



FOR IMMEDIATE RELEASE: January 1, 2017

CONTACT: Nicole Ferrara, Walk SF Executive Director, 415.404.9024, nicole@walksf.org

Vision Zero Coalition Calls on City to Make Vision Zero its New Year's Resolution by Committing to Three Actions in 2017

San Francisco, Calif — As 2017 rings in, the 45 member groups of the Vision Zero Coalition reflects on the City's progress toward Vision Zero in 2016 and looks ahead for a more impactful 2017, proposing three key actions. Twenty-eight people were killed in traffic crashes in 2016, including 15 people walking, 3 biking, 9 in motor vehicles and 1 on a motorcycle.* In both 2014 and 2015, 31 people died in traffic crashes. While the numbers have gone down since 2015, too many lives still hang in the balance. Too much carnage still plagues our streets. San Francisco is three years into Vision Zero, and significant reductions in the number of people killed or severely injured on our streets have not taken place.

It doesn't have to be this way. Crashes are predictable—only 12% of streets account for over 70% of all severe and fatal injuries. Crashes are preventable—the concentration of crashes on just 12% of streets demonstrates that these streets are dangerous by design and must be made safe.

"The City has undertaken many efforts toward Vision Zero since adopting it in 2014," said Nicole Ferrara, Executive Director of Walk San Francisco. "Dozens of painted safety zones have helped to slow turning vehicles and significantly increased yielding to people in the crosswalk; new traffic signals have made streets like Sunset safer to cross. At the same time, a growing population, many outstanding poorly designed streets that still prioritize speed over safety, and nearly 50,000 new ride-hail vehicles have made Vision Zero an uphill battle. These challenges cannot be an excuse. The City knows which improvements are working and must pursue Vision Zero with more urgency than ever before."

In order to reach the goal of zero traffic deaths and serious injuries by 2024 and make this year's results different, it will take a renewed resolve to reprioritize life-saving improvements on city streets.

As the City is releasing its Vision Zero Two-Year Action Strategy this month, it must focus on the wholesale installation of improvements proven to save lives. The Vision Zero Coalition urges the City to put the safety of its residents and workers first by adopting Vision Zero as its New Year's Resolution and committing to the following three actions in its upcoming Vision Zero Action Strategy:

- 1) **Identify 18 miles of high-injury corridors to improve safety for all road users in 2017**, and ensure that improvements do not compromise on safety.
- 2) **Analyze the City's impact to date.** The City can't make progress if it's not closely monitoring what's working. More resources must be dedicated to evaluating the efficacy of past efforts.
- 3) **Focus on proven strategies that work and implement more of them.** Don't waste time on efforts that haven't been successful.

Resolutions must be specific to be realized, and the City is much more likely to reach its goals when there is clear oversight to hold them accountable. The Mayor's Executive Directive on Vision Zero in 2016 did just this. The

Directive ordered the City to build 18 miles of the highest quality Vision Zero projects per year. Meeting this directive requires leadership to ensure the unwavering implementation of the strongest possible improvements on our streets.

“In early 2016, the disability community grieved the loss of a leader in our community, long-time disability advocate and friend, Thu Phan,” said Jessica Lehman, Executive Director of Senior and Disability Action (SDA), a Vision Zero Coalition member. “Thu’s death took place at 7th and Market—an intersection that received improvements, but those improvements did not go far enough, allowing for too many compromises that resulted in this needless crash.”

“As the Chair of the Vision Zero Committee and a traffic crash survivor, I understand the importance of Vision Zero,” said District 7 Supervisor Norman Yee. “That is why I’ve been focusing on proven strategies that make a difference, like installing telematics in all city vehicles, which monitor safe driving behaviors of those using city vehicles. Telematics is one such proven strategy that has resulted in reduced speeding and other dangerous driving behaviors in other cities that have used the technology. In 2017, I also want us to push for other forms of technology like automated speed enforcement to slow down speeding vehicles and further reduce collisions.”

“Better infrastructure for people who walk, take transit, and bike will improve safety for all and help our city get serious about its Vision Zero commitment,” said Brian Wiedenmeier, Executive Director of the San Francisco Bicycle Coalition. “18 miles of high injury corridor improvements in 2017, including significant segments of physically-protected bike lanes, will be key in meeting the needs of the growing number of people who bike in San Francisco.”

These three actions—identifying 18 miles of improvements in 2017, analyzing the City’s impact to date, and focusing on strategies proven to work—must be incorporated into the City’s upcoming Vision Zero Two-Year Action Strategy. They will result in lives saved.

Like all resolutions, the City’s re-commitment to Vision Zero will require willpower from City leaders and staff. Only through steadfast pursuit of these actions, will the City save lives on our streets. The Vision Zero Coalition is committed to supporting the City in its goal and to holding leaders’ feet to the fire to transform streets into safe places for everyone. On behalf of the 837,000 residents, 162,000 weekday commuters, and 16.5 million annual visitors who travel through city streets, there is no time to waste.

###

The Vision Zero Coalition is a group of over 40 community organizations whose mission is to ensure the swift and equitable implementation of Vision Zero by 2024. [WalkSF.org/Take-Action/Vision-Zero/#VZCoalition](https://www.walksf.org/take-action/vision-zero/#VZCoalition)

Vision Zero – Zero traffic deaths and serious injuries by 2024. No loss of life on city roadways is acceptable when serious and fatal traffic crashes can be prevented. Vision Zero assumes that humans will make mistakes and designs the transportation system so those mistakes aren’t severe or fatal.

*Final fatality numbers are still pending investigations by the Medical Examiner’s Office. This figure assumes that all pending investigations (of which there are three) are included in the City’s Vision Zero fatality reporting.