



**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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Every year in San Francisco, approximately 30 people lose their lives and over 200 more are seriously injured while travelling on city streets. As a county, San Francisco currently ranks among the highest (worst) for traffic deaths and injuries in California. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to eliminating them.

### **Our Response: Vision Zero**

By adopting Vision Zero as a policy in 2014, the City and County of San Francisco is committed to building better and safer streets, educating the public on traffic safety, enforcing traffic laws, and prioritizing resources to implement effective initiatives that save lives. By working to equitably protect our most vulnerable road users, we will create a culture whereby city residents, workers and visitors prioritize traffic safety to ensure mistakes that happen on our streets do not result in serious injuries or death.

### **Vision Zero in Action**

- The San Francisco Department of Public Health has identified the 12% of streets where over 70% severe/fatal injuries occur to people walking, biking, driving and motorcycling.
- The San Francisco Municipal Transportation Agency, with its partners including SF Department of Public Works and SF Planning, is prioritizing improvements on the high injury corridors at over 150 locations identified through the WalkFirst pedestrian safety planning process with a similar list of projects underway for bicycle-related safety improvements. Additionally, the SFMTA has identified over 24 street engineering projects that are being expedited to address the recent spike in fatalities in people who walk and bicycle along these high injury corridors.
- The San Francisco Police Department has implemented Focus on the Five, a citywide enforcement initiative that targets the five most dangerous traffic violations that contribute to traffic injuries and deaths. This has resulted in a 60% increase in traffic citations from 2013 to 2014 to people not following the laws while driving, walking and biking.
- Safe Streets SF is an education campaign geared at raising awareness about driver violations of pedestrian right-of-way and helping drivers understand that all intersections are considered crosswalks where pedestrians have the right-of-way.



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### What You Need To Know

- 1 San Francisco, at just 49 square miles, is home to almost one million residents, a major employment center, and an international destination with world-class attractions. Every day over a million people travel to work, school, to shop or socialize with family and friends by foot, bike, transit, and car.
- 2 While San Francisco is one of the nation's most walkable and bikeable cities, more than 50 percent of traffic deaths in San Francisco are people walking – compared to 14 percent nationally, and cyclist deaths have increased in recent years. San Francisco ranks first (worst) among California's counties for walking injuries and seventh for bicycling injuries based on the state Office of Traffic Safety.
- 3 Traffic deaths and injuries are preventable and unacceptable. Vision Zero SF strengthens the City's long-standing commitment to create a thriving, safe, and healthy city by implementing engineering, enforcement and education initiatives to prioritize safety. Every one of us can help save lives by slowing down and being more mindful as we use city streets.
- 4 Vision Zero SF is a policy adopted by the City to create a culture in which city residents, workers and visitors prioritize traffic safety, and ensure that when people make mistakes while using our streets the result is not serious injuries or death.
- 5 Vision Zero SF aims to eliminate traffic deaths in San Francisco in ten years. This “safe systems” approach seeks to protect people from serious injury or death when a crash occurs by creating safe roads, slowing speeds, improving vehicle design, educating people and enforcing laws to support safer road user behaviors. This has been effective in Sweden where Vision Zero originated in 1997, and where traffic deaths have been cut in half since its adoption.
- 6 Social equity is at the core of Vision Zero. While 30% of San Francisco's streets are located in areas defined as Communities of Concern, half of the City's high injury corridors are located in these communities. Communities of Concern include low-income communities, communities of color, seniors and people who rely on walking and transit as their primary means of transportation.
- 7 Interagency collaboration is at the core of Vision Zero SF. Agencies, departments, and elected officials across the city are working together to develop, fund and implement effective strategies to save lives.
- 8 Utilizing a data-driven process and following international best practices, Vision Zero SF ensures that city resources are spent where they will have the greatest impact in creating safer streets.
- 9 For more information about Vision Zero SF, current projects, and how we are working together to prioritize safety and eliminate traffic deaths in San Francisco by 2024, visit our website:  
[www.visionzerosf.org](http://www.visionzerosf.org)

