



Vision Zero: The Facts

The Issue:

- Many of San Francisco's streets are dangerous by design—encouraging speeding and other unsafe driving behaviors that lead to traffic injuries and fatalities.
- Traffic collisions are preventable through the “three E’s”: Engineering, Enforcement, and Education.

How Unsafe Are San Francisco's Streets?

- Every day, at least 3 people are hit by cars while walking.
- Pedestrians make up over 50% of all traffic fatalities, four times the national average.
- Compared to other U.S. cities, SF ranks #3 for the number of people biking, but also ranks #3 for the number of people injured and killed while biking.
- 1 in 4 patients at San Francisco General Hospital's trauma center are people hit by cars while walking.
- In 2013, 21 pedestrians, 4 bicyclists, and 9 motorists were killed in traffic, a near record high.

Traffic Crimes Are a Social Justice Issue

- Just 6% of San Francisco's streets account for 60% of all severe and fatal injuries to pedestrians.
- The Tenderloin, Chinatown and SoMa suffer from the worst traffic safety, and have high concentrations of low-income, disabled, immigrant and non-English speaking populations.
- Seniors are 5 times more likely to die from a traffic collision.
- Half of all pedestrian fatalities involve seniors.



A memorial at Mission Street between Fourth and Fifth where 2-year-old Mi'yana Gregory was struck and killed by a hit-and-run driver in the crosswalk. (Photo: www.sfexaminer.com)

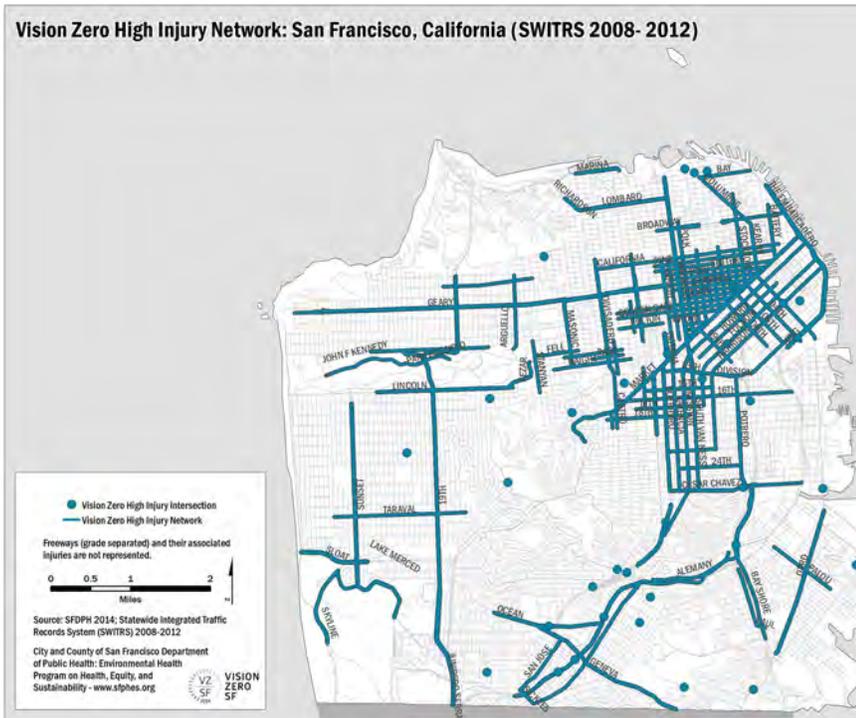


Using temporary materials, six new curb extensions were installed on Sixth and Mission streets (a dangerous intersection) to make pedestrians more visible to drivers. (Photo: www.sfstreetsblog.org)



Scene of a collision on Polk and Ellis Streets where a driver ran over a family of three in a crosswalk while making an unsafe turn, killing 6 year old Sophia Liu. (Photo: KTVU)

San Francisco's Deadliest Streets

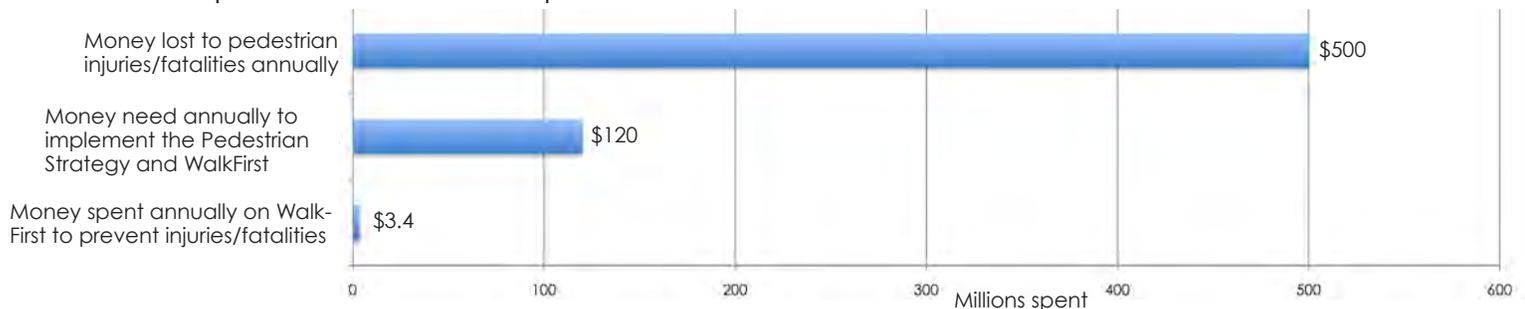


- Just 12% of San Francisco's streets account for 70% of all severe and fatal traffic injuries.
- This 12% equals 125 miles, out of 1,053 total miles of roadway in San Francisco.
- By focusing improvements on these "High Injury Corridors," San Francisco can strategically invest public resources to make the greatest impact on safety.
- To begin progress on this goal, City has published a Vision Zero Two-Year Action Strategy (<http://visionzerosf.org/about/two-year-action-strategy>)

Map developed by the San Francisco Department of Public Health, December 2014

Achieving Vision Zero Requires Dedicated Funding

- San Francisco spends over \$500 million each year on economic costs related to pedestrian injuries and fatalities.
- \$50 million per year is needed to fully implement WalkFirst, which will improve all intersections along the pedestrian high injury network, and a total of \$120 million per year would make more significant improvements to the pedestrian realm.
- An ounce of prevention is worth a pound of cure.



Why Do Collisions Happen?

- Speed is leading cause of serious injury and death in collisions.
- In addition, red light running, unsafe turning, not yielding to a pedestrian in a crosswalk and not stopping at a stop sign make up the top five causes of crashes.

Chance a person would survive if hit by a car traveling at this speed:

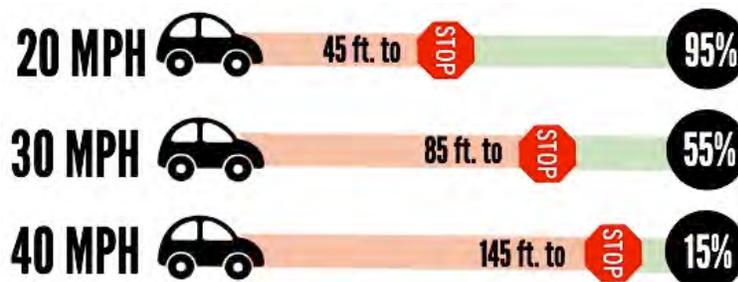


Figure remade by Walk SF, original courtesy of Chicago Department of Transportation

The solution for Eliminating ALL Traffic Deaths by 2024:

Engineering

- Building safe streets is the most important step in reducing collisions.
- There are proven engineering tools to reduce collisions (see table), and increase traffic safety. E.g., 98% of bicyclists feel safer on a protected vs. standard bikeway.
- The SFMTA and Public Works have committed to implementing at least one safety treatments every month for 24 months.²

Enforcement

- Red light cameras have led to a 34-62% reduction in severe and fatal traffic injuries.
- Data show that enforcement combined with education can lead to a 23% reduction in pedestrian collisions.
- San Francisco Police Department (SFPD) has committed to focusing 50% of traffic enforcement to the most dangerous traffic behaviors on the most dangerous streets.

Education

- The City, along with private companies and non-profits, is developing a targeted education program - with a special emphasis on large vehicles - to train professional drivers through collision prevention courses.
- The City launched the Safe Streets SF campaign to raise awareness of traffic safety among the public to target the most common causes of traffic deaths (SafeStreetsSF.org, @SafeStreetsSF).

Engineering Solution ¹	Reduction in Collisions
 HAWK Beacon	69%
 Pedestrian Refuge Islands	56%
 Increase signal timing	51%
 Separate left turn phase	48%
 High visibility crosswalks	47%
 Signal timing to slow traffic	37%
 Pedestrian scrambles	35%
 Medians	46% (unsignalized); 25% (signalized)
 Road diets	30%
 Daylighting/ Curb Extensions	30%

WalkFirst Safety Design Tools for Vision Zero.



Safe Streets SF Campaign Sign

1. Toolbox of Countermeasures and Their Potential Effectiveness for Pedestrian Crashes, www.pedbikeinfo.org
 2. 24 projects began in February 2014, and are planned for completion in January 2016.



Engagement

- Vision Zero means no loss of life is acceptable.
- The Vision Zero Coalition includes over 40 community and nonprofit organizations committed to ensuring everyone can get around San Francisco safely.

Evaluation

- The coalition is establishing benchmarks and measuring the City's progress towards achieving Vision Zero.
- The City's Vision Zero Steering Committee is developing short and long term action strategies to achieve Vision Zero by 2024.



Public hearing on Vision Zero held in January 2014 (Photo: San Francisco Bicycle Coalition)

"Even in the best performing country in road safety, the risk per hour of death while using the roads is at least 7 times the risk in the rest of everyday life."

– World Bank Global Road Safety Facility, Country Guidelines.

"While the risk of a crash is relatively low for most individual journeys, people travel many times each day, every week and every year. The sum of these small risks is considerable."

"The term 'accident,' which is widely used, can give the impression, probably unintended, of inevitability and unpredictability—an event that cannot be managed."

–World Health Organization, World Report on Road Traffic Injury Prevention

STREET SCORE 2015 Annual Report Card on Walking



Walk SF's annual report card on walking measures the progress on Vision Zero and Mayor Lee's Pedestrian Strategy

**San Francisco's streets should be designed,
so the consequences of individual mistakes are not fatal**



www.Walksf.org
415.431.WALK (9255)