

## SFMTA Pedestrian Safety Update

1.19.11

This fact sheet describes the work of the SFMTA to increase pedestrian safety in San Francisco. It is meant as a supplement to the summary information that was presented to the SFMTA Board of Directors on October 22, 2010.

San Francisco is a national leader in implementing measures to enhance pedestrian safety. San Francisco has piloted innovative projects, as well as adopted standard practices that are considered to be the state of the practice. While a Pedestrian Master Plan is yet to be funded, the SFMTA nonetheless takes a methodical, comprehensive approach to enhancing pedestrian safety.

Beginning in 2001, San Francisco was among a small number of cities to begin experimenting with Pedestrian Countdown Signals (PCS). When these devices were shown to have positive results, San Francisco adopted a policy of installing them at every signalized intersection. To date, PCS has been installed at 71% of the city's 1182 signalized intersections, and the remaining intersections have been prioritized for installation as funding becomes available. Similarly, San Francisco leads the nation in providing Accessible Pedestrian Signals (APS), and for having a policy in place for prioritization and continual installation of APS. 116 intersections have APS to date in San Francisco, and the City has received accolades from the blind and low vision community for its commitment and achievements.

In 2002, San Francisco was selected as one of a few cities to participate in the FHWA's PedSafe project to test the effectiveness of a variety of pedestrian safety measures. Over a five year period, 12 pedestrian safety measures were tested. From this study, San Francisco was able to determine which measures are proven to increase pedestrian safety (including "ped head start" signal modifications and median "Yield to Pedestrian Signs") and which measures have little to no impact (such as "Look" pavement stencils). These findings continue to inform the work of the SFMTA.

After a comprehensive, peer reviewed study on crosswalk safety was released by the FHWA, SFMTA incorporated the study's findings into a set of crosswalk guidelines and began implementing measures to enhance crosswalks across the city. In particular, all crosswalks along arterial streets that do not have a traffic signal or stop sign will be retrofitted with continental crosswalks, advance yield lines, signage, and red visibility curbs. All such locations in San Francisco have been prioritized for implementation, and 50 crosswalk conversions have been completed to date, with 15 more to be completed by July 2011.

Beginning in 2009, the SFMTA began a project to re-open closed crosswalks. 85 closed crosswalks throughout the city were identified and prioritized for reopening based on such factors as pedestrian demand and feasibility. Seven of those crosswalks will be reopened by July of 2011, with an additional 2-5 locations to be re-opened in the next fiscal year.

The SFMTA places a particular emphasis on enhancing safety near schools. Roughly 140 school crossing guards are deployed across the city based on an analysis of traffic patterns and walking trends. All crosswalks adjacent to schools have been painted with yellow continental striping and outfitted with florescent yellow-green “School Crossing” signs where appropriate. Through the Safe Routes to Schools Program, San Francisco evaluates pedestrian safety near schools and obtains grant funding for implementing pedestrian safety measures such as bulbouts, chicanes, speed humps and raised crosswalks near schools.

San Francisco has a comprehensive traffic calming program for improving pedestrian and traffic safety. Traffic calming is a community-driven process by which traffic data and the desires of residents are weighed to prioritize safety improvements. To date, 29 neighborhood and corridor-specific traffic calming plans have been completed, and an additional 9 are in the planning process. The attached map shows the geographic distribution of the SFMTA’s traffic calming program.

A new pilot project which combines traditional traffic calming with school area safety is a feature known as a “Home Zone”. The creation of home zones is a holistic approach to common problems associated with vehicular traffic in residential neighborhoods – such as speeding and cut-through traffic, as well as social and public health issues encountered in many urban areas. Neighborhoods surrounding schools are the initial focus of the SFMTA’s Home Zone pilot. The city’s first Home Zone is being planned in the vicinity of Marshall Elementary School in the Mission. Other neighborhoods will be studied in conjunction with Traffic Calming and SRTS funding requests.

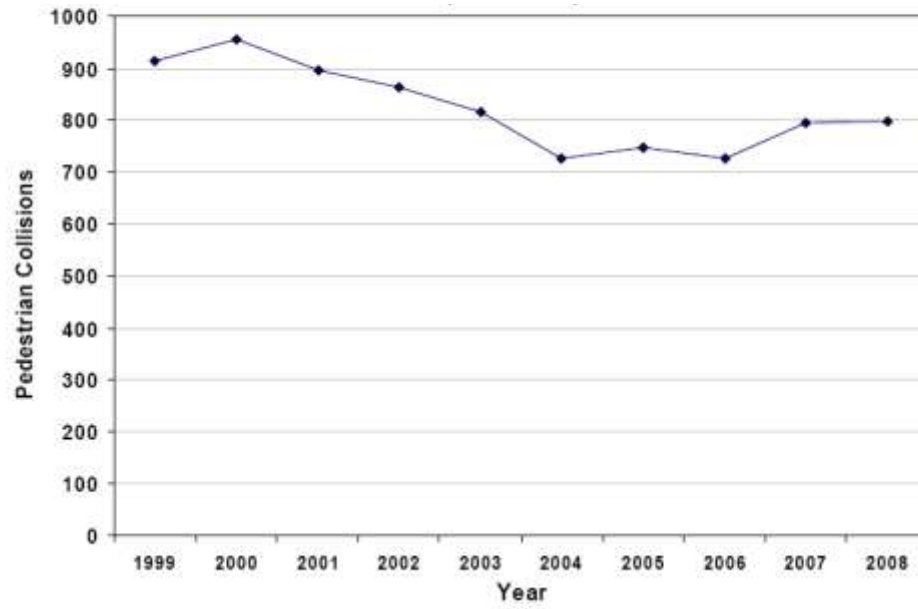
The recently adopted Better Streets Plan (BSP) is the blueprint for improving the safety, comfort and sustainability of San Francisco’s pedestrian realm. Recent streetscape projects on Valencia Street, Divisadero Street and Linden Street demonstrate the principles of the BSP. The SFMTA and its City partners will rely on the guidance of the BSP for future projects such as Cesar Chavez and Market Street.

Developing a citywide, comprehensive Pedestrian Master Plan has been a priority of advocates for a number of years. However, as was shown with the San Francisco Bicycle Plan, planning and environmental review of such a project is costly. To date, the \$1 million or more that would be required for a Pedestrian Mater Plan has not been secured. Therefore, the SFMTA has adopted a strategy of drafting guidelines based on the most recent research, studying pedestrian collision statistics and the effectiveness of specific measures, and prioritizing locations for implementation based on this information. This methodical approach has yielded several prioritized lists of projects which can be implemented as funding becomes available.

As the two charts below illustrate, this approach to pedestrian safety has resulted in a general trend of decreasing pedestrian collisions, despite growing numbers of people walking in San Francisco.

### San Francisco Injury Collisions Involving Pedestrians (1999-2008)

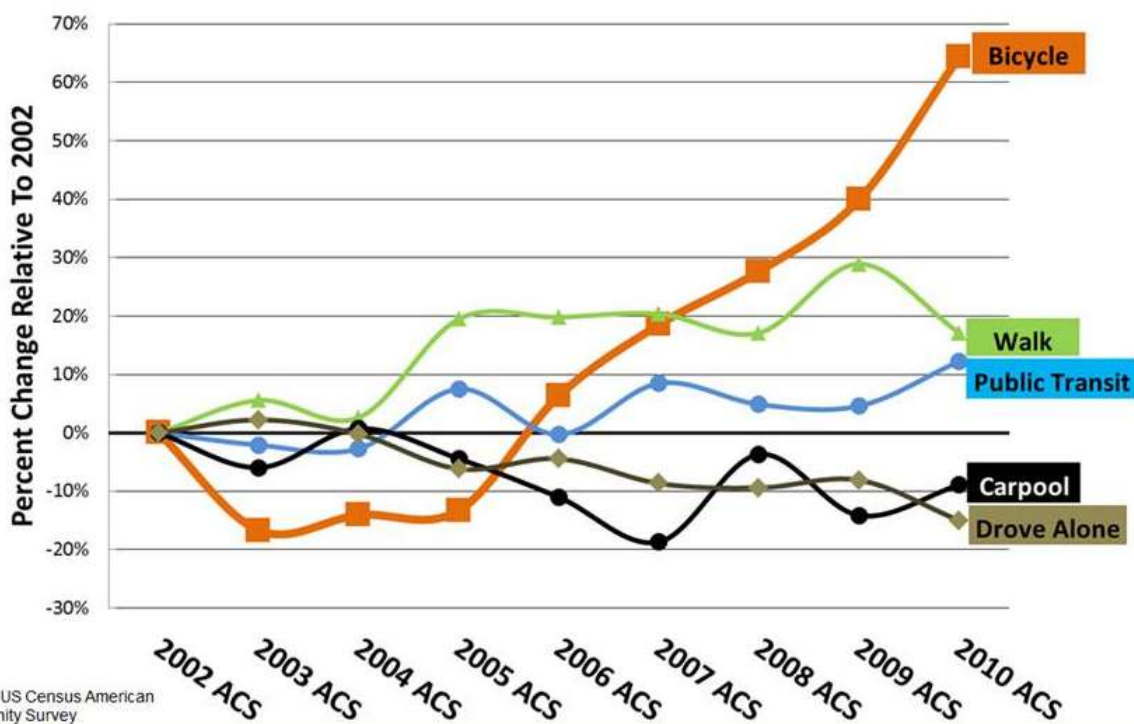
Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Total	915	955	895	862	815	727	747	726	796	799



**Travel Mode to Work Percent Change Relative to 2002  
(2002 – 2010)**

Travel Mode to Work	2002	2003	2004	2005	2006	2007	2008	2009	2010
Drove Alone	0.00%	-0.75%	-4.01%	-9.40%	-4.65%	-3.80%	1.41%	1.56%	-5.91%
Carpool	0.00%	-8.69%	-3.10%	-7.72%	-11.22%	-14.34%	7.84%	-5.12%	0.81%
Public Transit	0.00%	-4.95%	-6.40%	3.83%	-0.51%	14.25%	17.42%	15.58%	24.27%
Walk	0.00%	2.49%	-1.27%	15.40%	19.54%	26.78%	31.12%	42.48%	29.65%
Bicycle	0.00%	-19.14%	-17.35%	-16.26%	6.11%	24.82%	42.92%	54.61%	81.92%
Other	0.00%	-1.61%	6.86%	-10.05%	13.87%	13.76%	23.40%	11.60%	19.23%

Source: US Census American Community Survey



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