



VISION
ZERO
SF

› SF we commit to working
street safety and eliminate
s in San Francisco by 2024

SAN FRANCISCO'S VISION FOR ZERO TRAFFIC DEATHS

FOCUS ON AUTOMATED SPEED
ENFORCEMENT

OCTOBER 29, 2015



The SFMTA's job is to keep San Francisco moving.

In addition to Muni, we manage streets and regulate taxis.





49

sq. mi.



805

thousand
residents



600

thousand jobs




17M

annual visitors




More than
1M

people each day



12%

of the region's
population



30%

of the region's
jobs



1,700

startups in
the city



40%

of total city trips
are regional



65%

of region's transit
passengers




1M

Total daily
transit
boardings



390

thousand
registered vehicles



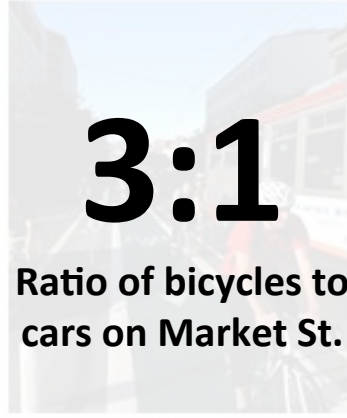
30%

of households
are car free



17%

of all trips are
walking



3:1

Ratio of bicycles to
cars on Market St.



WHAT IS VISION ZERO SF?

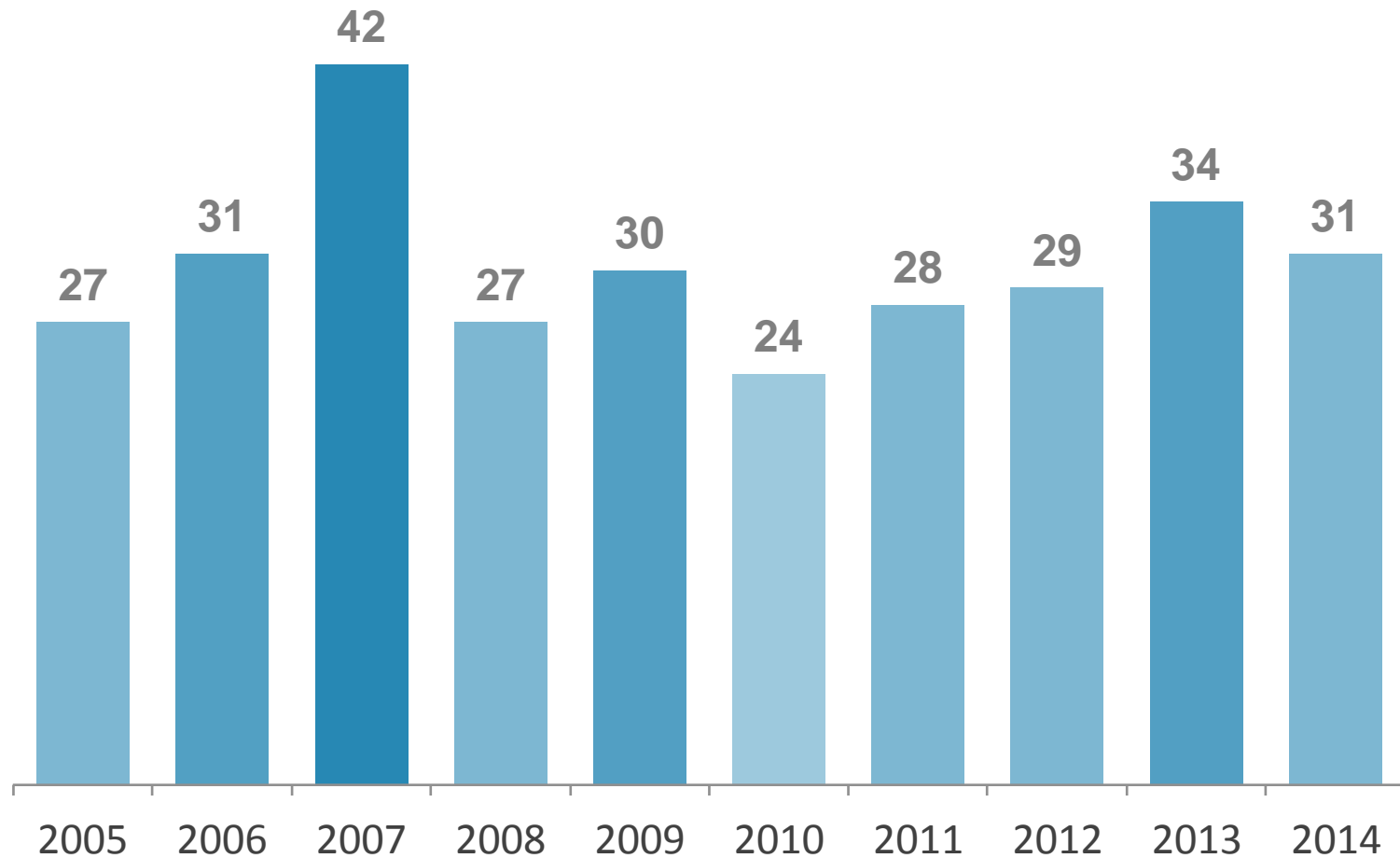
Vision Zero SF the City's commitment to build better and safer streets, educate the public on traffic safety, enforce traffic laws, and adopt policy changes that save lives.

The Goal:
**Zero traffic deaths in
San Francisco**

WHY IS VISION ZERO SF SO IMPORTANT?



WHERE WE'VE BEEN: TRAFFIC DEATHS



EVERYONE PAYS THE PRICE



\$15 million
in annual medical costs
related to pedestrian
injuries

55%
of patients
charged medical
bills to public
funds, while 41%
charged to private
insurance

SEVERE/FATAL INJURIES: 12% OF STREET MILES*

70%

People in Vehicles

76%

People on Motorcycles

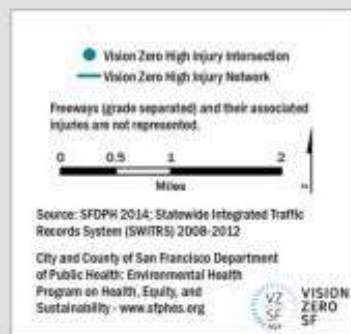
72%

People Walking

74%

People Riding Bikes

Vision Zero High Injury Network: San Francisco, California (SWITRS 2008- 2012)



* non-freeway

EQUITY: COMMUNITIES OF CONCERN

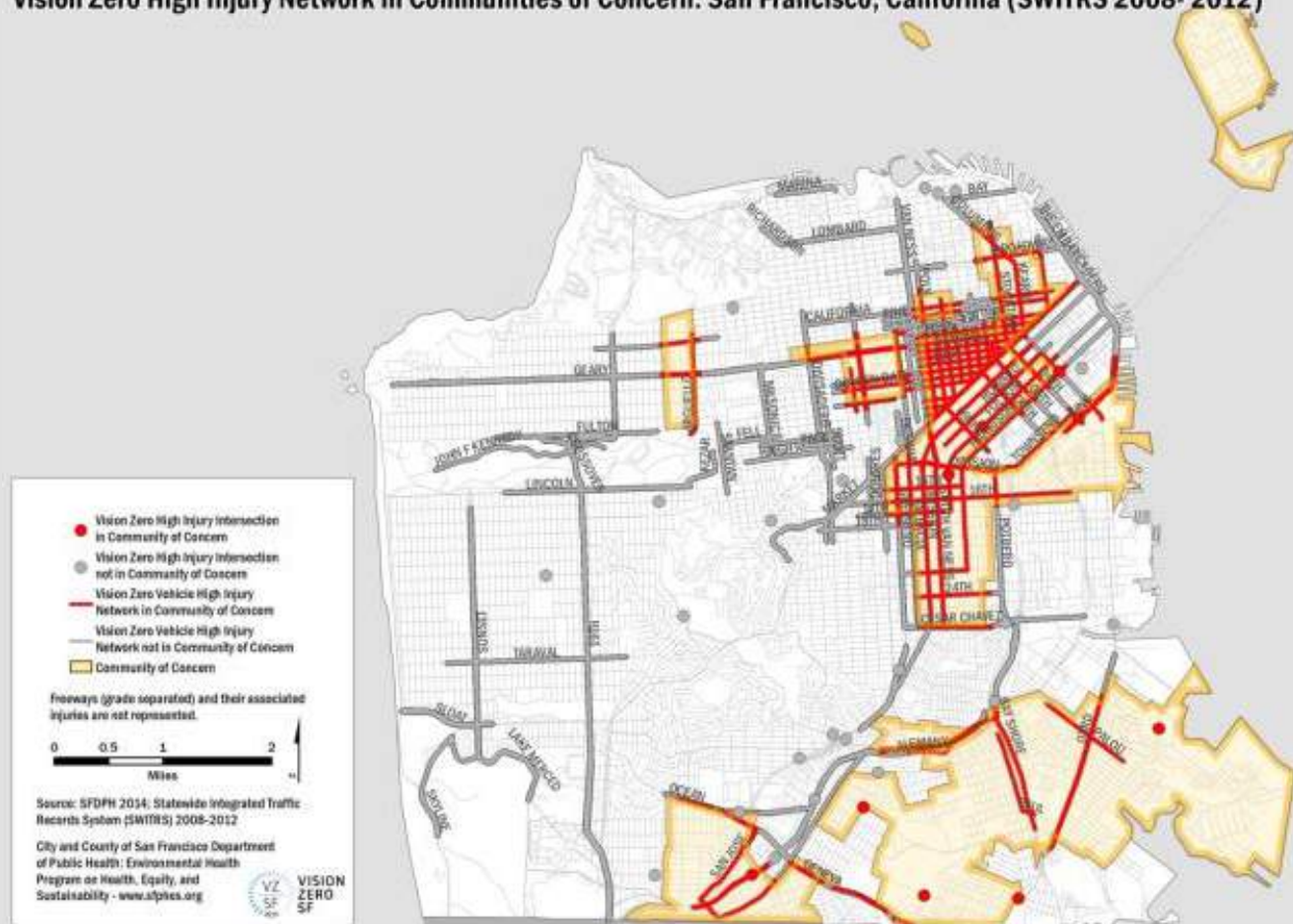
Vision Zero High Injury Network in Communities of Concern: San Francisco, California (SWITRS 2008-2012)

30%

Of Surface Streets

47%

of the High Injury Network



COMMITTING TO ACTION IN 2015-16

EDUCATION



ENFORCEMENT



ENGINEERING



EVALUATION & MONITORING

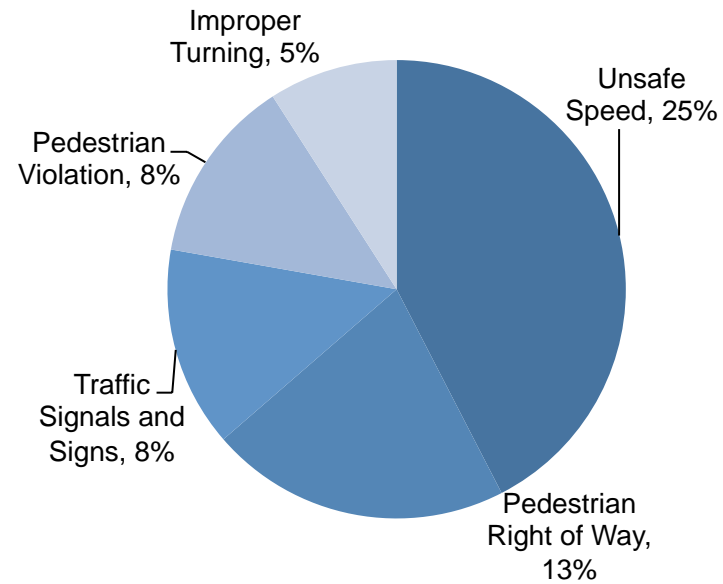


POLICY

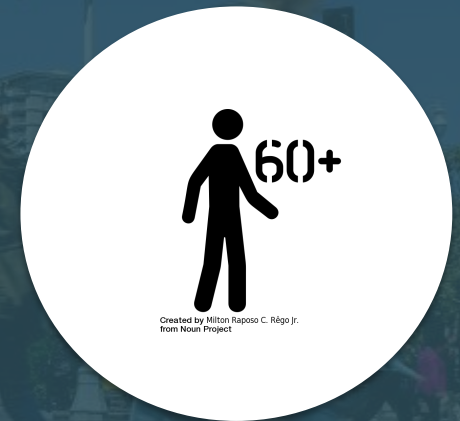
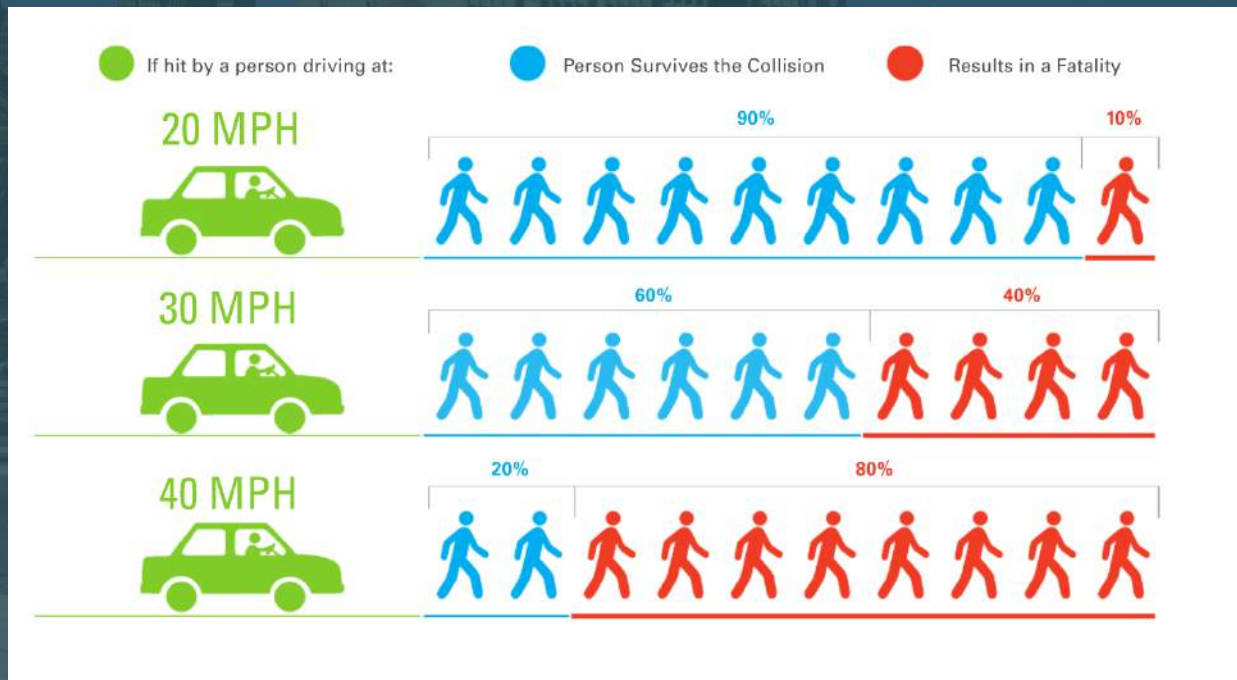
SPEED KILLS IN SAN FRANCISCO



Top 5 Factors in Traffic Collision Fatalities



SPEEDING IS #1 FACTOR IN FATAL TRAFFIC COLLISIONS



FATALITY RISK INCREASES

POLICY

PROBLEM

- Unsafe speed is one of the top causes of collisions
- California law prohibits use of ASE to enforce speeding

SOLUTION

Automatic Speed Enforcement

- Cameras used to target unsafe speeds
- Requires State Law change for locals to use



WASHINGTON DC

Speeding more than 10
mph over the speed limit
reduced from

1 in 3 to 1 in 40

70% reduction in
fatalities

60%-80%
reduction in violators
within two months of
camera deployment

SEATTLE

17 cameras in 9 school zones, 14 more this year

64% decrease in average violations per camera per day

90% of cited drivers did not get another

4% reduction in average speed of violation in mph above the posted speed limit

Portland

30%

Decrease in speeding vehicles

Denver

28%

Decrease in average speed

Chicago

31%

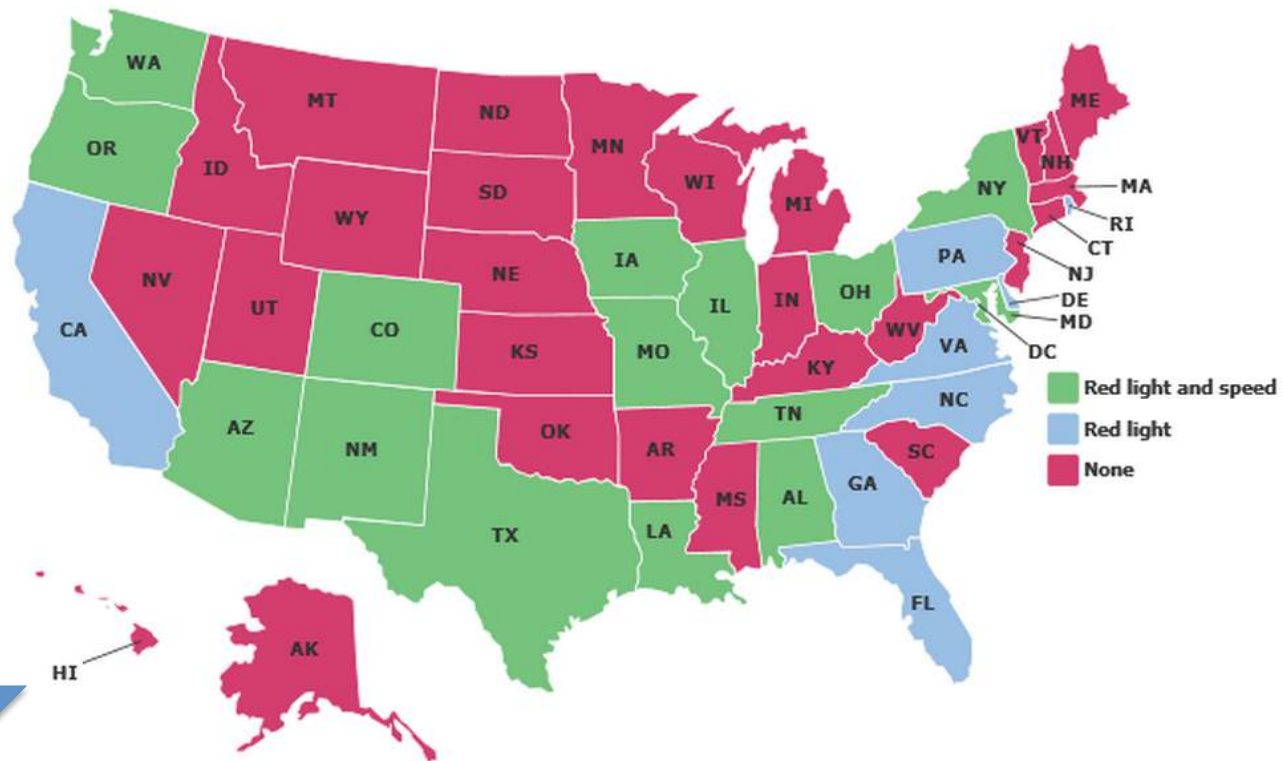
Decrease in the # of violators
per passing vehicle

New York City

13%

Decrease in collisions with injuries
near cameras sites

140 COMMUNITIES IN 14 STATES



AUTOMATED SPEED ENFORCEMENT ISSUES

IMPACT

"Camera enforcement won't slow drivers down."

Proven to reduce speeds

PRIVACY

"I don't want pictures taken of me."

System set up to only photograph license plate

REVENUE USE

"This is another cash cow for the City."

It is not about money, it is about saving lives

TECHNOLOGY

"There is an problem with the camera."

Calibration & Inspection

FAIRNESS

"Why are you targeting me?"

Drivers have the information & opportunity to obey Law

WHAT WE HAVE DONE SO FAR

EDUCATION

Citywide strategy
Large-vehicle driver training

ENFORCEMENT

“Focus on the 5”
Report statistics

ENGINEERING

Safety treatments on 13 miles
of high-injury streets per year
Project delivery improvements

EVALUATING & MONITORING

Central data source (TransBASESF.org)
Web-based monitoring system

POLICY

Automated safety enforcement
Partnerships with state agencies

ENGAGEMENT & ADVOCACY

Continue meetings & outreach
Engage impacted communities

THANK YOU!

Learn more: www.visionzerosf.org

VISION ZERO SF

Kate Breen

kate.breen@sfmta.com

It's a citywide effort. Are you in?



SFMTA
Municipal
Transportation
Agency



**SAN FRANCISCO
PLANNING
DEPARTMENT**



**SAN FRANCISCO
DEPARTMENT
OF PUBLIC HEALTH**

