

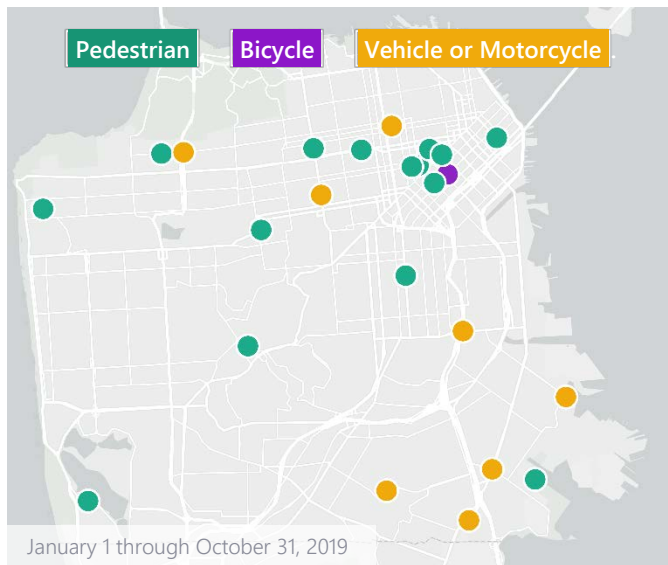
Vision Zero



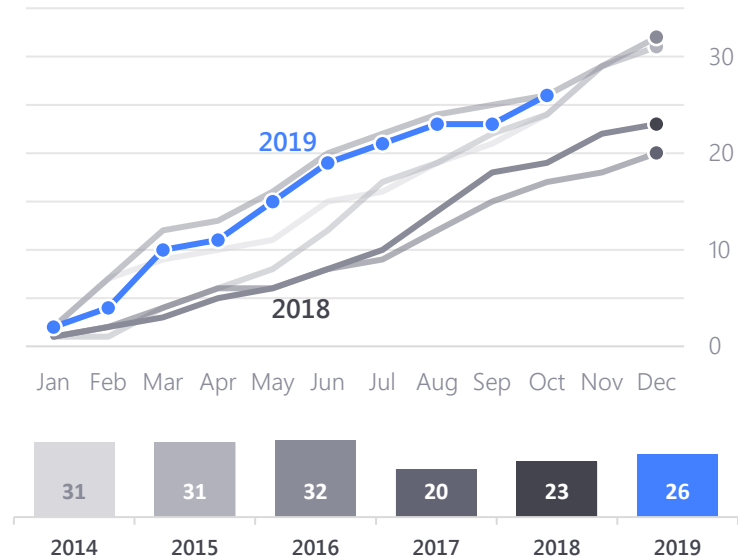
What is Vision Zero?

Vision Zero is San Francisco’s commitment to creating safer, more livable streets with the goal of eliminating traffic fatalities and reducing severe injuries. Adopted in 2014, Vision Zero is a collaboration of 15 City agencies including the Department of Public Health (SFPDH), Police Department (SFPD), and San Francisco Municipal Transportation Agency (SFMTA). City Agencies work with community stakeholders to implement the [Vision Zero Action Strategy](#), which focuses on advancing equity, strategic local actions, transformative state policies, and complementary city goals.

2019 Traffic Fatalities Map



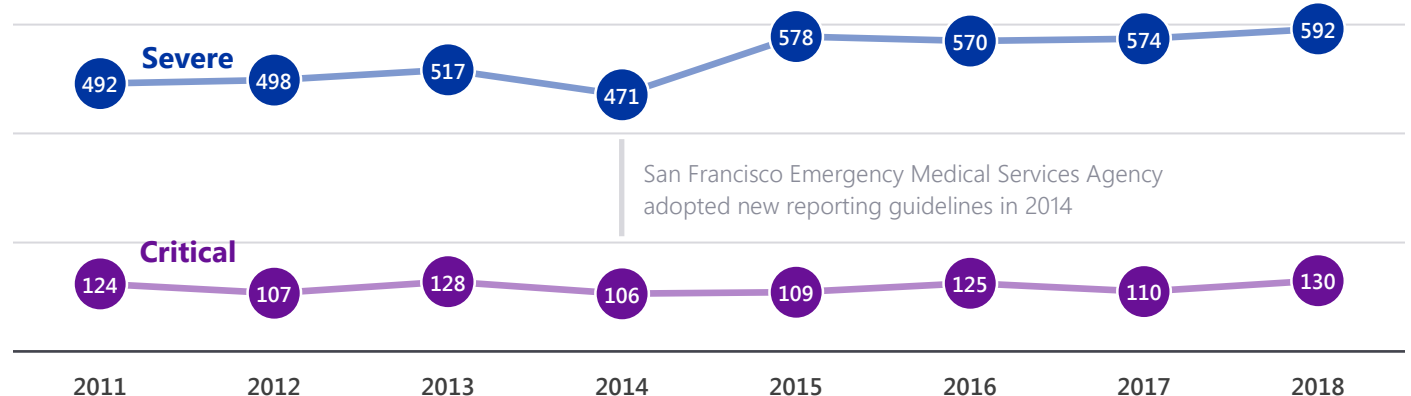
Total traffic fatalities by month & year



Transportation fatality data comes from two sources—the Office of Chief Medical Examiner and the SFPD. SFPDH, SFMTA, and SFPD meet each month to review records of transportation-related fatalities. The [Vision Zero Traffic Fatality Protocol](#) offers a complete description of how the City tracks and reports this information across agencies.

Severe Injuries

Most traffic collisions do not result in fatalities, but the people involved may still suffer serious injuries. SFPDH works with staff from Zuckerberg San Francisco General Hospital and Trauma Center to monitor **severe** and **critical** injuries. SFPDH also links hospital data with traffic collision reports from the SFPD for comprehensive injury analysis. The City uses this data to analyze [trends](#), identify the [streets with the most severe and fatal traffic injuries](#), and prioritize [new projects](#) to improve safety.



New Traffic Safety Measures

In March 2019, Mayor London Breed directed the SFPD to increase “Focus on the Five” enforcement, the San Francisco Public Utilities Commission to dedicate staff resources as nighttime collisions have highlighted the need for street-lighting, and the SFMTA to expedite quick build projects.

Collision Reporting Improvements

The Controller’s Office is working with SFPD, DPH, and the SFMTA to develop a new traffic collision reporting system to replace the SFPD’s retired reporting system. The implementation of a new system will remove the administrative burden of reporting and reduce barriers to access and analysis of collision data.

Vision Zero Quick-Build Projects

On June 4, 2019, the SFMTA Board approved the quick-build framework. Vision Zero quick-build initiative is an SFMTA effort to quickly implement pedestrian and bicycle safety improvements on the Vision Zero High Injury Network. The Agency committed to delivering 15 quick-build projects through 2020.

Quick-build safety projects will decrease the number of people fatally and severely injured on San Francisco streets, resulting in progress towards the SFMTA’s Vision Zero goal.

Focus on the Five

The San Francisco Police Department committed to issuing at least 50% of traffic citations for the top 5 causes of injury collisions: speeding, violating pedestrian right-of-way in a crosswalk, running red lights, running stop signs, and failing to yield while turning.

This initiative – called “[Focus on the Five](#)” – represents a shift towards data-driven deployment of SFPD’s traffic enforcement across the city.

SFPD achieved its Focus on the Five goal in April and May of 2019. However, the **total number of traffic citations** issued has decreased significantly in recent years.

