

STREET SCORE 2015

Annual Report Card on Walking



Photo by: Dino Duazo



ACKNOWLEDGMENTS

This report was written by Walk San Francisco in April 2015. Special thanks to Jillian Nameth for designing the report, and Nicole Ferrara and Natalie Burdick for their contributions to the report.



Thank you to the following agencies for providing data for this report:

San Francisco Municipal Transportation Agency
San Francisco Department of Public Health
San Francisco Public Works
San Francisco Police Department
SF Planning
Mayor's Office on Disability

Some infographic icons courtesy of the noun project artists below in order:

John Caserta
Wilson Joseph
Eric Benoit
Marcio Duarte
Drusilla
Laurent Patain
Andrew Cameron
Ben Rex Furneaux
Rafa Bosch
Christoffer Skogsmo
Alen Krummenacher

TABLE OF CONTENTS

I. Introduction. 4

II. Metrics. 5

- Outcomes. 5
- Engineering. 7
- Enforcement. 12
- Education. 13
- Legislation & Policy. 14
- Evaluation. 15

III. Next Steps and Recommendations. 16



INTRODUCTION

Walking: the most basic way to get around; a free means of transportation; a healthy form of physical activity, open-to-all-ages; the most sustainable transportation option. Walking has always been both a defining trait and integral part of humanity, but for the last century, cities have “driven” the urban landscape away from walking. Now, cities across the world are acknowledging the endless benefits of walking and reclaiming streets as safe, shared spaces for people.

The second annual *Street Score: Walk San Francisco’s Report on Walking* measures how the City of San Francisco is meeting the goals, as laid out in the Mayor’s 2013 Pedestrian Strategy, to make walking safer and more enjoyable. The Mayor’s Pedestrian Strategy includes concrete annual actions to cut severe and fatal pedestrian injuries in half by 2021 (the City has since adopted a Vision Zero goal to end all severe and fatal injuries by 2024), and to make walking more enjoyable. Street Score provides an analysis of the City’s progress on each metric listed in the Pedestrian Strategy, and recommendations for next steps. Data for the report was gathered by Walk San Francisco from relevant City Agencies, providing the first comprehensive assessment of pedestrian-related projects and programs in San Francisco.*

In this report, you will find 2014 goals and outcomes for Pedestrian Strategy metrics across the following categories:

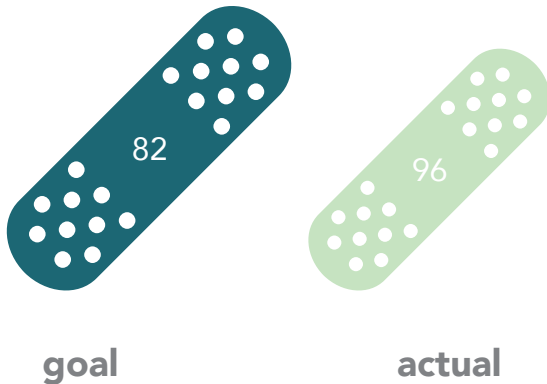
1. Outcomes: pedestrian injury data
2. Engineering: designing a safe roadway system, which assumes humans will make mistakes, but prevents those mistakes from being lethal
3. Enforcement: prioritizing traffic safety and using data to strategically enforce the most dangerous traffic behaviors
4. Education: delivering engagement and education activities related to walking and traffic safety
5. Legislation and Policy: adopting legislation to ensure the Pedestrian Strategy’s goals are achieved
6. Evaluation: monitoring progress, using data to inform priorities, and reporting progress to the public

As the Pedestrian Strategy goals are implemented, everyone in San Francisco will benefit from a safer transportation system. The improvements herein are critical for San Francisco to achieve its goal of zero traffic deaths and serious injuries by 2024.

*The report includes data from as many sources as possible. Additional pedestrian safety/walkability projects and programs may have been completed in addition to those listed in this report.

OUTCOMES

NUMBER OF SEVERE AND FATAL PEDESTRIAN INJURIES



Based on the Pedestrian Strategy, the 2014 goal for severe and fatal pedestrian injuries was 82. Tragically, there were 96 people who suffered from severe and fatal injuries in 2014.

REDUCE FATAL AND SEVERE INJURIES PER MILE ON HICS*



goal: 25% reduction from 86 severe/fatal injuries per 100 road miles annually



no data available

Tracking systems to monitor this goal should be prioritized for 2015.

*HICs = High Injury Corridors, or 6% of the City's street network that account for 60% of severe and fatal pedestrian injuries

PERCENTAGE OF TRAFFIC FATALITIES THAT ARE PEDESTRIANS GOALS AND 2014 ACTUAL



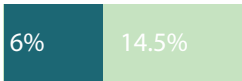
National average vs. SF average

The proportion of traffic deaths that involve pedestrians continue to increase in SF. In 2013, pedestrians were 51% of all traffic fatalities, and in 2014, 61% of traffic deaths were pedestrians. With over 20% of trips taken by foot in SF, the proportion of pedestrian deaths are three times the proportion of walking trips.

OUTCOMES

CITY GOAL EXCEEDED

PERCENTAGE OF PEDESTRIAN FATALITIES THAT ARE UNDER 16



SF population under 16 vs. percent of traffic deaths involving youth under 16

Youth in San Francisco are involved in fewer pedestrian fatalities. This is a positive trend, and the City's Vision Zero efforts will ensure that all parents and caregivers have access to streets where they can feel safe walking with their children.

PERCENTAGE OF PEDESTRIAN FATALITIES THAT ARE OVER 64



sf population over 64 vs. percent of total pedestrian deaths that are seniors

Unfortunately, seniors are disproportionately impacted by pedestrian fatalities. While seniors make up 17.5% of San Francisco's population, seniors accounted for 47% of the pedestrian fatalities in 2014. As our older population ages in place, the City must make sure our streets are safe.

ENGINEERING

WALKFIRST PROJECTS INSTALLED



VISION ZERO PROJECTS INSTALLED



WalkFirst is a pedestrian safety engineering plan that has earned national recognition for its strong, data-driven approach. The City has not set a clear goal and timeline for the implementation of WalkFirst, but has implemented 15 projects in 2014, and plans to increase implementation substantially in 2015.

In January 2014, the SFMTA Board of Directors adopted Vision Zero, and as part of their commitment, they pledged to install 24 projects in the next 24 months. In the first 12 months, nine projects were installed. The SFMTA must install 15 projects in 2015 in order to meet the agency's Vision Zero policy commitment.

CITY GOAL EXCEEDED

FLASHING BEACON**



Rectangular rapid flashing beacons are a new approach to traditional flashing beacons. They're brighter, more visible, and flash only when a pedestrian is in the crosswalk, resulting in an extremely effective tool for reducing pedestrian injuries and fatalities by making it easier for people driving to see people walking. The City exceeded their goal to install three flashing beacons by one.

CITY GOAL EXCEEDED

COUNTDOWN SIGNALS



Pedestrian Countdown Signals help reduce injuries by 22%, and SF exceeded its 2014 goal by 35%

EXTENDED PEDESTRIAN CROSSINGS*



Traffic injuries disproportionately impact older adults in San Francisco that may take longer to cross the street. In order to address this, the City is actively lengthening the time that the countdown hand flashes, to let the slowest pedestrians know when it's safe for them to cross the street. New data show that people are very capable of judging how long it will take them to cross the street safely. State law must also be changed so that faster pedestrians are not penalized for entering the crosswalk after the countdown begins, as long as people are able to make it to the other side safely. Leading pedestrian intervals give people a few seconds head start to cross the street before cars get a green light. This is a simple way to help reduce crashes from turning vehicles, making pedestrians in the crosswalk more visible to drivers.

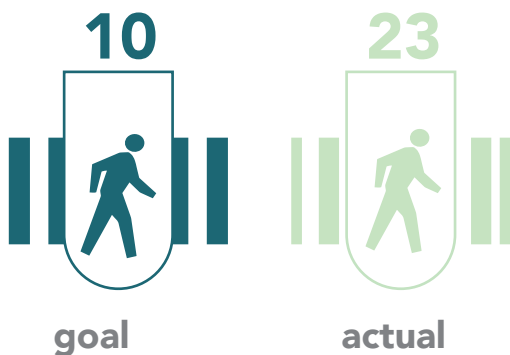
LEADING PEDESTRIAN INTERVALS



* The extended crossing time metric may not include all projects installed by SFMTA, and the effort to upgrade 71 intersections to be 3.5 feet/second compliant extended the red flashing hand time, but might not have extended the full crossing time.

CITY GOAL EXCEEDED

PEDESTRIAN REFUGES**



RAISED CROSSWALKS**



Pedestrian refuge islands provide pedestrians with a safe place to wait in the middle of an intersection, and have been effective at reducing collisions by 56%. The City exceeded their 2014 goal by over 300%.

Raised crosswalks are similar to a speed table, but serve to slow traffic and create a safe crossing for pedestrians. The City's goal was to implement 3 raised crosswalks over 2 years, and the City implemented 2 in 2014.

** Metrics include only the improvements completed by the Livable Streets division of SFMTA, and the Department of Public Works. Improvements implemented by other departments or sections of SFMTA might not be included.

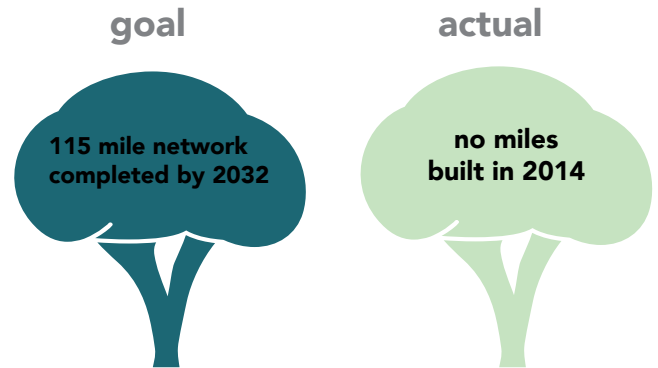
ENGINEERING

WIDENED SIDEWALKS



Sidewalk widening reclaims shared public space for everybody to enjoy, and often has the dual benefit of calming traffic and strengthening local business. In 2014, only 0.2 miles of sidewalks were widened, which is significantly lower than the 1 mile goal.

GREEN CONNECTIONS



Green Connections is a citywide plan to connect people to parks through a network of over 115 miles of green and traffic calmed streets. Once implemented, Green Connections will offer families a safe route to get to parks, the waterfront, and other major citywide destinations. The Green Connections plan was adopted in 2014, but implementation has not begun.

PAVEMENT TO PARKS

CITY GOAL EXCEEDED

new plazas installed

1 goal 2 actual

parklet request for proposal released

0 goal 1 actual

new parklets installed

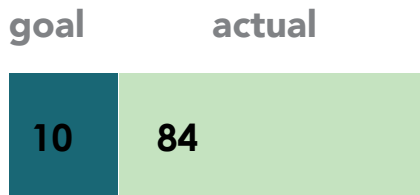
6 goal 20 actual

The Pavement to Parks program has transformed commercial and residential areas quickly with limited resources. Persia Triangle is a prime example of how the program has transformed a dangerous intersection into a community-centered place. With dedicated staff across SF Planning, MTA, and Public Works, Pavement to Parks could make a much greater impact on pedestrian safety and walkability.

ENGINEERING

CITY GOAL EXCEEDED

BULBOUTS*



Bulbouts are an excellent tool to shorten the crossing distance for people who might not be able to walk as quickly across the street. They also slow turning vehicles by ensuring that drivers make a sharper turn, helping to ensure that drivers yield to pedestrians in crosswalks, and they increase visibility between people driving and walking. In addition, 27 of the bulbouts installed were planted bulbouts, offering an opportunity to bring greenery and life to the sidewalk. The City exceeded their goal by over 800% in 2014, helping to significantly improve safety!

OPEN CROSSWALKS



While two crosswalks were opened in 2014, two were also closed, resulting in a net of zero opened crosswalks.

CREATE WAYFINDING SIGNS WITH DESTINATIONS AND WALKING TIMES

goal: destinations established, signs designed



actual: none/no progress made

Wayfinding signage offers an opportunity for people walking to feel connected to the many community resources around them. The City has not met their 2014 goal of establishing where signs would be located, or designing signage.

* Metrics include only the improvements completed by the Livable Streets division of SFMTA, and the Department of Public Works. Improvements implemented by other departments or sections of SFMTA might not be included.

CITY GOAL EXCEEDED

SAFER SPEEDS

goal: speeds are within 5 mph

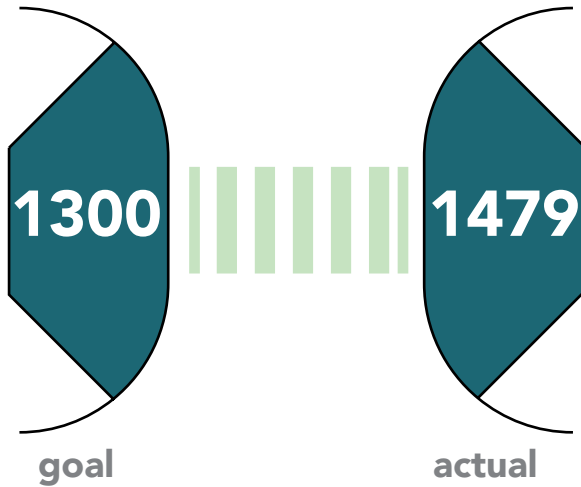


Speed limits were lowered along two streets: Sunset from MLK to Lake Merced (2.5 miles, 35 to 30 MPH), and Monterey, from Ridgewood to Circular (0.9 miles, 30 to 25 MPH). To effectively reduce the dangers of speeding, the City will need to champion state legislation allowing it to lower speed limits and use automated safety enforcement.

ENGINEERING

CITY GOAL EXCEEDED

CURB RAMPS*



SF exceeded its 2014 goal to install accessible curb ramps by 14%. Curb ramps have the many benefits of making the city safer and more walkable for people using assistive devices, people with limited visibility, families with strollers, and people transporting goods on wheels.

CITY GOAL EXCEEDED

GAPS CLOSED IN PEDESTRIAN NETWORK

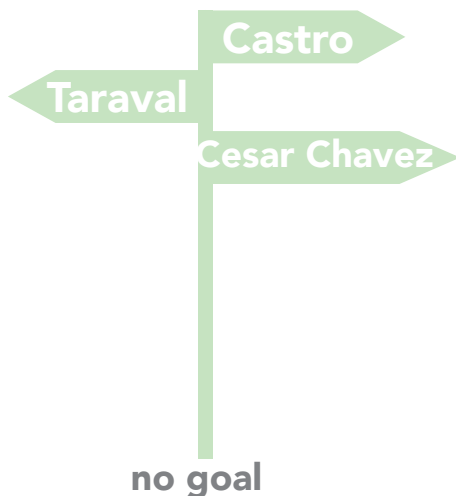


Gaps in the pedestrian network are places where the sidewalk is missing. San Francisco Public Works completed or required property owners to complete three closures of gaps in the pedestrian network, exceeding the Pedestrian Strategy goal.

*Project goal is for 2 years, from 2013-2014

CITY GOAL EXCEEDED

STREETSCAPE PROJECTS



The City implemented three strong streetscape improvements in 2014 along Taraval, Cesar Chavez, and Castro Streets, helping to address pedestrian safety concerns while also improving livability along corridors.

ENFORCEMENT

CITY GOAL EXCEEDED

INCREASE ENFORCEMENT FOCUSED ON SPEEDING AND FAILURE TO YIELD ON HICS

goal

10%

increase in speeding and failure to yield citations

actual

77%

increase in speeding and failure to yield citations

There was a 77% increase in the number of citations given for speeding and failure to yield to pedestrians from 2013-2014 - the largest increase seen to date. Unfortunately, data on where the citations were given are not yet available, so there is no current way to track whether citations were given on HICs.

CHANGE IN PERCENT OF TRAFFIC CITATIONS FOR SPEEDING, FAILURE TO YIELD, AND PEDESTRIAN VIOLATIONS

	2013	2014
speeding	6%	5%
failure to yield	3%	4%
pedestrian citations	2%	5%

Speeding is the top cause of traffic deaths in San Francisco. Despite the 77% increase in the number of citations given for speeding and failure to yield, the overall proportion of speeding citations actually declined from 2013 to 2014, while the proportion of citations for pedestrians more than doubled.

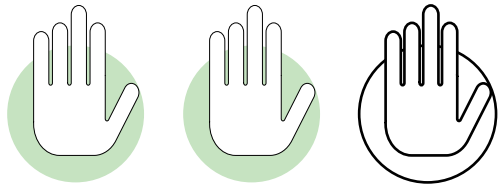
NO GOAL, NO DATA AVAILABLE

LIDAR ENFORCEMENT

LIDAR enforcement is more accurate and effective than RADAR enforcement. The San Francisco Police Department has LIDAR detectors to ensure that speed is enforced, and their use should be monitored to ensure that LIDAR is used to strategically enforce deadly speeding behaviors.

EDUCATION

WALKING AND SAFETY OUTREACH



goal: continual campaign

The Safe Streets SF campaign, aimed to address failure to yield to pedestrians, successfully launched in 2014 with 360 radio spots, 9 outdoor billboards, 60 muni bus ads, and 6 million digital impressions through MUNI bus advertisements, bill boards, and radio spots. 1,500 people pledged Safe Streets in 2014.

CITY GOAL MET

SPECIAL EVENTS (SUNDAY STREETS, ETC)



The City and non-profit organizations held a total of 11 special events, including nine Sunday Streets events, one Walk to Work Day, one Walk and Roll to School Day, and one Park[ing] Day in 2014, meeting the Pedestrian Strategy goal.

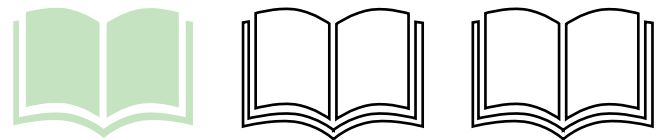
WEBSITE WITH PEDESTRIAN STRATEGY INFORMATION AND CLICK IT AND FIX IT



goal: continual updates

A Vision Zero website was launched in early 2015, and includes links to the Pedestrian Strategy. The updates were not continuous.

ENHANCE PEDESTRIAN SAFETY INFORMATION IN DMV MANUAL



goal: enhance manual

The City of San Francisco supported a bill to require the DMV to include pedestrian and bicycle safety in drivers license exams. Governor Brown did not sign the bill, but did direct the DMV to include these priorities.

CITY GOAL EXCEEDED

EXPAND SAFE ROUTES TO SCHOOL



goal: continuously expand the program

As a result of successful fundraising by the City of San Francisco, the Safe Routes to Schools program grew by 10 schools in 2014, with 25 schools actively participating in the program. 2014 also marked the highest walk-to-school rates since the City began measuring walking to school in 2010, with 29% of Kindergarten and 25% of 5th grade students walking to school. The program also placed a larger priority on addressing safety issues for students crossing high injury corridors through partnerships with enforcement and engineering.

PURSUE TOP LEGISLATIVE PRIORITIES



goal: pursue priorities

Speed exponentially increases the likelihood and severity of a traffic injury. The City pursued an automated speed enforcement policy with the state legislature, but did not successfully advance the policy in 2014. Education of legislators was initiated and is ongoing to highlight the need for state policies to allow San Francisco to lower speed limits and use automated enforcement to tackle the most deadly traffic behavior - speed. In addition, Assemblymember Chiu and the City, including SFMTA, the Mayor's Office and Supervisor Kim are pursuing policies to conduct automated block the box enforcement in 2015, such as AB 1287.

LEGISLATION + POLICY

PUT THE COMPLETE STREETS POLICY INTO PRACTICE



goal: 6 agencies implemented a checklist by 2014

The Complete Streets approach designs streets for all users, and relies on city staff to consider all users when making upgrades to a street such as repaving or redesigning a street. Complete Streets Checklists are accountability tools to ensure that all streets are being considered for multi-modal upgrades when they are being planned for maintenance or a redesign. They work best when high level leadership reviews and signs each checklist. A Complete Streets Checklist was not implemented across departments in 2014. Work is ongoing to develop a checklist.

EVALUATION

CITY GOAL EXCEEDED

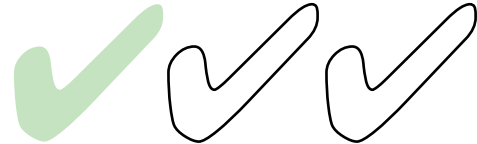
MULTI-AGENCY REPORTING, COLLECTION AND ANALYSIS, WITH STATICS TO BE POSTED ON WEBSITE



goal: developed and updated continually

In 2014 the City released four websites* that include multi-agency reporting, collection and analysis of pedestrian injury data, causes, correlates, and improvements. Public Works began developing a website to track project delivery in 2014.

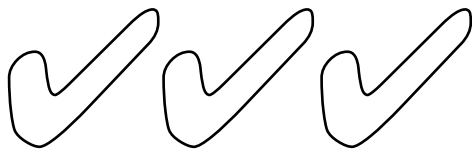
UPDATE BOARD OF SUPERVISORS AND PSAC ON PEDESTRIAN STRATEGY PROGRESS



goal: updates delivered twice a year

The Board of Supervisors and the Pedestrian Safety Advisory Committee (PSAC) were updated on Pedestrian Strategy progress once in 2014. The Pedestrian Strategy lays out important actions that should be better integrated into Vision Zero pedestrian safety actions and monitoring.

UPDATE ACTIONS ON WEBSITE



goal: developed and updated continually

No updates on Pedestrian Strategy actions were made in 2014. The City plans to update 2014 metrics in mid-2015, when injury data is available from SFPD. The City plans to update this data annually along with Vision Zero metrics. Note that other websites were updated with Vision Zero projects, which was the focus for SFMTA in 2014.

DEVELOP COMPREHENSIVE TRAFFIC INJURY SURVEILLANCE SYSTEM TO INFORM INJURY PREVENTION AND EVALUATION EFFORTS



goal: develop a pilot

In September 2014, SFDPH released TransBASE, an online spatial database and analytical tool, which links transportation-related injury data with transportation, environmental, and socio-demographic factors to better understand traffic safety issues and address them. TransBASE provided the key data behind WalkFirst and the development of the Vision Zero High Injury Network. SFDPH also hired an Epidemiologist, to develop the Traffic Injury Surveillance System (TISS) linking police, hospital and other injury data. Once developed, TISS data will be shared via TransBASE, which currently includes SWITRS injury data through 2012.

*Websites include: WalkFirst: <http://walkfirst.sfplanning.org/>
Vision Zero Projects: <http://sfgov.maps.arcgis.com/apps/OnePane/basicviewer/index.html?appid=3650ae9a01f-74cf886231901909b8d6c>
TransBASE: Transbasesf.org
Updated High Injury Corridor Map: <http://sfgov.maps.arcgis.com/apps/OnePane/basicviewer/index.html?appid=7382117f2b-5f440e8e183f30cf2c6d57>

NEXT STEPS

Pedestrian safety has become a larger priority for the City of San Francisco, evidenced by the progress outlined in this report. In particular, the City has surpassed several engineering goals, including important targets for the installation of pedestrian countdown signals and leading pedestrian intervals, new bulbouts and pedestrian refuge islands, and accessible curb ramps. The City is also taking a more equity-driven approach by prioritizing investments in low-income communities and communities of color that bear a disproportionate burden of traffic injuries and deaths. The City is leading the nation in developing a comprehensive Traffic Injury Surveillance System (TISS) to inform where investments are needed to achieve Vision Zero—zero traffic deaths and serious injuries by 2024.

As the City advances towards Vision Zero, this report underscores the following key recommended actions the City should take to make the streets safer everyone in San Francisco:

1. Monitor and evaluate engineering projects

Street Score was the first report to analyze the many pedestrian projects and programs across agencies that will help achieve Vision Zero and walkability goals. The City should comprehensively gather this data and assess how improvements contribute to ending all traffic-related deaths and serious injuries, while also increasing the number of trips taken by foot.

2. Invest in a comprehensive Safe Streets for Seniors program

Seniors make up 17% of San Francisco's population, but an unacceptable 50% of all pedestrian deaths. Cities like New York have developed Senior-focused pedestrian safety programs. San Francisco includes senior injuries in prioritization of engineering projects, but a more comprehensive program that actively investigates needs for senior pedestrian safety improvements, and links opportunities to install Senior Zones with senior-focused traffic safety programming is needed to address the extreme disparity in pedestrian injuries.

3. Capitalize on opportunities to improve walkability

The City has taken a big step forward in advancing pedestrian safety projects. People also deserve pleasant places to walk. These two approaches are strongly reinforcing. Pedestrianized streets, plazas and other areas create safe places for people of all ages and abilities. Plans and programs like Green Connections and Pave-ment to Parks should be prioritized for investment and implementation. As more people move to San Francisco, walking, walking + transit, and bicycling must be more attractive than driving, if the City is to achieve its safety, health and climate change goals.

4. Pursue critical State legislation to address specific, local safety needs

In order to achieve Vision Zero, the City must address the most dangerous transportation behavior: speed. As speeds increase, risk of a crash and death increase exponentially. Automated speed enforcement and lower speed limits are two key strategies that have been proven effective in other states and countries, however, the State of California doesn't permit automated speed enforcement, and only allows speeds lower than 25 mph in school zones. The City must work to educate State legislators about the importance of these strategies in saving lives, and win campaigns for lower speed limits and automated speed enforcement.

5. Focus first on taming the most lethal traffic behaviors along the most dangerous streets

Strategic enforcement of traffic violations is critical to changing the culture in San Francisco, so the illegal traffic behaviors causing the most harm—speeding, red light running, and failure to yield to pedestrians—are no longer acceptable. The SFPD drastically increased traffic enforcement from 2013 to 2014, however the proportion of traffic citations given to the most lethal traffic behaviors did not increase. In 2014, SFPD committed to 50% of all traffic citations given to the five most dangerous traffic behaviors (speeding, red light running, failure to

NEXT STEPS

yield to pedestrians, unsafe turning, failure to stop at stop signs), however by the end of 2014, only one police station, the Richmond Police Station, reached this goal. In 2015, the Vision Zero Coalition is calling on the SFPD to achieve at least 37% of traffic citations across the department focused on the five most dangerous traffic behaviors. SFPD should also be monitoring where citations are being given to ensure that the most dangerous streets are receiving the most traffic enforcement.

6. Implement the City's Complete Streets policy

In recent years, City agencies have greatly improved coordination, yet, too many opportunities are missed because agencies don't communicate about projects early enough in the process. A Complete Streets Checklist, which requires agencies to check with other departments at the beginning of large projects to identify opportunities to implement existing plans, will help ensure that every project is implementing the most comprehensive improvements. Complete Streets Checklists should also require sign-off from Agency Directors or other high level staff to ensure compliance and reflect the importance of coordination. The Pedestrian Strategy set 2014 as the target year for an interagency adoption of the checklist. To date, no agencies have implemented this critical inter-agency coordination and prioritization tool.

Conclusion

By adopting these recommendations, San Francisco can become the top walking city in the country. In addition, strong executive and departmental leadership will be required to make these goals a reality. The city's Board of Supervisors led the charge with the adoption of Vision Zero, and have supported numerous local policies to ensure the implementation of Vision Zero. The Mayor led a campaign for critical transportation funding. Now that the funding is in-hand, and voters have voiced their support for a safer San Francisco, city leaders are poised to harness the momentum and demand quick implementation of the safest possible projects to ensure that San Francisco meets our Vision Zero goals, and becomes the safest city for pedestrians in the U.S.

