VISION ZERO SF

VISION ZERO SAN FRANCISCO

2017 Bold Ideas Workshop Summary Report

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Vision Zero SF

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. Vision Zero SF's goal is to create a culture that prioritizes traffic safety and to ensure that mistakes on our roadways don't result in serious injuries or death. The result of this collaborative, citywide effort will be safer, more livable streets for everyone as we work to eliminate traffic fatalities by 2024.

Vision Zero Core Principles

Prevention

Traffic deaths are preventable and unacceptable.

Saving Lives

Safety and the preservation of human life is our highest priority.

Equity

Our transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities.

Speed

People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.

Safe Streets

Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.

Safe People and Safe Vehicles

Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.

Vision Zero SF Bold Ideas Workshop 2017

The Vision Zero SF Bold Ideas workshop was a direct response to feedback received from community stakeholders and advocates on the City's Vision Zero Two-Year Action Strategy for 2017-2018. The Action Strategy outlines the initiatives the city departments will take to advance Vision Zero. Many advocates expressed that the Action Strategy was too time limited, and voiced the need for a long term strategy for achieving Vision Zero.

The City's "Bold Ideas Workshop" brought together more than 70 people from community groups, advocacy organizations and various city agencies to discuss the fundamental shifts in needed street design, policy and culture to achieve Vision Zero. The workshop was a key first step in a larger discussion on the longer-term, high-impact actions that could help San Francisco realize Vision Zero. This report summarizes the key themes, outcomes and next steps from the workshop.

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

Bold Ideas - Opportunities and Challenges

At the workshop, participants shared, considered and prioritized robust and unconstrained ideas - "Bold Ideas" that represent national and international best practices in transportation safety. Bold Ideas have political challenges, high costs, equity concerns, technological hurdles or require state or federal policy change to achieve. The workshop was a space for candid discussion about these topics. Many of the Bold Ideas represent long-term strategies that require strong leadership, political will, and coalition building, but some also include short-term solutions for reaching Vision Zero targets.

Workshop participants engaged with the Bold Ideas in an Open House to learn about the strategies. Participants next voted on the Bold Ideas that they wanted to discuss more. The results are shown below. The top six Bold Ideas, based on workshop participant votes, were evaluated in small group sessions using a Strengths, Weaknesses, Opportunities and Threats framework. In addition to the key Bold Ideas presented, workshop participants suggested additional ideas, such as:

- equity-focused outreach to people of color and people with disabilities,
- an emphasis on mode shift to achieve safety goals,
- more education for seniors and youths, and
- a focused effort to improve every street on the High Injury Network through engineering solutions.

The key themes from the additional Bold Ideas were incorporated into the afternoon discussions. A full list of additional suggested Bold Ideas is included in the appendix. The following sections summarize the key themes raised by workshop participants on the opportunities and challenges to advance the Bold Ideas.

Participants voted on which Bold Ideas to discuss in more detail. The results are shown below.

Major Street Redesign **14 votes**	High Visibility Community Engagement **14**	Curbside Management **14**	Change Urban Speed Limits **13**	Automated Enforcement **13**
Congestion Pricing **12**	Emerging Data Sources **6**	Vulnerable Road User Laws **5**	Large Vehicle Safety Regulations **2**	City Vehicle Collision Avoidance Tech **1**

[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

01 MAJOR STREET REDESIGN

Redesigning the highest injury streets to emphasize safety for all road users includes providing high quality infrastructure to people walking, biking, or taking transit. These projects can take many shapes, including 'road diets' that reduce a lane or more of vehicle travel to create transit-only lanes, protected bike facilities, and/ or widened sidewalks with the goal of reducing injuries and fatalities for everyone using the street.




Key Opportunities:

- **Leverage existing supportive communities** – The City should advance safety improvements in areas where there is already strong community support.
- **Pursue pilots and near-term solutions** – The City should pursue near-term, temporary or pilot solutions in advance of longer, corridor capital projects.
- **Highlight success stories** – Vision Zero campaigns should build awareness of the effectiveness of recent safety improvements in the City to continue building support for new proposed projects.

Key Challenges:

- **Balancing tradeoffs** – Repurposing parking or vehicle travel lanes for walking, biking and transit can be disruptive to the status quo, and requires strong leadership and careful consideration of the various competing needs for street space.
- **Engaging with community** – The City should do more culturally competent outreach and partnership building to reach impacted and vulnerable populations to understand community needs and concerns and build support for projects.
- **Project delivery** – Many stakeholders expressed concerns over the amount of time required to complete street redesign projects.
- **Accessibility** – There is a need for more universal design that accounts for mobility for people with disabilities.

02 HIGH VISIBILITY COMMUNITY ENGAGEMENT

High visibility community engagement, such as anti-smoking campaigns and anti-drunk driving campaigns, have shown the potential to educate and impact a large number of the public and influence behavior change. These campaigns use a number of community engagement strategies to reach and impact the target population, and could support a culture change regarding dangerous driving behaviors, such as speeding.

Key Opportunities:

- **Engage community spokespersons** – The City should work to empower community spokespersons to support education and outreach for traffic safety culture change. The City could seek out additional funding to support community leadership in outreach and engagement.
- **Tailor messaging** – Vision Zero campaigns should continue to reflect more tailored, culturally competent messaging depending on the target population.
- **Broaden outreach** – The City could engage more with transportation network companies (TNCs) to change the culture around traffic safety in that industry, particularly for people biking and walking.

Key Challenges:

- **Data and Funding** – Campaigns can require large upfront and ongoing investment to effectively develop programs and advertising, etc. Funding is also needed to measure the impact of a campaign, given ongoing questions regarding effectiveness.
- **Audiences** – Stakeholders expressed concern that it can be difficult to get drivers to see themselves as part of the solution for Vision Zero. Vision Zero campaigns should develop positive messages that engage people in creating a future vision of safety as opposed to tapping into fear, guilt or isolating people by travel mode preference.

03 CURBSIDE MANAGEMENT

Curbs are no longer only for parking: they are an asset in high demand by a variety of modes and users. When curb space is not available, vehicles can create safety hazards by blocking traffic, transit, and bicycle lanes, or driving unsafely. Managing curb space can improve traffic flow, reduce crashes, support local businesses, and improve access for bicyclists and pedestrians. A comprehensive curb management strategy could identify policies and supportive approaches to achieve safety and accessibility goals, and equitable and optimal space usage.



Key Opportunities:

- **Leverage San Francisco's position as a national leader** – San Francisco is a national leader on innovative street design, parking policy, and technology-enabled transportation. The City should further innovate to safely accommodate the growing number of needs for curb space.
- **Improve services for people with disabilities** – Improving curb management is an opportunity to improve services and accessibility for people with disabilities.
- **Build awareness** – Changes to curb management offers a chance to shift cultural perceptions towards the curb space as a shared, public space, rather than a space for simply storing personal vehicles.

Key Challenges:

- **Political challenges** – Converting parking spaces to widen sidewalks, create protected bikeways, and manage passenger and commercial loading can face significant opposition, including from residents and merchants.
- **Enforcement** – Effectively enforcing innovative curbside management designs and policies requires additional enforcement resources and is limited by regulatory authority.
- **Data** – Comprehensive data on curb demand and use is needed to effectively determine needs.

04 CHANGE URBAN SPEED LIMITS

Speed limits are generally set at the speed at which 85% of vehicles are observed to travel under free-flowing conditions. This approach was based on research from rural roads that aimed to prioritize vehicle throughput rather than reduce crashes. Alternative approaches to setting speeds that incorporate other safety and mobility goals could result in lower crash rates.




Key Opportunities:

- **Reduce injury severity** – Speeding is one of the leading causes of traffic fatalities in San Francisco. Reducing speed limits could reduce the severity of the injuries in places where many people are walking.
- **Communicate safety as a priority** – Reducing speed limits could send a message about the City's prioritization and commitment to safety over speed of travel.
- **Improve access to public spaces** – Lowering speeds creates safer public spaces for everyone, especially for vulnerable communities such as seniors, people with disabilities and children.

Key Challenges:

- **Communicating with drivers outside of SF** – People drive in San Francisco from other locations outside the city and will need additional education around changes to speed limits.
- **New regulatory processes** – Changing speed limit methodology will require State and Federal approval.
- **Overcoming public opposition** – Changing the current approach will require a cultural shift around setting speed limits, and prioritizing safety and human life over speed of travel in the transportation system.
- **Need for street redesign** – Lowering speed limits should be combined with street redesign to change the overall design speed of urban streets and send visual and physical cues to drivers to reduce speeds. Without changes to street design, lowered speed limits may be perceived as "speed traps."

05 AUTOMATED ENFORCEMENT

Traffic violations, such as red light running and speeding, can be targeted through automated enforcement technologies and programs that complement traditional traffic safety enforcement methods. Devices have been developed to automatically detect other traffic violations, including: blocking the box, failure to yield in a crosswalk, and illegal turns.

Key Opportunities:

- **Build on existing technology** – Many types of automated enforcement already exist, and existing technology can be built upon for new types of enforcement.
- **Address equity in enforcement** – Automation can remove the bias sometimes associated with traditional enforcement.

Key Challenges:

- **Equity impacts** – Fines may disproportionately impact lower income communities. Policies would need to be created to address those critical equity concerns.
- **Public support** – It may be challenging to gain enough public support considering privacy concerns and some public misperceptions that automated enforcement is strictly a revenue generating tool.
- **Legislation** – New legislation would be needed in California to authorize San Francisco to pursue some types of automated enforcement.

06 CONGESTION PRICING

Congestion pricing is a demand management strategy to both reduce traffic congestion and encourage public transit ridership. Cities that have implemented congestion charges have also identified co-benefits in terms of reduced traffic injury. The revenues generated by a congestion fee can be used to improve alternatives to driving such as public transportation, pedestrian, and bicycle travel.




Key Opportunities:

- **Build on existing efforts** – San Francisco can leverage existing work by the San Francisco County Transportation Authority (SFCTA) that evaluated the feasibility of a congestion pricing program in the city. The study found that a right-sized program can be designed to enhance mobility and access while maintaining economic vitality. SFDPH conducted a health impact assessment of a potential pricing policy in San Francisco, and found significant potential reductions in pedestrian injuries in future conditions with road pricing, compared to one without – as well as modest improvements in air quality and increases in physical activity.
- **Use revenue to support sustainable modes** – The revenue generated from congestion pricing can be used to continue to improve transit, biking and walking infrastructure – potentially including targeted investments to increase safety.
- **Consider pilots** – Stakeholders suggested the City should assess how the pilot congestion pricing on Treasure Island could be evaluated to inform policy implementation to improve safety for all road users elsewhere in San Francisco.

Key Challenges:

- **Equity concerns** – The costs and benefits of pricing may vary across individuals. The City should consider which vulnerable populations could be disproportionately negatively impacted by this policy, and how to address these disparities through the design and implementation of the policy.
- **Public support** – Implementing pricing will require significant political will to address opposition as well as potential misconceptions of a novel policy not yet implemented in the United States.
- **Transit as a viable alternative** – Stakeholders expressed concerns over whether the current level of service for transit will be sufficient for those who want to switch modes to transit instead of driving if pricing is implemented. Upfront investments in transit service and continued investment of policy revenue in transit to ensure sufficient level of service is a critical aspect of congestion pricing when implemented elsewhere, e.g., London.

Overarching Themes and Takeaways

In addition to the opportunities and challenges of select Bold Ideas, several key themes emerged from stakeholder discussions. These themes should guide the City forward in our project delivery, planning, and policy work for Vision Zero:

Strategic Direction

Street improvement projects involve many discussions around tradeoffs and competing needs. Stakeholders identified a need for clear priorities and leadership to move forward on Bold Ideas. Strategies are also needed to continue to work across local, regional, and state government to advance Bold Ideas.

Urgency

Although Bold Ideas are focused on longer-term solutions, there is urgency in the need to eliminate traffic fatalities. The City should identify short-term approaches, such as pilots and incremental policy change, in addition to longer term strategies.

Partnerships and Community Organizations

The City should engage early with grassroots organizations and advocacy groups to build support for Vision Zero goals and Bold Ideas. This includes working with – and providing funding for - community organizations to reach segments of the population that are not usually engaged in the planning process. Stronger agency partnerships are also needed to advance issues such as increasing transit usage to reduce vehicle trips and improve traffic safety.

Equity

Vision Zero initiatives must be implemented through a lens of equity to achieve equitable outcomes. This means advancing actions that prioritize our most vulnerable populations and are sensitive to community context. The City should ensure that Vision Zero projects address and reduce injury inequities across San Francisco. Vision Zero initiatives should also not contribute to or exacerbate existing inequities in their implementation or result in any unintended consequences.

Communications

As part of broadening public outreach, the City should further empower community members as spokespersons for traffic safety messaging. Vision Zero campaigns should also focus on highlighting success stories in engineering projects to communicate progress. Additional work is needed to increase the number of tailored messages depending on the communities that are intended to be reached.

Co-benefits and Synergies

Traffic safety is interconnected with many other issues facing San Francisco today – which requires increased inter-agency coordination to effectively address. Increased attention is needed regarding how Vision Zero can be implemented to simultaneously advance other city goals related to climate change, equity, public safety, and housing/homelessness. Vision Zero should also build a stronger awareness of the importance of increasing public transit usage and mode shift away from motor vehicles to walking, biking and public transit to achieve traffic safety – and the associated benefits for public health including increased physical activity and reduced air pollution and greenhouse gas emissions.

Next Steps

This workshop was part of our ongoing collaborative efforts to assess opportunities to strategically advance Vision Zero, as well as the successes and challenges of achieving Vision Zero in San Francisco. Some additional next steps to continue to explore and pursue the ideas discussed at the workshop include:

Outreach

Vision Zero staff will continue to reach out to the community and city stakeholders and policymakers to discuss the findings of the workshop. Staff will communicate the messages and themes around Bold Ideas that stakeholders would like to advance. These outreach plans include:

- SFMTA Budget Outreach Meetings (Spring 2018)
- SFMTA Board of Directors (Spring 2018)
- SFCTA Vision Zero Committee (Spring 2018)
- Neighborhood meetings (Spring 2018)

Partnerships

Vision Zero staff will continue to explore opportunities to support community based organizations in serving as community spokespersons for education outreach and building support for engineering projects.

Vision Zero staff will also continue to coordinate with City and County agency partners and elected officials to identify emerging strategic opportunities and initiatives to advance traffic safety and eliminate deaths in our transportation system.

Project Delivery

Vision Zero staff and partner agencies will continue to incorporate the key themes from the workshop into day-to-day planning and project delivery. For example, stakeholders identified the need to pursue near-term initiatives in advance of longer term corridor projects.

Appendix

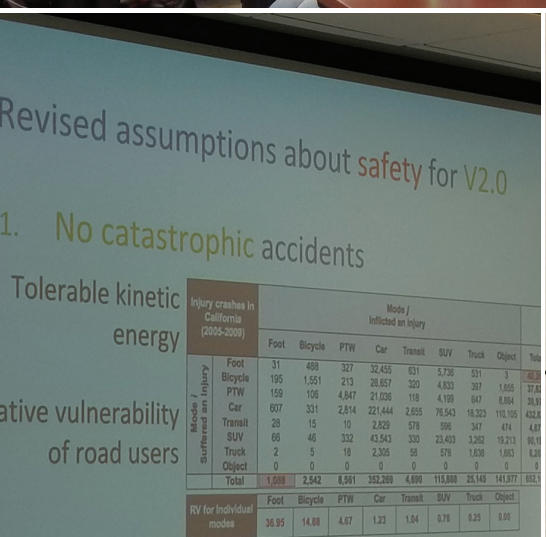
Bold Ideas not discussed in the afternoon workshop breakout sessions include:

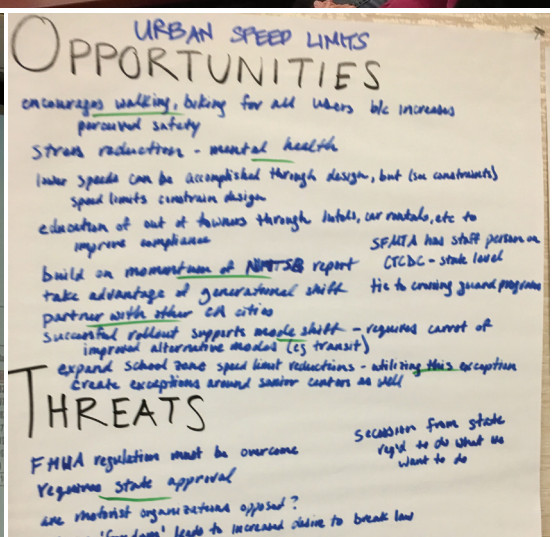
- Equity Outreach (to People of Color and People with Disabilities)
- Mode Shift
- Youth and Senior Education
- Public Art
- Improve Every High Injury Network (HIN) Corridor by 2024
- Focus on Destinations and Routes
- Stop Green Waves
- Streamline Processes
- Formal Pilots
- MUNI Forward
- [Caltrans] Relinquish State Highways
- Vulnerable Road User (VRU) Laws:
- Collision Avoidance Technology (CAT)
- Large Vehicle Safety Programs and Regulations
- Emerging Data Sources

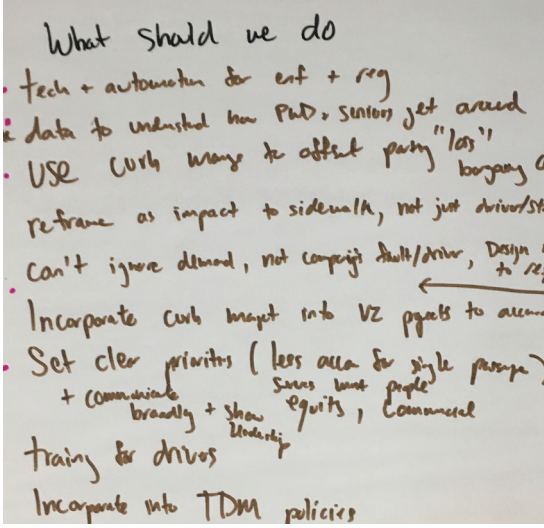

Breakout Sessions: Locations and Schedules
Breakout Locations
Session #1
Session #2
A Automated Enforcement (Zone A)
B Major Street Redesign (Zone B)
C Congestion Pricing (Zone C)
A Urban Speed Limits (Zone A)
B Curbside
ZONE A
BOLD IDEAS
AUTOMATED ENFORCEMENT
CHANGE URBAN SPEED LIMITS

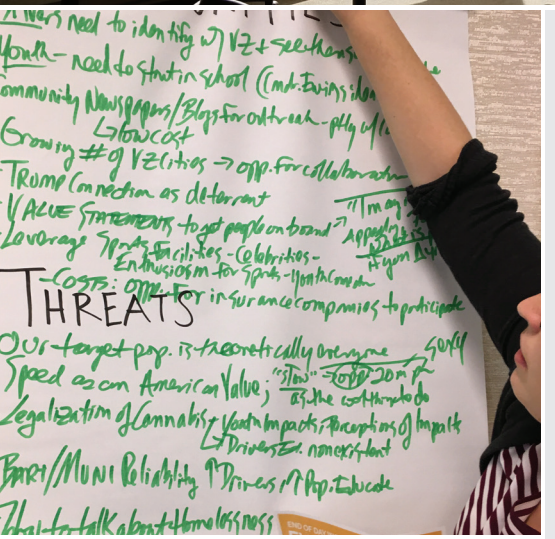

CONGESTION PRICING


BOLD IDEAS
01 CONGESTION PRICING
02 MAJOR STREET REDESIGN
03 VULNERABLE ROAD USER (VRU) LAWS
04 HIGH VISIBILITY COMMUNITY ENGAGEMENT
05 CITY VEHICLE COLLISION AVOIDANCE TECHNOLOGY
06 CHANGE URBAN SPEED LIMITS
07 LARGE VEHICLE SAFETY REGULATIONS
08 AUTOMATED ENFORCEMENT
09 EMERGING DATA
10 CURB MANAGEMENT


Revised assumptions about safety for V2.0
1. No catastrophic accidents
Tolerable kinetic energy
ative vulnerability of road users
Injury crashes in California (2005-2009)
Mode / Inflicted an injury
Foot Bicycle PTW Car Transit SUV Truck Object
Mode / Suffered an injury
Foot 31 488 327 32,455 631 5,736 531 3
Bicycle 195 1,551 213 28,657 320 4,833 397 1,655
PTW 159 106 4,847 21,036 118 4,199 647 8,864
Car 607 331 2,814 221,444 2,655 76,543 18,323 110,105
Transit 28 15 10 2,829 578 596 347 474
SUV 66 46 332 43,543 330 23,403 3,262 19,213
Truck 2 5 18 2,305 56 579 1,036 1,863
Object 0 0 0 0 0 0 0 0
Total 1,088 2,542 8,591 352,269 4,690 115,888 25,145 141,977
RV for Individual modes
Foot Bicycle PTW Car Transit SUV Truck Object
36.95 14.88 4.67 1.23 1.04 0.78 0.25 0.00

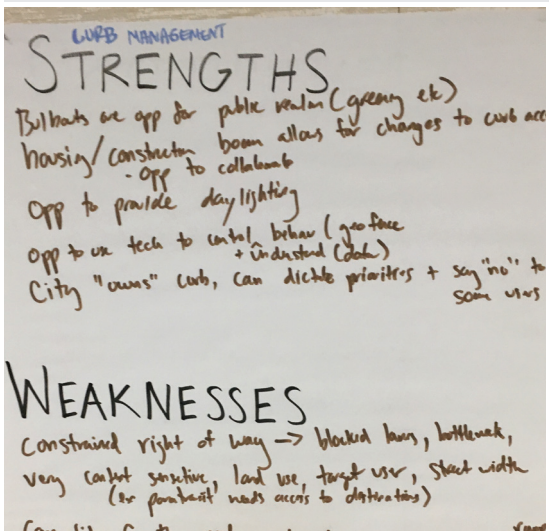

URBAN SPEED LIMITS
OPPORTUNITIES
encourages walking, biking for all users b/c increases perceived safety
Stress reductions - mental health
lower speeds can be accomplished through design, but (in constraints) speed limits constrain design
education of out of towners through hotels, car rentals, etc to improve compliance
SFMTA has staff person on CTCDC - state level
build on momentum of NHTSB report
tie to crossing guard programs
take advantage of generational shift
partner with other CA cities
Successful rollout supports mode shift - requires correct of improved alternative modes (eg transit)
expand School zone speed limit reductions - utilizing this exception
create exceptions around senior centers as well
THREATS
Secession from state right to do what we want to do
FHWA regulation must be overcome
Requires State approval
are motorist organizations opposed?





Acknowledgements

Vision Zero SF is spearheaded by the Mayor's Vision Zero Task Force which is comprised of city agency and community stakeholders and chaired by the San Francisco Municipal Transportation Agency and the San Francisco Department of Public Health. Task Force meetings are held quarterly and open to the public. The City extends its sincere appreciation to the Task Force members whose participation in the workshop informed this report, as well as keynote speakers Leah Shahum of the Vision Zero Network and Offer Grembek of UC Berkeley's SafeTREC for sharing Bold Ideas and best practices for pursuing a safe systems approach.



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