Agenda

• Walking in San Francisco
• Accomplishments and Current Pedestrian Activities
• Mayor’s Pedestrian Safety Executive Directive
• Next Steps
Policy Shift: City of Sustainable Mobility Choices
Walking is fundamental to our mobility vision
Key attributes to a successful public realm
5 E’s (Elements) of Good Street Design

Good Design and Education lead to Safety outcomes
Street Design is critical to safe walking conditions

Pedestrian to Vehicle Exposure 62.5 ft
Pedestrian to Vehicle Exposure 49ft

Trade offs: travel lane and/or parking lane removal

Complete Streets-Improves walking conditions
Pedestrian to Vehicle Exposure 37ft

Trade offs: travel lane and parking lane removal, driveways

Complete Streets-promotes safety through design
Estimated Annual Pedestrian Crossings (in millions)

City of short trips-voted most walkable city
Injury Collisions Involving Pedestrians
1999-2009

Source: CHP, Statewide Traffic Records System (SWITRS)
Fatal Pedestrian Collisions 1999-2009

Year

Fatal Collisions

Source: CHP, Statewide Traffic Records System
Pedestrian Non-fatal Injuries: Primary Collision Factors

- Driver Inattention: 42%
- Pedestrian Inattention: 31%
- Other: 5%
- Signals/Signs Inattention: 22%

Source: CHP, SWITRS
Pedestrian Collision Locations 2004-2009

Source: Fehr & Peers, SWITRS.
Corridor Analysis Example:
SOMA Vehicle Collisions

N-S Streets: Pedestrian and Bicycle Collisions 2004 - 2008

• Northern segments of North-South SOMA arterials stand out for collisions, particularly 6th Street.
Pedestrian Accomplishments to Date
• Better Streets Plan
• WalkFirst Study
• Pedestrian Action Plan
• Risk Reduction Plan
• Walkable Neighborhoods
Growth is focused on creating walkable neighborhoods
Future redesign efforts focus on walkability
Street Redesigns Pilots
Pavement to Parks replaced excess road space
Open space and walking improvements
Parklets widened sidewalks and walking amenities
Powell Street Promenade link Hallidie Plaza to Union Square
Market St Pilots improvements for all users
Bicycle Boxes-Increased setback for all users
On Street Bicycle Corral Parking
Accessibility Focus - highest priority
Valencia Street – Better Streets Plan into action
Citywide Traffic Calming Studies
Home Zones Pilot: Mission Traffic Calming
Pedestrian Safety Engineering Program

- Advance limit lines with high visibility crosswalks
- Center Median improvements
- Sidewalk “bulb-outs”
- Improved Lighting
- Raised Crosswalks
- Pedestrian Countdown Signals (PCS)
22% Reduction of Collisions after installation*

'SafeTREC, 2003
Current Pedestrian Engineering Activities

Red Zones
Continental Crosswalks
Closed Crosswalks
School Crosswalks
Audible Ped Signals
Countdown Signals
Pedestrian Safety Campaigns

They are not always right, but YOU can be
行人并非总是对的，但你可以

Let pedestrians go first
请让行人先行
Sunday Streets (Ciclovia) street closures
Mayor’s Executive Directive on Pedestrian Safety Overview

• City Agencies Coordinate through the Director’s Working Group Targeting:
  – By 2016: 25% reduction in serious/fatal pedestrian injuries
  – By 2021: 50% reduction
  – Reduce safety geographic “inequities”
  – Increase walking

• Near Term Actions
• Pedestrian Safety Task Force
• Pedestrian Action Plan
Mayor’s Executive Directive why now?

- Pedestrian safety focus
- Pedestrian targets and goals first for a City
- Departments lack a coordinated vision for walking and pedestrian needs.

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<tr>
<th>Task</th>
<th>Schedule &amp; Status</th>
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<tbody>
<tr>
<td>Mayor signs Directive</td>
<td>December 20, 2010</td>
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<tr>
<td>Commence Nine Near Term Actions</td>
<td>By February 18, 2011 (SFMTA Actions Started)</td>
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<tr>
<td>Begin Pedestrian Action Plan</td>
<td>By December 20, 2011</td>
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1. 15 MPH Speed Limit

- **Who:** SFMTA, SFPD
- **What:** 15 MPH Posted Speed Limit at ~255 Schools
- **When:** Up to 2 years
- **Cost:** 5 signs at each school = $550,000 for planning, design, and construction
- **Funding:** TBD
2. Home Zones

• **Who**: SFMTA

• **What**: Three zones with streets safe and comfortable to use in a vehicle, on a bike, or walking through effective street design

• **When**: Four years

• **Cost**: 3 home zones = $1.8 million for planning, design, and construction

• **Funding**: TBD
3. Pedestrian Safety Engineering Program

- **Who**: SFMTA, DPH, and Planning
- **What**: Phase II of the WalkFirst project
- **When**: On-going
- **Cost**: Phase 2 = ~$400,000
- **Funding**: TBD – potential OTS for unfunded Phase 2
4. Targeted Pedestrian Safety Enforcement

- **Who**: SFPD, SFMTA, DPH
- **What**: Continue coordination and deploy targeted pedestrian safety enforcement.
- **When**: On-going
- **Cost**: $50,000 per year
- **Funding**: TBD/Existing and Future OTS
Other Actions

5. Develop Injury Prediction Model

6. Evaluate Pedestrian Environmental Quality Index (PEQI)

7. Research International Safety Practices

8. Identify Existing and New Funds

9. Outreach with Community Organizations
Task Force Representation

• **Who:**
  – SFDPH
  – SFMTA
  – SFCTA
  – SFPD
  – SFFD
  – SFDPW
  – SFPUC
  – SF Planning
  – Recreation & Park
  – SFUSD
  – SF DOE
  – Mayor's Office on Disability
  – Pedestrian Safety Organization(s)

• **When:** SFMTA has made initial outreach to other city partners.
Pedestrian Action Plan

- **Who**: SFMTA, PSAC, DPH, Planning
- **What**: Goals for Pedestrian Safety, Summary of Existing Planning Efforts & Funding, Identify Future Investments & Funding Needs, CEQA Clearance
- **When**: Commence by 12/2011
- **Cost**: TBD
- **Funding**: TBD
Interdepartmental and Community Partnerships

- Interdepartmental Working Group
- Better Streets Working Group
- PSAC
  - ROLE - Official Advisor to the Board of Supervisors
  - CREATED in 2003
  - MEMBERSHIP – 23 seats:
    - 11 district seats
    - 2 at large seats
    - Representatives of organizations
  - ASSESSED State of Pedestrian Safety in 2010 Report to BOS
Next Steps

• Convene Task Force
• Coordinate City Departments
• Develop Framework on delivering early actions
• Identify immediate funding needs and resources to meet goals
• Develop Pedestrian Action Plan framework