



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

VISION ZERO TASK FORCE

March 15, 2022



USING MICROSOFT TEAMS

The screenshot shows the Microsoft Teams interface during a meeting. The top bar includes a timer (02:08), icons for chat, raise hand, and mute, and a 'Leave' button. The chat window on the right shows a message from Michael Jacobson and a meeting start notification. Three colored boxes with arrows point to the chat, raise hand, and mute icons, each with a corresponding instruction.

02:08

Microsoft Teams

Meeting chat

Jacobson, Michael joined the conversation.

Today

12:09 PM Meeting started

QUESTIONS ENTERED INTO THE MEETING CHAT WILL APPEAR HERE. A MODERATOR WILL READ THE QUESTIONS DURING QUESTION AND ANSWER PERIODS

Type a new message

VISIONZEROSF

CLICK THE CHAT BUTTON TO TYPE QUESTIONS INTO CONVERSATION/CHAT WINDOW

CLICK "RAISE HAND" TO ASK A QUESTION ALOUD

MAKE SURE YOU ARE MUTED DURING PRESENTATIONS

- Introductions
- Overview & In Memoriam
- Announcements and BOS Updates
- Legislative Updates
- Speed Management Update
- Tenderloin Community Alternatives to Police for Traffic Enforcement
- Left Turn Project
- Future Topics

OVERVIEW





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**



Equity



**Slowing
Speeds**



**Safe
Streets**



**Culture
Change**

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

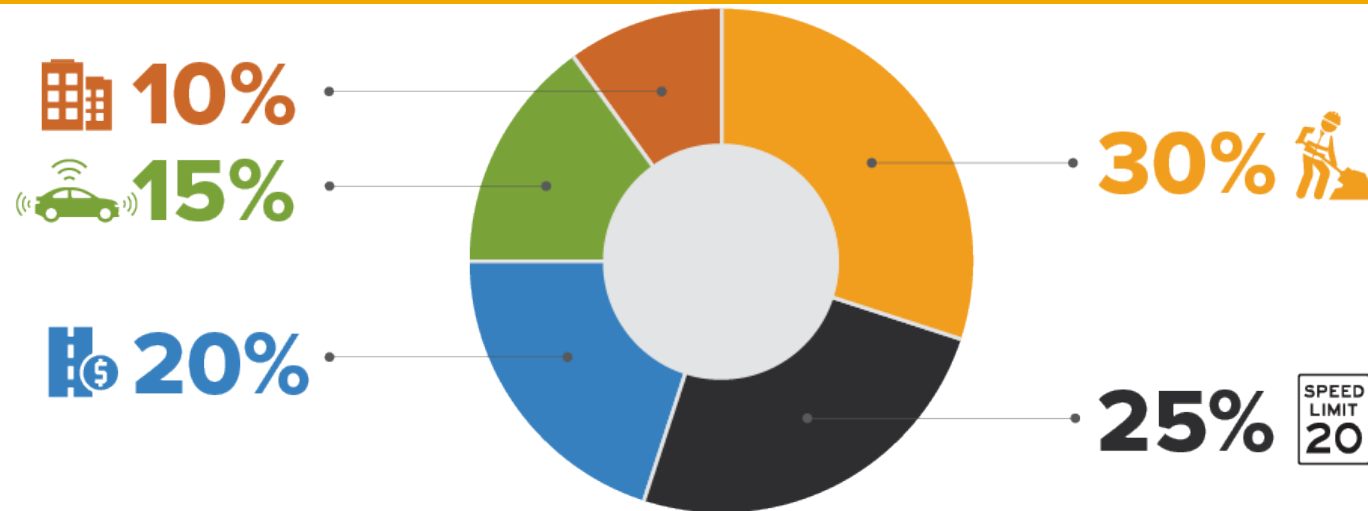
Prevent **FATAL AND SEVERE CRASHES**

SYSTEMS approach

Saving lives is **NOT EXPENSIVE**

VISION44:0NETWORK

WHAT WILL IT TAKE TO GET TO ZERO?



Major Street Redesign: Car free zones, Quick-Build projects, Protected bike lane network, and transit only lanes



Speed Safety Cameras: Using speed cameras to enforce speed limits



Mode Shift and Pricing Tools: Moving to active transportation modes by using tools like pricing



Advanced Vehicle Technologies: Advance driver-assisted systems and smaller vehicles



Increased Housing Density: Housing near jobs/services, especially affordable housing and services for unhoused populations

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 2016 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



ANNOUNCEMENTS AND BOS UPDATES

LEGISLATIVE UPDATE

LEGISLATIVE UPDATE

- **SB 922 (Wiener): Environmental Streamlining**
- **AB 1713 (Boerner Horvath): Bicycle Stops**
- **AB 2147 (Ting): Jaywalking Violations**
- **AB 2336 (Friedman/Ting): Speed Safety Cameras**

SPEED MANAGEMENT UPDATE





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

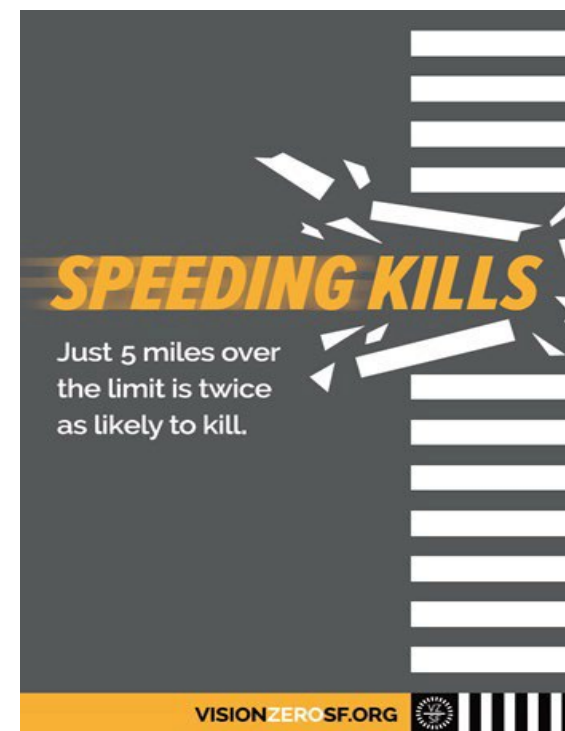
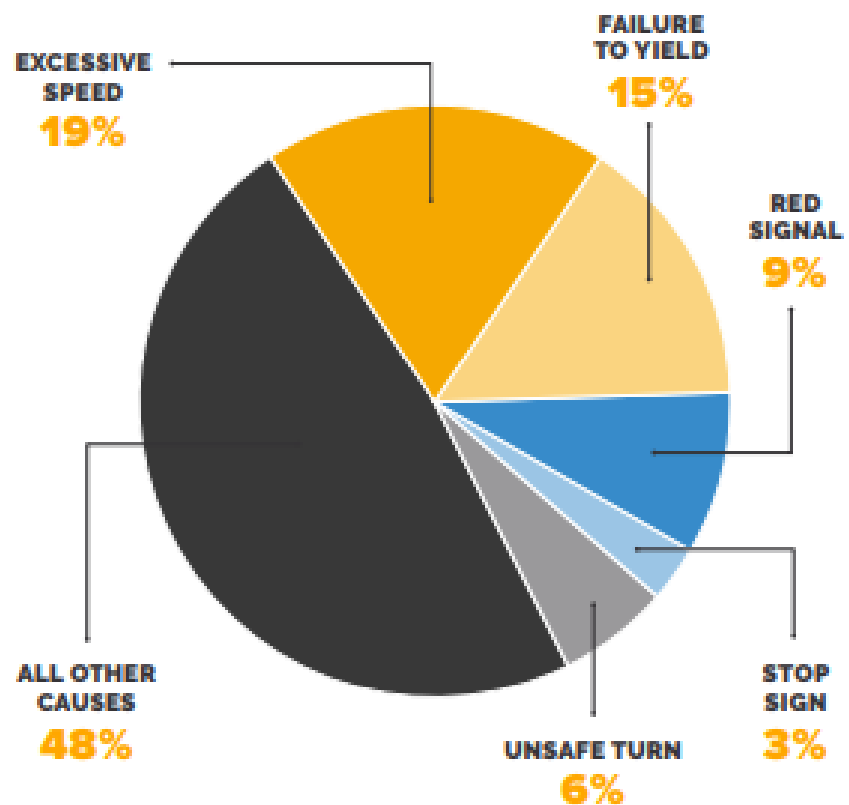
SPEED MANAGEMENT UPDATE

VISION ZERO TASK FORCE

March 15, 2022

SPEED IS THE PRIMARY CAUSE OF CRASHES IN SF

SEVERE AND FATAL INJURY CRASHES BY
PRIMARY COLLISION FACTOR, 2014-2020



TOOLS FOR SLOWING SPEEDS



AB43 (FRIEDMAN) EXPANDED CITY AUTHORITY TO SET SPEEDS FOR SAFETY



SETTING SPEEDS USING NEW STATE AUTHORITY

Beginning in 2022: Business Activity Districts

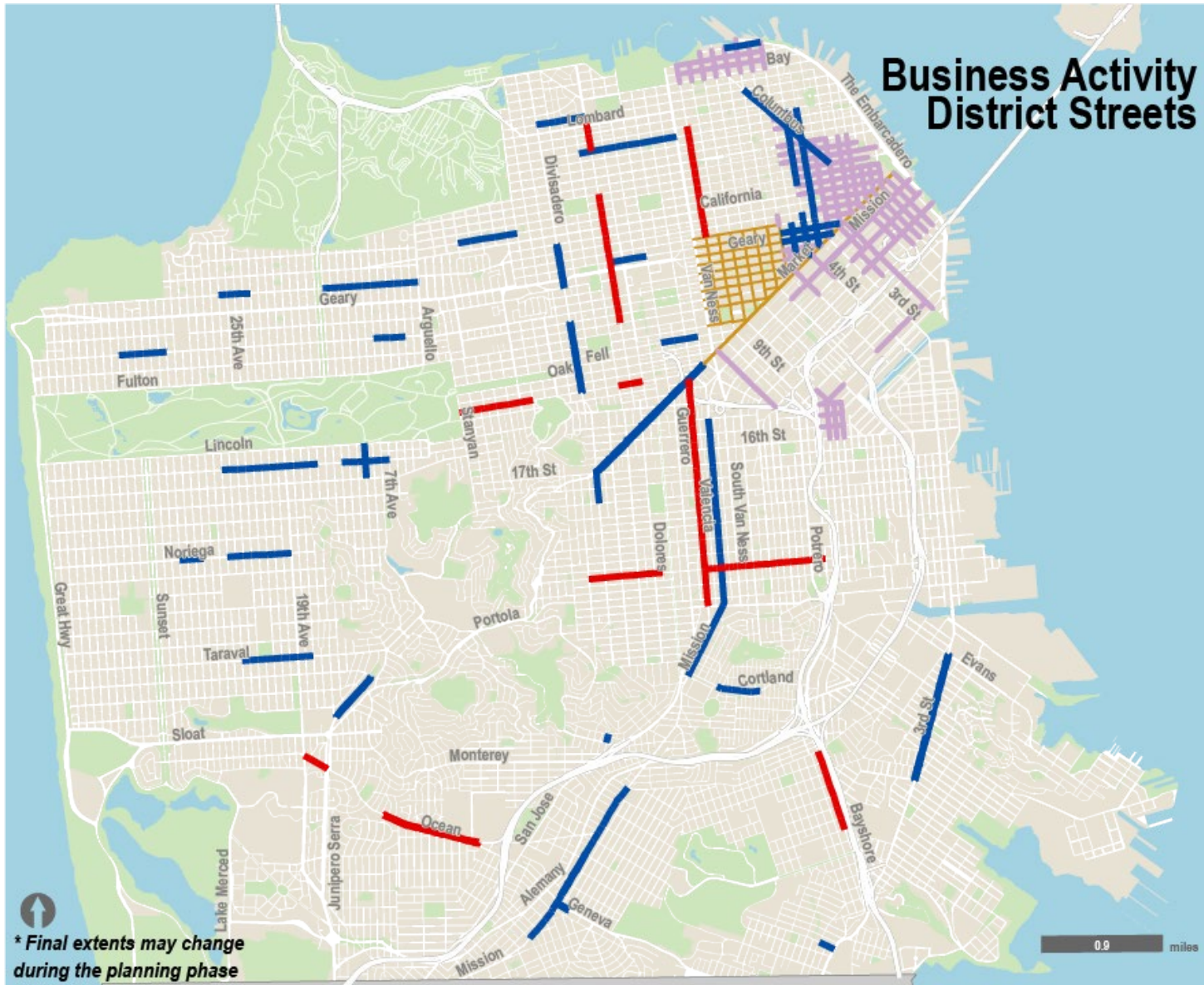
Can reduce speeds from 25 to 20mph if key criteria is met, including that at least 50% of the streets' fronting property is commercial or retail

By 2024: "Safety Corridors"

Can reduce speeds on streets with highest rates of severe and fatal crashes

Requires state to adopt new definitions and implement a new online system for citations

SPEED LIMIT REDUCTION PLANS



Initial locations proposed eligible as business activity districts beginning 2022

New locations will be proposed on the High Injury Network beginning 2024

SPEED LIMIT REDUCTIONS: IMPLEMENTATION TIMELINE



- **April 2022:**
Complete implementation of all Phase 1 locations
- **May/June 2022:**
Begin implementation of 35 Phase 2 locations
- **Fall 2023:**
Complete implementation of 35 Phase 2 locations

SPEED MANAGEMENT – EDUCATION AND OUTREACH



Media Outreach - *multilingual*

Digital Ads

Bus Ads

Website, Blog

Press release

Transit Shelters

Light Pole Banners

VZ Newsletter

Social Media

Direct Outreach - *multilingual*

CBO Outreach

Merchant Posters

Door to Door Hangers

Neighborhood Events

Safe Spot Posters

Palm Cards



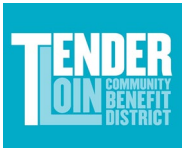
Thank you

VISIONZEROSF@SFMTA.COM

TENDERLOIN COMMUNITY ALTERNATIVES TO POLICE FOR TRAFFIC ENFORCEMENT

Tenderloin Community Alternatives to Police for Traffic Enforcement

Review of community outreach and engagement conducted between
January to March 2021 & October 2021 to February 2022



Agenda

- Introductions
- What is TLCAP?
 - Background and Purpose
- Methodology
 - Four Types of Outreach
 - Summary of Results
- Limitations
- Recommendations
- Next Steps

What is TLCAP?

Background and Purpose



Background



- All Tenderloin streets are on the Vision Zero High Injury Network (13% of streets that account for 75% of severe and fatal traffic collisions in SF)
- Reevaluating the role of police enforcement under Vision Zero

Purpose

1. Determine Tenderloin residents' and community members' experience with and perception of traditional traffic enforcement in the Tenderloin.
2. To engage with local residents and explore community-based alternatives to traditional traffic enforcement.
3. Based on responses, develop community-supported alternatives to police traffic enforcement to recommend as a pilot program.



Methodology

Four Types of Outreach and Results



4 Types of Outreach

Phase 1: January 2021 - March 2021 *(205 Survey Responses)*

Phase 2: October 2021 - February 2022 *(271 English Responses - Analysis in Progress)*

- Virtual Survey
- Outreach to Community-Based Organizations
- Focus Groups
- In-person Outreach
 - Streetside
 - Parks and Special Events

Demographics

Phase 1 Respondents

Virtual

- Black 7%
- White 57%
- Latinx 12%
- Asian 12%
- Other 20%

In-Personal

- Black 51%
- White 23%
- Latinx 18%
- Asian 10%
- Other 15%

Phase 2 Respondents

English Responses

- Black 36%
- White 31%
- Latinx 14%
- Asian 15%
- Other 14%

Neighborhood Association

Phase 1 Respondents

Virtual

- Residents 58%
- Workers 54%
- No association 46%

In-Person

- Residents 76%
- Workers 32%

Phase 2 Respondents

English Respondents

- Residents 74%
- Workers 44%

Summary of Results

- Top traffic safety issues are **speeding vehicles** and **pedestrian safety (crosswalk safety and sidewalk conditions)**, and a majority do not believe that law enforcement is effectively addressing these issues.
- Tenderloin residents have a strong desire for community alternatives to traffic enforcement.
- A majority of those who have been stopped by police did not feel comfortable interacting with them.

Top Traffic Safety Issues

Phase 1 In-Person Survey

- Pedestrian Safety 54%
- Speeding Vehicles 47%
- Bicycle Safety 32%
- Red-light running 30%
- Traffic Enforcement 20%

Phase 2 Survey

- Pedestrian Safety 78%
- Speeding Vehicles 71%
- Red-light running 38%
- Bicycle Safety 36%
- Traffic Enforcement 28%

Perceived Effectiveness of Alternatives

Phase 1 Virtual Survey

- Yes 59%
- No 7%
- Uncertain 34%

Phase 1 In-Personal Survey

- Yes 54%
- No 12%
- Uncertain 34%

Top 3 Street Safety Improvements

Phase 1 Virtual Survey

- Raised Crosswalks 71%
- Pedestrian Headstarts 71%
- Pedestrian Safety Zones 65%

Phase 1 In-Person Survey

- Speed Bumps 42%
- Pedestrian Safety Zones 37%
- Raised Crosswalks 27%

Phase 2 Survey

- Speed Bumps 44%
- Pedestrian Safety Zones 37%
- Lower Speed Limits 33%

Top 3 Favored Alternatives to Enforcement

Phase 1 In-Person

- Street Improvements 42%
- Ambassadors 42%
- Speed Cameras 34%

Phase 2 Survey

- Ambassadors 55%
- Speed Cameras 51%
- Street Improvements 43%

Limitations



Limitations

- COVID-19 (shelter-in-place, Delta and Omicron Variants)
 - COVID Restrictions
 - Community Burnout
- Survey Fatigue
- Tenderloin Neighborhood Plan for COVID-19
- Declaration of Emergency

Recommendations*

Based on Phase 1 & Phase 2

*Recommendations are in rank order per survey ratings



Recommendation 1

Immediately adopt compliance plans that incorporate self-enforcing streets designs as part of street safety projects and policies*

1. Speed Bumps
2. Raised Crosswalks
3. Pedestrian Safety Zones
4. Lower Speed Limits
5. Mobility Lanes (bike lanes)
6. Resident and Workforce Parking (bikes and vehicles)



*Recommendations are in rank order per survey ratings



Recommendation 2

Pilot and adopt community-supported programs to enforce traffic*

1. Community Ambassadors
2. Speed Cameras
3. Red Light Cameras
4. Unarmed Police Officers
5. Electric Scooter/Bicycle Sidewalk Regulations

Recommendation 3

Expand targeted education on street safety and traffic enforcement that does not rely on policing

- Youth, Seniors, Families, People with Disabilities and Monolingual Populations
- Single Room Occupancy and Unhoused Residents
- Small Business Owners
- Visitors

Recommendation 4

Expand educational outreach and continue research on street safety and alternative traffic enforcement during community events

- Sunday Streets & Community Events
- Pedestrian Safety Month
- Street Outreach & Creative Performances
- Speed Data Collection
- Street Audits and Inspections

Recommendation 5

Support existing legislative proposals to establish and expand alternative methods of traffic enforcement and street safety

- Assembly Bill 2336 (Speed Safety Cameras)
- Supervisor Peskin's call for sidewalk detection technology for E-scooters

Next Steps



Next Steps

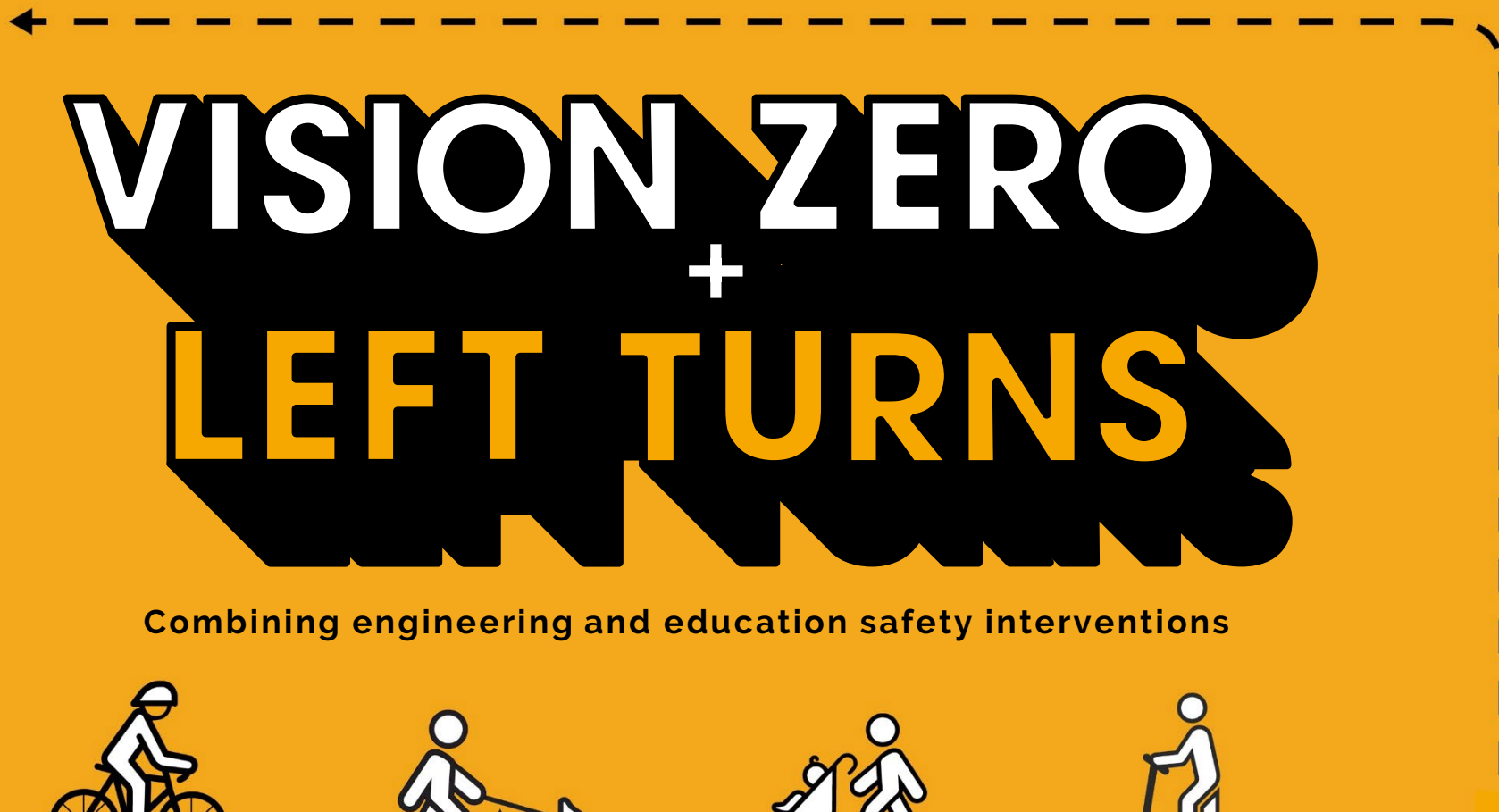
- Complete analysis and report on Phase 2 survey and focus group results
- Seek funding to expand targeted educational outreach
- Present findings to community stakeholders and expand capacity-building
- Support local and state initiatives to expand alternatives to traditional traffic enforcement

Thank you!

Presented by the SF Bicycle Coalition and Tenderloin Community Benefit District



LEFT TURNS PROJECT



VISION ZERO + LEFT TURNS

Combining engineering and education safety interventions



Christy Osorio (she/her)
SFMTA | Vision Zero Education Planner
March 15, 2022





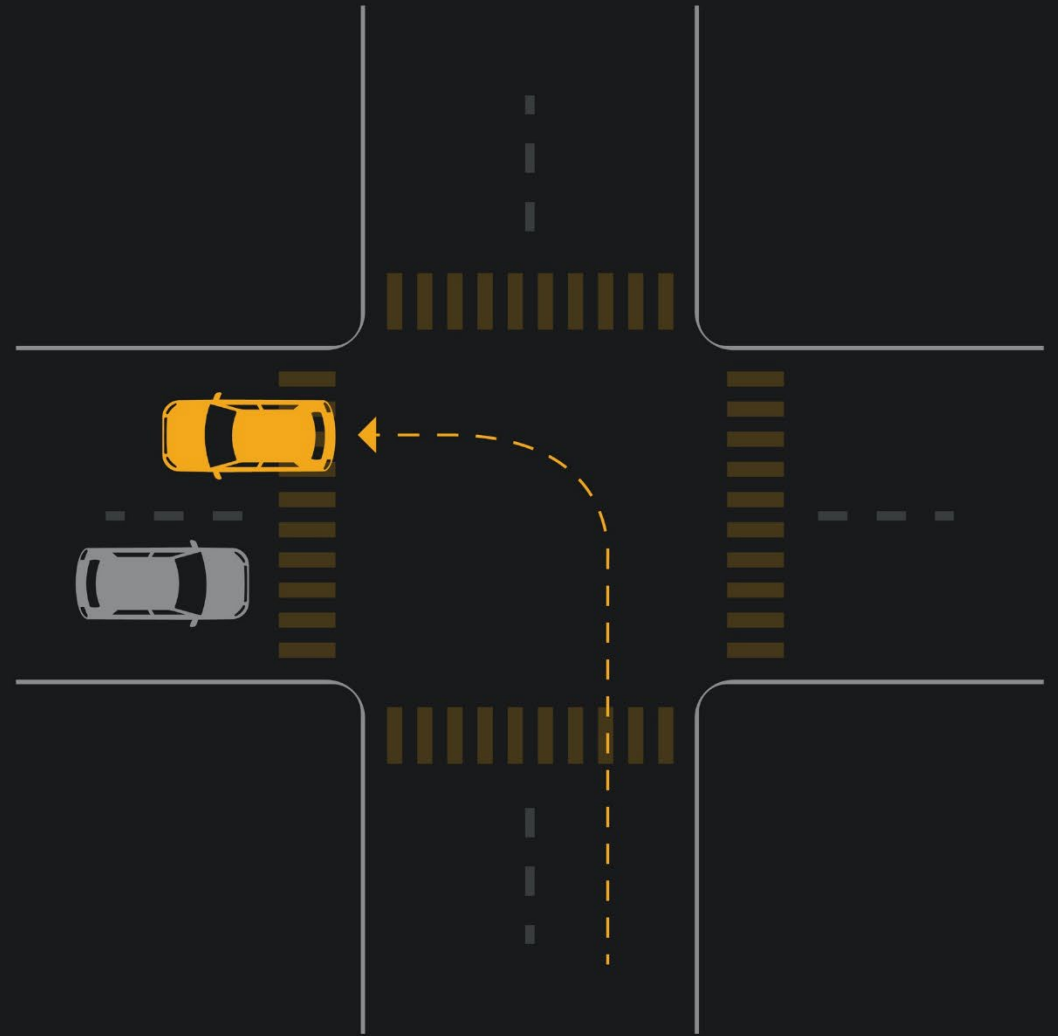
A TURN TOWARD SAFETY



The Safer Intersections Project



The Left Turn Problem

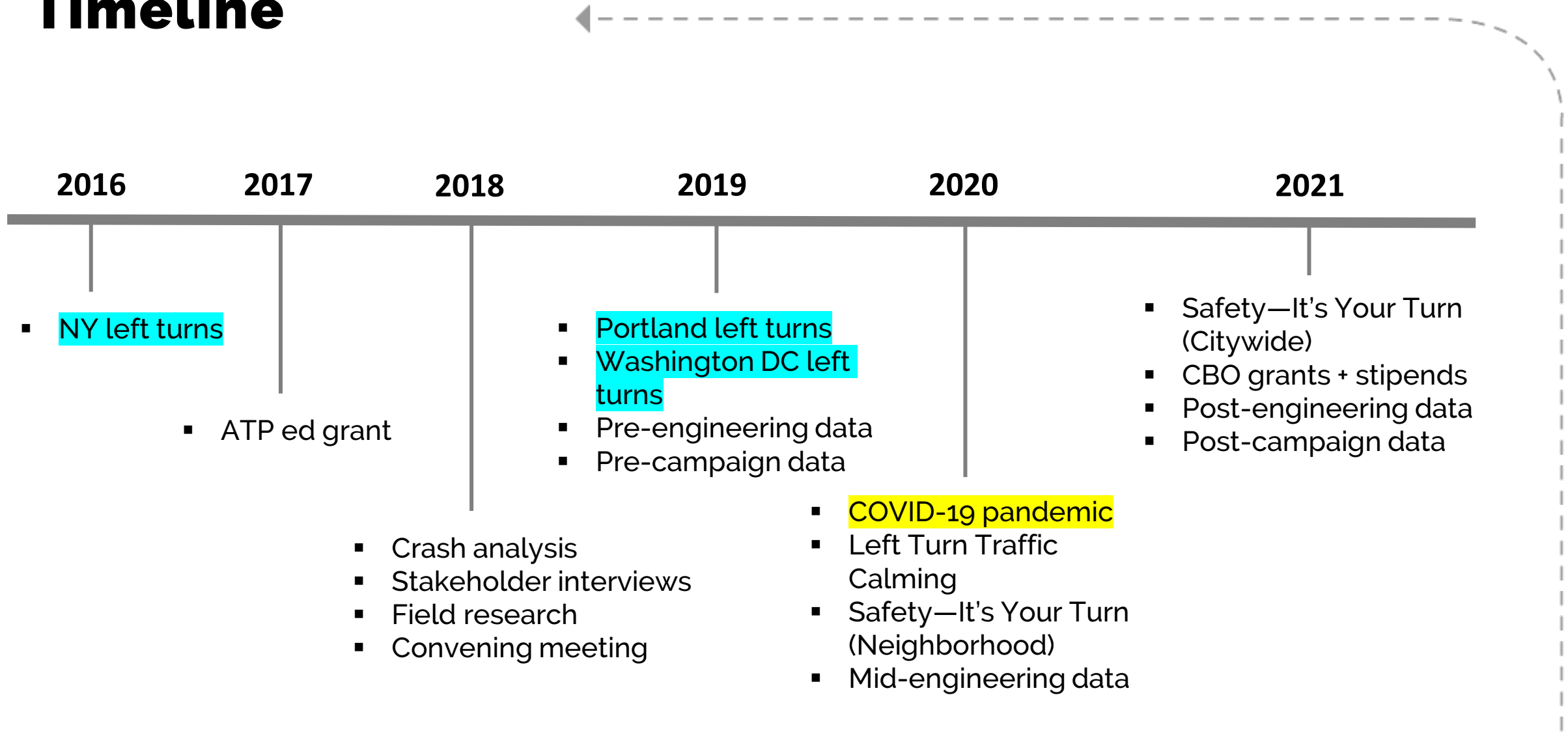


Background

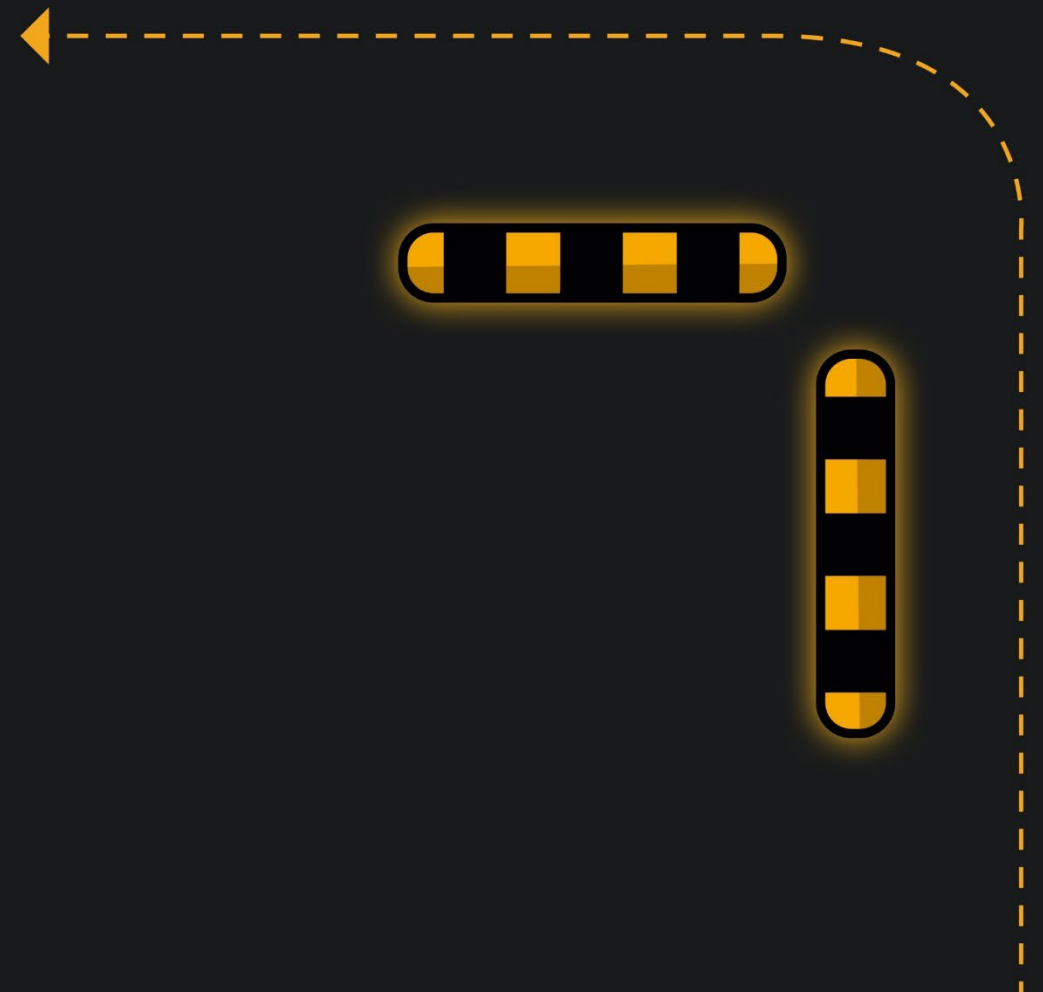
- Unsafe left turns are a national problem
- Top crash factor in SF
- Engineering:
 - Left Turn Calming Project
- Education:
 - Safety—It's Your Turn



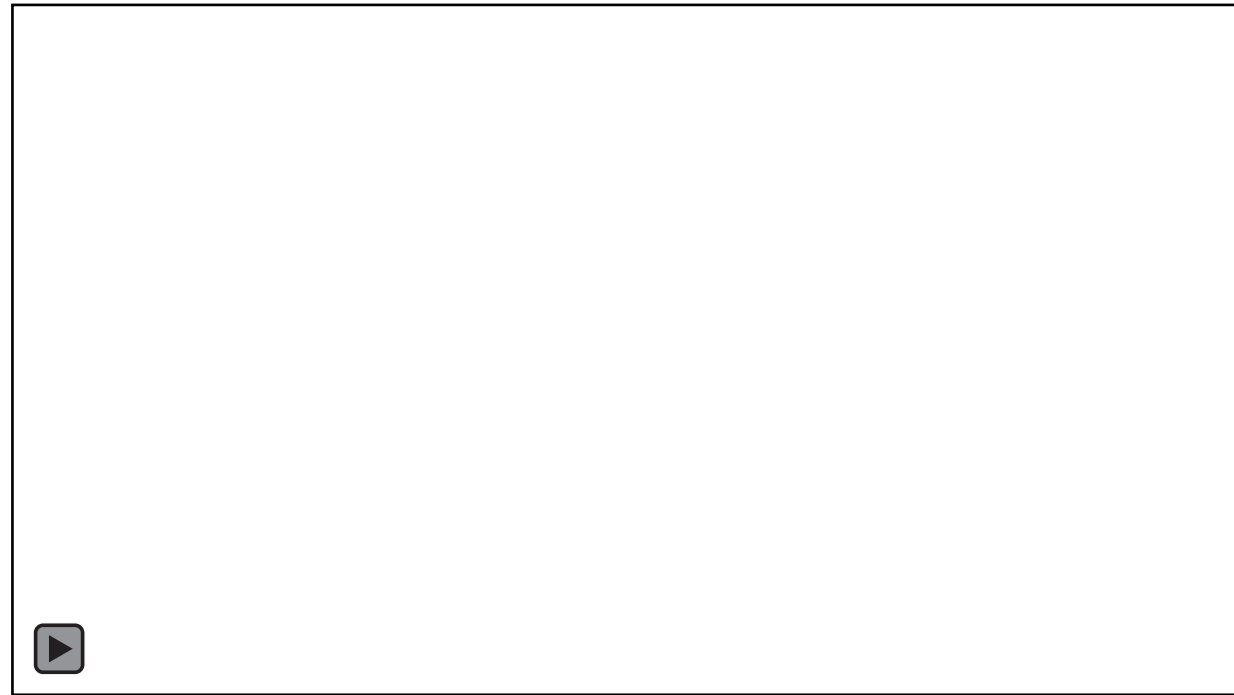
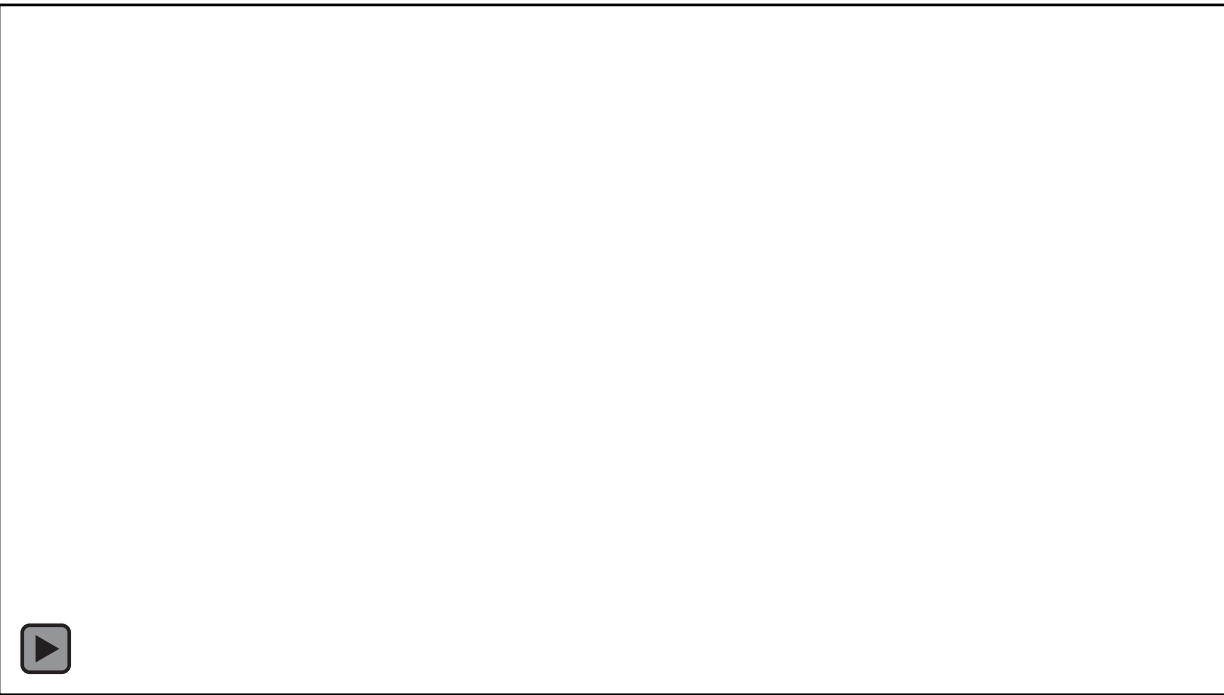
Timeline



**Left-Turn
Traffic Calming:
The Engineering
Project**



Left Turn Traffic Calming Project



**Safety—
It's Your Turn:
The Education
Campaign**



Safety–It's Your Turn



**Have you
seen them?**



Safety-It's Your Turn



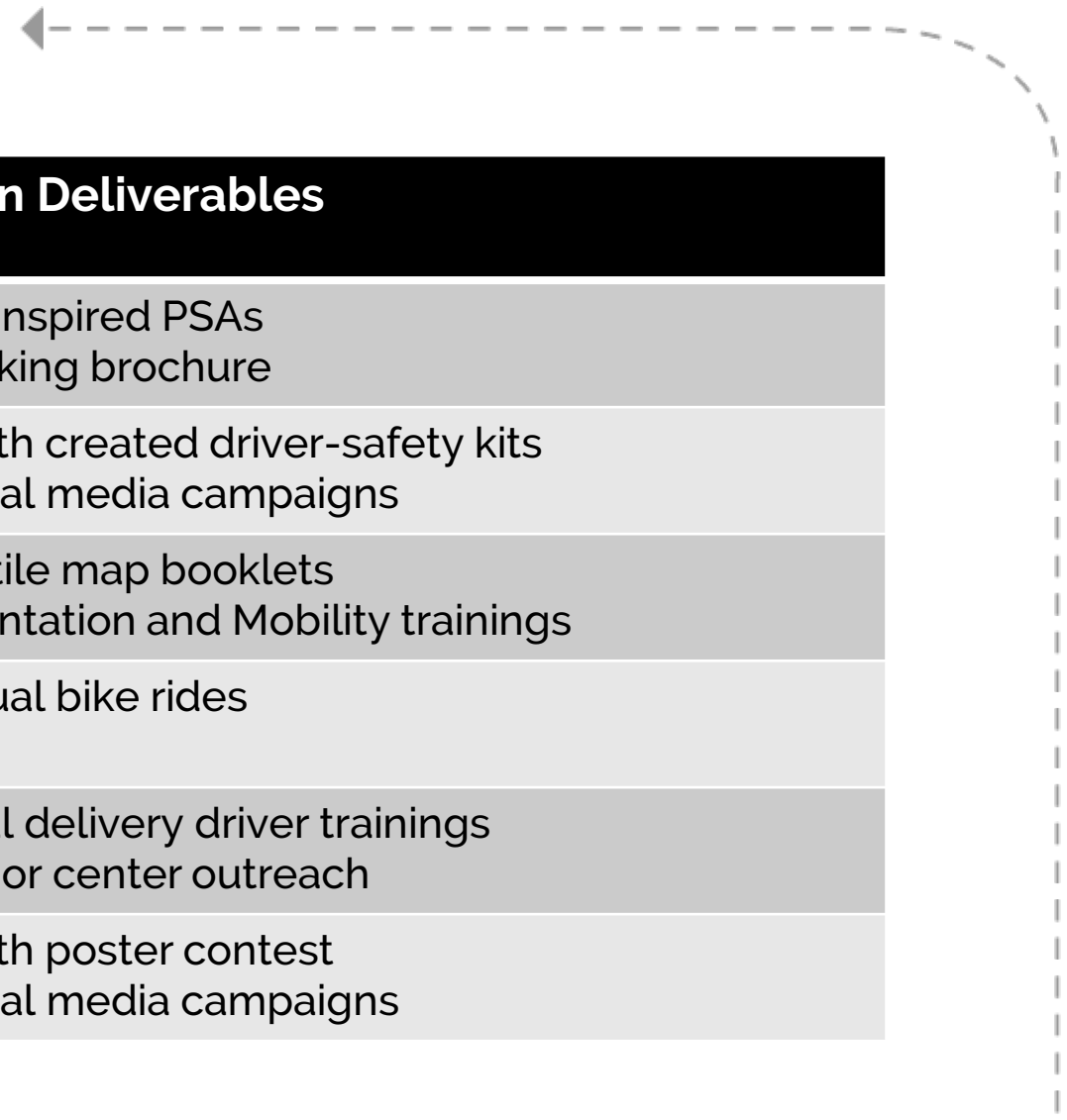
Turn Left With Caution

40% of traffic deaths in SF involve a left turn. Use caution when turning and follow these three tips for safer left turns:

1. Make your turns nice and square
2. Take it slow at 5 miles per hour
3. Stay conscious of other road users in the crosswalks



Community Grants



Grantees	Main Deliverables
Bayview Opera House	Art-inspired PSAs Walking brochure
Boys and Girls Club	Youth created driver-safety kits Social media campaigns
LightHouse for the Blind & Visually Impaired	Tactile map booklets Orientation and Mobility trainings
PODER	Virtual bike rides
Self-Help for the Elderly	Meal delivery driver trainings Senior center outreach
SOMCAN	Youth poster contest Social media campaigns



Encouraging Safer Behaviors: The Results



Final Report



Left Turn Traffic Calming Project

- Average speeds 17% slower (by 1.7 mph)
- 71% less cars turning at higher speeds (over 15 mph)
- More walking and biking
- Comparable with peer cities

Safety—It's Your Turn Campaign

- Generated 76 million impressions
- Directly reached 17,000 residents
- Potential factor in sustained engineering results

Future



Key Takeaways

1 Continue to invest in robust education campaigns.

2 Prioritize left-turn traffic calming treatments at specific locations.



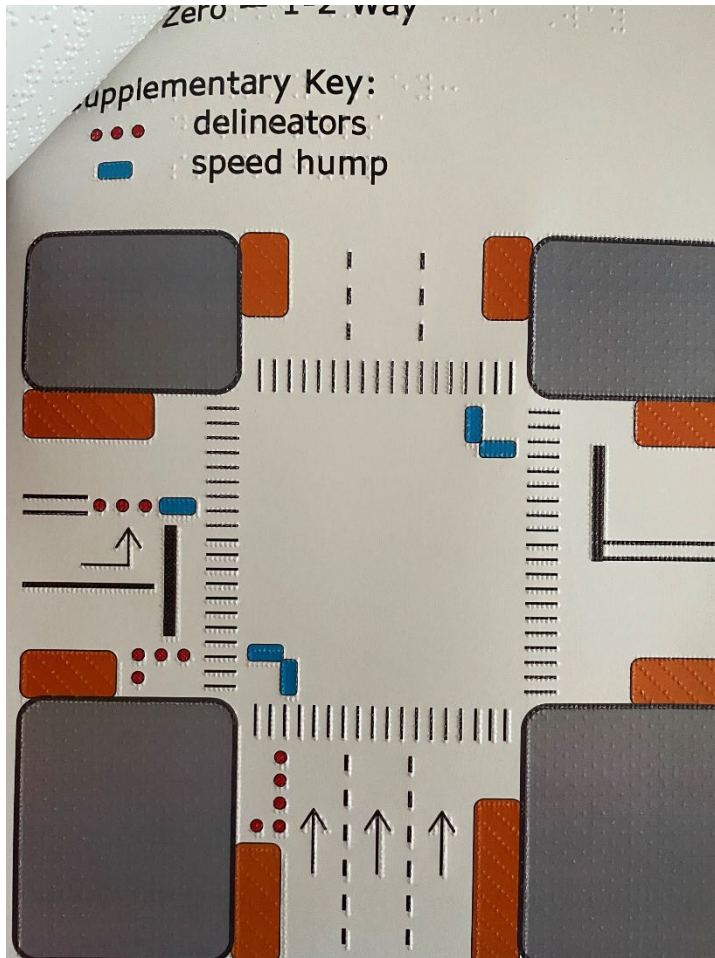
Expanding Left Turn Traffic Calming

Vision Zero Action Strategy 2021

Develop expansion for installation of left-turn traffic calming at 35 new high priority locations on the High Injury Network



Continued Engagement with CBOs



Thank you!

Project Team

Uyen Ngo
Christy Osorio
Sidd Mandava
John Knox White

Support

Transportation Engineering
Livable Streets
Sign & Paint Shops
Communications
Dept. of Public Health

Consultants

MIG
Civic Edge
InterEthnica
Behavioral Insights Team
EMC Research
Kittelson

Community Grantees

Bayview Opera House
Boys and Girls Club
LightHouse for the Blind
PODER
Self Help for the Elderly
SOMCAN

Community Stipends

Chinatown Community
Development Center
Code Tenderloin
Community Youth Center
Creativity Explored
SF Bicycle Coalition
Southeast Asian Community Center
Tenderloin Walking Tours
Youth Art Exchange

Community Stakeholders

Motorcycle Safety Partners
Senior & Disability Action
SF Bay Area Families for Safe Streets
Tenderloin Community Business District
WalkSF

Additional Partners

Cal SafeTrec
Chicago School of Psychology
New York DOT
Oakland DOT
Rescue|Behavior Change Agency
SFSU RAD lab
Toole Design Group
University of Minnesota,
HumanFIRST Laboratory

FUTURE TOPICS

