

Pedestrian Safety and Vision Zero in San Francisco

State Climate Action Team
Public Health Workgroup



October 8, 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

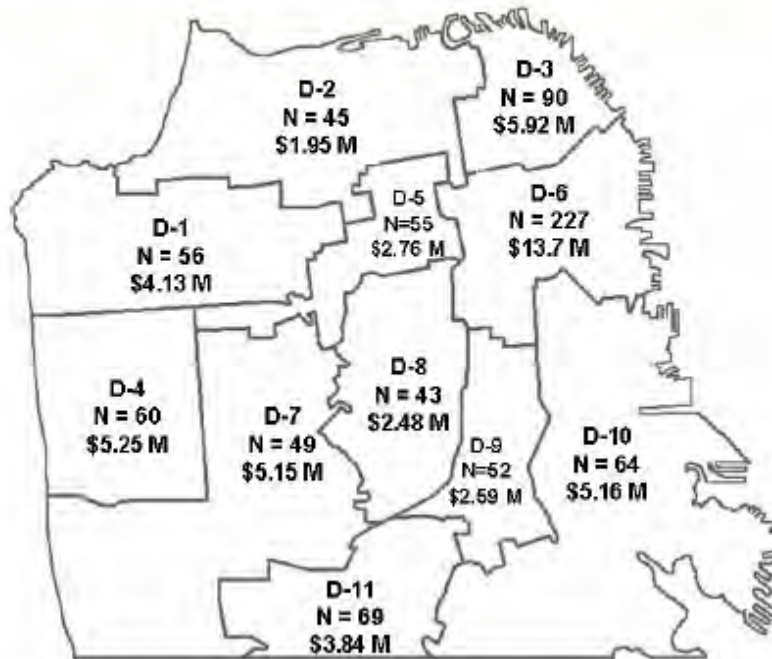


Total annual health-related economic costs are much higher.

High Costs: ~ \$15 million/annually

Total Cost for Admitted Patients by Supervisorial District

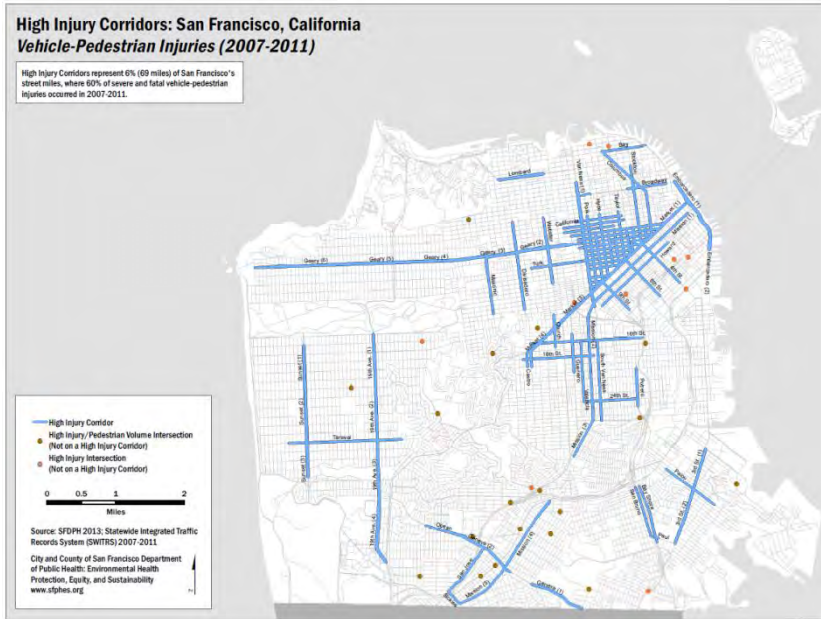
By mapping the admitted patients (most costly) according to Supervisorial District, we were able to highlight “hotspots” where an economic case can be made for implementing and evaluating sustainable countermeasures.



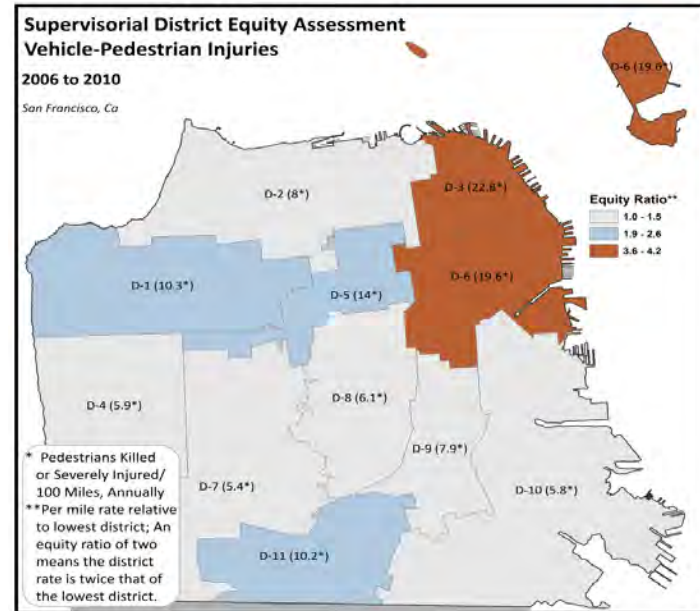
76% of the total cost was paid for by public funding (Medicare, MediCal, patients)

Source: San Francisco Injury Center (2010). Evaluation of Pedestrian Injury and its Associated Hospital Costs in San Francisco. Available at: <http://sfic.surgery.ucsf.edu/research/cost-of-pedestrian-injury.aspx>.

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**

Timeline

December 2010: Mayoral Executive Directive 10-03

Established reduction targets for **serious and fatal pedestrian injuries**

- 25% reduction by 2016
- 50% reduction by 2021

Also:

- Reduce neighborhood inequities
- Increase walking

Established Citywide Pedestrian Safety Task Force

2011-2012

Directed Specific Short-Term Actions,
Development of a Citywide Pedestrian Strategy

2013

Mayor's San Francisco Pedestrian Strategy Released

2014

**San Francisco Adopts Vision Zero –
Pedestrian Safety Task Force Expanded to All Modes**



2011-2013: Citywide Pedestrian Safety Task Force

San Francisco Agencies:

SF Municipal Transportation Agency (*Co-Chair*)
SF Department of Public Health (*Co-Chair*)
SF General Hospital Trauma Center
SF Injury Center
SF County Transportation Authority
SF Police Department
SF Fire Department – EMS
SF Department of Public Works
SF Public Utilities Commission
SF Planning
SF Recreation & Parks
SF Unified School District
SF Department of Environment
Mayor's Office on Disability

Pedestrian Safety Organizations:

Walk San Francisco
Pedestrian Safety Advisory Committee to the Board of Supervisors
Senior Action Network/CA Walks

3 Subcommittees – Also Met Monthly:

- **Data Subcommittee**
- **Engineering Subcommittee**
- **Enforcement Subcommittee**

- *Reported to the Mayor's Office*
- *Unprecedented level of City agency coordination on pedestrian safety issues*

San Francisco's Pedestrian Strategy



Goals:

- 1. Reduce pedestrian injuries**
(50% reduction of severe/fatal by 2021)
- 2. Reduce neighborhood inequities**
- 3. Increase walking trips**
- 4. Provide high-quality walking environments**

And Key Actions...

<http://www.sfmayor.org/pedestrianstrategy>

Walk SF – Key Community Partner

“We’ve acknowledged that this is a crisis,” said Schneider, “and now we’re calling on city leaders to fund the [Mayor’s] Pedestrian Strategy and implement Vision Zero — zero traffic fatalities in 10 years.”

Thursday, February 13, 2014

18 Comments

Supes, SFPD, SFMTA Stand With Crash Victims and Advocates at City Hall

by Aaron Bialick



Crash survivor Monique Porsandeh speaks alongside Walk SF Executive Director Nicole Schneider and city officials holding the names of those killed by drivers. Photos: Walk SF

SFPD officials, transportation department heads, and three supervisors stood outside City Hall this morning alongside safe streets advocates and people whose lives have been affected by traffic violence. The press conference served as a call to action and a memorial for victims of traffic violence in the past year, with participants holding Valentines featuring names of the deceased.

Walk SF, which organized the event, was joined by Supervisors Jane Kim, Norman Yee, and John Avalos, the sponsors of the [“Vision Zero” resolution](#) introduced at the board. Also in attendance were SF Bicycle Coalition Executive Director Leah Shahum and top brass from the SFMTA and the SFPD Traffic Company, including Commander Mikail Ali and SFMTA Director Ed Reiskin, as well as SF County Transportation Authority Executive Director Tilly Chang. [Mayor Ed Lee](#) was absent.

“The violence has to end,” said Walk SF Executive Director Nicole Schneider, who pointed out that since December, 11 pedestrians have been killed by drivers, four of them this year. Introducing [a segment about the event today](#), an ABC 7 news anchor Cheryl Jennings said it “feels like open season on pedestrians.”

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
 - **Evaluation and Monitoring** – monitor progress and target interventions
 - **Policy** - advance awareness, enable programs and projects that support zero deaths
 - **Engagement and Advocacy** – community holding City agencies accountable and representing populations disproportionately affected by these tragedies



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Saving Human Life is the Highest Priority

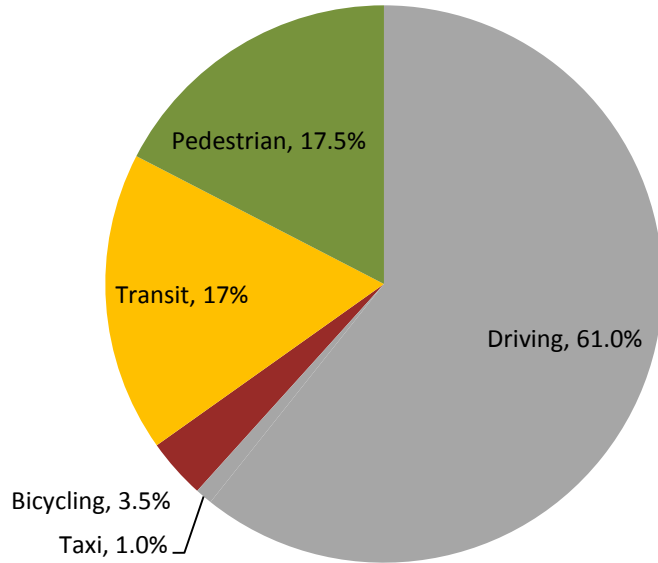
- **A safe system that forgives**
 - In every situation the person might fail – the road system should not.
 - The consequence of individual mistakes should not be death or serious injury – the system should be designed to anticipate and reduce the consequences of human error.



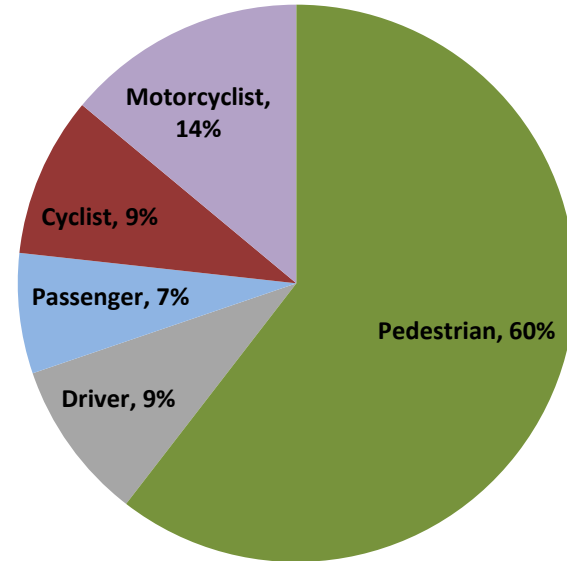
Vision Zero – What Will it Really Take?



2010 Primary Transportation Mode
(All trips begin and end with walking)¹



2013 Fatalities, % by Transportation Mode
(Medical Examiner)

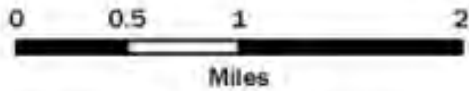


Vision
Zero SF

Equity: *Protecting our most vulnerable*

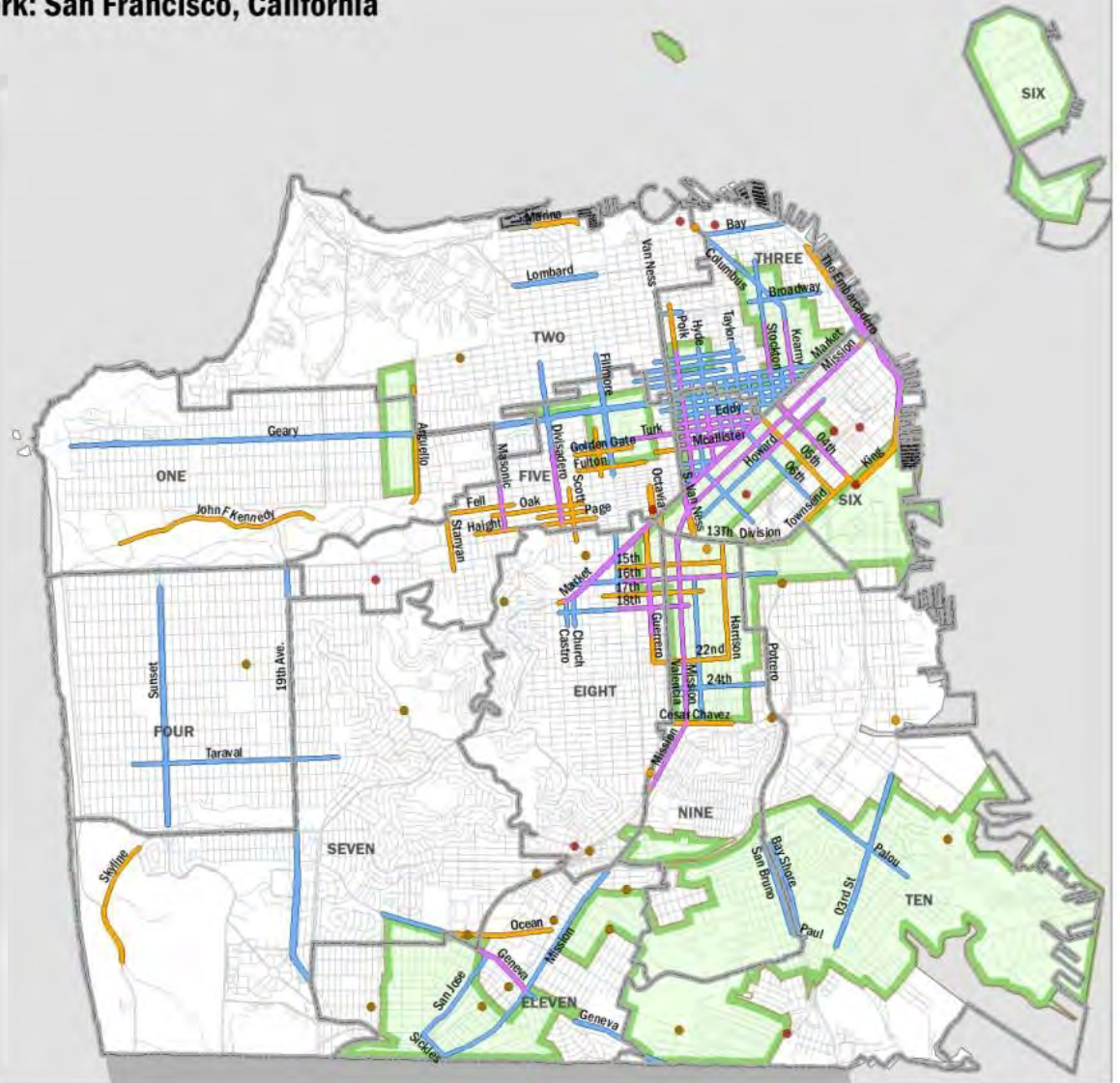
High Injury Corridors Network: San Francisco, California

- Pedestrian High Injury Intersection
- High Injury/Pedestrian Volume Intersection
- Cyclist High Injury Intersection
- Cyclist High Injury Corridor Where Overlap with Pedestrian High Injury Corridor (22 Miles)
- Cyclist High Injury Corridor, No Overlap (20 Miles)
- Pedestrian High Injury Corridor, No Overlap (48 Miles)
- Community of Concern
- Supervisor District



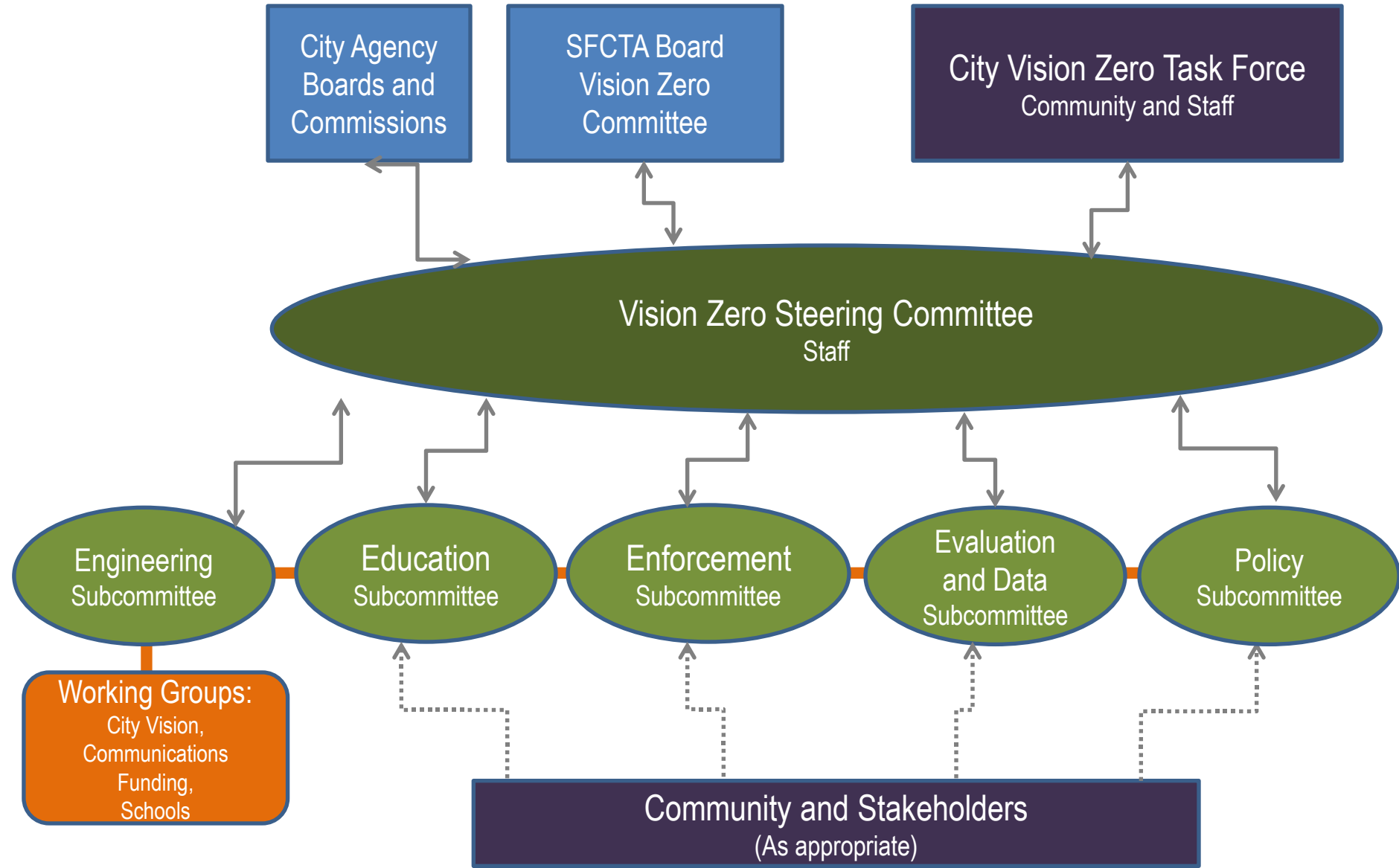
Source: SFPD 2014; Statewide Integrated Traffic Records System (SWITRS) 2007-2011

City and County of San Francisco Department of Public Health: Environmental Health Program on Health, Equity, and Sustainability
www.sfpdphes.org



Equity: Protecting our most vulnerable





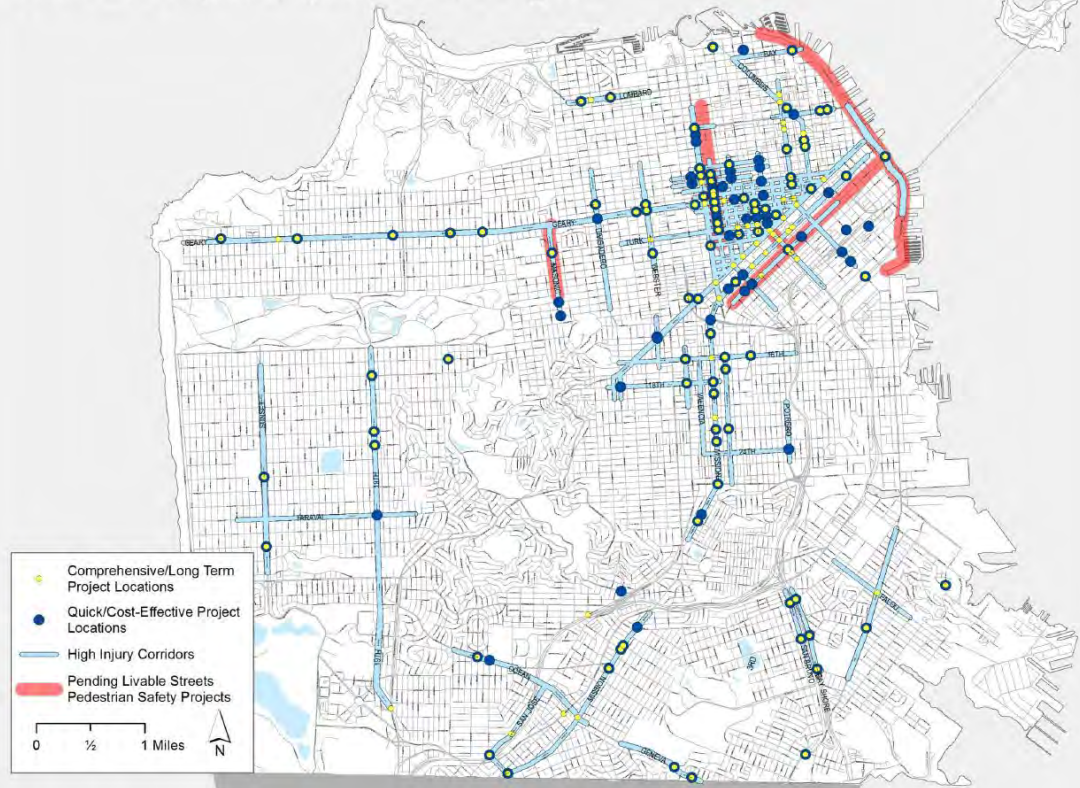
TransBASESF.org: Linking Transportation Systems to our Health



Evaluation and Analysis



WalkFirst Capital Improvement Program



San Francisco Pedestrian Safety
Capital Improvement Program:
A Step Towards Vision Zero
March 5, 2014



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Department of
PUBLIC HEALTH



EFFECTIVENESS: 68%
of severe/fatal injuries on High
Injury Network targeted by
WalkFirst Pedestrian Safety CIP



COST: \$50M
for implementation of WalkFirst
Pedestrian Safety CIP



TIMEFRAME: Years 1-5
for implementation of WalkFirst
Pedestrian Safety CIP

**Vision
Zero SF**

Engineering





Education & Enforcement



Vision Zero in San Francisco: *0 Traffic Deaths by 2024*

- **Two-Year Action Strategy: *Release in December 2014***
- **Longer-Term Strategy: City Vision**
 - Best Practices and Peer Cities Review
 - Evidence-based Approach



Vision
Zero SF

What Will It Take?

Vision Zero in San Francisco: *0 Traffic Deaths by 2024*

A Cultural Shift – *Valuing Human Life as the Primary Metric*

- Identifying Local and State-Level Actions to help achieve our goals: e.g., Automated Enforcement?
- Changing Business As Usual: Injury and Death are not an expected by-product of the system
- Critically Analyzing Priorities: Are we prioritizing saving lives where we see the greatest burdens? Are our initiatives evidence-based?
- Resolving internal bottlenecks to expedite delivery



Thank you!

Megan Wier, MPH, Senior Epidemiologist

Co-Chair, Vision Zero Task Force

San Francisco Dept. of Public Health, Population Health Division

Environmental Health Branch

Program on Health, Equity and Sustainability

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Vision Zero in San Francisco: <http://sfmta.com/projects-planning/projects/vision-zero>

