



**VISION
ZERO
SF**

Through Vision Zero SF we commit to working together to prioritize street safety and eliminate traffic deaths in San Francisco by 2024

VISION ZERO AND PUBLIC HEALTH

NOVEMBER 7, 2017

NACCHO Big Cities Chronic Disease Community of Practice Webinar

TRAFFIC INJURY IN SAN FRANCISCO: A PUBLIC HEALTH PROBLEM

30 Fatalities
per year



~500 People
hospitalized
with severe
injuries
annually in
our public
hospital

\$35

Million in
medical costs
alone per year

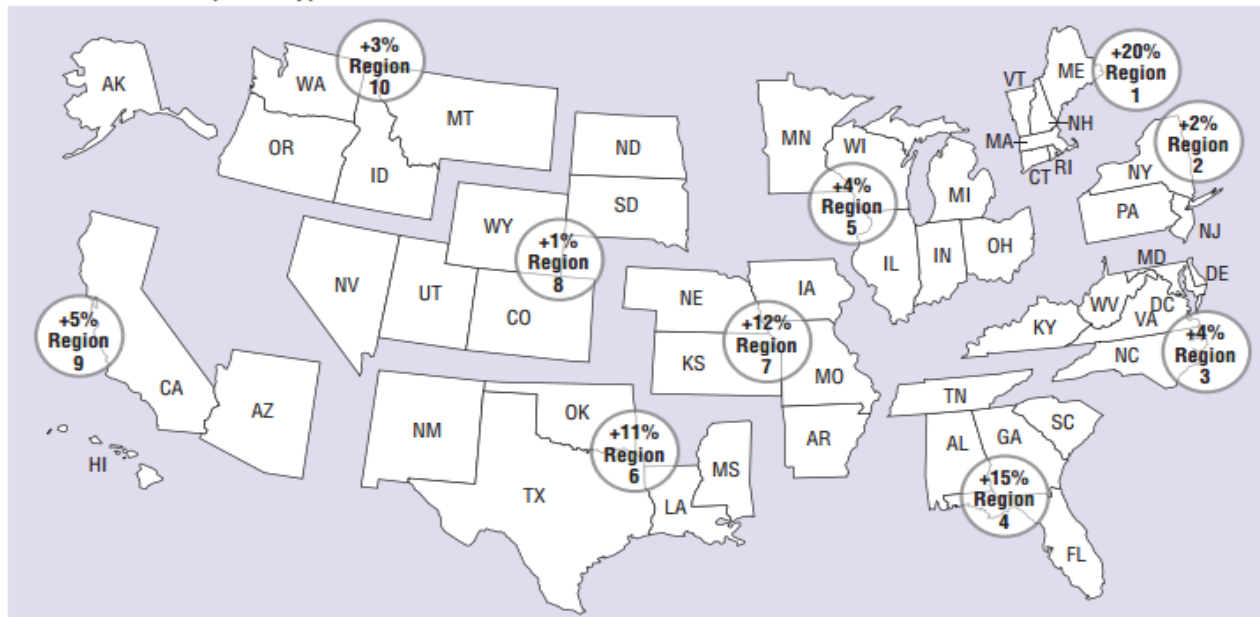
On average, City Trauma Surgeons **respond to a serious traffic injury every 17 hours.**

~50% of the patients seen at **Zuckerberg San Francisco General's Trauma Center** are *people injured in traffic collisions.*

NATIONAL CONTEXT

Estimated **14% increase** in U.S. traffic fatalities in 2016 relative to 2014. *~35,000 to over 40,000 deaths*

Figure 2: Percentage Change in Estimated Fatalities in 2016 From Reported 2015 Fatality Counts, by NHTSA Region, for The First 9 Months (Jan–Sep)



Primarily driven by increases in deaths to people walking, biking and on motorcycles.

A TRANSPORTATION SYSTEM THAT PROTECTS AND FORGIVES



Sofia Liu, Age 6



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 is the city's commitment to creating safer, more livable streets with the goal of **eliminating all traffic fatalities and reducing severe injuries.**

In 2014, the City and County of San Francisco adopted Vision Zero as a policy and is working hard to support and develop Safe Streets, Safe People, and Safe Vehicles.

Core Principles



Prevention

Traffic deaths are preventable and unacceptable.



Saving Lives

Safety and the preservation of human life is our highest priority.



Equity

Our transportation system should be safe for all road users, for all modes of transportation, in all communities and for people of all incomes, races and ethnicities, ages and abilities.



Safe Streets

Human error is inevitable and unpredictable; we should design the transportation system to anticipate error so the consequence is not severe injury or death. Transportation and land use development policies, standards, programs and design decisions should prioritize preserving lives.



Safe People and Safe Vehicles

Safe human behaviors, education about and enforcement of safety rules, and vehicle technologies are essential contributors to a safe system.



Speed

People are inherently vulnerable and speed is a fundamental predictor of crash survival. The transportation system should be designed for speeds that protect human life.

A HEALTH IN ALL POLICIES APPROACH

Vision Zero Role	Public Health Approach
Co-Chair of Mayor’s Citywide Vision Zero Task Force with SF Municipal Transportation Agency	<i>Multi-sector Partnerships, Stakeholder Engagement</i>
Lead for Data Systems and Evaluation	<i>Data-Driven, Evidence-Based Approach to Prevention; Focus on Most Severe Health Outcomes</i>
Community Engagement and Education	<i>Stakeholder Engagement, particularly with Vulnerable Communities. Coordinated Crisis Response for Victims’ Families</i>
Policy	<i>Structural Change; Data-Driven, Evidence-Based Approach</i>
Equity	<i>Core Value for Public Health and Vision Zero, Advancing through all of the above</i>

DPH CO-CHAIRS CITYWIDE TASK FORCE WITH SF MUNICIPAL TRANSPORTATION AGENCY

- Mayor's Task Force
- Meets Quarterly in City Hall
- City Agency and Community Participation
- Accountability, Transparency, Community Engagement

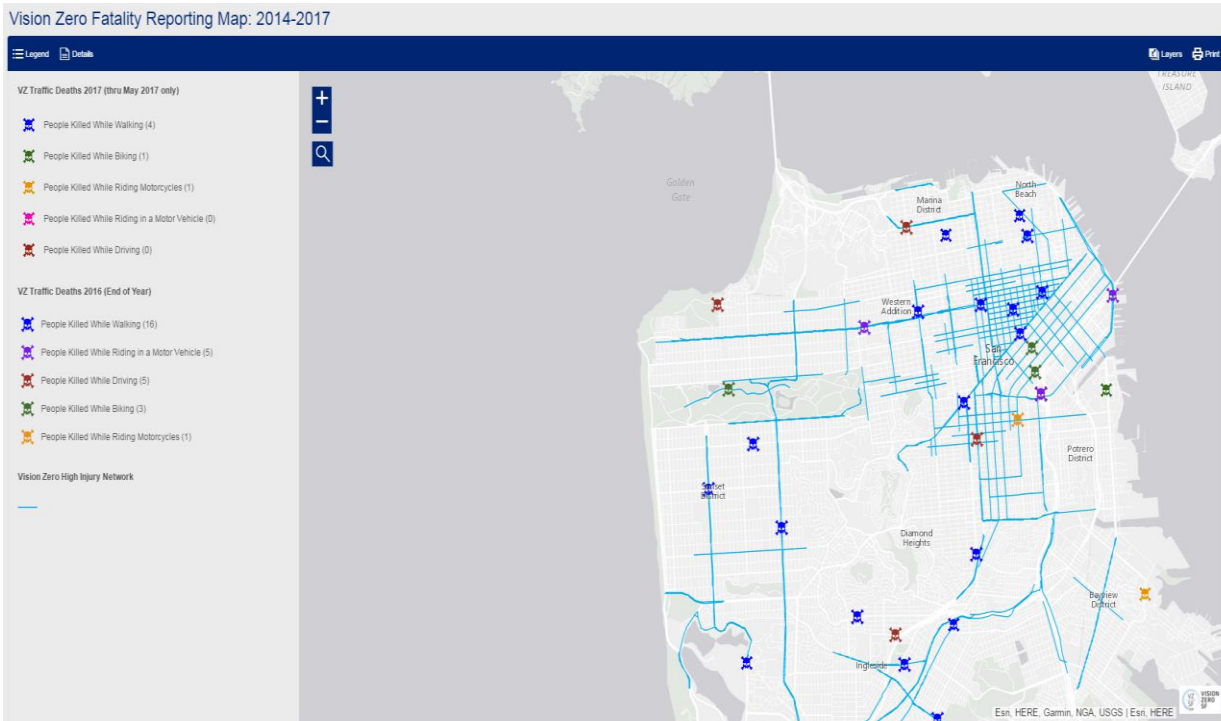


SAN FRANCISCO
PLANNING
DEPARTMENT



MONTHLY REPORTING OF TRAFFIC DEATHS

Vision Zero Fatality Reporting Map: 2014-2017



Vision Zero Traffic Fatality Protocol

July 2016
Version 5.0

<http://visionzerosf.org/maps-data/>



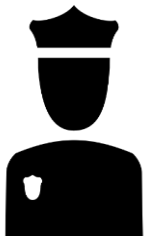
SFMTA
Municipal
Transportation
Agency



IMPROVING TRANSPORTATION INJURY SURVEILLANCE

Standard Practice: Police Reported Injury Collisions

- Detailed crash factor data, including location
- Limited data on injury
 - 4 categories of injury severity assessed at the scene
- Historic Underreporting of Injuries
 - Pedestrian Injuries: 21%
(Sciortino et al., 2005)
 - Cyclist Injuries: 27%
(Lopez et al., 2012)



Linkage to Medical Data: Hospital Records provide:

- Detailed health outcome data
 - Clinically assessed injury severity
 - Body region of injury
- Patient characteristics
 - Disability Status
- Limited data on cause/location of injury
 - Limited to transportation mode(s) involved
 - Location information must be obtained from EMS



DEVELOPING SPATIAL ANALYSIS TOOLS

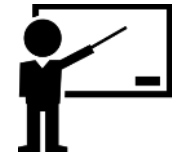
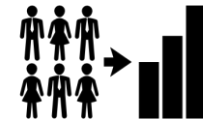
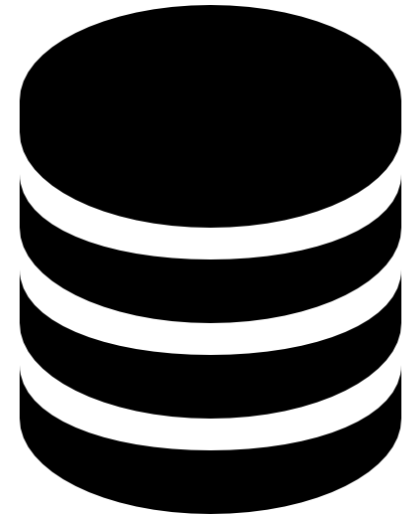
Environmental Data

Infrastructure
Transportation
Community
Business
Demographics
Land Use
Health
Education

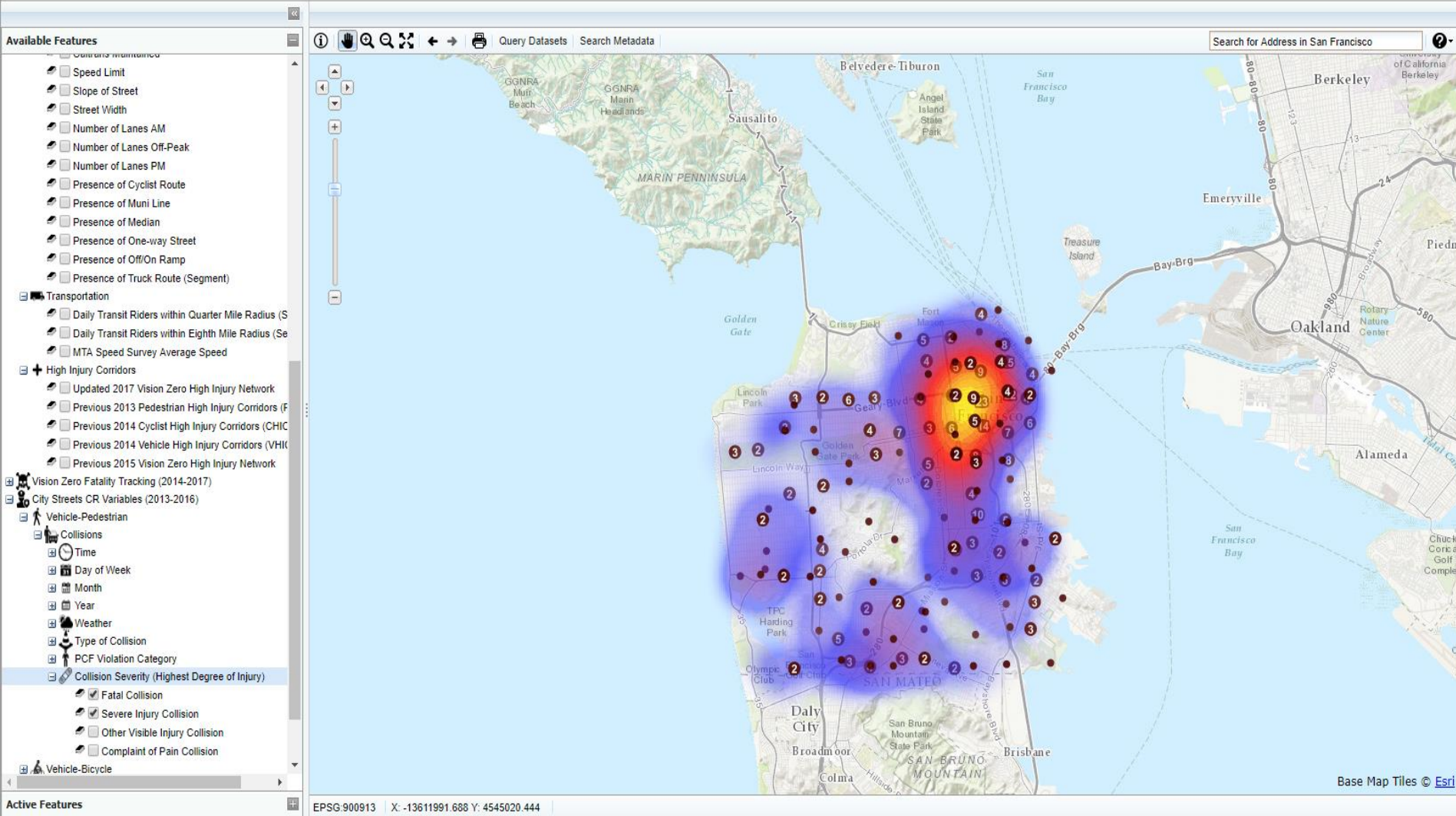


Injury Data

Time
Severity
Age
Gender
Movement
Collision Factors
Sobriety
Code Violation



TransBASE: Linking Transportation Systems to Our Health

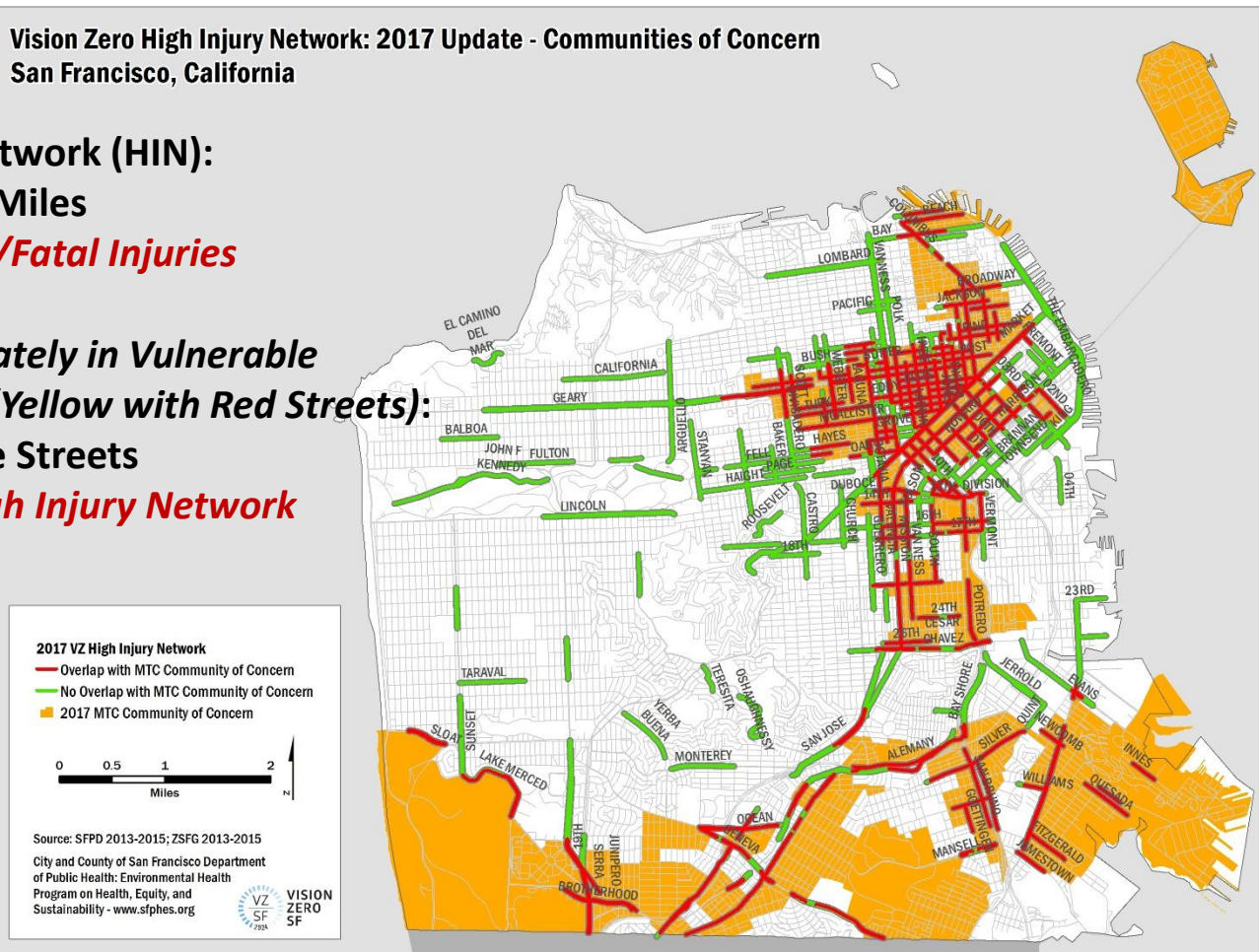


HIGH INJURY NETWORK: DISPROPORTIONATE IMPACTS

Vision Zero High Injury Network: 2017 Update - Communities of Concern
San Francisco, California

High Injury Network (HIN):
13% of Street Miles
75% of Severe/Fatal Injuries

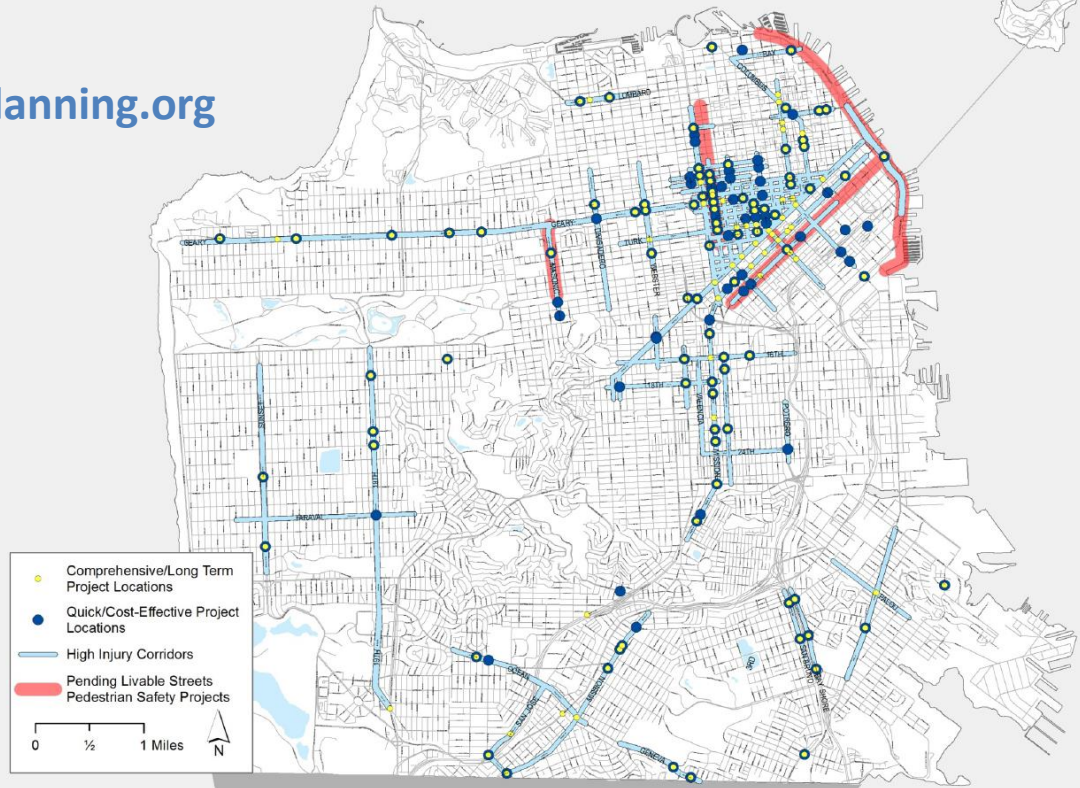
**Disproportionately in Vulnerable
Communities (Yellow with Red Streets):**
31% of Surface Streets
51% of the High Injury Network



DATA-DRIVEN ENGINEERING

WalkFirst Capital Improvement Program

WalkFirst.sfplanning.org



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



**SAN FRANCISCO
PLANNING
DEPARTMENT**



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

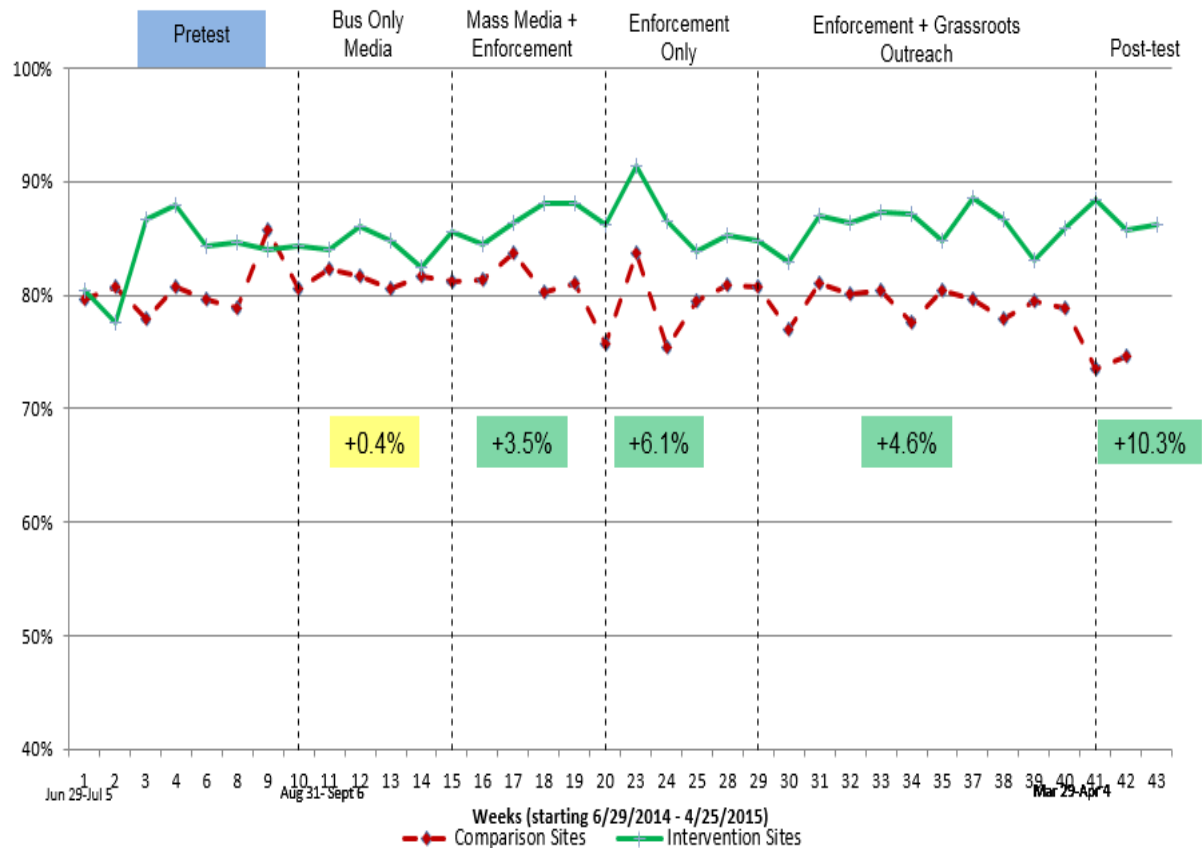


TIMEFRAME: Years 1-5
for implementation of WalkFirst
Pedestrian Safety CIP

EVALUATING CAMPAIGNS



Driver Yielding Campaign:
Targeted Enforcement,
Media, Outreach



SAFE ROUTES TO SCHOOL

Goal: to increase SAFE and active walking, biking, transit and carpooling to/from school

SFDPH leading multi-disciplinary team comprised of SFUSD, City agencies, and CBOs

Key products:

- School specific, multi-lingual outreach to create parent/caregiver champions
- Walk and Roll to School Day and Bike and Roll to School Week
- Assemblies on pedestrian and bicycle safety
- Walking school buses and bike trains
- Traffic enforcement around schools located on high injury corridors



SAFE STREETS FOR SENIORS

Goal: to educate seniors and service providers about Vision Zero as well as gather input to bring back to City agencies

- Conduct multi-lingual presentations to seniors and service providers on Vision Zero, how to get involved and how to stay safe
- Reached over 730 seniors and staff at 25 locations
- Funded 7 community based organizations to conduct in-depth education and outreach in their neighborhoods

5x

Seniors have a higher fatal injury rate than younger adults



Seniors are particularly vulnerable.



COORDINATING RESPONSE FOR VICTIMS' FAMILIES



Protocol for coordinated response for every traffic death:

- **Increased collaboration between City agencies** in providing services to victims and their family members
- **Strengthened communication between service providers and family members** to access support services and referrals
- **SFPD Collision Investigators supported by SFDPH Crisis Counselors at the collision scene**
- SF District Attorney's Victim Services team able to **provide services much more quickly within the critical time windows for grieving families**

Currently participating agencies:

- San Francisco Department of Public Health
- San Francisco Medical Examiner's Office
- San Francisco Police Department
- San Francisco District Attorney's Office

Image credits: [HumanStreets.org](https://www.humanstreets.org) and [WalkSF.org](https://www.walksf.org)

ADVANCING EFFECTIVE POLICIES

AB 342: Safe Streets Act of 2017 (Chiu; *introduced 2/8/17*)

- Health Commission Resolution in Support of Automated Speed Enforcement
- SFDPH Office of Policy and Planning Leadership
- SFDPH Analysis and Public Health Evidence
- Press Conference at Zuckerberg San Francisco General Hospital
- Trauma Surgeons, Hospital Administrators as Spokespeople



SOME NEXT STEPS

- Elevating Equity
- Advancing Community Engagement
- Utilizing Hospital Data to Better Address Vulnerable Communities (e.g., Homeless, People with Disabilities)
- Transparent Monitoring
- Institutionalizing Analysis and Evaluation
- Predictive Modeling



ADVANCING VISION ZERO AND EQUITY REQUIRES DEEPENING COMMUNITY ENGAGEMENT



Identify and work with vulnerable populations on issues that overlap with their ongoing priorities.



Allocate adequate time and financial resources needed to partner with or engage vulnerable groups.



Conduct outreach through existing events that historically under-represented communities attend.



Public quarterly meetings where staff update SF County Transportation Authority



Identify and execute ways to better involve underrepresented communities in Vision Zero initiatives.



Engage in participatory, action-oriented research with neighborhood groups including those working with seniors, youth and people with disabilities.



Engage community leaders to participate in Vision Zero efforts.



Maintain a comprehensive website to provide information on various projects to offer greater transparency and accountability.



Public quarterly meetings with the Vision Zero Task Force where staff provide updates on projects and programs, stakeholders share their work and feedback, and the group identifies opportunities to advance Vision Zero.

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ACKNOWLEDGEMENTS

San Francisco Department of Public Health

Cyndy Comerford

Mia Lei

Devan Morris

Leilani Schwarcz

Oluwakemi Shamonda

Mimi Tam

Dongmei Tan

Ana Validzic

Julie Wong

Zuckerberg San Francisco General Hospital

Dr. Rochelle Dicker

Dr. Catherine Juillard

Lillian Li

Adaobi Nwabuo

Sue Peterson

San Francisco Municipal Transportation Agency: SFDPH-Affiliated Former Staff

Kaitlin Carmody

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