

Vision Zero SF

Bold Ideas Workshop 2017



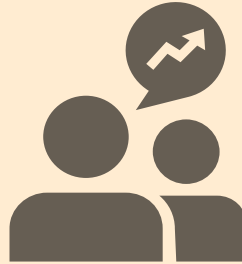
What are Bold Ideas?

Bold Ideas are defined by:

- Requiring “more” to realize in San Francisco – they may have political challenges, high costs, equity concerns, or require state or national policy change to achieve
- Being innovative or taking advantage of new technologies
- Likely requiring more than 24 months to implement
- Having an evidence base for reducing severe and fatal injuries



- Convened in Fall 2017 to discuss Bold Ideas to achieve Vision Zero
- Held in response to feedback regarding the need for a longer-term vision from community stakeholders and advocates



- Brought together more than 70 people from community groups, advocacy organizations, and city agencies
- Focused discussions on the fundamental shifts needed in street design, policy, and culture to achieve Vision Zero



- Identified 6 Bold Ideas that are long-term, high-impact initiatives to help us achieve our goal
- Resulted in analysis of the strengths, weaknesses, opportunities, and threats for moving each Bold Idea forward

What is Vision Zero?

Every year in San Francisco, about 30 people lose their lives and over 500 more are severely injured while traveling on city streets. These deaths and injuries are unacceptable and preventable, and San Francisco is committed to stopping further loss of life.

The City and County of San Francisco adopted Vision Zero as a policy in 2014, committing to building better and safer streets, educating the public on traffic safety, better enforcing traffic laws, and adopting policy changes that save lives.

Bold Ideas for Achieving Vision Zero in San Francisco

Major Street Redesign

Overcoming challenges around faster delivery of safe streets where they are most needed on high injury corridors



Curbside Management

Managing curb space to balance user needs, reduce crashes, and improve safety



Automated Enforcement

Using automated technologies and programs that complement traditional enforcement methods (for violations such as red light running, speeding, and illegal turns)



High Visibility Community Engagement

Using community engagement to support culture change to prioritize traffic safety



Change Urban Speed Limits

Adopting alternative approaches to set speed limits that incorporate safety and mobility goals



Congestion Pricing

Implementing a demand management strategy to reduce injuries, increase safety, and encourage public transit ridership



¹ Bold Ideas were based on strategies with proven effectiveness to improve safety. Many were selected from the following study: *A Vision for Transportation Safety: Framework for Identifying Best Practice Strategies to Advance Vision Zero In Transportation Research Record: Journal of the Transportation Research Board*, No. 2582 <http://trrjournalonline.trb.org/doi/pdf/10.3141/2582-09>