



SAN FRANCISCO POLICE DEPARTMENT **TRAFFIC COMPANY**

2011
TRAFFIC and PEDESTRIAN SAFETY REPORT

Serving Our Community



**Gold in Peace,
Iron in War**

'Serving Our Community'

Contact Us

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COMMANDER LEA MILITELLO

Commander
SFMTA

CAPTAIN AL CASCIATO

Commanding Officer
Traffic Company

“When we in the law enforcement profession are asked why we chose this career, we usually reply that we want to serve the community or we want to help save lives.”

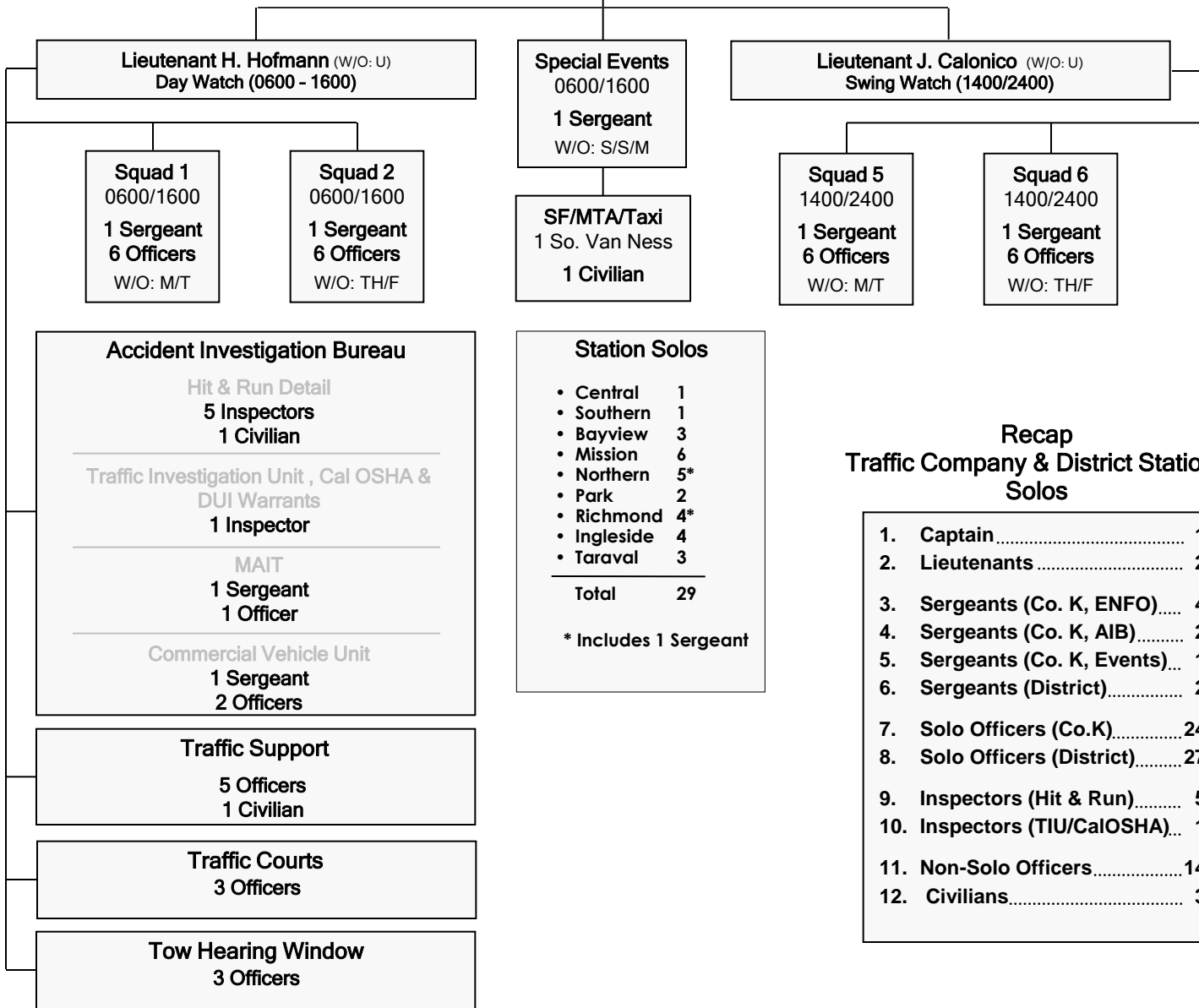
“In police work we can have the greatest impact on saving lives through our traffic safety efforts.”



ACCIDENT INVESTIGATION BUREAU RESOURCE SUMMARY

Organization as of: September 3, 2011

Captain Croce A. Casciato
Commanding Officer





TRAFFIC COMPANY

MISSION & RESPONSIBILITIES



- **MISSION**

The San Francisco Police Department is committed to reduce fatal and injury traffic collisions through **ENFORCEMENT AND EDUCATION.**

- **RESPONSIBILITIES**

- Investigation of injury traffic collisions,
- Enforcement of traffic laws,
- Develop public education and information campaigns, and
- Maintain the safe & smooth flow of traffic during incidents of:
 - Special Events,
 - Dignitary Escorts
 - Civil Disobedience Demonstrations
 - Critical Incidents



TRAFFIC SAFETY COMMITMENT

San Francisco's commitment to traffic safety has been endorsed and approved by the Mayor, Board of Supervisors and the Police Commission.

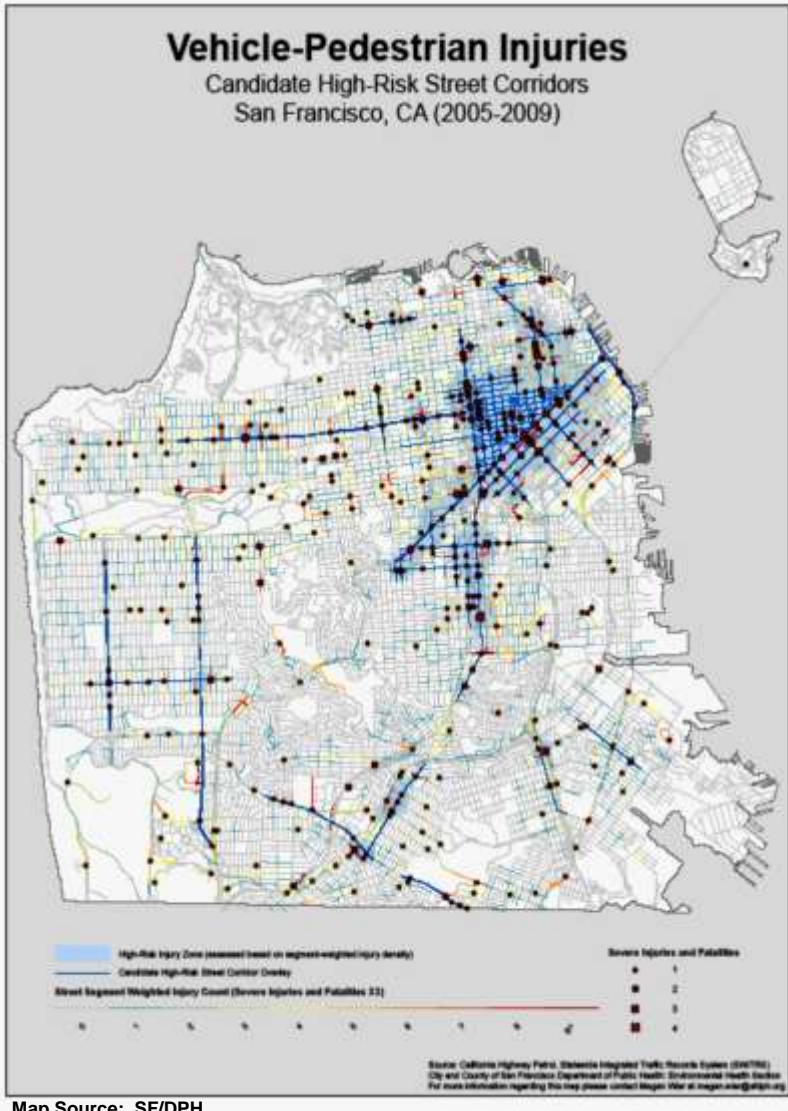


OUR COMMITMENT

- ◆ **The San Francisco Police Department prioritizes traffic safety and the reduction of motor vehicle collisions as a major departmental goal.**
- ◆ **Public information and education of traffic and pedestrian safety efforts are an integral part of the citywide program to promote and foster safe streets. Traffic Company collaborates with DPH Project SAFE and traffic safety advocacy groups in this endeavor.**



ENFORCEMENT – PEDESTRIAN SAFETY BY LOCATIONS



Map Source: SF/DPH

ENFORCEMENT THROUGH COLLABORATION

- SF Department of Public Health has provided detailed injury maps of vehicle vs. pedestrian injuries occurring in corridors of high risk.
- Injury maps of high-risk corridors are posted for Solo officers' priority enforcement and distributed to district stations for additional compliance.
- Enforcement activity of high-risk corridors will be reported by:
 - Capturing data by targeted corridor (Date, Time, Violation and Location)
 - Upcoming data will be shared with the Pedestrian Safety Advisory Committee for review and comment.

TRAFFIC SAFETY PARTNERSHIPS





ENFORCEMENT – PEDESTRIAN SAFETY & PARTNERSHIPS



ENFORCEMENT THROUGH COLLABORATION AND COMMUNITY INVOLVEMENT

- Traffic and pedestrian safety enforcement is a high priority of the San Francisco Police Department. Beyond data-driven enforcement, we serve our community by providing daily traffic and safety enforcement to:
 - Community concerns of hazardous moving violations,
 - MTA-generated calls for traffic safety & enforcement services,
 - Traffic safety advocacy groups, and
 - Media releases of traffic safety issues.

TRAFFIC SAFETY PARTNERSHIPS





ENFORCEMENT – PEDESTRIAN SAFETY



**Pedestrian
Right-of-Way Operation**

Solo motorcycle officers and a police pedestrian decoy conduct a Pedestrian Right-of-Way Operation on Guerrero Street.

PEDESTRIAN TRAFFIC ENFORCEMENT ACTION PLAN

- Determine location of enforcement by data analysis, collaboration with DPH, neighborhood concerns, and traffic safety advocacy groups.
- Plan and schedule public awareness in conjunction with enforcement efforts,
- Determine the method of enforcement and
- Plan the duration and focus of the enforcement.
- The action plan is periodically re-evaluated for effectiveness, impact and length of enforcement.

TRAFFIC COMPANY'S PEDESTRIAN SAFETY COMMITMENT

- Traffic Company maintains a proactive and aggressive pedestrian safety enforcement effort.
- Daily enforcement of pedestrian safety is focused on high frequency hazardous moving violations and pedestrian right-of-way.
- Whenever possible, enforcement efforts will include pedestrian safety awareness and education or media outreach.

As a matter of policy, the Traffic Company integrates public awareness with each targeted enforcement effort and actively invites the news media to cover public awareness and enforcement efforts.



TRAFFIC SAFETY COMMITMENT

San Francisco Police Department is recognized as a major contender in the excellence of traffic and pedestrian safety in California and the nation.

Our department has been the recipient of numerous awards from the CHP's California Law Enforcement Challenge and the International Association of Chief of Police.



Office of Traffic Safety Director Christopher Murphy presents SFPD Chief Greg Suhr and Captain Al Casciato with 1st Place AVOID/DUI Multi-Jurisdictional Award.

TRAFFIC SAFETY AWARDS

CALIFORNIA LAW ENFORCEMENT



2004

- 1st Place California Law Enforcement Challenge
- Special Award California LEC – Pedestrian Safety
- 1st Place IACP Law Enforcement Challenge
- Special Award ICAP LEC – Pedestrian Safety

2005

- 1st Place California Law Enforcement Challenge
- California LEC - Commissioners Award
- 3rd Place AVOID IACP Law Enforcement Challenge

2006

- 1st Place IACP Law Enforcement Challenge
- 2nd Place California Law Enforcement Challenge

2007

- 1st Place California Law Enforcement Challenge
- Special Award California LEC – Pedestrian Safety
- Special Award ICAP LEC – Pedestrian Safety

2008

- 3rd Place California Law Enforcement Challenge
- Special Award California LEC – Bicycle/Pedestrian Safety
- 1st Place Tie IACP Law Enforcement Challenge

2009

- 2nd Place California Law Enforcement Challenge

2010

- 1st Place California AVOID/DUI Multi-Jurisdictional
- 3rd Place IACP National Law Enforcement Challenge



TRAFFIC & PEDESTRIAN SAFETY ACTIONS TOOLKIT

TRAFFIC SAFETY



PARTNERSHIPS

PROJECTS FOR FUTURE ENFORCEMENT & EDUCATION ACTIONS

ENFORCEMENT

- Maintain a highly visible police profile in target corridors to enforce hazardous moving violations.
- DUI Warrant Service

GRANT-BASED ENFORCEMENT

- DUI Saturation Patrol and Checkpoints (AVOID)
- DUI Mini Grant (Berkeley)
- Re-Application: DUI Mini Grant
- OTS Application: Pedestrian Safety (TBD)

EDUCATION

- DUI Press Releases & Campaigns
- Collaborate with Project SAFE (Pedestrian Safety)
- Distribute crash data to district stations via the Intranet for additional enforcement compliance.

TRAFFIC SAFETY PARTNERSHIPS

- Collaborate and report enforcement activities to PSAC.
- Collaborate with community groups.
- Identify and apply for traffic and pedestrian safety grants.
- Solo officers receive training of environmental dynamics of street engineering from SF/MTA.
- Data sharing upon request.

TECHNOLOGY

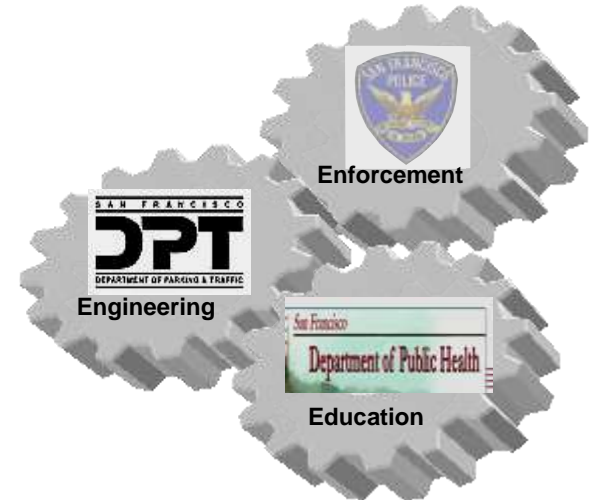
- Research: Handheld Ticket Writers
- Research: Automated Stop Sign Enforcement
- Research: Speed Enforcement Cameras



PEDESTRIAN SAFETY COMMITMENT

TRAFFIC SAFETY PARTNERSHIPS

- ◆ Collectively join the resources and coordinate efforts of city departments along with traffic advocacy groups to efficiently and effectively address traffic and pedestrian safety issues through **ENGINEERING**, **EDUCATION** and **ENFORCEMENT**.
- ◆ Incorporate proactive public **EDUCATION** and **INFORMATION** campaigns to target traffic safety issues during enforcement operations.



MAYOR'S PEDESTRIAN EXECUTIVE DIRECTIVE

The San Francisco Police Department has committed personnel from Traffic Company to actively participate and collaborate with our traffic safety partners to reduce fatal and injury pedestrian collisions and identify the areas of critical enforcement.

Department members dedicated to the Pedestrian Safety Advisory Committee are:

Enforcement Subcommittee

Captain Al Casciato, Chair
Commander Lea Militello
Lt. Heinz Hofmann
Officer John Anton

Engineering Subcommittee

Sgt. Pat Tobin
Off. Rich O'Reilly

Data Subcommittee

Officer Linda Chen
Officer John Anton

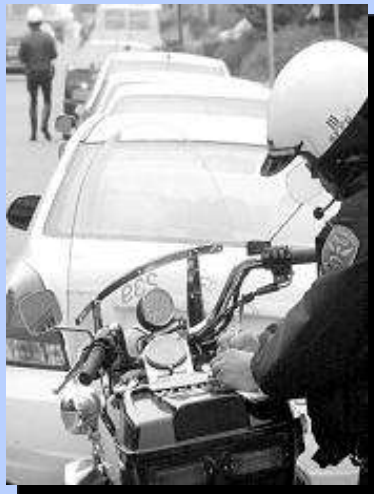


ENFORCEMENT APPROACH

- The Traffic Company reviews citizen complaints and analyzes traffic collision data for the location, frequency of occurrence, and primary causes of traffic accidents within the City and County of San Francisco.
- Identified areas are analyzed and a Traffic Company sergeant prepares a Traffic Enforcement Action Plan. The enforcement plan includes a PUBLIC AWARENESS CAMPAIGN and a TARGETED ENFORCEMENT EFFORT.



Traffic Enforcement Methods



Self Initiated by individual officers based on personal observations and/or collision frequency

- Directed Enforcement in response to a citizen or neighborhood complaints on collision occurrence

Preplanned and Targeted Enforcement Campaign based on community/neighborhood complaints and/or collision data analysis.



ENFORCEMENT - UNSAFE SPEED

The San Francisco Police Department's primary enforcement approach to speed compliance is the utilization of radar enforcement.

- Discretionary enforcement by individual officers at known problem locations,
- Supervisory directed radar enforcement by individual officers at complaint or problem locations,
- Squad Radar Enforcement addressed at specific location or traffic corridor and
- Preplanned/Targeted enforcement utilizing a Public Awareness Campaign.



Radar Trailer

Stationary or moving - radar is a valuable tool for speed compliance.

Moving Radar – 19 Harley Davidson motorcycles equipped with moving radar to enable officers to detect and verify the speed of vehicles. (approaching or driving away from the officer) while the officer's motorcycle is stationary or in motion.



Moving Radar



Laser Imaging Detection & Ranging (LIDAR) – is a laser device that measures the speed of vehicles, indicates the distance of the vehicle and whether the vehicle is coming toward or going away from the device.



ENFORCEMENT - DRIVING UNDER THE INFLUENCE (DUI)

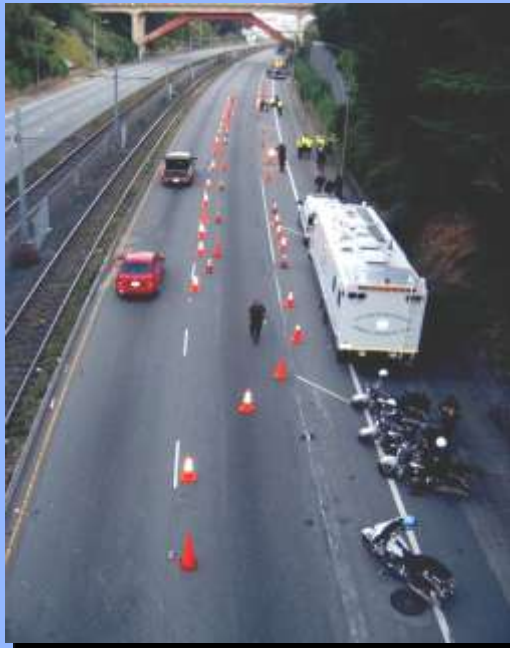
ENFORCEMENT PHILOSOPHY

A "ZERO TOLERANCE" APPROACH TO DRIVING UNDER THE INFLUENCE.

A REDUCTION IN THE NUMBER OF INJURY AND FATAL TRAFFIC COLLISIONS.

AN INCREASE THE NUMBER OF ARRESTS FOR DRIVING UNDER THE INFLUENCE.

INCREASE PUBLIC AWARENESS.



DUI Checkpoint



ENFORCEMENT APPROACH

The San Francisco Police Department's enforcement approach to driving under influence compliance includes:

- SELF INITIATED ENFORCEMENT
- TARGETED SATURATION PATROLS
- DRIVER'S LICENSE AND SOBRIETY CHECKPOINTS
- DUI WARRANT SERVICE



PUBLIC INFORMATION & EDUCATION - PEDESTRIANS

PUBLIC AWARENESS is enhanced through traffic safety **INFORMATION** and **EDUCATION**. Educating the public is accomplished by:

- Public Awareness Days
- Media – Press Releases/Advisory, Feature Stories
- Direct distribution of traffic safety materials
- Traffic Safety Presentations
- Traffic Safety Campaigns
- Traffic Safety Advocacy Groups
- Community or Neighborhood Groups



Pedestrian Safety Public Awareness Day in action along the Geary Boulevard Corridor.

PUBLIC AWARENESS DAYS

- A jointly planned informational and educational traffic safety effort involving the members of the SAFE Streets Task Force, Project SAFE and volunteer participation from several traffic safety advocacy groups.
- Provide education and information to the public through the distribution of traffic safety literature at targeted locations throughout the city.
- These operations typically last 2 hours.
- Both the news media and public officials are invited to attend and participate in an effort to show support and generate public interest.



Implementation



Volunteer citizens and traffic safety advocates



PUBLIC INFORMATION & EDUCATION - DUI

MEDIA CAMPAIGNS

- The media is an advocacy tool to magnify traffic safety issues, raises public awareness, change pedestrian and drivers behavior, increase community support and mobilize community action.
- Traffic safety information and education efforts are designed to reach out to the community as a whole with emphasis on ethnic media.
- SAFE Streets Task Force solicits public officials to give first-hand knowledge of traffic safety issues and enhances public support and media coverage.



Public Awareness Day – Captain Al Casciato interviewed by local media.



Avoid DUI Press Conference



Local news reporters interviewing Lt. Bob Armanino regarding a fatal traffic collision.



PUBLIC INFORMATION & EDUCATION - BICYCLES



Bikes Belong in Traffic is a San Francisco Police Department produced video in conjunction with the Bicycle Coalition.

'Bicycle safety is a primary traffic safety issue in San Francisco...Injury collisions involving bicycles in 2010 rose 12.5% compared to the previous year – 2 bicyclist were killed.'

PUBLIC AWARENESS DAYS

Four Public Awareness Days were set up on Market Street during peak commute hours and focused on traffic safety issues for bicyclists and motorists.

EDUCATION

The San Francisco Police Department has produced a training video depicting:

- Legal rights of bicyclists,
- Illustrates common San Francisco cycling situations and the appropriate police attention required, and
- Information for safe bicycle riding.

The San Francisco Bicycle Coalition features the video on their website @ www.sfbike.org (under the resources of `bikelaw_sfpd_video`)

It is currently being presented at Roll-Call Training throughout the department, the police academy and district stations.