TO TYPE QUESTION INTO CONVERSATION/CHAT WINDOW". On the right, a "Meeting chat" window is open, displaying a green message: "QUESTIONS ENTERED INTO THE MEETING CHAT WILL APPEAR HERE. A MODERATOR WILL READ THE QUESTIONS DURING QUESTION AND ANSWER PERIODS". Below the chat window is a text input field with the placeholder "Type a new message" and various icons for emojis, GIFs, and attachments.

# AGENDA

- Introductions
- Overview & In Memoriam
- Announcements and BOS Updates
- Legislative Updates
- Action Strategy Update
- Quick-Build Update
- Future Topics

# OVERVIEW

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VISION ZERO  
ACTION STRATEGY  
**Eliminating  
Traffic Deaths  
in San Francisco**



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



**Saving Lives**



**Prevention**



**Equity**



**Slowing  
Speeds**



**Safe Streets**



**Safe People  
and  
Safe Vehicles**

# People make mistakes, no one should die when this happens

## TRADITIONAL APPROACH

Traffic deaths are **INEVITABLE**

**PERFECT** human behavior

Prevent **COLLISIONS**

**INDIVIDUAL** responsibility

Saving lives is **EXPENSIVE**

**VS**

## VISION ZERO

Traffic deaths are **PREVENTABLE**

Integrate **HUMAN FAILING** in approach

Prevent **FATAL AND SEVERE CRASHES**

**SYSTEMS** approach

Saving lives is **NOT EXPENSIVE**

VISION44:0NETWORK

# WHAT WILL IT TAKE TO GET TO ZERO?



# PARTNERSHIP: CITY, COMMUNITY + REGIONAL, STATE



### Youth Voices for Vision Zero SF

Traffic safety messages designed by Youth Art Exchange students, project funded by Supervisor Norman Yee as part of the 2019 District 7 participatory budget process.

Designed by Cassy Ting, Abraham Lincoln High School, using cyanotype, hand-carved block print, and digital platforms.





# VISION ZERO SF: MAYOR'S CITYWIDE TASK FORCE

- Meets Quarterly
- Accountability, Transparency, Engagement
- Co-Chaired by SFMTA and SFDPH
- Government Agency and Community Stakeholder Participation

**IN MEMORIAM**

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Michael Lynch

Melissa Onas

Sheria Musyoka

Jesai Andrews

Edda Cabrera

King Ping Lai

Jaden Solis

Antonio Durano

Ke Qing Meng

Kenneth McLeod

Lovisa Svallingson

# **ANNOUNCEMENTS AND BOS UPDATES**

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# **LEGISLATIVE UPDATE**

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## **AB 550 (Chiu): Safe Streets Act of 2021**

- Would have allowed for speed safety camera pilot programs
- Held in Assembly Appropriations Committee – will not advance this year

## **AB 43 (Friedman): Local Control of Speed Limit Setting**

- Allow more flexibility for how speed limits are set, including on the High Injury Network, in business districts, and near vulnerable populations
- Passed Assembly Floor (65-3), referred to Senate Transportation Committee
- Will likely be heard in late June/early July

# **ACTION STRATEGY UPDATE**

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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 SF ACTION STRATEGY UPDATE

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Presentation to the Vision Zero Task Force

June 15, 2021

Ryan Reeves, SFMTA Vision Zero Program Manager

Michael Jacobson, SFMTA Vision Zero Planner



## AGENDA & OBJECTIVES

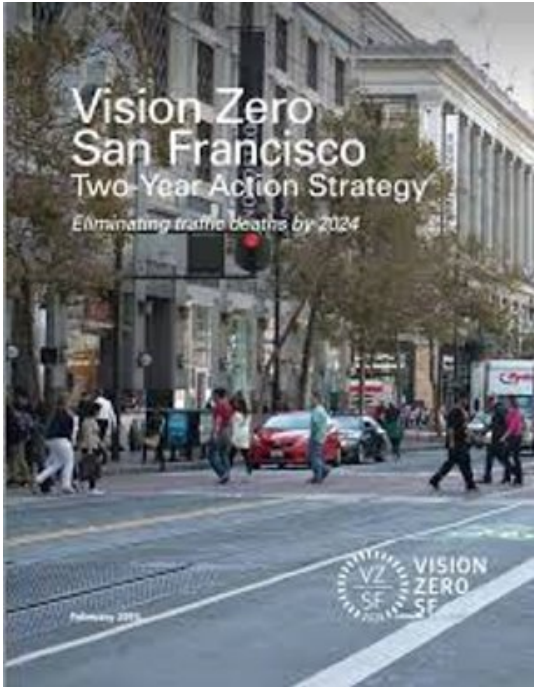
- **Recap outreach that we've heard to date & process for strategy development**
- **Share the draft Action Strategy with the Vision Zero Task Force**
- **Share next steps on the release of Action Strategy**
- **Discuss key questions:**
  - Does this framing and messaging resonate with you?
  - Do these draft actions reflect your priorities and the feedback you've already shared?
  - Are there any major gaps or specific missing actions?
  - Feedback on the metrics?



**ACTION STRATEGY UPDATE:**  
***PROCESS & OUTREACH***

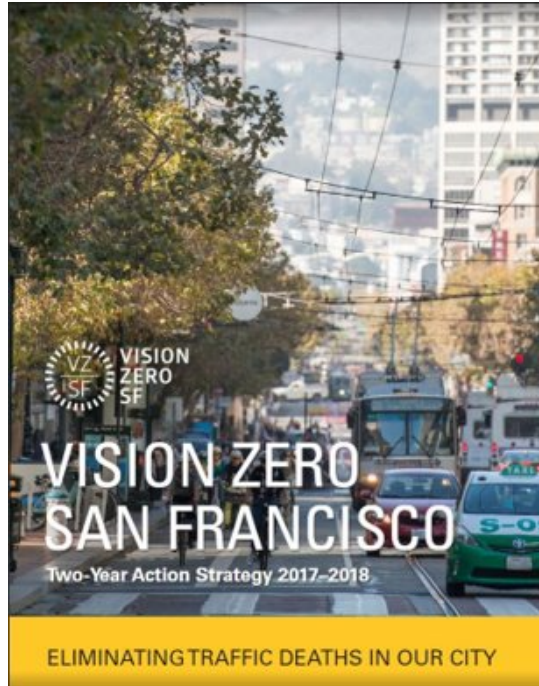
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# VISION ZERO STRATEGY UPDATE



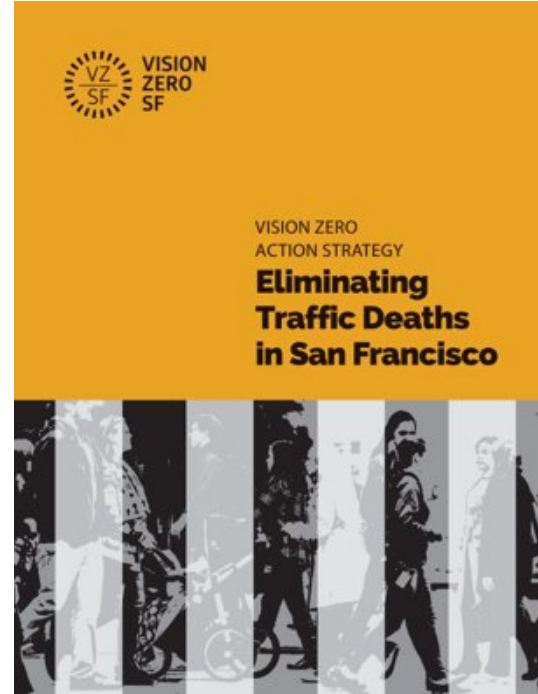
**2015**

What is Vision Zero?



**2017**

Defining a Safe Systems Approach



**2019**

Advancing Transformative Policies

**2021**  
Vision Zero Action Strategy Update

# OUTREACH SUMMARY

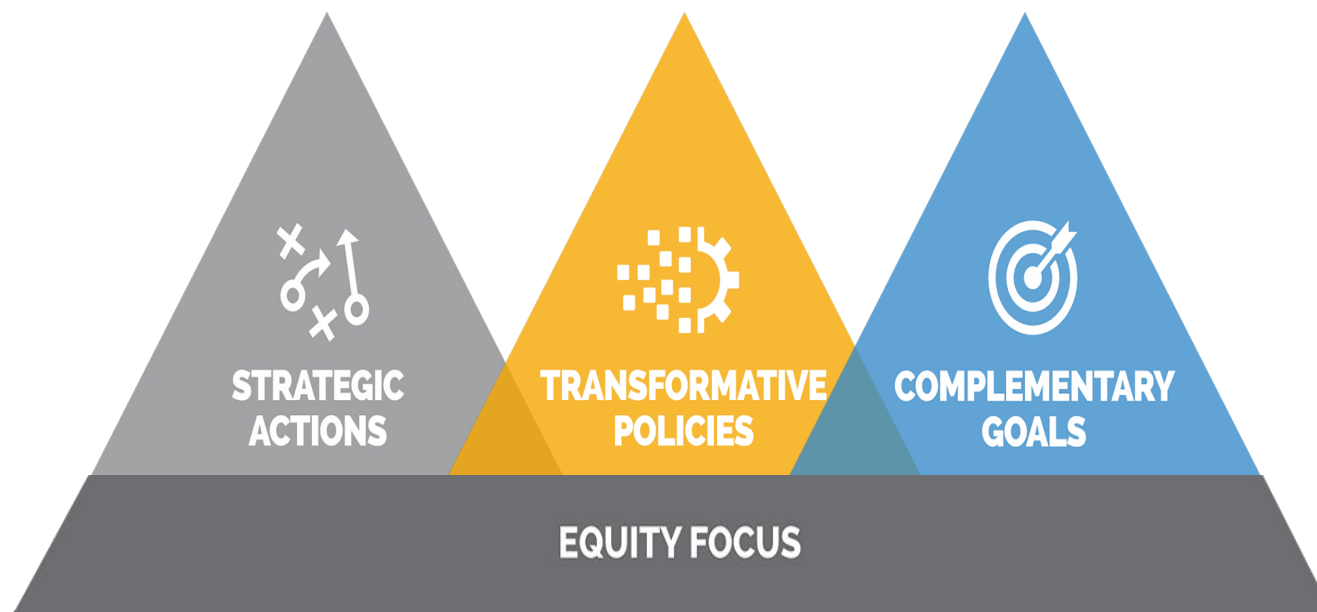
**Spring 2021:** Gathered new ideas and priorities through:

- **Online Story Map/Open House in English, Spanish, Chinese, and Filipino**
- **400+ Community Survey Responses, including in English, Spanish, Chinese, and Filipino**
- **Four Community Virtual Office Hours**
- **Six Community Virtual Presentations**
- **Letters with Support from 40+ Organizations**



# OUTREACH DISCUSSION

- Where should we continue to **focus our resources**?
- What **new strategies** should we consider to slow speeds, change traffic safety culture and ensure safer vehicles?
- How can we ensure our **commitment to equity**?



Saving Lives



Prevention



Equity



Slowing Speeds



Safe Streets

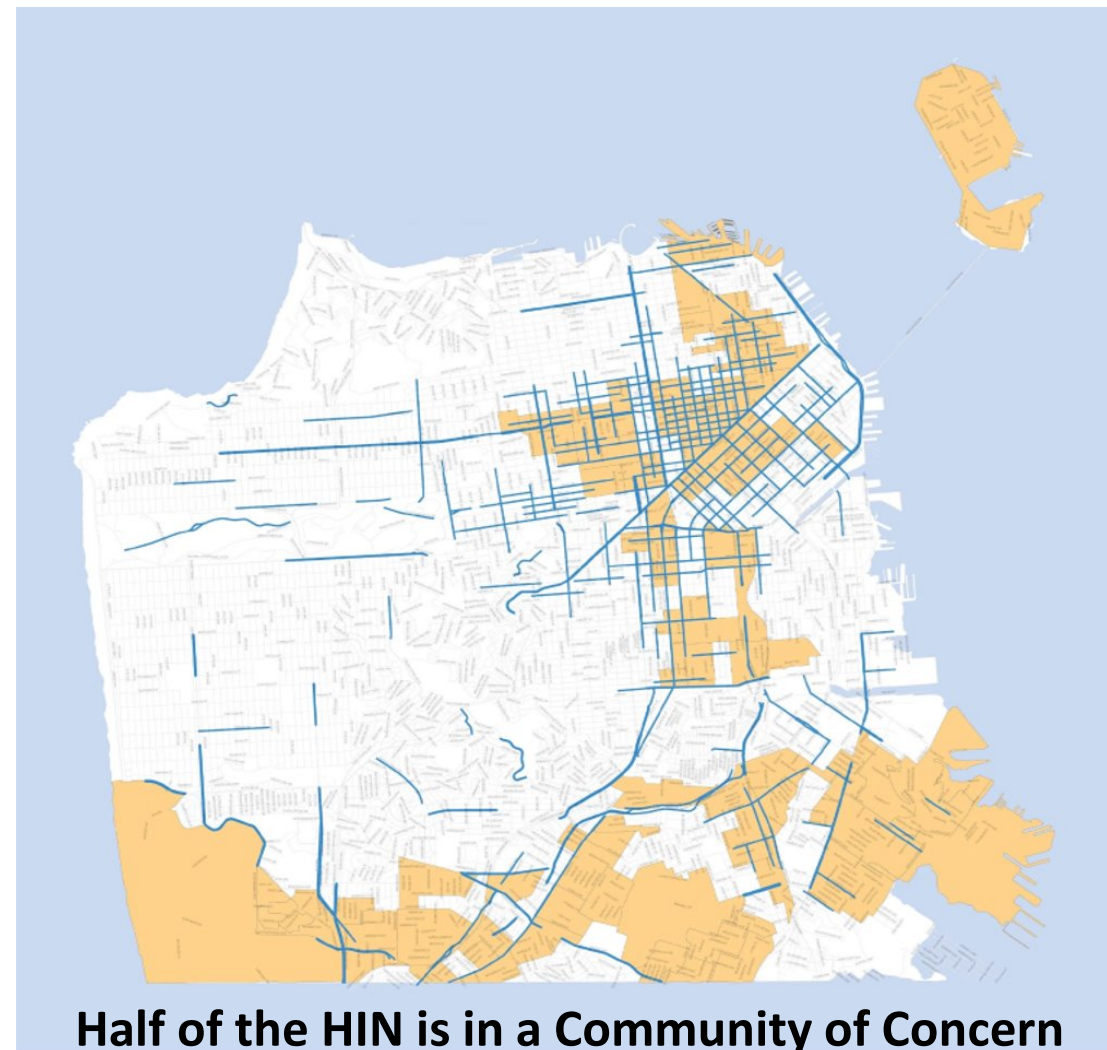


Safe People  
and  
Safe Vehicles

# COMMITMENT TO EQUITY

## Advancing actions that prioritize our most vulnerable and are sensitive to community context

- **Vulnerable populations** – Older adults, homeless or marginally housed residents, people of color, people with disabilities, non-English speaking people, immigrants and youths
- **Geographic inequities** – SF's High Injury Network is concentrated in low-income communities and communities of color
- **Vulnerable road users** – Pedestrians, cyclists and motorcyclists
- **Bias and unintended consequences** – Vision Zero should not exacerbate existing inequities or result in unintended consequences



# INPUT FROM COMMUNITY GROUPS & COALITION

The Arc San Francisco	Family Connections Centers	San Francisco Marin Medical Society
Bay Area Families for Safe Streets	Felton Institute	San Francisco Transit Riders
Bayview Hunters Point Mobilization for Adolescent Growth in our Communities (BMAGIC)	Friends of Monterey Blvd	San Francisco Housing Action Coalition
Bicycle Advisory Committee	Hayes Valley Neighborhood Association	Self-Help for the Elderly
California Alliance for Retired Americans	India Basin Neighborhood Association	Senior & Disability Action
Community Living Campaign	Inner Sunset Park Neighbors	South Beach   Rincon   Mission Bay Neighborhood Association
CC Puede	La Voz Latina	South of Market Community Action Network (SOMCAN)
Central City SRO Collaborative	Livable City	St. Francis Square Cooperative
Chinatown Community Development Center	Lower Haight Merchants and Neighbors Association (LoHaMNA)	Tenderloin Housing Clinic
Curry Senior Center	Multimodal Accessibility Advisory Committee	Tenderloin Neighborhood Development Corporation
Diversability	North of Panhandle Neighborhood Association (NOPNA)	TLCBD Safe Passage
Dogpatch Neighborhood Association - Executive Committee	Potrero Boosters Neighborhood Association Executive Committee	Yerba Buena Community Benefit District (YBCBD)
Duboce Triangle Neighborhood Association	Richmond Family Transportation Network	Walk San Francisco
East Cut Community Benefit District	San Francisco Bicycle Coalition	
	San Francisco Interfaith Council	

## KEY THEMES FROM OUTREACH

- **Slow speeds through street re-design** (quick builds and traffic calming) and decreasing speed limits on streets
- **Reducing conflicts at intersections** for vulnerable road users
- Expand **Slow Streets** program to support mode shift
- Use **speed detection systems** to support traditional enforcement
- Focus **education on the most dangerous driving** behaviors
- Focus investments in **Communities of Concern** and the **High Injury Network**



**ACTION STRATEGY UPDATE:  
*BUILDING ON LESSONS  
LEARNED SINCE 2014***

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# ACROSS THE US, CITIES CONTINUE TO FACE CHALLENGES IN GETTING TO ZERO

## Why are there so many Seattle traffic fatalities when so few people are commuting?

Jan. 27, 2021 at 12:51 pm | Updated Jan. 28, 2021 at 9:22 am

## Traffic deaths rose 8% in 2020, even as Americans drove fewer miles during pandemic

Associated Press

Published 7:36 a.m. ET Mar. 5, 2021 | Updated 2:42 p.m. ET Mar. 5, 2021

## Traffic deaths on the rise in Portland

The number of deaths is up by 100% compared to the same time last year

## Alarming spike in Philadelphia traffic fatalities, including hit-and-runs, this year

## Traffic Deaths in 2020 Soared to Highest in 13 Years

By Alissa Walker

# GLOBALLY, OTHER CITIES HAVE PROVEN VISION ZERO IS POSSIBLE

## Oslo got pedestrian and cyclist deaths down to zero. Here's how

More cities are starting to pedestrianise central zones to minimize cars and eliminate deaths on public roads



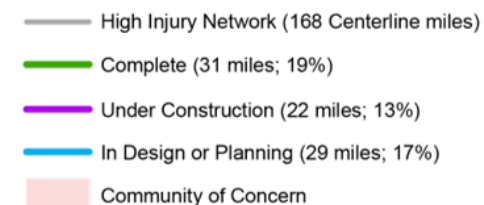
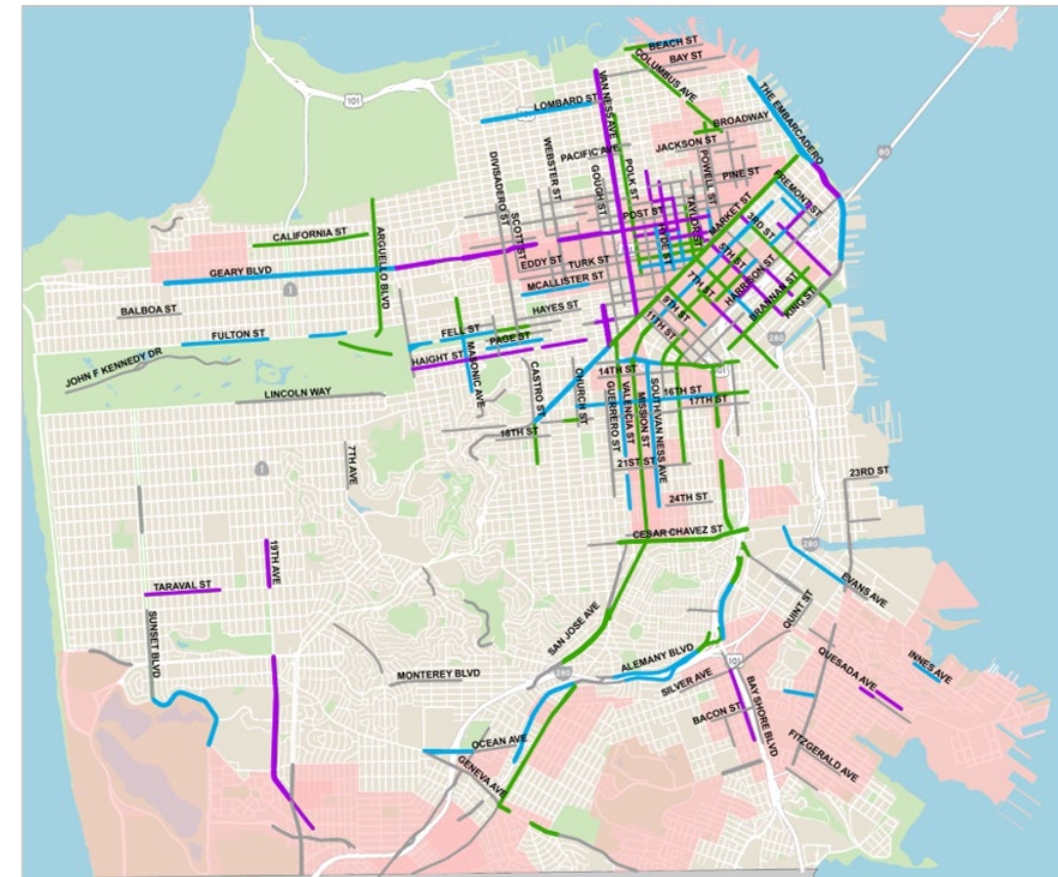
## City of Helsinki records zero pedestrian fatalities in 2019

Precise statistics on accidents have been kept since 1960, and during this time there have been no years in which there were zero pedestrian lives lost in traffic.



## OUR STRATEGY REFLECTS AN EVOLVING APPROACH

- **Quick-Build program** to deliver safety improvements more quickly at 1/10 of the cost of major capital projects
- **Network level approach** to key safety treatments
- **Focus on self-enforcing streets** and seeking alternatives to traditional enforcement, such as speed cameras
- **Targeted advertising, marketing & culturally competent outreach**
- **Testing new approaches and pushing the limits** of our authority



## GETTING TO ZERO WILL REQUIRE MAJOR SHIFTS IN POLICY, POLITICS, CULTURE & RESOURCES

- **Major Street Redesign:** Car free zones, quick builds, protected bike lane network, transit only lanes
- **Speed Cameras & Lowering Speed Limits**
- **Mode Shift & Pricing Tools:** Moving to active transportation modes, using tools like pricing
- **Advanced Vehicle Technologies:** Advanced driver-assistance systems, smaller vehicles
- **Increased Housing Density:** Housing near jobs/services, especially affordable housing and services for unhoused populations

# ACHIEVING VISION ZERO DEPENDS ON MEETING COMPLEMENTARY CITY GOALS

**Creating 30,000  
new housing units  
by 2020 *including a  
focus on affordable  
housing***

**Building a reliable  
transit system  
(*including focusing  
on transit  
frequency*)**



**Shifting 8% of trips to  
sustainable travel  
choices by 2030 (*using  
tools such as Slow  
Streets*)**

**Reduce GHG by 8-% by  
2050, including reducing  
Vehicle Miles Travelled  
(*using tools such as  
Transportation Demand  
Management*)**

***ACTION STRATEGY:***  
**DRAFT ACTIONS**

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# SAFER STREETS: *WHAT WE HEARD*

- **Speed Management**
  - Traffic calming
  - Signal progression speeds
  - Reduce speed limits
  - Speed management plan
- **Intersection Focused Improvements**
  - Left turn traffic calming
  - No Turn on Red expansion
  - Systemwide improvements
  - Red light cameras
- **Mode Shift**
  - Slow Streets and car free streets
- **Quick-Builds and Protected Bike Lane Networks**
- **Self-enforcing Street Design**



# SAFE STREETS: DRAFT ACTIONS

## Slowing Vehicle Speeds

- Complete 10 Quick Builds Annually, with projects focused on the HIN (*unfunded need to expand to 20 Quick-Builds annually*)
- **NEW:** Develop comprehensive speed management plan by 2022, including reducing posted speed limits & plan for automated tools
- **NEW:** Complete 100 traffic calming devices annually, including in areas with seniors, people with disabilities, and schools



# SAFE STREETS: DRAFT ACTIONS

## Improving Visibility & Reducing Conflicts for Vulnerable Road Users

- Ensure all HIN intersections have continental crosswalks and daylighting by 2024
- Ensure all HIN signals have slower walking speeds and Leading Pedestrian Intervals (LPIs) by 2024
- *NEW:* Complete 12 new left-turn traffic calming locations annually
- *NEW:* Evaluate Turn on Red Restrictions in the Tenderloin in 2022 and expand based on findings
- Upgrade 40% of traffic signals on the HIN to include Accessible Pedestrian Signals (APS) and 95% of traffic signals to include Pedestrian Countdown Signals (PCS) on the HIN by 2024

SAFE SPOT



**NO TURN ON RED:**

Keep crosswalks open for people walking and rolling.

<p><b>NO VOLTEAR EN ROJO:</b> Mantenga los cruces peatonales libres para las personas que caminan y ruedan.</p>	<p><b>紅燈時禁止轉彎：</b> 保持馬路暢通，以便行人橫過馬路</p>	<p><b>BAWAL LUMIKO KAPAG PULA ANG ILAW:</b> Panatilihin bukas ang mga tawiran para sa mga naglalakad at gumagamit ng de-gulong na kagamitan.</p>
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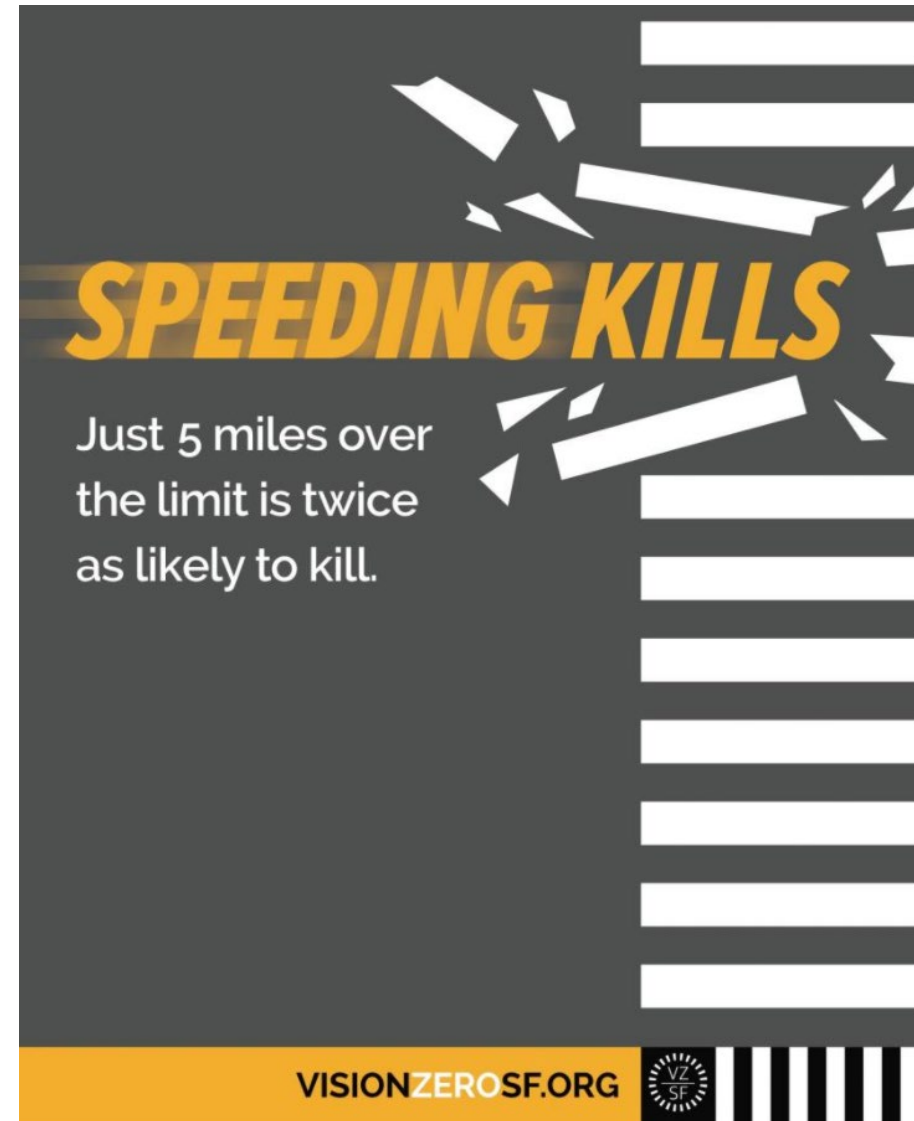
This street improvement brought to you by Vision Zero SF. #VisionZeroAtWork

VISIONZEROSF.ORG



## SAFE PEOPLE: *WHAT WE HEARD*

- Focus education on drivers and changing the most unsafe driving behaviors
- Need more mode shift towards transit/walking/biking
- Continue traditional enforcement (citations) while pursuing alternatives such as speed safety cameras



## SAFE PEOPLE: DRAFT ACTIONS

### Enforcement & Compliance

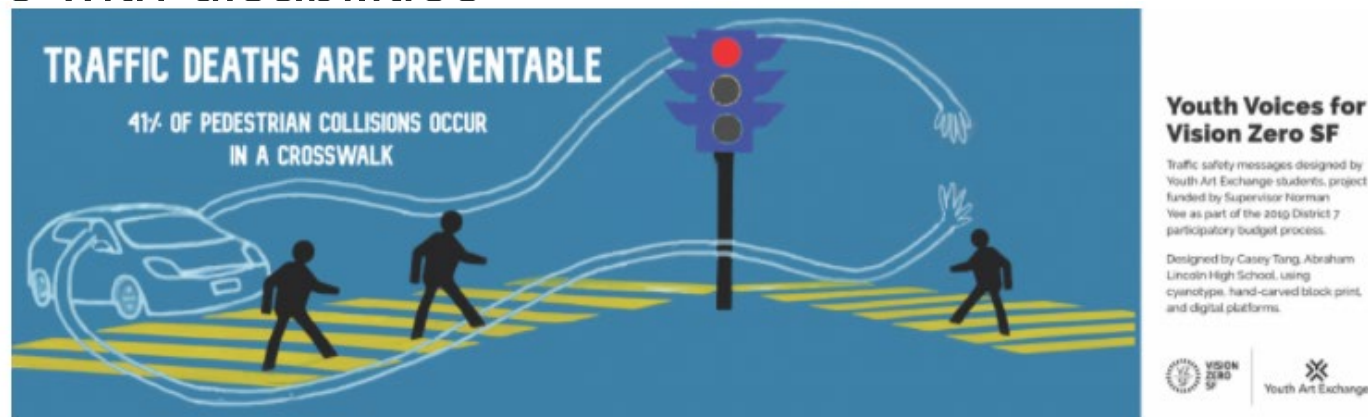
- Continue 50% Focus on the Five goal
- Extend monthly safe speeds enforcement program and conduct monthly High Visibility Traffic Safety Event actions on the HIN focused on dangerous driving behaviors
- *NEW:* Pursue next steps from BLA report that analyzes racial disparities in traffic stops



# SAFE PEOPLE: DRAFT ACTIONS

## Culture Change

- Develop ongoing education campaigns that highlight top crash factors and conduct citywide outreach to create traffic safety champions\*
- **NEW:** Implement education campaign on impacts of impaired driving \*\*
- Facilitate motorcycle safety training for riders\*\*
- Provide annual grants to service providers and CBOs to engage seniors and people with disabilities



*\*This includes approximately \$2M in unfunded needs to extend the program after FY22*

*\*\*These actions are dependent on grant awards*

## SAFE VEHICLES: *WHAT WE HEARD*

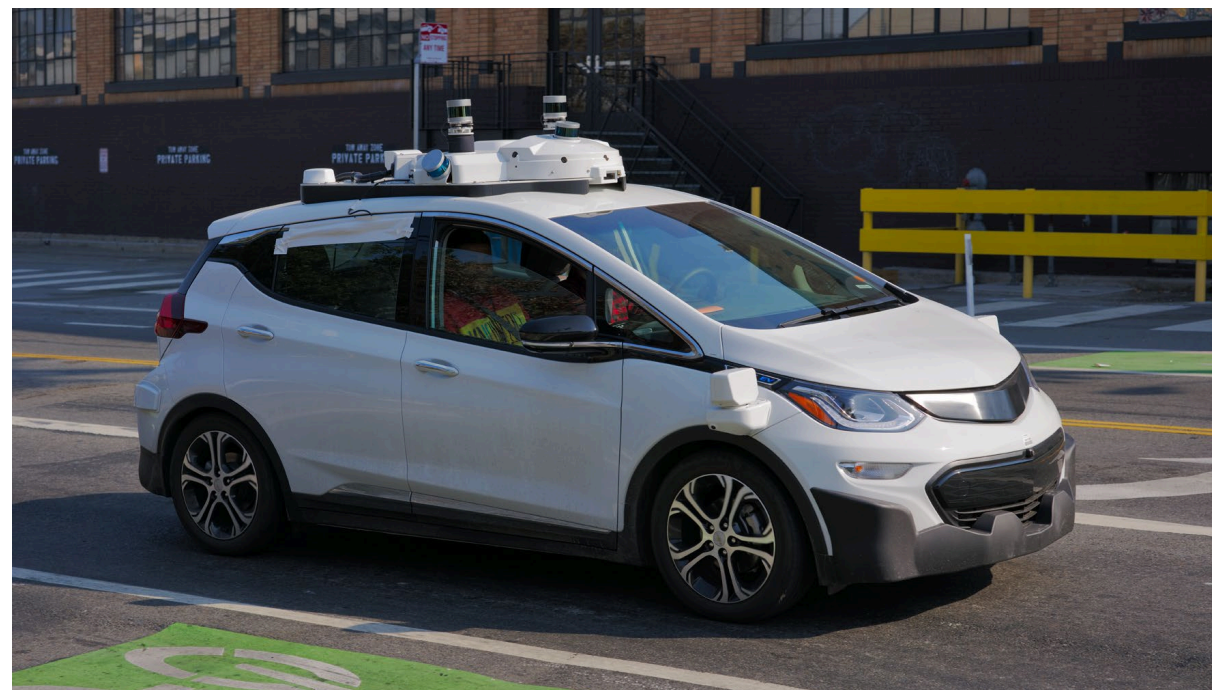
- Avoid overreliance on technology to reduce crashes; impacts of AVs on mode shift goals
- Focus AV policy on vulnerable road users and speed management
- Address city driver dangerous driving behaviors
- Address consumer vehicle size & vehicle speed technology



## SAFE VEHICLES: *DRAFT ACTIONS*

### Autonomous Vehicles & City Fleet

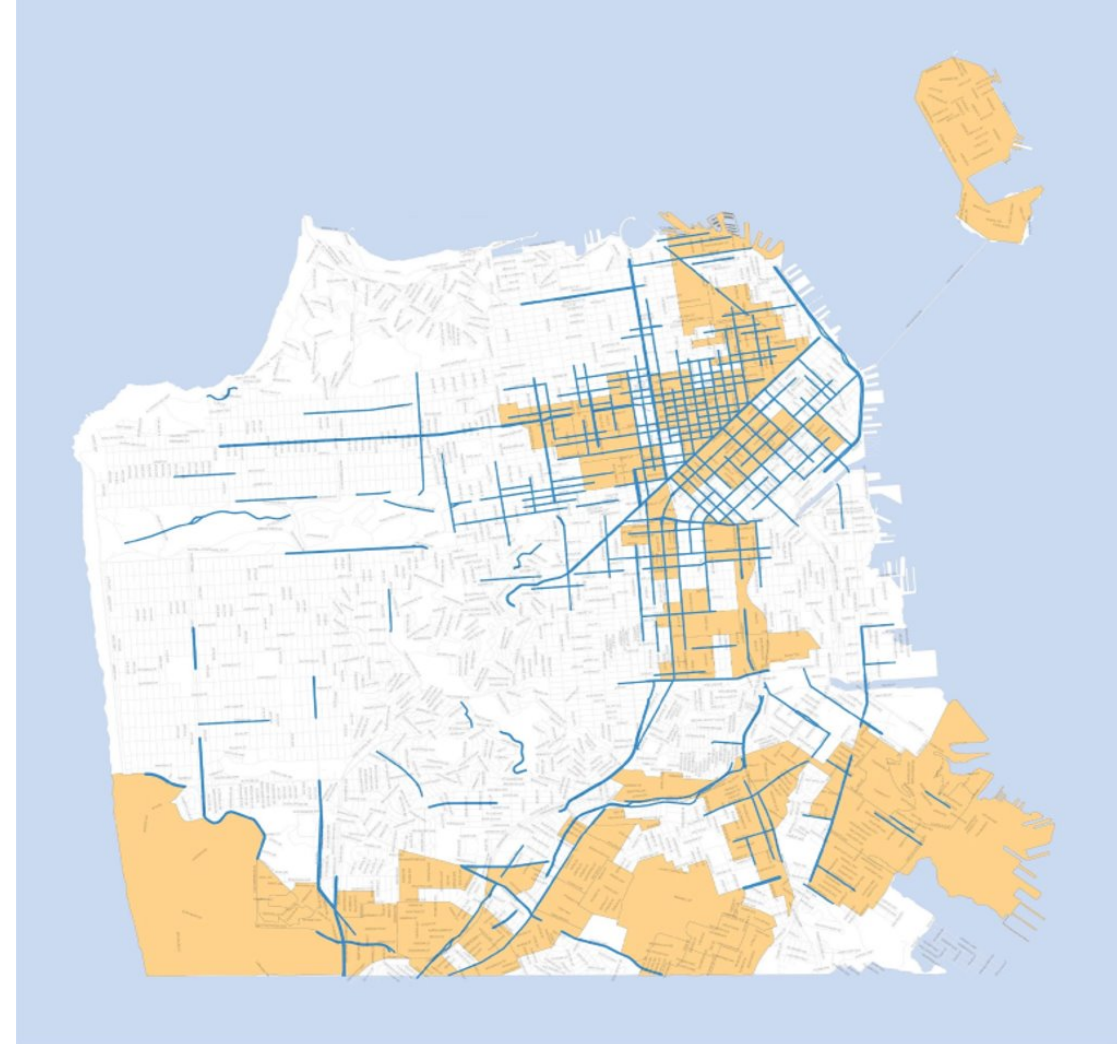
- Ensure federal, state, and local AV policy increases safety for all road users
- Release an annual telematics report that includes driving trends and corrective actions
- Explore additional collision avoidance technologies for MTA vehicles



## DATA SYSTEMS: *DRAFT ACTIONS*

- Regularly update public-facing TransBASE dashboard
- Integrate SFPD traffic collision data into Crime Date Warehouse
- Release annual severe injury trend report
- Update the HIN Map using linked police, hospital, and EMS data with data from 2016-2019
- Issue an annual research brief that addresses traffic injury and inequities such as disabilities, homelessness, race/ethnicity, language, income and immigration status\*

*\*Unfunded*





## METRICS & INDICATORS

- **Achieve zero traffic fatalities by 2024**
- **Deliver 13+ miles of annual safety improvements** on HIN, including at least 50% in Community of Concern
- **Issue 50% of traffic citations** for Focus on the Five
- **Conduct outreach to 15,000 people annually** and achieve 250 million media impressions
- **Issue 8 community grants** for traffic safety outreach
- **Achieve 20% community awareness/understanding** of Vision Zero
- **Conduct 45+ community events**, with 100% translated

**ACTION STRATEGY:**  
***NEXT STEPS***

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# TIMELINE FOR UPDATING THE STRATEGY



## Upcoming Key Dates:

June 23 – Vision Zero Coalition Discussion

June 24 – Vision Zero Senior and Disability Working Group

July 20 – MTAB Presentation



**ACTION STRATEGY:**  
***DISCUSSION & QUESTIONS***

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## ACTION STRATEGY - DISCUSSION QUESTIONS

1. Does this framing and messaging resonate with you?
2. Do these draft actions reflect your priorities and the feedback you've already shared?
3. Are there any major gaps or specific missing actions?
4. Feedback on the metrics?



# Thank you!

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**MICHAEL JACOBSON**

**MICHAEL.JACOBSON@SFMTA.COM**

# **QUICK-BUILD UPDATE**

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SFMTA

# Vision Zero Quick-Build Program Update

Vision Zero SF Task Force

June 15, 2021



# Quick-Build Program Initiation

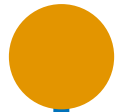


## March 2019

- Mayor Breed & MTAB challenges staff to deliver safety improvements faster

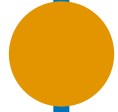
“the SFMTA will **develop a policy that requires SFMTA staff to move forward with quick, near-term safety enhancements on high injury corridors**, including paint, safety posts, and temporary sidewalk extensions”

# Quick-Build Program Initiation



## March 2019

- Mayor Breed & MTAB challenges staff to deliver safety improvements faster

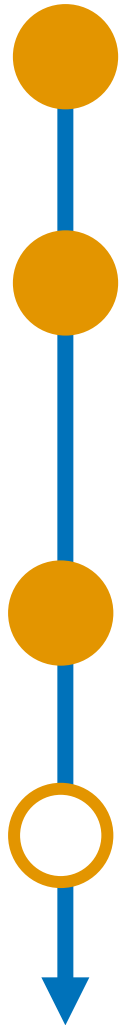


## June 2019

- MTAB passes legislation to enable streamlined project delivery
- Quick-build projects identified



# Quick-Build Program Initiation



## March 2019

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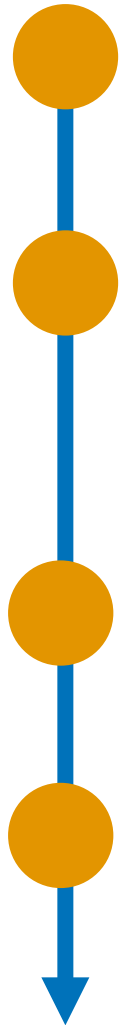
## June 2019

- MTAB passes legislation to enable streamlined project delivery
- Quick-build projects identified

## March 2020

- Additional quick-build projects identified
- COVID-19 Stay at Home order begins

# Quick-Build Program Initiation



## March 2019

- Mayor Breed & MTAB challenges staff to deliver safety improvements faster

## June 2019

- MTAB passes legislation to enable streamlined project delivery
- Quick-build projects identified

## March 2020

- Additional quick-build projects identified
- COVID-19 Stay at Home order begins

## June 2021

- Vision Zero Quick-Build Program turns 2 🎂

# Quick-Build Program

Traffic safety improvements that are

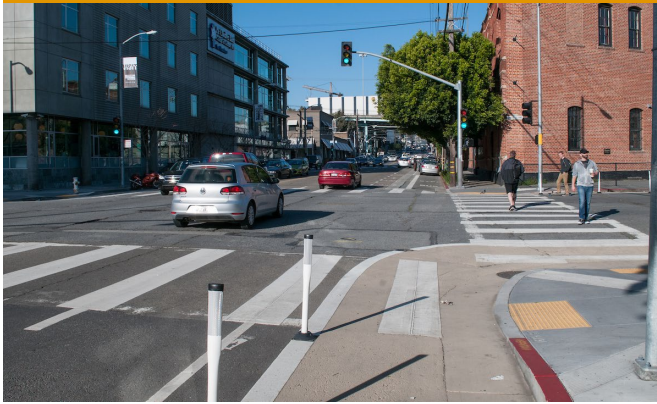
- Easy to implement
- Lower cost
- Adjustable/reversible
- Design, construct, and evaluate more nimbly and iteratively



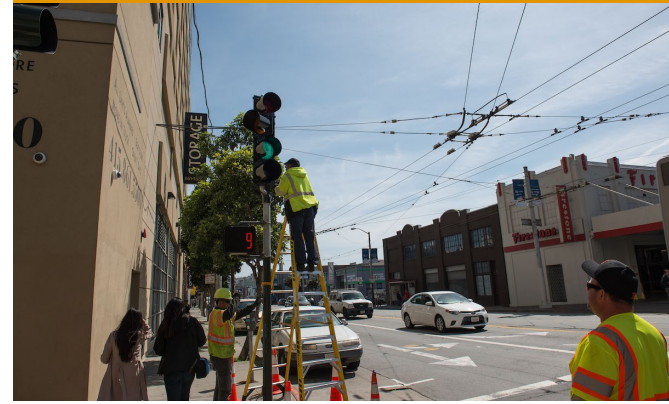
# Quick-Build Improvements

Typical quick-build improvements include:

Paint, signs, and delineators



Signal timing changes



Parking and loading changes



Transit stop changes



# Projects to Date

22



Completed



Construction



Planning & Design



2

8

# 6th Street





# Indiana Street



# Taylor Street



# Beale Street



# California Street



# Howard Street



# Evans Avenue & Hunters Point Boulevard



# Two Years of Quick-Builds

## Transit Boarding Islands



10

## Painted Safety Zones



86+

## New or Upgraded Bikeways



12+ miles

# Project Results

Drivers traveling over 40 mph decreased by 94% along Taylor Street

Bicycle use increased by 52% along 7th Street

Time spent on loading activities reduced by 76% on 6th Street

[SFMTA.com/SafeStreetsEvaluation](https://www.sfmta.com/SafeStreetsEvaluation)





# Project Results

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## Transit Boarding Islands

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Safer interactions  
between large vehicles  
and people biking

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Easier to navigate for  
transit operators

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Travel time savings

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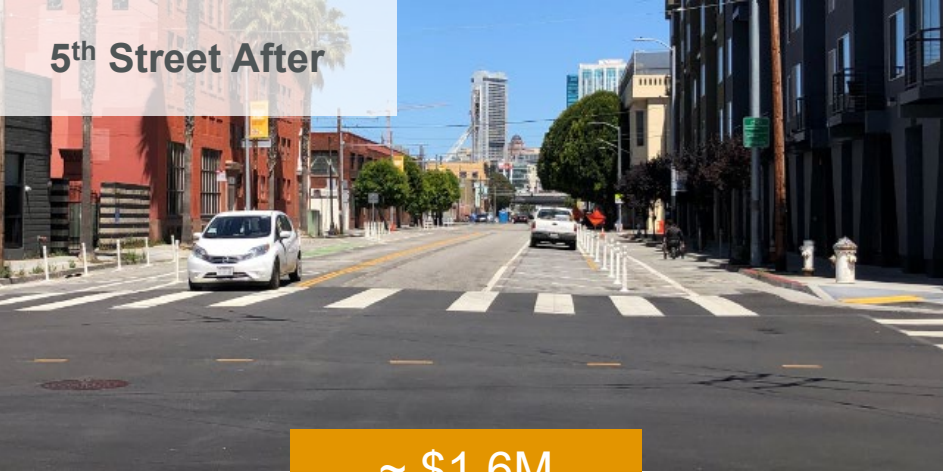
[SFMTA.com/SafeStreetsEvaluation](https://www.sfmta.com/SafeStreetsEvaluation)



# Program Successes

- 1 Iterative design: streamlined delivery and thorough evaluation
- 2 Flexibly respond to community-identified traffic safety needs
- 3 Mobilize quickly for construction coordination opportunities
- 4 Maximize use of local funding for traffic safety improvements

# QUICK-BUILDS VS STREETScape PROJECTS



~ \$1.6M  
Quick-Build



~ \$20M  
Streetscape

# Lessons Learned

- 1 Time and resources for quality outreach and design remain critical.
- 2 Design and construction staff capacity allow delivery of approximately 10 quick-build projects per year.
- 3 Quick-build is not the end. Major capital investments are needed too.

# Look Ahead

- Accelerating programmatic spot improvements
- Pair targeted education campaigns with quick-build projects
- Develop more robust outreach capabilities and strengthen relationships with CBOs



*Image of educational poster where improvement is installed*

# Contact Information

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# **FUTURE TOPICS**

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