



M E M O R A N D U M

DATE: June 6, 2012

TO: SFMTA Board of Directors
Tom Nolan, Chairman
Cheryl Brinkman, Vice Chairman
Leona M. Bridges, Director
Malcolm A. Heinicke, Director
Jerry Lee, Director
Joél Ramos, Director
Cristina Rubke

THROUGH: Edward D. Reiskin 
Director of Transportation

FROM: Bond M. Yee 
Director, Sustainable Streets Division

SUBJECT: Pedestrian Safety Update

In response to the Board's request for quarterly updates on pedestrian safety, we are transmitting highlights of the progress of the Pedestrian Safety Task Force on both near term actions and the *Pedestrian Strategy* document. This memo also discusses other key pedestrian issues, including new funding sources and annual collision trends. We will make a brief presentation and answer questions at the June 15 Policy and Governance Committee meeting about the following news and any other topics the Committee wishes to discuss.

Near Term Actions

The Task Force has been fulfilling the nine near term actions listed in the December 2010 Mayor's Directive on Pedestrian Safety on schedule. Together as a task force, we have made a great start toward meeting the ambitious targets in the Mayor's Directive: 25 percent reduction in pedestrian injuries by 2016, 50 percent by 2021, and increasing walking as a share of San Francisco trips.

Among the accomplishments highlighted in the attached table are:

- **15 MPH School Speed Zones** – We finished installing signs for slower speed limits at all 181 eligible school areas ahead of schedule.

- **“Home Zone” Traffic Calming Pilot Project** – Proposed speed humps, raised crosswalks, edgelines and a road diet near Marshall Elementary School in the northern Mission district are on track for completion shortly.
- **Targeted Pedestrian Safety Enforcement** – The San Francisco Police Department (SFPD) has intensively focused enforcement efforts at locations with the highest concentrations of pedestrian injuries (including Market Street and the South of Market area). New enforcement technologies are starting to increase effectiveness. The SFPD Traffic Company has recently been using the more accurate LIDAR speed guns and in May distributed over 300 speeding citations. Citywide in May, over 9,000 traffic citations were distributed (over 1,900 of these by the Traffic Company in targeted locations). The Traffic Company also delivered over 1,200 admonishments.
- **Pedestrian Injury Analysis** – The San Francisco Department of Public Health (DPH) has developed a signalized intersection injury model that should help us focus efforts on the primary injury causal factors. DPH has also participated with the SFMTA on identifying global best practices in pedestrian safety.

Other SFMTA Recent Accomplishments

The SFMTA staff has made a number of other accomplishments in the last quarter, including:

- Provided additional crossing time at signalized intersections per the new 3.5 feet per second walk rate (for the pedestrian clearance phase) endorsed by federal and state traffic engineering manuals. Now about one-third (roughly 400) of the signalized intersections meet the new standard.
- Completed upgrading all pedestrian and school signage to the brighter fluorescent yellow green color.
- Included higher visibility continental crosswalk pattern into new paving projects and additional high priority locations.
- Lowered speed limits on key South of Market Streets to 25 MPH, including Howard, Folsom, Harrison and Bryant Streets.
- Traffic and pedestrian countdown signals were installed at nine intersections (including Page & Stanyan Streets, which serves as an important access to Golden Gate Park). Pedestrian countdown signals were added at another 29 intersections.

Pedestrian Strategy Document

The Directive also called for development of a "Pedestrian Action Plan" to go beyond the near term actions in order to meet the challenging injury reduction goals. The Task Force has completed a preliminary draft of a *Pedestrian Strategy* that fulfills this requirement, and the full document should be ready for public circulation by July. We expect to bring that to the full SFMTA Board as an informational item by late summer or early fall.

The *Strategy* will allow policy makers and citizens to review plans and progress of all key organizations in the areas of:

- Pedestrian safety
- Complete streets and placemaking
- Destinations and connections
- Data analysis and evaluation
- Institutions and policies.

Specific strategies and actions are proposed, with implementation details like which agency is responsible, the timeframe for implementation and the cost range. A funding and implementation element indicates how to use available funding wisely and expand agency capacity and efficiency through cooperative action.

New Funding Potentials

Thanks primarily to San Francisco voters, funding for pedestrian safety and walkability improvements has expanded significantly. In particular, nearly \$50 million available from the Prop B Streets Bond for streetscape, pedestrian and bicycle projects, if used wisely, should enable the SFMTA and the Department of Public Works to make substantial changes on San Francisco streets. The Prop AA vehicle license fee funds provide another \$2 million estimated annually for pedestrian projects. Also, the San Francisco County Transportation Authority recently announced the process for awarding the OneBayArea grants, which should provide nearly \$39 million for spending over the next several years, with greater flexibility for local agencies to select pedestrian, bicycle, transit station access and other projects to fund. We intend to use these new resources to enhance the pedestrian environment quickly, but effectively.

The project prioritization process for the Streets Bond funds has been valuable in itself for promoting detailed interagency coordination. The SFMTA has worked with the Public Works and Planning Departments to rank a huge list of projects and to determine a strategy that would provide the most cost-effective project delivery approach possible. For example, pedestrian projects will typically be integrated with street repaving projects.

Pedestrian Injury Collision Trends

Preliminary 2011 collision data recently released by the Police Department indicates that pedestrian-involved collisions have essentially been flat over the last two years. (See Figures 1 and 2 attached.) Pedestrian collisions have generally numbered about 800 in most of the last several years. Fatalities typically vary more than injuries year-to-year, but have also been in a fairly constant range over the last several years, mostly between 13 and 17 annually. Of course, consistent with the Executive Direction, this is not acceptable, and we are working hard to reduce these numbers.

I trust that you find this information useful. Please let me know if we can provide any further information.

Attachments – Table on Near Term Actions, Pedestrian Collision Trends

c: Timothy Papandreou, Deputy Director, Strategic Planning & Policy, SFMTA
Pedestrian Safety Task Force

Table 1: Status of Near-Term Actions in the Executive Directive on Pedestrian Safety

NEAR-TERM ACTION ITEM	ACCOMPLISHED TO DATE
(a) Implement 15 mph speed limit signage at eligible schools	<ul style="list-style-type: none"> • Legislation to lower speed limit • Signs installed on all eligible streets near 181 schools • Police Department enforcing speed limits at schools with signs
(b) Implement traffic calming "home zones"	<ul style="list-style-type: none"> • Pilot project in northern Mission area (centered on Marshall Elementary School) designed, and Phase I is fully funded
(c) Implement a pedestrian safety engineering program targeted toward corridors and neighborhoods with the highest levels of pedestrian injuries	<ul style="list-style-type: none"> • WalkFirst and Data Subcommittee developed methodology to prioritize locations and treatments • Examples of improvements made: additional pedestrian countdown signals, red visibility curb zones and "Pavement to Parks" projects • Corridor pilot funding for traffic calming program secured
(d) Implement a targeted pedestrian safety enforcement program	<ul style="list-style-type: none"> • Police Department targeted areas for enforcement (e.g., South of Market and Market Street) • Targeted enforcement plan drafted • SFPD distributed over 9,000 traffic citations citywide in May 2012. The Traffic Co. distributed over 1,900 citations (including 300 for speeding) and 1,200 admonishments in targeted locations
(e) Develop pedestrian injury prediction models	<ul style="list-style-type: none"> • DPH developed a pedestrian injury model for signalized intersections, providing insight into transportation, land use and demographic factors that predict injuries • DPH created a pedestrian geodatabase, creating a comprehensive spatial data resource
(f) Evaluate opportunities to use the Pedestrian Environmental Quality Index (PEQI) as a tool to prioritize pedestrian realm improvements	<ul style="list-style-type: none"> • The PEQI was used to evaluate existing street and intersection conditions in high-injury corridor case studies, and informed recommendations for physical improvements
(g) Identify international evidence-based pedestrian safety practices	<ul style="list-style-type: none"> • Best practices in pedestrian safety engineering were summarized in a matrix of standard and innovative treatments • Domestic and international experience with Automated Speed Enforcement summarized

NEAR-TERM ACTION ITEM	ACCOMPLISHED TO DATE
(h) Identify existing and new funds to implement the above actions	<ul style="list-style-type: none"> • \$1.1 million Transportation Enhancements grant for a pedestrian safety media and grassroots campaign (and continental crosswalks) awarded • Portion of SFDPH grant from Centers for Disease Control and Prevention to be used for community engagement for the <i>Pedestrian Strategy</i>. • New sources include streets bond measure passed by voters in November 2011, an SFMTA bond program and Prop AA vehicle license fee. Projects being prioritized to coincide with paving.
(i) Initiate outreach in collaboration with community organizations for all of the above efforts	<ul style="list-style-type: none"> • Pedestrian Safety Task Force included community organizations • Outreach efforts were conducted for various pedestrian safety and walkability projects (e.g. Safe Routes to School outreach in beginning of school year highlighting 15 mph zones, WalkFirst focus groups, website and monthly presentations to the PSAC) • Walk San Francisco sponsoring meetings with community organizations.

Figure 1
San Francisco Injury Collisions Involving Pedestrians
(2000-2011)

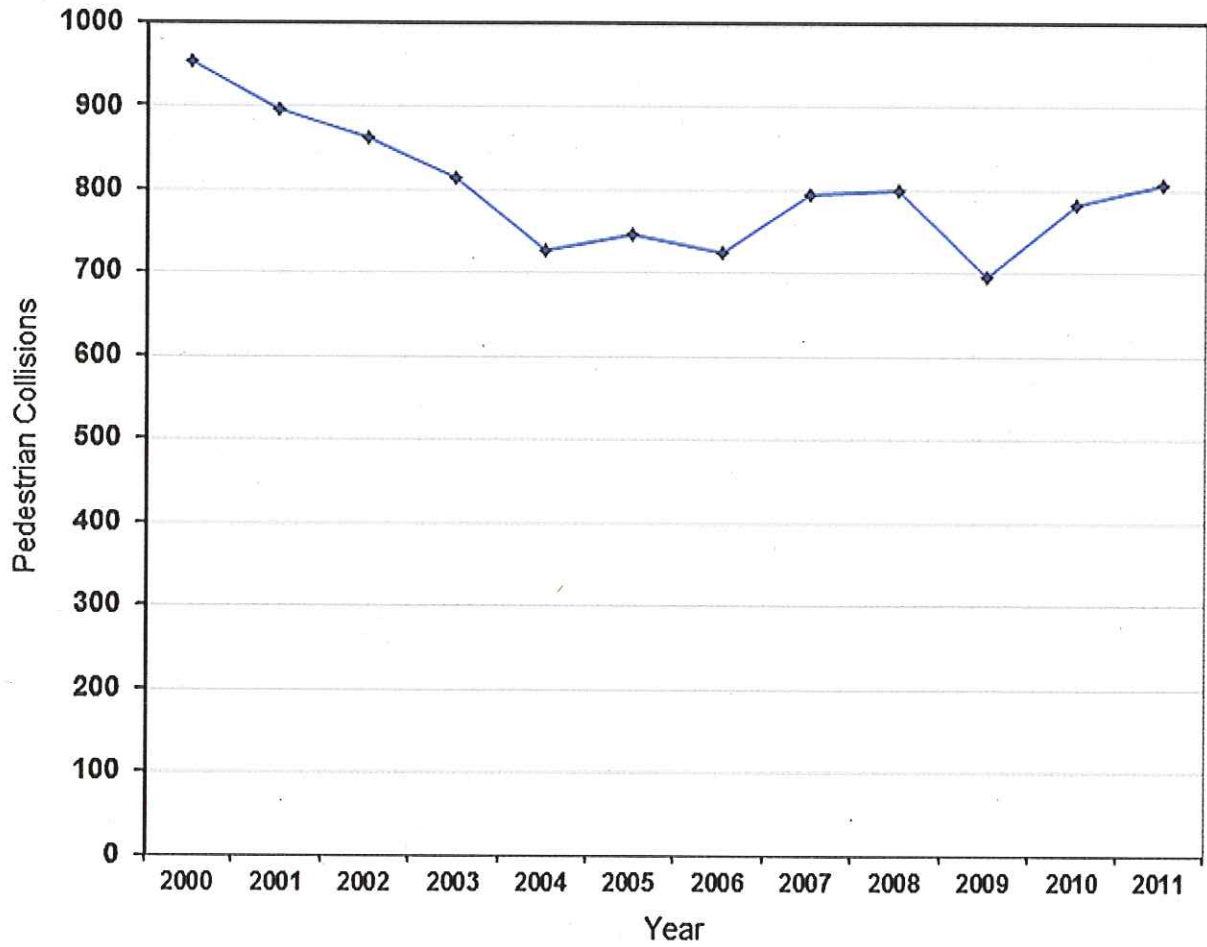


Figure 2

