Pedestrian Safety and Vision Zero in San Francisco

Presentation to the SF Commission on the Environment
August 12, 2014
We're a Walkable City. All trips in San Francisco begin and end with walking. 17% And walking is the primary mode for 17% of all trips.

Each year in San Francisco, 100 Severely Injured or Killed At least 800 Injured

5x Seniors have a higher fatal injury rate than younger adults

Seniors are particularly vulnerable.

6% = 60% Streets Severe and fatal Injuries

Pedestrian injuries/death are concentrated in specific areas.

64% motorists at fault

Motorists often are not yielding to pedestrians, Failure to yield accounts for 41% of the 64% total.

Left turns disproportionately contribute to injuries. 28%

Left turns were the movement preceding collision in 28% of injuries.

High vehicle speeds kill. 50% vs. 10% fatalities at 40 mph fatalities at 25 mph

$15M annual medical costs related to ped injuries

Medical costs alone are very high.

$564M Total annual health-related economic costs are much higher.
Evident Inequities

6% of streets account for 60% of severe and fatal pedestrian injuries

Highest severe/fatal injuries per mile = SoMa, Chinatown, the Tenderloin:

Vulnerable populations - low income, disabled, immigrant, non-english speaking, senior residents - that are also heavily reliant on walking, public transit
High Costs: ~ $15 million/annually

76% of the total cost was paid for by public funding (Medicare, MediCal, patients)

Vision Zero in San Francisco: 0 Traffic Deaths by 2024

- Vision Zero Task Force - Co-Chaired by SFDPH and SFMTA
  - **Enforcement** - “Focusing on the 5” causes of death and injury for all modes as well as prosecuting traffic crimes
  - **Engineering** – improving streets and sidewalks to increase safety
  - **Education Campaigns** – support larger cultural shift, focus on road safety
  - **Engagement and Advocacy** – community holding City agencies accountable and representing populations disproportionately affected by these tragedies
  - **Evaluation and Analysis** – to monitor progress and target interventions
Saving Human Life is the Highest Priority

• A safe system that forgives
  – In every situation the person might fail – the road system should not.
  – The consequence of individual mistakes should not be death or serious injury – the system should be designed to anticipate and reduce the consequences of human error.

Vision Zero – What Will it Really Take?
Equity: Protecting our most vulnerable

2013 Fatalities, % by Transportation Mode (Medical Examiner)

- Pedestrian, 60%
- Driver, 9%
- Passenger, 7%
- Motorcyclist, 14%
- Cyclist, 9%

2010 Primary Transportation Mode (All trips begin and end with walking)

- Car, 61%
- Bus, 17%
- Bicycle, 3.5%
- Pedestrian, 17.5%
- Rail, 1%
Equity: Protecting our most vulnerable
Guidance
- SFMTA Board
- SFCTA Vision Zero Committee
- City Vision Zero Task Force Community and Staff

Implementation
- Vision Zero Communications

Development and Coordination
- Working Groups: City Vision, Bicycle Safety, Safe Routes to School
  - Engineering Subcommittee
  - Education Subcommittee
  - Enforcement Subcommittee
  - Evaluation and Data Subcommittee

Specific Input
- Community and Stakeholders (As appropriate)
Education Subcommittee

- Deliver education campaign to address pedestrian right-of-way violations
- Deliver large vehicle training program
- Coordinate Active Transportation grant application
- Improve citywide coordination
Engineering Subcommittee

- Define 24 engineering capital projects
- Collaborate with Evaluation and Data on before/after needs
- Continue to track delivery of Vision Zero capital projects
Enforcement Subcommittee

- Implement "Focus on the Five" enforcement campaign
- DA Position for Vehicular Manslaughter
- Implement Strategic Enforcement In Support of Vision Zero

Community and Stakeholders (As Appropriate)
Evaluation and Data Subcommittee

- Provide data and analysis to inform targeted enforcement, education, and engineering efforts
- Coordinate monitoring and evaluation of Vision Zero initiatives

Community and Stakeholders (As Appropriate)
Vision Zero in San Francisco:  
0 Traffic Deaths by 2024

A Cultural Shift – Valuing Human Life as the Primary Metric

- Addressing Larger Policy Issues and Barriers: What will it take to achieve the goal?
- Changing Business As Usual: Injury and Death are not an expected by-product of the system
- Critically Analyzing Priorities: Are we prioritizing saving lives? Are prevention efforts targeted where we see the greatest burdens? Are our initiatives evidence-based?
- Resolving internal bottlenecks to expedite delivery
- Identifying Local and State-Level Actions to help achieve our goals: e.g., Automated Enforcement? Vulnerable User Legislation?
Thank you!

Megan Wier
Co-Chair, Vision Zero Task Force
San Francisco Department of Public Health
Population Health Division - Environmental Health Branch
Program on Health, Equity and Sustainability
megan.wier@sfdph.org

Timothy Papandreou
Co-Chair, Vision Zero Task Force
San Francisco Municipal Transportation Agency
Sustainable Streets-Planning & Policy
timothy.papandreou@sfmta.com